

A Friend or Two

There is all of pleasure and all of peace
In a friend or two;
And all our troubles may find release
In a friend or two.
It is in the grip of the clasp hand
On native soil or in alien land,
For the world is made—do you understand—
Of a friend or two.

A song to sing and a crust to share
With a friend or two;
A smile to give and a grief to bear
With a friend or two;
A road to walk and a goal to win;
An inglenook to find comfort in;
The happiest hours that we know begin
With a friend or two.

A little laughter, perhaps some tears,
With a friend or two;
The days, the weeks, and the months and years
With a friend or two.
A vale to cross and a hill to climb;
A mock at age and a jeer at time;
The prose of life takes the lilt of rhyme
With a friend or two.

The brother soul and the brother heart
Of a friend or two
Make us drift on from the crowd apart
With a friend or two.
For come days happy or come days sad,
We count no hours but the ones made glad
By these hale good times we've ever had
With a friend or two.

Then brim the goblet and quaff the toast
To a friend or two;
For glad the man who can always boast
Of a friend or two.
The fairest sight is a friendly face,
The blithest tread is a friendly pace,
And heaven will be a better place
For a friend or two.

Wilber D. Nesbit.

Love's Labor Sweet

A good wife rose from her bed one morn
And thought, with a nervous dread,
Of the piles of clothes to be washed, and more
Than a dozen mouths to be fed.
There's the meals to get for the men in the field;
And the children to fix away
To school; and the milk to be skimmed and churned;
And all to be done this day.

It had rained in the night, and all the wood
Was wet as it could be;
There were puddings and pies to bake, besides
A loaf of cake for tea.
And the day was hot, and her aching brow
Throbbled wearily as she said:
"If maidens but knew what good wives know,
They would be in no haste to wed."

* * * *

"Jennie, what do you think I told Ben Brown?"
Called the farmer from the well;
And a flush crept up to his bronzed brow,
And his eyes half bashfully fell.
"It was this," he said, and coming near,
He smiled, and, stooping down,
Kissed her cheek—"Twas this: That you were the best
And the dearest wife in town!"

The farmer went back to the field, and the wife,
In a smiling and absent way,
Sang snatches of tender little songs
She'd not sung for many a day.
And the pain in her head was gone, and the clothes
Were white as the foam of the sea,
Her bread was light, and her butter was sweet,
And as golden as it could be.

"Just think," the children all called in a breath,
"Tom Wood has run off to sea!
He wouldn't, we know, if he only had had
As happy a home as we."
The night came down and the good wife smiled
To herself, as she softly said:
"'Tis so sweet to labor for those we love,
It's no wonder that maids will wed."

Thomas Burnett.

Good Yeast
Good Bread
Good Health

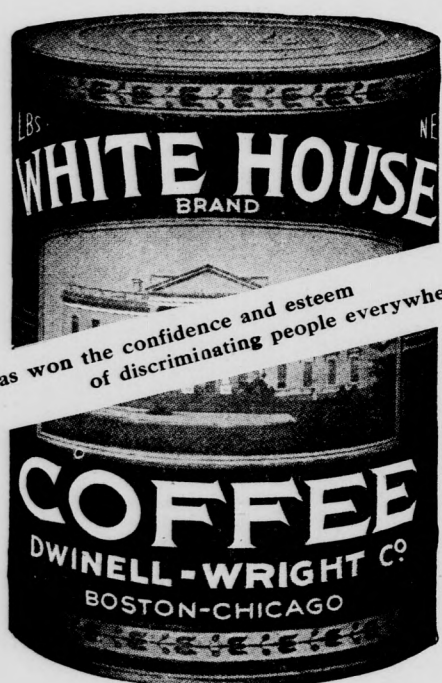
Sell Your Customers
FLEISCHMANN'S
YEAST

WHEN YOU SEE

THE
SIGN OF  GOOD
CANDY

"DOUBLE A"

Remember it came from
The PUTNAM FACTORY, National Candy Co., Inc.
Grand Rapids, Mich.



Distributed at Wholesale by
JUDSON GROCER CO.
Grand Rapids, Mich.



In Handy 1 Lb. Franklin Cartons
With Inside Bag of Moisture Proof Paraffine Paper
Packed 24 Lbs. to the Container

is one of our famous confectioner's grades, packed in handy form for household use. It will appeal to your customers because of its cleanliness, fineness and purity, and because the moisture proof carton keeps it "free." The 24 lb. containers enable you to buy to suit your convenience.

Other FRANKLIN CARTON SUGARS are packed in ORIGINAL CONTAINERS of 24, 48, 60 and 120 lbs.

Franklin Carton Sugar is Guaranteed Full Weight and refined CANE sugar.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

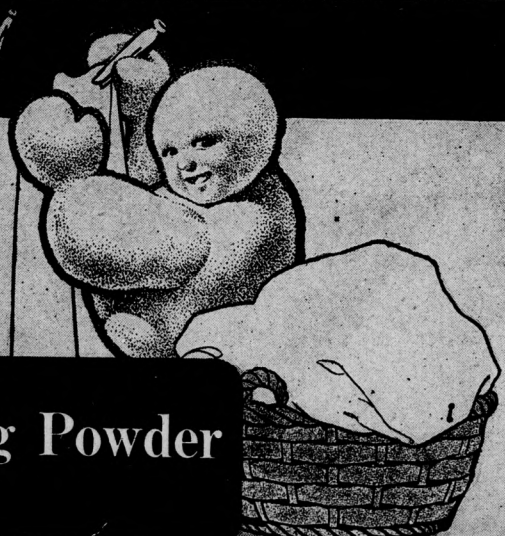
"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar."

next time

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

Lautz **Snow Boy** Washing Powder

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



MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, JANUARY 21, 1914

Number 1583

SPECIAL FEATURES.

Page.	
2.	Upper Peninsula.
3.	Boonlets From Bay City.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Financial.
8.	Editorial.
9.	City Competition.
10.	In Favor of Ford.
11.	Musings From Muskegon.
12.	Butter, Eggs and Provisions.
14.	Gabby Gleanings From Grand Rapids.
15.	Saucy Sayings From Saginaw.
16.	Honks From Auto City Council.
17.	Dry Goods.
18.	Delivering Goods.
19.	Shoes.
20.	Woman's World.
22.	Hardware.
24.	The Commercial Traveler.
26.	Drugs.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Grand Rapids, Jan. 14.—In the matter of Edward E. Hulbert, mason contractor of Grand Rapids, the first meeting of creditors was held. The bankrupt was present and examined by Thompson & Temple and Kleinhaus, Knappen & Uhl for the creditors. The following claims were allowed:

Frederick H. McDonald	\$131.45
H. P. Bateman	14.40
J. N. Lamoreaux, Comstock Pk	4.50
Wykes, Schroeder Co.	22.00
Gus. Appelt	109.45

By unanimous vote of creditors present and represented George C. Schroeder, of Grand Rapids, was elected trustee and bond fixed at \$500.

The schedules in the matter of William C. Walsh, involuntary bankrupt, doing a general banking business at Boyne Falls, have been filed. The schedules show liabilities of \$12,057.24 and assets are listed at \$11,880.34. Most of the creditors are small depositors in and about Boyne Falls. The first meeting of creditors has been set for January 28, and J. Ernest Converse, of Boyne Falls, is now in possession of the assets under appointment as custodian by the referee.

A voluntary petition has been filed by Ebenezer H. Vandenberg, of Wyoming township, Kent county, and he was adjudicated bankrupt by Referee Wicks in the absence of the District Judge from the Division. The first meeting of creditors has been called for February 3. The schedules list the following as creditors:

Chattel Loan Co.	\$ 85.00
Ray Watkins	95.75
James Boer	48.51
Burton Heights Drug Store	6.40
Cornell Hardware	3.40
Pastoor Bros.	4.72
Breen & Halladay	17.40
Valley City Ice & Coal Co.	2.80
J. A. J. Friedrich	194.00
P. Steketee & Sons	32.28
Dr. Wm. Northrop	61.00
Nyberg & Witte	25.50
Denison & Dykema	8.45
Kraft Drug Store	12.08
Geo. T. Bemis	10.80
Hoekstra Creamery	10.50
Crab & Hunter	5.00
Wm. R. Rorke	17.00
James & Arie Boer	274.32
Albert Prange	75.00
James & Arie Boer	81.60
James & Arie Boer	466.17
Peter Verhey	150.00
Golden & Boter	9.70
Rempie & Gallemeier	173.00
Anheuser Busch Brewing Co.	1.00
John Caulfield	85.83
Valley City Gravel Co.	136.37
Battjes Fuel & Building Co.	48.00
Peter Verhey	225.00
Golden & Boter	59.00
Commercial Savings Bank	180.00
E. L. Probert	2,400.00
James & Arie Boer	3,000.00
E. W. Britt, Edgerton	5.70
Geo. A. Beelby	15.00

The assets listed are very small and will no doubt all be exempt.

Jan. 15.—The final meeting of creditors in the matter of Oster & Maynard, grocers at Traverse City, was held. The bankrupts were not present, nor were any creditors. Claims were allowed and a first and final dividend of 4 1/4 per cent. was declared and ordered paid to general creditors. The trustee's final report and account showed receipts of \$930.57,

disbursements of \$477.96 and balance on hand of \$452.71. Of this amount administration expenses and attorney fees were deducted, leaving a balance of \$173.34 for distribution. A favorable certificate will be made as to the bankrupt's discharge.

The first meeting of creditors in the matter of Albert Nichols, doing business as A. Nichols & Co., of Alto, was held. The bankrupt was present and represented by Freeland & Munshaw, his attorneys. Creditors by Hilding & Hilding, Corwin & Souter and John E. More. The bankrupt's schedules, previously filed, were amended to include the following creditors:

H. Leonard & Sons	\$ 15.26
A. E. Winchester, Alto	12.00
Standard Oil Co.	13.58
Ira M. Smith & Co.	5.66
J. H. Robson, Pipestone, Minn.	137.87

The following assets were also added by the amendment to the schedules:

Cash in bank	\$ 21.40
Rebate on fire insurance policies	25.00

The following claims were allowed:

Grand Rapids Stationery Co.	\$ 5.18
Herold Bertsch Shoe Co.	274.80
National Candy Co.	29.73
M. Ploaty & Sons	32.34
John O. Shepard	12.13
Otto Weber & Co.	25.71
Worden Grocer Co.	65.29
Judson Grocer Co.	232.56
Valley City Milling Co.	12.65
Farmers State Bank, Alto	757.34
Grand Rapids Dry Goods Co.	374.52
Hirth-Krause Co.	11.75
John O. Shepard	100.00

Kirk E. Wicks, receiver, made his report, which was approved. By unanimous vote of creditors present and represented William B. Holden, of the Grand Rapids Dry Goods Co., was elected trustee and his bond fixed at \$5,000.

Stewart McBain, Thomas Carlyle and O. H. Faubel, of Grand Rapids, were appointed by the referee to appraise the stock, after which it will be offered for sale.

Jan. 16.—A voluntary petition in bankruptcy has been filed by Frank C. Schliess and George J. Bachman, doing business under the name of Schliess & Bachman, general contractors, and they have been adjudicated bankrupt by Referee Wicks in the absence of the judge from the division. The firm has its headquarters in Grand Rapids and the assets listed are in Grand Rapids, Detroit and Buffalo. The schedules on file show liabilities in the sum of \$5,612.36 and assets of \$2,846.05. The first meeting of creditors has been called for February 3rd, next at which time creditors may elect a trustee if desired, prove claims and transact such other business as may come before the meeting. The following are listed as creditors:

Gleye Hardware Co.	\$ 5.00
Billboard Co., Cincinnati	16.80
Grand Rapids Art Glass Co.	39.00
Grand Rapids News	15.00
South Michigan Brick Co.	46.85
Valley City Stone Co.	34.96
Otis Elevator Co., New York	110.00
Frank Beyer, Buffalo	17.00
Buffalo Electric Co.	36.36
Detroit Journal, Detroit	25.00
Schroeder Paint & Glass Co., Detroit	33.64
Pelgrine Statuary Co., Buffalo	110.00
Wm. Piggins, Detroit	23.47
Puritan Brick Co., Detroit	95.00
Tyler Plumbing Co., Flint	24.20
Leitelt Iron Works	117.41
Gregg Hardware Co., Detroit	6.40
R. A. Haven	9.50
Marquette Lumber Co.	24.78
Richmond Safety Gate Co., Richmond, Ind.	40.00
Pudrith Co., Detroit	107.65
Serfling Co.	7.75
Consolidated Press Clipping, Chicago	37.50
Wykes-Schroeder Co.	460.15
Schoone Tile & Marble Co.	8.10
Western Union	1.35
James Boer	19.48
Savage Moving Co.	10.00
Hamilton & Rapp	26.02
A. H. Haven, Bellevue	29.90
A. G. Swanz, Buffalo	120.00
Grand Rapids Wire Co.	46.00
G. N. Miller	75.00
Grinnell, Row & Athouse	692.16
Smedley, Linsay, Lillie	446.18
D. M. Amberg	22.50
Southern Surety Co., St. Louis	269.07
Letellier Co.	670.86

Total \$7,976.68

Assets.

Accounts receivable	\$396.11
Property claimed exempt	225.00

Total \$621.11

Jan. 14.—In the matter of Frederick W. Hinrichs, bankrupt, of Kalamazoo, at the meeting of creditors called for the purpose of declaring a second dividend, another 5 per cent. dividend was declared on claims amounting to \$67,427.20; also certain administration expenses were allowed.

Jan. 15.—In the matter of Herbert L. Levey and Harry J. Lewis and Levey

and Lewis, copartnership, bankrupt of Kalamazoo, an order was entered by the referee approving the trustee's bond, and directing the appraisers to file appraisal.

Jan. 16.—In the matter of Frank W. Flint, bankrupt, of Saugatuck, the trustee has filed objections to the allowance of the claim of the F. Mayer Boot & Shoe Co., of Milwaukee, on the ground that the company received a preference from the bankrupt within the four months period also after the bankrupt had filed his petition in bankruptcy. It is alleged that the bankrupt paid the company \$100 out of the funds of the estate. The claim is for \$685.97. An order was entered by the referee for a hearing on the objections on February 6th at his office.

Jan. 17.—In the matter of Charles Lester Myner, bankrupt, of South Haven, an order was entered calling the first meeting of creditors at Paw Paw February 2, for the purpose of proving claims, the election of a trustee and the examination of the bankrupt.

Jan. 7.—In the matter of the Michigan Buggy Co., bankrupt, of Kalamazoo, orders were entered by the referee for the hearings on the petitions for the reclamation of property to be held January 20, at the office of the bankrupt.

In the matter of Victor L. Palmer, bankrupt, of Kalamazoo, the first creditors' meeting was further adjourned until January 20, at Kalamazoo, at which time creditors may prove claims and further examine the bankrupt.

Jan. 10.—In the matter of James Ingersoll Day, bankrupt, of Decatur, an adjourned meeting of creditors was held at the referee's office. The referee filed his decision on the petitions of the Pfaunder Company, and the Monarch Machinery Co., for the reclamation of property, allowing the petitioners to reclaim the property, whereupon orders were entered directing the trustee to return the property to the petitioners.

In the matter of the National Gas Light Co., bankrupt, of Kalamazoo, the trustee has been directed to file his final report and account for the purpose of calling a final meeting of creditors to close the estate, and the declaration and payment of a final dividend.

Jan. 12.—In the matter of Herbert A. Levey and Harry J. Lewis, and Levey and Lewis, copartnership, the first meeting of creditors was held at Kalamazoo, and George J. Haines elected trustee. His bond being fixed in the sum of \$200. John Burke, Clarence Cairns and Fred Reunard were appointed appraisers. The bankrupts were sworn and examined by the attorneys present and referee without a reporter, the examinations disclosing that it is very doubtful if there will be any assets upon which to declare a dividend to creditors, and about only enough funds in the estate to pay the actual administration expenses.

A voluntary petition was filed by Charles Lester Myner, a former grocer of South Haven, and he was adjudged bankrupt by Judge Sessions, and the matter referred to Referee Banyon. The schedules of the bankrupt disclose the following liabilities and assets:

City of South Haven, taxes	\$ 23.57
Rochester Chemical Co., merchandise	9.95
Tribune Co., South Haven	2.40
Barret & Barret Co., Chicago	6.85
Armour & Co., Kalamazoo	111.90
E. C. Goldsmith & Co., So. Haven	40.95
Hanselman Candy Co., Kalamazoo	51.06
H. J. Heinz Co., Kalamazoo	26.41
Star Paper Co., Kalamazoo	50.40
National Biscuit Co., Grand Rapids	51.61
Perfection Biscuit Co., Ft. Wayne	14.90
Reid Murdock & Co., Chicago	134.85
F. Van Orden, South Haven	8.58
E. M. Gale & Co., South Haven	8.50
Fred Rapp, South Haven	10.40
E. S. Dyckman, South Haven	16.40
Kibbie Telephone Co., So. Haven	12.13
Mitchell & Son, South Haven	38.50
Lee & Cady, Kalamazoo	242.70
First State Bank, South Haven	225.44
First State Bank, South Haven	25.70
Klock & Sherwood, South Haven	15.13
Kalamazoo Cold Storage Co., Kalamazoo	6.25

Total \$1,134.56

Assets.

Accounts receivable	\$396.11
Property claimed exempt	225.00

Total \$621.11

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One Dollar a Pound for Beaver Meats.

Ishpeming, Jan. 19.—Owing to numerous enquiries received from beaver trappers and others regarding the shipment and sale of beaver meat, Deputy State Game Warden John Rough took the matter up with State Game Warden William R. Oates, and was informed that meat of beavers legally killed can be transported and sold. All packages or boxes of beaver meat must be plainly marked on the outside to show their contents.

To date thirty-seven licenses to trap beaver have been issued.

"Beaver meat makes excellent eating and offers have been received by trappers of a dollar a pound for the meat from Chicago markets," Mr. Rough recently remarked. "The beavers range from forty to sixty pounds in weight, dressed, and besides the high prices that trappers are receiving for the hides they can make good money selling the meat. One hunter has filled four licenses this season near Republic, and he has most of the meat hung up. When I inform him of Mr. Oates' decision he will have in the neighborhood of 1,500 pounds of meat ready for the market."

Corunna—Frank Converse, trustee in bankruptcy of C. A. Shields, the Owosso poultry dealer, who failed recently, has brought suit against the Grand Trunk Railway for \$1,000. It is claimed Shields shipped a car of poultry from Lennon, which was to be transferred at Durand for New York, but which was inadvertently taken to Port Huron and then returned to Durand before being sent East. The delay is said to have resulted in the death of many of the fowls in the car.

Levering—Frank Smith has sold his interest in the Smith & Swartout dry goods, notion and grocery stock to Wesley Reed and the business will be conducted at the same location under the style of Swartout & Reed.

No man can waste valuable time in an argument. If his time is valuable he doesn't argue.

Many well intentioned persons attempt to build a skyscraper on a bungalow foundation.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Marquette, Jan. 19.—The hardware salesman of the Upper Peninsula of Michigan who make the copper country, of which your correspondent is one, will miss the genial face and kindly smile of Wm. E. Fairbairn, who for a number of years has been chief clerk and buyer for the Portage Lake Hardware Co., at Houghton, he having on January 1 resigned and accepted a position as traveling salesman for the Benjamin Moore Co., of Chicago, in Southern territory embracing Texas, Arkansas and Missouri with headquarters at Springfield, Missouri. Our regret over his departure to the South almost amounts to sorrow and our most heartfelt wishes go with him for a bright and prosperous future as a successful traveling salesman. He goes with the knowledge that he leaves behind him a host of warm friends.

One day last week, while at Garnet whiling away a pleasant hour or two in the office of the D. M. McLeod Lumber Co., after the mail had come in from the South and East, our attention was attracted by an unusual commotion out in the store which we thought was going to develop into a riot, as the store was thronged with customers and seekers for mail, but on investigation it was discovered that a splendid specimen of a game rooster came through the parcel post. On arrival at the post office he challenged the Assistant Postmaster, Fred Gronsted, to a fight by crowing justly.

We have substantial reasons to believe that Chas. A. Wheeler has changed his address, according to a return card on a letter recently received from him. We fondly hope that his removal was only temporary, incident to the joyous festivities of the Christmas vacation. He is an authority at the present time on the inside costs on china closets.

Jimmie Quick has resigned his position as day clerk at the Clifton Hotel and is succeeded by Frank Grey, recently from Sault Ste. Marie, Ontario, who is making good as a funiologist and a mixologist. He is a very round faced, womanlike beauty.

George Deegan, of bean fame, W. F. Venzloff, of hardware fame, and R. H. Walker, of rubber and child-lore fame, all spent Sunday at the Clifton.

To our brother correspondents: Let's enter into a horrible conspiracy. Flash the declaration of independence on Brother Stowe. Go on strike if he further persist in refusing our poetry and henceforth hereafter and forever send it to the Dry Goods Optimist, published in the city where life is worth living (except to the policemen). We have just received a copy of the Optimist from the hand of its editor, Jimmy Goldstein. It is a neat, well put up pamphlet, replete with trade articles, well written humorous items and a fine assortment of poetry. It is the organ of Burnham, Stoepel & Co. and appears to be published monthly.

I send you to-day a copy of the strike investigation by the Copper Country Commercial Club and call especial attention to an editorial in the Marquette Mining Journal of to-day which gives a very fair line on the actual situation as it now exists. We believe absolutely every word and act of Governor Ferris during his quite thorough investigation of strike conditions while here. In order to give you the opposite side of it, I send you a copy of a Finnish comic socialistic paper, named Lapatosser, and call your attention to the front page, which is most infamous and poisonous. You can readily judge what effect such poisonous stuff has on the minds of the ignorant, illiterate and unsophisticated of that na-

tionality. I also send you for the same purpose, a copy of the Bulletin, showing the base and vile misrepresentations which these western federation fiends have been guilty of. I thought that this matter might be the basis for an editorial by yourself on the subject. We appreciate what you have previously written on this subject and enjoy reading it very much. Ura Donald Laird.

News Items From the Soo.

Sault Ste. Marie, Jan. 19.—E. S. Taylor, the hustling grocer of Pickford, has caught up with his winter's work so as to arrange to spend his annual vacation at Chicago and other cities for the next two or three weeks. Mr. Taylor has the reputation of being the busiest man in Chippewa county and is bidding his numerous friends good-bye and ordering enough bologna sausage and other products to keep the store supplied during his absence. He had one hour to wait for the train, which he spent in visiting meanwhile. It may be that Mr. Taylor will invest in another auto while away, as he has almost worn out the one he purchased last year.

John Wojtowicz, an Austrian, met his death from burns received in the steel plant last week by having his clothes catch fire from sparks of the hot metal being poured into the dipper, while he was sleeping on the pouring bench of the works when the hot metal came along, the sparks from which scattered all around and caused the sleeping man's clothes to ignite and slowly burned him to death. His remains were laid to rest in the Canadian Soo cemetery.

There were twenty-nine children taken from the Soo to the Good Will farm last year, not counting the six which arrangements are now being made for. The Great Lakes Mission here was re-organized by representative business men and they hope to put the Anchor Mission on its feet, as it is doing a good work in this part of the country and should receive the support of all who are able to contribute to such a worthy cause.

Jim Douglas, the popular implement dealer of the Soo, who has been laid up with neuralgia for the past week, is able to be out again and his many friends are pleased to see his smiling face and cheerful countenance on the streets again. Jim is a hard worker and expects to get in the race for sheriff at the next elections. From present indications he will have but little opposition this time, as the office is coming to him, having been defeated on a former campaign. Jim stands about six feet, weighing over 200 pounds, and would make a sheriff that Chippewa county would be proud of.

C. Pakka, the hustling manager for the Erickson Grocer Co. here, has made a grand success of the business since taking over the management of the store. From all reports he has made the year 1913 a record breaker in the history of the firm. Mr. Pakka contributes his success to his untiring efforts and his extensive sales of Davies teas which has brought him much trade from the different parts of the city. He is doing quite a jobbing trade among the Finnish people in the surrounding country.

Thomas Haugh, formerly city salesman for Armour & Co. here, has resigned and is contemplating going in business for himself. Mr. Haugh has had years of business experience and has always been successful heretofore and his many friends predict for him a bright future in his new undertaking and wish him every success which he so justly deserves.

It was pleasing news to hear of the report from the Union Carbide Co. for the year of 1913, which was the biggest year in its history here. The net earnings were in the neighborhood of 15 per cent. more than they were during 1912. Moderate transactions in Union Carbide shares have

caused an advance in the price to 152.

Roland Hetherington, for the past year clerk in the Central Grocer Co., has resigned his position. He has not as yet decided just what he will take up next. Mr. Hetherington is a bright young man and deserving of another good position.

H. McKinstry, Jr., member of the firm of the Connolly Manufacturing Co., here, has sold his interest to Mr. John P. Connolly and will retire from the business. Mr. McKinstry has been a hard worker during all these years, having made a success in business, as he started in at clerking, later buying out his boss and starting in on his own hook when he took Mr. Connolly in with him. The business has been built up to one of the largest of its kind in the city.

Hockey, hockey, hockey. The Soo starts in well by cleaning up on Calumet by 9 to 0, putting the Soo in first place. While the Soo is hockey wild over the results, we have learned a lesson in our experience with the world famous foot ball team last fall and will keep away from Detroit and other cities where there is a possibility of our covering too much territory and will have to be content with the copper country and Canada. We hope that the good start made will continue, as there is much at stake on the home team when doing good work.

Terry McGovern, formerly a resident here, but now located at Detroit, is back here shaking hands with his numerous friends and, incidentally, selling auto trucks. We understand he has the only perfect auto truck for all purposes and has numerous good prospects in sight and it may take him all winter to fill up a cargo for shipment at the opening of navigation. Terry has broken the record on auto driving here, as all of his friends will vouch, from the daring trips made by him last summer which have not as yet been equalled in the history of the Upper Peninsula. He is the only man who went through Death's Valley at DeTour with a load of passengers that were picked up for dead and lived to tell the tale.

Booth's Candy Kitchen, on Ashmun street, was visited by burglars last Sunday night. It is understood that the visitors secured about \$10 in money from the till and made their escape through the rear door. No clue has as yet been found.

It is pleasing news to learn that the Postmaster General is considering the increase of parcel post to 100 lb. packages. The packers are looking for the time, not far distant, when the limit will be 100 pounds, so that we can do away with the freight shipments entirely. It would also cut down the delivery expenses and turn the wholesale houses into mail order houses. Wouldn't this be glorious, nothing to do but fill mail orders.

Word was received here last week, announcing the death of John Hengels' sister in Germany, who succumbed to an attack of pneumonia on Jan. 3. Mr. Hengels is proprietor of one of the best cigar stores here and his many friends extend their heartfelt sympathy in his bereavement.

The two police commissioners who were asked to resign last week have decided to send in their resignations. Mr. More has been appointed as Income Tax officer here, with a salary of \$1,600 a year, which will pay him better than the salary he was getting on the police commission, while Max Schoeneman will have more time to devote to largely increasing his clothing business here which demands his personal attention.

Mr. and Mrs. Daniel Cameron celebrated their golden wedding last week. In former years Mr. Cameron was one of the Soo's leading butchers and his many friends here extended

their congratulations on the glorious event.

The Wellman murder case, of which mention was made in these columns a few weeks ago, is to be tried at this term of the Circuit Court. LaLonde, the suspect who has been held in close confinement since the Wellman murder, has made a partial confession and the officers expect he will make a full confession allowing the case to be disposed of.

We felt proud of the testimony from the Soo people sent to the Board of Education at Bay City in behalf of Supt. E. E. Ferguson, who is being tried to be disposed of by Mr. Lichtig, President of the Board of Education of Bay City, on account of differences in opinion regarding the training school. The long experience of Professor Ferguson and his wonderful success with the schools while at the Soo has given the people of this city the utmost confidence in his ability in the educational line. It was very much regretted that Mr. Ferguson had to go to Bay City on account of the Soo not being able to pay so large a price for his services, and the case will be watched with much interest by the people of the Soo who would be pleased to see the good people of Bay City stand by the Professor and see that he gets justice in the controversy.

Word was received in this city of the death of Harvey Clark, of St. Ignace, who has relatives living in the Soo. He was 62 years of age and died at Munising. The cause of his death was pneumonia. It is likely that the body will be taken to St. Ignace for interment. His two sons, Freddie and Harry, of the Soo, left for Munising to take care of the remains.

It was a shock to the many friends and citizens of this city when they heard of the misfortune which recently befell Thomas Chitty, of the real estate firm of Chitty, Moffly & Chippley. Though a scratch which Mr. Chitty received on his left hand a few days ago, blood poisoning set in, causing Mr. Chitty to undergo an operation for the purpose of amputating his arm between the shoulder and elbow. Dr. Gibson performed the operation, which he hopes will be successful.

In the January term of the Federal Court for the Soo District, Judge Sessions pronounced sentences on Postmaster Obadiah Newton, of Gould City, Postmaster Joseph Veretti, Assanins, Baraga county, and ex-Postmaster Alfred Follanshee, of Ontonagon, all of whom were charged with causing a shortage in the postal funds to which they pleaded guilty.

The Great Lakes Dock & Dredge Co. pleaded guilty to violation of the 8 hour law, or more specifically with having worked their employees on a contract at Manistique longer hours than allowed by law, and were fined \$100.

J. Campbell has purchased the stock and store formerly occupied by the late A. Wellman, who was recently murdered at his place of business. Mr. Campbell has opened the store again and will conduct the business on a larger scale. He is no amateur at the business having been a successful grocer in the Soo for a number of years, and retired from the business about seven years ago.

Thomas Haugh has purchased the grocery store of C. H. More, 826 South Ashmun street and will continue the business.

Walter Reinert, formerly traveling salesman for Armour & Co., has resigned his position and left for Saginaw, where he expects to make his future home.

The Great Lakes Mission, for the past twenty-seven years conducted by Miss Nason has been re-organized and Miss Nason relieved of further duty on account of advancing years and not being able to give the Mission the necessary care that it should have. Some of the Soo's leading business men have been appointed on the

board of management and hope to continue the good work along the lines that it has been running heretofore which is a great need to this community.

Harry Harrison, one of the Soo's popular jewelers and music men here, met with a serious mishap while closing a deal for a piano at Rudyard last week. It seems that Mr. Harrison, in stepping out of one of the stores, missed his footing and, not knowing there was a step between the door and the sidewalk, was violently thrown to the wall and dislocated his collar bone, receiving a severe shaking up. Mr. Harrison received the best of medical aid at hand and was removed to his home in this city, where his many friends hope to hear of his speedy recovery.

W. G. Tapert.

Boomlets From Bay City.

Bay City, Jan. 19—R. S. Richards, after about six months enforced idleness on account of illness, has packed his grip and gone South to hustle for business with his usual untiring energy. Dick is small of stature, but large in securing results.

Frank Harman, who has been confined to the house for several months by illness, has recovered his strength sufficiently to take short walks. Here is hoping you may soon regain your old time vigor, Frank.

Several members of Bay Council, No. 51, are making strenuous efforts to increase our membership. The results would be greater if a larger number of our members engaged in this work. In every organization there is the lifter and the leaner. Wherever you go you will find the world's masses always divided in just these two classes. Oddly enough, you will find, too, I ween, there is only one lifter to twenty who lean.

A number of the members of the Bay City Board of Education are emulating the example of the Chicago board by refusing to re-engage the superintendent of schools. A mass meeting will be held at the court house this evening to protest against the action of these members.

Pub. Com.

Fifty-five Members On the List.

Jackson, Jan. 19—The annual meeting of the Jackson Retail Grocers' Association was held last Wednesday night, at which time the officers were elected for the ensuing year. All the officers of the past year were re-elected, with the exception of Second Vice-President. The results of the election are as follows:

President—A. E. Webster.

First Vice-President—H. J. Flint.

Second Vice-President—W. P. Smith.

Secretary—R. W. Scott.

Treasurer—J. Breitmayer.

Our Association had an increase of nineteen new members during the year 1913 and a decrease of six, who sold out or retired, making a total of fifty-five regular members. We hope to have a membership double this amount by this time next year as we have just established a credit rating system which will be more of an inducement for members to join.

R. W. Scott, Sec'y.

Business Chance in Panama.

Laundry work in Panama City is now performed entirely by hand, yet there is a population of more than 40,000 in the city and a large foreign element which knows the value of steam laundry work. The Consul at that port calls attention to the fact that after the completion of the canal many ships are likely to remain at Panama for several days and much laundry work will ensue from that source. Electricity may be had at 17 cents per kilowatt hour and the labor problem is easily met.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The annual banquet of the Jackson Chamber of Commerce will be held Jan. 21, with Hugh Chalmers, of Detroit, as the leading speaker.

The city of Saginaw will be fifty-seven years old on Feb. 17 and the Board of Trade will hold its annual banquet at this time.

Muskegon has plans for an auditorium as a memorial to the late Chas. H. Hackley.

Reports from Grand Haven indicate that the Grand Trunk plans to put on gasoline motor cars between Grand Rapids and Grand Haven this season.

The Michigan Printer's Cost Congress will hold its annual convention in Saginaw May 21-23.

The Elk Rapids Board of Trade has a number of things up its sleeve. One is the building of a dock which will enable fruit growers of Old Mission to ship their products from that town. It is also planned to advertise the attractiveness of Elk Rapids as a summer resort, a fisherman's paradise and so forth. Two new industries, a cannery and an apple dryer, are knocking at the doors of the town and want to come in. And the Chautauqua and Homecoming week, starting about August 1, is a certainty.

Hastings has been examining its fire alarm system and finds it to be not only worthless but dangerous, some of the boxes being absolute death traps ready to hand out electrocution to anybody turning in an alarm. The system will be overhauled.

Factory owners of Charlotte have asked the city to repair the fire alarm system and continue it in operation. There has been talk of taking out the boxes.

The Eddy Paper Co., of Three Rivers, has declared a 25 per cent. stock dividend and the capital has been increased to \$500,000. A second large machine, costing over \$150,000, will be installed at White Pigeon.

A new creamery has started operations at Copenish, with C. M. Conklin, of Sheridan, as manager.

Robert Bromley is the newly chosen President of the Retail Grocers and Butchers' Association of Pontiac.

Otsego is promised free mail delivery before July 1.

Six different contractors with teams and men are working on the road bed of the Grand Rapids & Northwestern Railroad between Hesperia and Ludington. Grading will begin soon between Hesperia and Grand Rapids.

The Michigan State Horticultural Society will hold its mid-winter meeting Feb. 5 and 6 at Benton Harbor.

Fishing is an important industry at Frankfort. Reports for the past year show that N. M. T. Co. took out 869,447 pounds and the Wells-Fargo Co. 484,724 pounds, a total of 1,454,171 pounds, which at an average price of 10 cents a pound, indicates that the sum of \$145,417.10 was left in Frankfort as equivalent for its lake food.

The Muskegon Chamber of Commerce will hold its annual election of officers Jan. 30.

Port Huron is already tired of its

near-stops and will ask the street car company to return to the far stops. Detroit is beginning to feel the same way.

The St. Joseph Improvement Association has a fund of \$50,000 in hand now and will try to make wise use of it in securing new industries and in making a bigger St. Joe.

Heirs of Louis Sands have presented old Manistee with fifteen acres of land for public playground and park purposes.

The Michigan State Telephone Co. has made Kalamazoo its headquarters for the Southwestern Michigan district, with E. P. Platt in charge.

The Menominee Commercial Club will put out some booklets soon dealing with Menominee and its opportunities.

The South Haven Board of Trade has elected officers for 1914, as follows: President, H. T. Cook; Vice-President, F. C. Cogshall; Secretary, Roy S. McCrimmon; Treasurer, W. S. Bradley.

The Connor Ice Cream Co. is enlarging its plant at Owosso.

Manistee has adopted an ordinance forbidding the use of air guns or sling shots in the city.

The annual banquet of the Lowell Board of Trade will be held Jan. 28, with Rev. A. W. Wishart, of Grand Rapids, as one of the speakers.

Nearly \$400,000 was expended in new buildings in Bay City during the past year, while the Grand Trunk and the Michigan Central spent more than a quarter of a million dollars in improvements.

The Bay City Board of Commerce has arranged for a house warming party Friday evening, Jan. 23, in its new quarters in the Northeastern Michigan building.

The Michigan Pioneer and Historical Society will hold its midwinter meeting Feb. 4 and 5 at the library in Port Huron. Almond Griffen.

Co-operative Popcorn Farms.

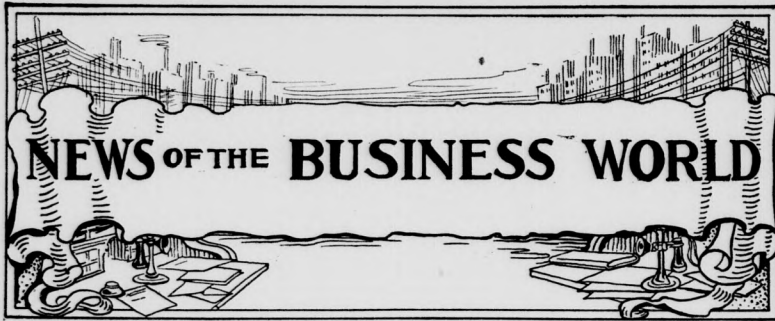
A prominent agriculturalist suggests that there is an opportunity for a neighborhood to go into the growing of pop corn on a somewhat co-operative basis. He says that a considerable area has to be grown in one locality that it may be handled with profit, but that there is not enough pop corn in the country to supply the immediate demands, and that the product is bound to have a steadily increasing demand at a high price. Almost any ground that will grow field corn will grow pop corn. The present price paid the grower is \$1.25 to \$1.50 per bushel.

Holland Needs 5 and 10 Cent Stores.

The American Consul at Amsterdam says that there is nothing in that city corresponding to the American 5 and 10 cent stores. Since Hollanders are, as a general rule, thrifty and economical, it would seem that stores of that type should find an ideal field there. In addition, it is said that most household articles which are retailed in the American 5 and 10 cents stores bring all the way from 20 to 40 cents in Holland. If that is true, the chance for profitable competition should be excellent.



It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.



Movements of Merchants.

Brookfield—A general store has been opened by W. H. Otis.

Berlin—Ray Carpenter has engaged in the drug business here.

Belding—Henry A. Smith has closed out his stock of groceries.

Hesperia—A new meat market has been opened by Fred Branstrom.

Palo—W. H. Wilder has engaged in the hardware and stove business.

Hesperia—Fred Branstrom has engaged in the meat business here.

Ainger—The Ainger Mercantile Co. has been succeeded by Quick Bros.

Bailey—Follett & Son succeed Geo. E. Seamon in the general store business.

Six Lakes—Glenn A. Wood has engaged in the drug and hardware business.

Pullman—Goodwin & Pickett succeed Albert Myers in general trade here.

Peacock—R. M. Smith is succeeded in the grocery business by Henry R. Bartlett.

Casnovia—Fred Woodworth lost his grocery stock and fixtures by fire Jan. 16.

Charlottesville—A. H. Goldsmith has succeeded Henry Smith in the grocery business.

Haslett—E. D. McClure is closing out his stock of meats and will retire from business.

Vermontville—A billard, lunch room and cigar store has been opened by Geo. E. Ramsey.

Detroit—The Wayne Packing Co. has changed its name to the Wayne Furniture Packing Co.

Vassar—The Chas. A. Lewis Clothing Co. has changed its name to the Henry Price Clothing Co.

Jackson—Conway & Marshall, tinners, have removed their stock to 126 East Cortland street.

Sunfield—Welch & Barnum have engaged in the grocery, shoe and men's furnishing goods business.

White Cloud—E. H. Lemire has removed his drug stock to the new store building he has erected.

Detroit—The Robinson & Cohen Furniture Co. has increased its capital stock from \$6,000 to \$7,500.

Woodland—C. D. Garn, druggist, has remodeled his store building and installed a new prescription case.

White Cloud—C. E. Wilson, dealer in general merchandise, is enlarging and remodeling his store building.

Bancroft—Harrow Bros. lost 3,000 bushels of potatoes Jan. 19, when their warehouse was destroyed by fire.

Portland—Charles Lockwood has sold his interest in the clothing and shoe stock of Lockwood & Lehman

to Edward Fineis and the business will be continued under the style of Lehman & Fineis.

Newaygo—Raymond D. Minogue succeeds R. D. Minogue & Co. in the men's furnishing goods and shoe business.

Hoxeyville—Mr. Goff has purchased the R. G. Peters Co. general stock of merchandise and will continue the business.

Dowagiac—George P. Wilder, who conducts a bazaar store here, has made an assignment in favor of Carl H. Mosher.

Detroit—The Webster & McCausey Lumber & Coal Co. has changed its name to the Webster & McCausey Lumber Co.

Levering—L. A. Prout & Son have disposed of their billiard hall and stock of soft drinks, cigars and tobacco to Frank Smith.

Allegan—Charles S. May will remove his jewelry stock from here to Forest, Ill., where he will continue the business.

Ludington—Warren A. Cartier and W. Ray Cartier have engaged in business under the style of the Cartier Auto & Garage Co.

Dimondale—William H. Goodrich has purchased the late F. A. Merritt drug stock and will consolidate it with his own.

Kalamazoo—William E. Bommer-schein succeeds William L. Hoffman in the bakery business at 326 South Burdick street.

Lansing—Burglars entered the Orla Bailey grocery store, at 517 West Ionia street, and carried away goods to the value of about \$50.

Karlin—Joseph T. Urban, dealer in general merchandise, will erect a new store building in the spring, which he will occupy with his own stock.

Detroit—The J. A. Cowell Co., dealer in clothing and men's furnishings, has changed its name to the Fifteen Dollar Fashion Clothes Shop.

Fowlerville—Edward Nichols, who conducts a general store at Parker's Corners, has sold his stock to George Allen, who will continue the business.

Traverse City—William Ried and Grant Sales have formed a copartnership and opened a confectionery and cigar store at 413 South Union street.

Lawton—Harry Reynolds has purchased the W. S. Beach & Co. meat and grocery stock and will continue the business under his own name.

Lansing—Burglars entered the grocery stores of Bailey & Bailey, 110 North Butler street; Michael Brady, 823 South Chestnut street, and Frank Dehn, 901 West St. Joseph street, Jan. 16. Only small amounts of cash and some cigars were secured.

Kalamazoo—Mrs. Amelia Schau, of the Three Schaus, dealers in millinery, died at her home Jan. 16 as the result of heart disease, aged 56 years.

Charlevoix—A. M. Burdick has sold his store building and grocery stock to C. S. Dodge, who has taken possession and will continue the business.

Bronson—P. A. White has traded his stock of dry goods to Clarence Manee for his farm near Hillsdale. Mr. Manee will take possession about Feb. 1.

Sturgis—The R. L. Webb Lumber Co. has been organized with an authorized capital stock of \$25,000, which has been subscribed and \$23,500 paid in in cash.

Jonesville—E. D. Howard, who has conducted a shoe store here for a number of years, died at his home Jan. 15 of pneumonia, after an illness of but a few days.

Allegan—The Allegan Fruit & Produce Co. has been organized with an authorized capital stock of \$10,000, of which \$6,500 has been subscribed and paid in in property.

Marquette—William H. Chubb has taken the position of manager of the J. Q. Lewis & Co. grocery store and meat market, at the corner of Third and Magnetic street.

Niles—Robert C. Atkinson, dealer in hay, grain, implements and vehicles, has merged his business into a stock company and added lines of plumbing, heating and lighting.

Bailey—C. W. Gould, dealer in produce, coal, lime, cement, etc., formerly operating under the style of C. W. Gould & Co. will carry on the business in the future on his own account.

Lansing—J. F. Waidlich has sold his shoe stock to A. D. Carr and R. C. Allen, who have formed a copartnership and will continue the business under the style of the Shoe Market.

Montgomery—The Montgomery Peat Fuel Co. has engaged in business with an authorized capital stock of \$20,000, of which \$12,700 has been subscribed and \$4,000 paid in in cash.

Northport—D. B. Burkhead and William Gagnon, who conduct the B. & B. Pharmacy, have sold their stock to C. A. Baumberger & Co., who will continue the business under the same style.

Decatur—A new company has been organized under the style of the Chad-dock-Carney Sales Co., with an authorized capital stock of \$2,500, of which \$2,000 has been subscribed and paid in in cash.

Bad Axe—W. H. Lankin has sold his interest in the Lankin & Dundas hardware stock to R. M. McAvoy of Saginaw, and the business will be continued under the style of Dundas & McAvoy.

Ludington—Mrs. Catherine Haight has purchased the interest of Mrs. Sherman, formerly Miss Mae Travis, in the Travis Millinery Co. stock and the business will be continued under the same style.

Suttons Bay—John Husby and Oliver Hanson have formed a copartnership and purchased the F. B. Clark stock of general merchandise and will continue the business under the style of Husby & Hanson.

St. Joseph—Frank T. Gillespie has purchased the interest of his partner, John A. Reiber, in the Gillespie & Reiber drug stock and will continue the business at the same location, 220 State street, under his own name.

Detroit—An automobile bandit held up Phillip Hoffman, clerk in the Henry Weinstein grocery store, on Hastings street, as he was about to close the store Jan. 17 and escaped with about \$50 from the cash register.

Bay Port—The R. L. Gillingham Fish Co. has been merged into a stock company under the style of the R. L. Gillingham Fishing Co., with an authorized capital stock of \$6,600, all of which has been subscribed and paid in in property.

Saugatuck—C. S. Terpstra and Louis J. Van Sloten have formed a copartnership under the style of Terpstra & Van Sloten and engaged in the plumbing business. They will also carry a stock of pumps and windmills.

Manton—Frank N. Clark, manager of the Manton Produce Co., has interested his brother, Clarence U. Clark, in the establishment of a pickle salting station here. The business will be conducted under the style of Clark Bros.

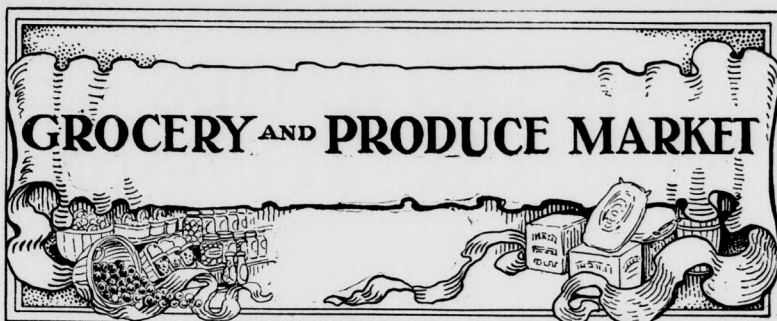
Holland—The Riksen Co. is closing out its stock of implements and will retire from business about March 15. Mr. Riksen has traded the store building and his residence on Eighth street to Thomas White for a farm in Missaukee county.

Muskegon—N. P. Heeres has sold a half interest in his drug stock to Caesar J. Meinhardi, recently of Whitehall, and the business will be continued under the style of Heeres & Meinhardi in the new Heeres block, 88 South Third street.

Niles—A new company has been organized under the style of R. C. Atkinson & Co. for the purpose of engaging in the general merchandising business. The company has an authorized capital stock of \$12,000, which has been subscribed, \$3,000 being paid in in cash and \$9,000 in property.

Ionia—The Wright Dry Goods Co. will be succeeded by a stock company, with Fred Cutler, Jr. as general manager and Thomas Humphrey as manager of the carpet and curtain departments. The store building is being remodeled and a \$4,000 plate glass front put in and will be ready for occupancy about March 15.

Saginaw—Stubbe Bros., grocers at 409 Walnut street, were recently victimized by a worthless check to the tune of \$9.84. The check was drawn on the Second National Bank and purported to be signed by the "Saginaw Paving Brick Co.," the writing appearing to have been done by a small school boy. The amount in the body of the check was written out "Nine eighty-four," also in a crude way. A man about 40 years old, dark complexioned, smooth face, five feet six inches tall, weighing about 150 pounds, bought a small bill of goods and received the difference in cash. The check passed to the Woodward Co., thence to the Bank, where it was marked "forgery."



Review of the Grand Rapids Produce Market.

Apples—Greenings and Baldwins, \$4 @4.25 per bbl.; Northern Spys and Jonathans, \$5 @5.25.

Bananas—\$2.50 per 100 lbs, or \$1 @1.75 per bunch.

Butter—Receipts are about the same as a week ago. The cooler weather has stimulated the demand to some extent, and the market is firm, with the surplus cleaned up. Storage butter is in ample supply, and the consumption is not as good as holders would like. Fancy creamery command 33c in tubs and 34 @35c in cartons. Local dealers pay 25c for No. 1 dairy and 17c for packing stock.

Cabbage—\$1 per bu.

Carrots—65c per bu.

Celery—\$1.25 per box containing 3 to 4 bunches.

Cocoanuts—\$4.75 per sack containing 100.

Cranberries—The market is strong at \$15 per bbl. for late Howes.

Cucumbers—\$2 per doz.

Eggs—The consumptive demand for eggs is reported good and the receipts are cleaning up daily. The recent cold has stimulated the demand and from all of these causes the market has advanced 2c. Milder weather is coming, however, and with it will probably come a decline in prices. Local dealers pay 32c for fresh and hold cold storage at 25 @26c.

Grape Fruit—The market has advanced to \$5 @5.50 per box.

Grapes—Malaga, \$6 per keg.

Green Onions—40c per doz. for New Orleans.

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

Lemons—California and Verdellis have declined to \$3.75 per box.

Lettuce—Eastern head, \$2.50 per bu.; hot house leaf has declined to 15c per lb.

Nuts—Almonds, 18c per lb.; Butter-nuts, \$1 per bu.; Chestnuts, 22c per lb. for Ohio; Filberts, 15c per lb.; Hickory, \$2.50 per bu. for Shellbark; Pecans, 15c per lb.; Walnuts, 19c for Grenoble and California; 17c for Naples; \$1 per bu. for Michigan.

Onions—\$1.25 for red and yellow and \$1.50 for white; Spanish, \$1.40 per crate.

Oranges—Californias are held at \$2.50 @2.75; Floridas are selling at \$2.25 @2.50.

Peppers—Green, 75c per small basket.

Potatoes—The market is without change. Country buyers are paying 15 @50c; local dealers get 65 @70c.

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

Poultry—Local dealers pay 12 @12½c for fowls, 8c for old roosters;

9c for geese; 11c for ducks; 14 @16c for No. 1 turkeys and 12c for old toms. These prices are live weight. Dressed are 2c per lb. more than live.

Radishes—30c per dozen.

Spinach—\$1 per bu.

Strawberries—45c per qt. for Florida.

Sweet Potatoes—Delawares in bu. hampers, \$1.25; Jerseys \$4 per bbl.

Tomatoes—\$3.50 per 6 basket crate of California.

Veal—Buyers pay 6 @12c according to quality.

Detroit—A new company has been incorporated under the style of the Michigan - Ontario Manufacturing Milling & Development Co., for the purpose of manufacturing, milling and pulverizing flint, feldspar and other products incidental thereto. The company has an authorized capitalization of \$25,000, of which \$13,000 has been subscribed and paid in in property.

Detroit—The Bauer-Aldrich Co. has engaged in business to manufacture and deal in upholstery binding and other supplies, equipment, accessories, pertaining to the carriage and automobile, with an authorized capital stock of \$5,000, of which \$2,900 has been subscribed, \$1,550 being paid in in cash and \$1,350 in property.

Butler Brothers will not make the promised increase of \$5,000,000 in the capital stock which was to be offered to stockholders with subscription rights, together with a stock dividend of 10 per cent. The directors decided that the business outlook does not warrant increase in the company's capital at this time.

Dennis McGrath has taken over his partner's interest in the firm of McGrath & Brown, hardware dealers at 1505 Plainfield avenue. Mr. McGrath will continue the business, using the old firm name.

C. Dailey, who has been a string butcher for about twenty years, has opened a meat market at 29 Knapp avenue.

S. J. Westra has bought the grocery stock of Anthony Zylstra at 133 Baxter street.

Hill & Shay, grocers, have discontinued business at 1155 Grandville avenue.

Nowadays when a man makes a fool of himself he claims that he was hypnotized.

He gets the leavings who is satisfied to take things as they come.

The Grocery Market.

Sugar—The market on both raw and refined is strong, and there is also an improvement in the demand. All of the New York refiners are still in harmony on the following basis: Granulated in barrels, bags and bales, 4c; other hards, 4.05c; soft grades, 4.15c; cut loaf, crushed and tablets, 4.25c. Michigan granulated is still sold by the refiners on 3.90c basis. Tablets, 4.25c. Michigan granulated is still sold by the refiners on 3.90c basis.

Tea—The Japan market is showing more activity following the dullness of December. Prices are firm and the exceptionally low priced teas which were thrown on the market have been practically eliminated. With the almost certain advances in prices of this year's crop, all quotations are very firm. Desirable grades of Ceylon teas are obtained with difficulty and the market is growing stronger. It is estimated that nearly 20 per cent. more of Ceylon and India teas were consumed this year than any previous one. Formosas are very strong and the demand is increasing. Chinas remain about the same and with somewhat decreased demand.

Coffee—Rio and Santos grades are ¼ @½c higher than a week ago. There is every evidence of a continued strong market caused by heavy buying in Europe and a falling off of receipts at primary ports. Mild coffees are steady to firm at unchanged prices. Mocha is very scarce and high. Java is unchanged and quiet.

Canned Fruits—Apples are firmer because of the high prices of fresh apples; demand fair. California canned goods show no change and quiet demand. Small Eastern canned goods are seasonably active and steady to firm because of light stocks. String beans especially are very high.

Canned Vegetables—Tomatoes are unchanged. Considering the actual cost of production, tomatoes are cheaper than for years. A few packers have offered futures at 75c but nobody is interested. Corn and peas unchanged throughout and in fair demand.

Canned Fish—Salmon is unchanged and quiet. Domestic sardines are firmly held on account of scarcity. Imported sardines are all very firm and high.

Dried Fruits—Prunes are unchanged in price and demand. There has been no weakening in the price of California dried fruit. Usually, there is a decrease in price after the first of the year, but it has not materialized so far. Apricots are very scarce on the Pacific Coast, but there has been a very slack demand this season, and consequently, prices have not been as high as they would have been otherwise. Peaches have been very low, and it has been expected that there would be advances, but none have materialized.

Cheese—The consumptive demand is normal for the season and stocks are reported light. The market is healthy on the present basis and no change seems in sight.

Salt Fish—There is a fair demand

for mackerel at ruling prices. Cod, hake and haddock are unchanged and in moderate demand.

Provisions—Smoked meats are unchanged. Pure lard is moving better and the market is firm. Compound lard is also firm at unchanged prices. Dried beef is in a little better supply and good demand. Barreled pork and canned meats are dull and unchanged.

To Reduce High Cost of Living.

The Grocers and Butchers' Association of Bay City has issued the following instructions as to the reduction of the high cost of living:

1. Pay cash if you can.
 2. If you have an account pay it promptly, and do not leave an unpaid balance. Do you know that if the dealer remains in business some one must pay the bad debts? At a conservative estimate there is lost every year in Bay City alone \$50,000 in unpaid bills. The dealers must either collect this from the honest consumers or go out of business.
 3. If possible, buy in quantities. Your dealer can sell you 25 pounds of sugar at a less rate per pound than he could one or two pounds.
 4. Help your dealer to keep down his expense account. Whenever possible, do your own delivering. Very often dealers are asked to deliver small articles, such as a bottle of milk or a package of yeast, when the cost of delivering them is much greater than the profits on the goods.
 5. Return promptly any article you may have in your possession, such as milk bottles, oil cans, baskets, etc., which belong to the dealer. He has to pay for all these things, consequently they add to his expense account.
 6. Co-operate in every way possible with your dealer to reduce the cost of living. It is bound to be high at best, but by pulling "all together" we can reduce it. If the dealer has the cash so he can buy in the best markets at the proper time, the consumer will surely reap the benefit.
 7. If on rare occasions you should, by chance, get a pound of butter that was not "right up to snuff," or an egg not "strictly up-to-date," why, don't kick the cat, or raise the roof off the house. No one feels worse about it than your dealer; it haunts him in his dreams; but in the hurly burly scramble of business some one has "soaked" him, and he must either consign the goods to the junk pile, which would only add to the cost of living, or dole them out in small quantities to his good natured customers.
- No one is more anxious to reduce the cost of living than the dealers themselves, but we must have the hearty co-operation of our friends, the consumers. We promise you our most efficient service and extend to you our very best wishes for a happy and prosperous year.
- Nothing seems to surprise some people so much as the failure of the unexpected to happen.
- The pen is mightier than some criminals who try to break out.



It is admitted now—what was kept quiet while the situation was acute—that the late autumn nearly brought a crisis for many of the smaller country banks. There was a period of two months preceding the holidays when nothing was moving, when deposits were being withdrawn, and when the currency reserves in the smaller institutions reached low ebb. Many banks had less currency than at any time in a dozen years; all were seeking earnestly to collect on outstanding paper, and without much success. Then came the holiday trade and the January settlements. They were not such as to cause misgiving, and since the first of the year there has been a much better feeling and a perceptible loosening of the money market.

It is becoming daily more apparent, as far as a broad view of the financial situation is relied on, that there is much apprehension about what legislation Washington may or may not undertake. The really qualifying consideration is the sentimental effect of the protracted spell of inactivity in business, and the admittedly large forces of idle workmen. Yet after all it is generally agreed that prospects for future trade are considered brighter than was thought possible a month ago.

Part of this changing sentiment in business circles is a result of money market conditions, which have so long been of a character to render merchants and manufacturers ultra-cautious in their own policy, even if not distinctly apprehensive. This time, the traditional "January ease" in money came unmistakably in sight. Available funds accumulated to a far larger extent than bankers had anticipated.

Probably the most immediate effect of this unlocking of facilities for credit was witnessed in the short-term security market. The absorption of this class of investments during the past few days has exceeded that of any corresponding period in at least six months. Institutions, to be sure, were careful to discriminate in favor of notes they felt sure would be paid off at maturity instead of going through the refunding process. But the demand was so large and general that it converted what was a plentiful supply of desirable issues, only a month ago, into an actual scarcity.

As to how long the supply of money will run in excess of demand, the borrower and lender are widely at variance. The feeling of officials at banks

and representative trust companies is that the ease will bring about gold exports on no small scale in February, and that the experience of a year ago, when the outflow presently began to contract available bank reserves and credit facilities, will be repeated. In addition, they lay stress on the known capital requirements of railroad and industrial corporations.

The borrower, on the other hand, holds that the probable continuance for some time of restricted demands for capital from the business world will be a partial if not a complete offset to the influences just named. He believes, therefore, that really easy money is destined to continue, even after the January period. Perhaps the actual outcome will be somewhat between the two predictions.

Hidden away in the last statement of condition of the State Bank of Coloma, is a smile which has not been overlooked by local bankers. Opposite overdrafts listed at \$718.45,

REAL ESTATE IS THE FOUNDATION OF WEALTH AND INDEPENDENCE

We can show you some of the finest highly improved farms, or thousands of acres of unimproved hardwood lands in Michigan, that are rapidly increasing in value. We also have the largest list of income property in this city—INVESTIGATE.

GEO. W. BRACE & CO.,
64 Monroe Ave. Grand Rapids, Mich.
Citizens 2506 Bell Main 1018

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

GRAND RAPIDS SAVINGS BANK

IF YOU BUY NOW

The First Preferred Stock of

United Light & Railways Company

You will receive the benefit of the ACCRUED DIVIDEND since October 1, 1913. The dividend of 1½% paid quarterly is due January 1, 1914, and the purchaser of stock gets the benefit.

A Purchase Now Will Net Good Return

Send for circular and earnings statement showing prosperous condition of this company.

Howe, Snow, Corrigan & Bertles
Michigan Trust Co. Bldg.
Grand Rapids, Michigan

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

Savings Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

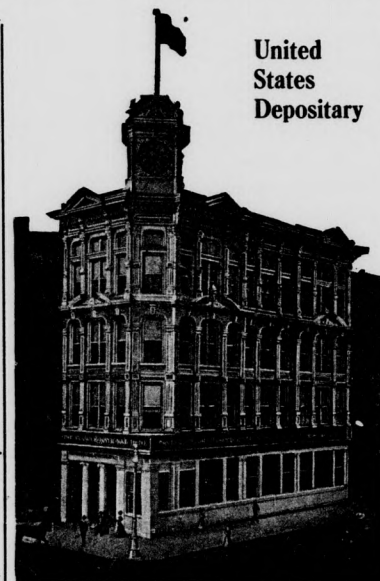
United
States
Depository

Commercial Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000



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.

the bank adds the explanatory note: "Here is where we are allowing Alphonso to use some of Gaston's money without Gaston knowing it, without any security or tangible assets, and therefore a violation of the banking law. We do not point to this with any just pride." A local banker has written to William H. Ball, President and Cashier to enquire of the comment has expedited quire if the comment for expedited settlement by those responsible for the overdraft.

The Manistee County Savings Bank has increased its capital stock from \$50,000 to \$100,000, the stock to be distributed among present stockholders out of surplus and undivided profits.

"I Will."

I will—make this day worth while. I will drop the past, remembering it only as a valuable path through which I have walked into the Now.

I will take up the work of the day as a personal pledge to do my best—with interest and enthusiasm. I will do the things I have failed to do before. I will attempt new things that I know now that I can do. I will go ahead.

I will play the game to-day with a warm heart and a cool head. I will smile when I feel like frowning. I will be patient when I feel tempted to scold. I will take personal command of myself.

I will be loyal to the concern for which I toil. I will be faithful to all my trusts. I will master the smallest detail. I will boost—not knock. I will do—not intend. I will get things done. I will work because I like to. I will

be fair and just because there is no other way—to win. I will do right because it is right. I will drink defeat, if it comes at times, as good medicine. I will sweat by courageous effort—determined to succeed at all times.

I will be careful of my time, considerate of my health, jealous of my honor. I will help make the day great for everyone with whom I come in contact. I will work for the people whom I serve with all my heart and with all my mind and with all my strength. For in the glory and success of my concern is hidden the glory and success of my own self.

I will make this day worth while.
George Matthew Adams.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid.	Asked.
Am. Light & Trac. Co., Com.	328	330
Am. Light & Trac. Co., Pfd.	105	107
Am. Public Utilities, Pfd.	74½	75½
Am. Public Utilities, Com.	48	50
Cities Service Co., Com.	81	83
Cities Service Co., Pfd.	70	72
Citizens Telephone Co.	75	77
Comw'th Pr. Ry. & Lt., Com.	56	58
Comw'th Pr. Ry. & Lt., Pfd.	78	78½
Comw'th 6% 5 year bond	95¼	97½
Pacific Gas & Elec. Co., Com.	44	46
Tennessee Ry. Lt. & Pr., Com.	14	17
Tennessee Ry. Lt. & Pr., Pfd.	61	65
United Light & Rys., Com.	77½	79
United Light & Rys., 1st Pfd.	74½	76
United Lt. & Rys. new 2nd Pfd.	70¾	71½
United Light 1st and ref. 5% bonds		87½
Industrial and Bank Stocks.		
Dennis Canadian Co.	100	105
Furniture City Brewing Co.	60	75
Globe Knitting Works, Com.	135	141
Globe Knitting Works, Pfd.	97	99
G. R. Brewing Co.	145	151
Macey Co., Pfd.	93	96
Commercial Savings Bank	200	225
Fourth National Bank	215	220
G. R. National City Bank	173	178
G. R. Savings Bank	250	300
Kent State Bank		258
Old National Bank	204	208
Peoples Savings Bank	250	

At the age of 45, or thereabouts, the average man begins to haunt the bargain counters in search of spectacles.

Bankers Buy Them

According to the report of the comptroller of the currency, banks in 1913 bought \$721,300,000 public utility bonds as against \$550,200,000 in 1911, an increase of 31.1%, whereas there was a decrease in railroad bonds purchased of 6.2% and of municipals 2.5%. We recommend the purchase of the 5% bonds of the

American Public Utilities Co.

and its subsidiaries to net 6%.

Denominations of \$100, \$500, \$1,000.

Full information and price upon application.

Kelsey, Brewer & Company

ENGINEERS BANKERS OPERATORS
GRAND RAPIDS, MICHIGAN

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

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.

Michigan Trust Co.

Resources \$2,000,000.00.

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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.

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Darwin D. Cody.	Wm. Judson.	William Savidge.
E. Golden Filer.	James D. Lacey,	Spring Lake, Mich.
Filer City, Mich.	Chicago.	Wm. Alden Smith.
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F. A. Gorham.	W. W. Mitchell.	T. Stewart White.
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Muskegon, Mich.	Lansing, Mich.	

3% Every Six Months

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

\$100.00 BONDS--6% A YEAR

ARE YOU THE ONE TO DIE THIS YEAR?

One out of every hundred at age 30 dies within the year. Maybe you are THAT ONE. \$19.95 a year will give your widow \$1,000. Is it worth while?

The Preferred Life Insurance Co. of America Grand Rapids, Mich.

One policy controls in the management of an estate. Property of one estate is not mingled with that of the Company or any other estate. Trust funds credited with their own profits.

Account rendered which are complete and easily understood. Estates managed upon strictly business principles.

AUTHORIZED CAPITAL AND SURPLUS \$450,000

GRAND RAPIDS TRUST COMPANY

123 N. OTTAWA AVE.

BOTH PHONES 4391



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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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.

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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.

January 21, 1914.

PATRIOTISM VS. POLITICS.

The Republican party of Michigan is casting about for a suitable candidate for the Governorship, which would be perfectly justifiable under ordinary circumstances. In view of the present strained industrial situation, however, the Tradesman believes that the Republicans would do well to forego the privilege of nominating a candidate for Governor in the next campaign and thus demonstrate that it is actuated by good citizenship, rather than partisanship, by endorsing the re-election of Governor Ferris. The present Executive has devoted an enormous amount of time and thought to the Governorship. He has given the office the best there was in him, to the great detriment of his own business and at his own personal inconvenience. He has made good appointments, as a rule. He has been a safe adviser and an inspiring leader. He has defended the good name of Michigan against the baseless charges of unscrupulous villifiers, both on the inside and outside of the State and at the seat of government at Washington. He has told the venal union leaders where they get off at when arrant demagogues like Darrow and Morrow have threatened to invoke the aid of the union club and retire him to private life through the medium of the recall unless he stultified himself and proved false to his trust by throwing the weight of his influence on the side of socialism and anarchy.

As the Tradesman views the situation, we have come to the parting of the ways. Politics should now stand aside for statesmanship. Law abiding citizens who believe in upholding the good name of the State should array themselves in opposition to the horde of union strikers, incendiaries and assassins who are bent on abolishing the courts and the organic law of the land and replacing them with union rule and anarchistic domination.

In the greatest crisis which ever confronted a Chief Executive of Michigan, Governor Ferris rose grandly to the occasion and proved himself to be safe, sane and dependable, and nothing would please the patriotic people of the State more

than to see the Republican party lay aside the blind fetish of maintaining the party organization for once and thus array itself on the side of good government by endorsing the candidacy of Governor Ferris and supporting him in the next election. Of course, the Tradesman has no means of knowing whether Governor Ferris will consent to run a second time. If he should decline, his act would be little less than a public calamity, because any other candidate who is nominated by either party in the present emergency is quite likely to be an adroit and fickle time server, without the independence, the fearlessness and the farsightedness of our present Chief Executive.

The people of Michigan have suffered in the past from a long string of mediocre Governors—including Jerome, Winans, Rich and Bliss—and if the Democrats are wise enough to re-nominate Mr. Ferris—and it is expecting a good deal of the Democratic party to act wisely—those Republicans who place good government ahead of political expediency can give force to their belief by working and voting for the re-election of a Governor who has proved himself recreant to no trust; who was strong when strength was most needed; who has never been a blind partisan, either in speech or action; who meets the appeals and demands of the rich and poor—the strong and the weak—with equal fortitude, fairness and firmness, and who can always be depended upon to do the right thing in the right way and at the right time.

Every citizen of Michigan with red blood in his veins and the love of the flag in his heart will applaud Governor Ferris for the manner in which he "called" Congressman MacDonald for his treasonable utterances in Washington, regarding the status of affairs in the copper country. Information received from Calumet leads the Tradesman to believe that when MacDonald goes back to his home town—if he ever has the courage to face the people he has so cowardly attacked and so miserably misrepresented—he will be spurned and spit upon by every right thinking man, woman and child in his district. He has certainly placed himself beyond the realm of recognition by decent people. It is a dirty bird that fouls its own nest.

President Wilson is doing a lot of good things, but his retention of Labor Commissioner Wilson in office is a disgrace to the administration and the country at large and a reflection on the President which the good people of this country can never forgive or forget. How long will Mr. Wilson be willing to stand in such an equivocal light before the people who have honored him with their suffrages?

Even with abundance of free raw material some men are unable to make good.

In after years a barefaced lie grows whiskers and becomes a tradition.

HARD ON THE HEATHEN.

Kikuyu has come to have a place on the map all of a sudden, and a pretty prominent one at that. Those fond of geographical research may easily spend a lot of time looking before they find it, and as an aid to these students it is suggested that it is in Africa, west of Mombasa and east of Victoria Nyanza, but it is not the place, but what happened there, which is of importance. There are various enterprises in Africa, and numerous efforts to convert the chocolate colored heathen, which are being progressed with more or less success. Different denominations are represented in these endeavors, and last June there was a missionary conference at Kikuyu, attended by Presbyterians, Methodists, Baptists, Congregationalists, and also members of the Anglican church. They agreed to work together, adopting uniform methods, permitting all to partake of the sacraments and making altogether a broad-minded, commonsense sort of an agreement to work together in the Master's cause, and in testimony thereof they joined together in a communion service.

That occasion has stirred up an awful amount of trouble, dissensions and schisms, especially in England, and theological circles in that little island are being shaken from center to circumference. Some of the bishops of the Episcopal church are criticizing, but the bishops of Mombasa and Uganda are claiming that great gains have been made and a long step forward taken in practical missionary activities. Meanwhile the bishop of Zanzibar declares that his brethren have "at least condoned heresy," and intimates that they have acted heretically. It is really making a great stir throughout the British Empire. Of course the poor heathen in Africa of whatever shade may be pardoned for regarding with suspicion the religion of missionaries who quarrel among themselves and say that only their style and stamp of faith is genuine and warranted to cure. Those who place so much dependence on dogmas and doctrines are not calculated to be practical successes in the missionary field. Better by far sink and obliterate the difference and make common cause to help the coming of the kingdom and to bring light into dark places. It certainly would make a much better impression upon the heathen, who agree about such religion as they have, and are not likely to accept the representations of missionaries to the effect that theirs is better, when those at the different stations find fault with that of their neighbors from the same country. A display of Christian unity is not only sensible, but attractive.

CHANGING POINT OF VIEW.

Much pessimism, long indulged in as a result of uncertainties over the attitude of the Democratic administration towards business has not been justified by subsequent developments. Moreover, when the business community considers how little the Tariff bill, the Income Tax law, and the new Currency act have disturbed business, as compared with the apprehen-

sions of last autumn, and how steadily (although slowly) the fundamental drawback of capital scarcity is being remedied, it finds difficulty in disputing the assertion that not only is the worst over, but that the way is open for permanent improvement.

Uncertainty as to the actual legislation at Washington this season, regarding corporations, and uncertainty also as to the outcome of the request of the railroads for increased rates, remains. There may be disappointments in each for the optimists. Yet most people of experience have not forgotten that the view, taken of such political developments by the business community itself, is apt itself to be influenced by the course of trade prosperity and financial activity—which may have been directed by influences quite apart from politics.

Carson City merchants made a ten strike with their farmer customers last Thursday by entertaining them with a luncheon. Every store in town was closed from 10 o'clock in the morning until 2 o'clock in the afternoon, during which time the merchants made things interesting for their rural customers. The Tradesman has frequently commended occasions of this kind and improves this opportunity to suggest that the merchants of other towns avail themselves of the same opportunity to show their appreciation of the patronage that is accorded them year in and year out. When the merchant heads his horse or his automobile toward the country he invariably receives the glad hand from his farmer friends. He is invited in to partake of the hospitality of the house and every effort is made to render his visit pleasant. There would seem to be no reason why the merchant should not right about face and do the same thing when the farmer comes to town. Furthermore, the Tradesman believes that every storekeeper who has an established trade should maintain a rest room for the women and children. Such conveniences cost very little to maintain, but they mean much to country customers and cannot fail to bring rich returns to the merchant in the shape of increased business and augmented prestige.

"A bull in a china shop" is a saying expressing the idea of a general smashup, but the saying is true no longer. The other day a big bullock strayed into a china shop in Lewes, England, where a cattle market was being held, sauntered through lines of china and glassware and broke nary a dish. The bull walked the length of a block through the store, and then calmly into the street.

Billy Sunday, who is holding a series of revival meetings in Pittsburgh, has this to say about Pontius Pilate: "Pilate was a standpat, free lunch counter, grafting, back room, side entrance, peanut politician, just like a lot we have to-day—ready to sell his soul for a miserably cheap, dirty political job." That is enough to make the ancient ruler turn over in his grave.

CITY COMPETITION.

It Is Offset by Merchants of Long Beach.

Long Beach, Calif., Jan. 15—The Stingaree is a unique periodical published by the business men of this place and devoted largely to matters of local interest. Recently this journal offered \$25 in prizes for the best letters on the subject "Why Do Long Beach People Trade in Los Angeles?" The \$25 was divided into a first prize of \$10, a second of \$5 and ten awards of \$1 each.

The replies selected as deserving of the prizes were published in the last issue of the Stingaree and merit at least a brief review, because they bring out so clearly a number of points that can not fail to be of interest and value to all merchants doing business—or attempting to do business—in towns easily accessible to some near-by large city.

A word of explanation as to the situation here. In this section of Southwestern California the city of Los Angeles is in a peculiar and very emphatic sense the hub and center of things. By a glance at the map it will be seen that Pasadena, South Pasadena, Monrovia, Whittier, Glendale, Alhambra, Santa Ana, Inglewood, Venice, Ocean Park, Redondo, Santa Monica and Long Beach, not to mention a great number of small towns, are suburban to Los Angeles and tributary to it. It is not putting it too strongly to say that many of these places, even though possessing their own local government and being entirely separate from the large city, have their existence simply because they are desirable places to live and are fairly near the metropolis.

All of these suburbs are, to a great extent, residence towns, most of them having little in the way of manufacturing interests to keep them up. A large proportion of the population are in independent circumstances financially. They have made their money in the East and have come out here to enjoy life. They are not under obligations to any storekeeper, local or otherwise, and can shop where they please.

Without exception the places mentioned are connected with Los Angeles by an electric railway system called the greatest in the world. "One thousand miles of trolley" is the boast and the big red cars furnish rapid transit at frequent intervals and at rates cheap in comparison with steam car transportation. Each day a truly amazing number of business people, pleasure seekers, shoppers and workers are taken in to Los Angeles on the electric cars, to return to their homes at night.

For those who have risen above trolley car riding, this country affords unequalled facilities for automobilism. Good roads, a climate that makes motoring pleasurable and practical every day in the year, with the exception of a little rainy weather, and, by actual count, an auto to every twenty-eight people, it will be seen that a vast number of suburban shoppers go in to the city in their machines.

Los Angeles itself is a powerful magnet to the residents of the outlying towns. While they may prefer to have their homes somewhat away, the lure of the great city has its hold upon them and they like to go in frequently and feel its life and movement. Not the least of the many surprises which this metropolis of the Southwest holds for the visitor from the East is the very high rank of its retail stores, which in size, equipment, stocks and service compare favorably with the finest stores to be found anywhere. All the large establishments deliver goods to the outside towns without extra charge.

Moreover, Los Angeles is replete with theatrical and other attractions well calculated to make it a charming resort for pleasure seekers. Add to these conditions the fact that the big daily papers of the city, with their many columns of alluring advertising, have a great circulation in all the towns round about and it will be seen readily that suburban dealers are up against it as to competition from the large city in about the stiffest degree imaginable.

Probably Long Beach suffers less from Los Angeles competition than most of the other places spoken of. It is a city of about 40,000 people and strong in local interests and associations. It has some factories and a very encouraging prospect of extensive harbor development. It is both a summer and a winter resort, being very popular at either season. It is farther away from the big city than most of the towns mentioned and has fine, large well-stocked stores where it would seem that any reasonable person might readily supply most of their wants. But even at Long Beach Los Angeles competition is a veritable bete noire to the merchants. It is indeed their most serious difficulty. Of course it falls heaviest on dealers in dry goods, clothing, millinery, haberdashery, furniture, hardware, etc.—it is not felt so much by grocers and meat shops.

In this country you hear almost nothing about mail order house competition. It really cuts very little figure. There are, I believe, one or two concerns in San Francisco that operate in this way, but nothing of the Montgomery Ward and Sears-Robuck proportions.

Now as to the letters. From the one that won first prize I quote a few pithy sentences and parts of paragraphs.

"Long Beach people shop in Los Angeles principally because they believe they can save money by so doing. Whether or not this belief is founded upon facts is of secondary consideration—their belief makes it, to them, a reality.

"It is very evident that the people are greatly deceived in many instances, as it could be shown beyond question that they are paying from 10 to 25 per cent. more for articles they buy in Los Angeles than they would pay for the same articles right at home, but so long as the people are led to believe that they are saving money by the vast amount of advertising which they are constantly see-

ing in the city paper, they will continue to do so until our own merchants as a matter of self-defense go about it in an intelligent and earnest effort to change this belief.

"One of the most difficult problems will be to make our people understand that these special sales which are constantly being put on by the city merchants are simply bait to catch them unaware. It is true that many of the articles sold at these special sales are away below cost, but to anyone who is willing to stop and think for a moment it will be apparent what the merchant's object is in offering this bait. Unless he can more than make up the losses on these special sale articles by selling something else before purchaser leaves the store, he would not continue in business very long. If the shopper would swallow the bait and get out of the store as soon as possible it would be all right, but usually they not only swallow the bait, but the hook, line and pole as well, and the worst of it is that they very seldom realize that they have done so.

"The solution of the problem for the merchant is to change this belief. Sufficient evidence can undoubtedly be produced to do this, so it is up to the merchants of Long Beach to secure this evidence and hand it to the people in the most convincing way. After this is done it might be well to appeal to them as a matter of justice and fairness that they should trade at home, but first of all the people must be shown that it is to their own interests to trade at home."

The winner of the second prize gives five reasons why Long Beach people shop in Los Angeles.

1. "To get away from Long Beach—the thirst for new sights and sensations, the 'anywhere but here' American spirit that would impel some to get away from heaven.

2. "To get better goods cheaper." This he pronounces a fallacy, "due principally to the blandishments of that bold, latter-day school of advertisement experts that infest the metropolitan newspapers. It is the full-flowing imaginations of these publicity purveyors, woven into a wordy web, the ocular tintinabulations of type, that oftentimes snare Long Beach purchasing feet and lead them astray.

3. "To get a better range of selections." He admits that there is some truth in this, but holds that often this is not nearly so great an advantage as it appears.

4. "To combine pleasure with business—an auto ride, a visit to the matinee and the purchase of a pair of gloves without trying them on, and get as near home as Willowville before the gasoline is all gone."

5. Miscellaneous. Included here are the personal reasons of this prize-winner for boarding a car for Los Angeles, there to purchase "two pairs of stout socks and a couple of quarts of"—he mentions three of the most popular kinds of bottled beer. (Long Beach is a dry town.)

One very thoughtful letter is from a man who acknowledges freely that formerly he held "the unfeeling super-

stition inherent in all, that the large city is so favored by conditions that it can undersell the merchants of the smaller cities," but says that he is convinced that he was wrong. He now does his purchasing, except in the way of certain requirements of an artistic or technical nature, almost wholly in Long Beach. This man makes the wise suggestion that Long Beach merchants should give more attention to the writing of their advertisements, which he says "at present generally compare very unfavorably with those of the big Los Angeles stores."

One lady, a winner of one of the \$1 prizes, shrewdly observes that "if a person can pay his car fare and make good wages by purchasing in Los Angeles, howling, scolding and arguing will not keep his money at home." But she does not say that any real saving can be made by doing all one's shopping in the city. Indeed she mentions that she lately bought a gas range in Long Beach for about \$6 less than she was asked for the same article by one of the largest firms in Los Angeles. On certain articles in the drug line she is sure she can do better in the big city than at home. She feels that a little loyalty and effort on the part of patrons and a little more study on the part of merchants might correct the conditions that are driving trade to the city.

A point well brought out in another letter is the fact that women—and they do most of the purchasing—are more interested in getting the most for their money than in advancing the interests of their home merchants. "Better business for the local merchant is a slogan that doesn't penetrate the kitchen where Madam Hausfrau is balancing her accounts and taking note of which store in which burg sells the best and the most of it at the lowest rate.

"A man will be a good fellow and rob the baby's bank to help boost the town. A woman weighs her coin against its trade return to her immediate family."

Many of the letters say that going to Los Angeles to shop is merely an excuse for getting there to attend the theater. Practically all of the replies agree that the skillful advertising put out by the Los Angeles stores in the Los Angeles papers is the controlling factor in bringing the trade in from the surrounding towns.

It is made very clear in a number of the letters that the only real advantage that the city stores can offer lies in their larger stocks and more varied assortments. Even this is to a great extent offset by the high profits they have to make to meet their rents and heavy operating expenses. Other points of superiority exist only "in the think" of their customers.

Elta M. Rogers.

It is not kind nor honorable to go back on your friends. No retail merchant has any right to call Christmas celebrations nonsensical. He gets good profits from holiday trade.

An optimist is one who has no more sense than to feel good when there is nothing the matter.

IN FAVOR OF FORD.

Tribute to His Genius and Simplicity.

Elkhart, Ind., Jan. 17—I am prompted to write you in reference to your editorial appearing in the Michigan Tradesman of January 14, the heading of which is "Philanthropist or Fool?" I have never had any business dealings with Henry Ford and had only a slight acquaintance with him, and that in a social way, but during that acquaintance I had the opportunity of studying him and his features, his actions at close range, being somewhat of a student of human nature all my life, caused, no doubt, by the fact that my hearing was partially destroyed when I was three years of age. I found Henry Ford and his lovely wife the plainest of plain people in their action and demeanor. His wealth has not changed him one iota from what he was when he was an employee of the Edison Co. If you were not aware of the fact, in the plain and simple company at which I met him several times, you would have no idea he was a man of wealth, modest to the extreme, gentle in every way, with a kindly face and no show or appearance of any kind that would indicate that he was other than the same Henry Ford of his earlier days. You would concede at once that "love of praise" has no effect whatever upon him (unless the praise, perchance, be bestowed upon his motor car or manner of manufacture) and also that he is not "insane or literally drunk with success." I feel sure all news gatherers have found it extremely difficult in the past to get him to talk for publication. They admit it is difficult to get him into the limelight. I have seen him quoted in two publications within a week past, and then he explained briefly his reason for his recent distribution announcement—and that in simple language.

Your editorial states that it would have been more appropriate had Mr. Ford put a little more money into his cars for his patron's benefit. Perhaps you will not agree with me, and I am free to confess that I am not an expert in the automobile art, having never owned one, but I have been told by close friends of mine who were, if not now, producers of cars; I have been told by mechanics who have taken cars apart and put them together again; I have been told by users of cars that there is no car on the market to-day or within recent years, that gave so much to the purchaser for the money invested as the Ford car, and I believe that statement will hold good even to this day. While Mr. Ford has cheapened the price and eliminated the cost in manufacture in a wonderful manner, and to such an extent that no other manufacturer has equaled him, at the same time he has strengthened his car at every point possible, without adding to the weight or to the cost of upkeep of the same, and you, no doubt, will concede that at the price, even though the depreciation is the same in percentage as other and more expensive cars, it is less out of pocket to the purchaser when the car is gone, or should he sell it before consigning it to the scrap heap.

The fact that Henry Ford has made money is all the more to his credit when you take the above into consideration, because you will recall that only a few years ago people by the hundreds and thousands were everywhere—almost on bended knee, so to speak—begging for any kind of a car that had four wheels on it, regardless of its efficiency, value, or cost.

If Henry Ford's agents are crafty schemers, I am inclined to believe that it is the exception and not the rule. He certainly will not allow them to impose upon purchasers of his cars by charging them more than the list price, plus the carriage to their destination, and I can not conceive how they could do so, for the reason that they could go to the next town and obtain them there at the legitimate price at which they are sold during the season. If the increase is bad for the men and they can not save money at the higher wage, they surely can not be any worse off than if they continued at the former rate. One fact all will concede—that the increase in pay was not compulsory, and that it was done voluntarily.

If Henry Ford's business is of mushroom growth, this need not, in the writer's opinion, justify anyone to worry as to his future, as he certainly has shown the good judgment to not as yet have been taken in by people who live by their wits and who are constantly endeavoring to get money out of another man's pocket and put it in their own. Certainly no account has ever appeared in the papers, and that is all the guide that you and myself have as to information on that point.

As to the reason why Henry Ford has seen fit to distribute \$10,000,000 during the coming year among his employees, of course is an open question, but it is my personal opinion, from my cursory acquaintance with him, that he is actuated by pure motives and high ideals; that among many of his employees are those who have been with him since the beginning of his motor car industry, and as the Ford Motor Co. is making plenty of money, and at the same time is giving its patrons the best value they can obtain in the world's market for their

expenditures, I believe that money, when there is too much of it, is a burden to Mr. Ford, rather than a pleasure, because of the necessity of constant watchfulness that it be not used, invested or disbursed in an idle or reckless manner. This has prompted him to remember those who helped him make his money and I have known other people who have thought along these lines and acted accordingly, but they generally distributed their philanthropy in their will, so that their employees received it after they died. Henry Ford took time by the forelock and with one master stroke remembered his employees while he is yet living, and is able to see for himself the benefit, if any, that he has bestowed.

I am also inclined to the opinion that Henry Ford himself did not foresee and did not conceive in his own mind or thought that he was setting a world example or one that has not been paralleled as yet along similar lines in the world's history when he decided to distribute \$10,000,000.

While his patrons who purchased cars helped him make his money, they did not do it because they loved Henry Ford more, or other car manufacturers less, but it was because they were and are to-day the most satisfied users of cars extant. Perhaps Mr. Ford did foresee all of what you say, which I very much doubt, because I believe he had humane motives only when he decided upon the distribution, but that it will advertise the Ford cars and, undoubtedly, bring them much business is true; but surely you will agree with me that should you ever meet Mr. Ford, that that was furthest from his mind, but if anybody should receive any benefit from it, why not Henry Ford, as long as he is still giving better values than any other manufacturer offers. Despite all the glory that may come to him or his business, I honestly believe that it will not change him one bit, and he will be the same plain, simple man that he always has been, and as you say, five or ten years will demonstrate how the new regime has worked out, at which time I predict that Henry Ford, if still living, will be giving the same pro rata value in motor cars that he is doing to-day, market conditions, of course, to be considered.

Mr. Ford is doing some good in his own way with his money outside of the above transaction. Many of his benefactions you no doubt have read about, and I am actuated only in writing you at this time, for the reason that your editorial contains language that can be construed as derogatory to Mr. Ford, and I am frank to say that it is the first that has come under my notice, and knowing you to be fair minded in all editorials—many of which I have read with pleasure as well as profit—I believe you are disposed to be fair and considerate at all times and give credit to those whom credit is due.

W. H. Reynolds.

Editor's Reply to Above.

Grand Rapids, Jan. 20—I have thus far received 110 letters commending my Ford editorial.

I have received one letter of expostulation—yours—and I am going to print your letter in full in our issue of Jan. 21. May conclude to comment on it now or later and may not.

I own a Ford. You do not. I have been a patron of Ford agencies for two years. You have not. On the face of it, I think I am able to judge of both car and service better than you are. I want to be fair at all times, whether I am right or not. No one glories in Mr. Ford's success more than I do. He did the world a great service in standing out against the Selden patents. He has accomplished wonders in systematizing manufacturing and reducing overhead expense to a science. No one concedes him greater honor than I do.

I may be wrong—I can not always be right—but I can not help feeling that Mr. Ford's latest move is a great mistake, principally because it tends to eliminate ambition among employees. Any plan which puts the \$1.50 floor sweeper and the \$4.50 mechanic on the same basis is certainly working along uneconomic lines. Any addition to a man's income, unless it is accompanied by a corresponding increase in his earning capacity, is bad for the man. It also works a hardship with other manufacturers and workers because it tends to create dissatisfaction which can not be explained on any reasonable basis.

Suppose your neighbor in trade had come into possession of a million dollars by some lucky strike or through the death of a relative and used the money so obtained to sell dry goods at cost. He would, perhaps, have a LEGAL right to do this, but would he have a MORAL right to destroy the business of his competitors and reverse the underlying theory of business—which is profit. Business conducted without a reasonable profit is not business, but chaos.

I am pleased to hear from you. Don't think for a moment that I shrink from criticism. I invite it at all times. It does me as much good as commendation. Too much of either is bad for any man.

E. A. Stowe.

Just because you are not in a hurry is no excuse for your assuming that others are not, and taking up their time.

NEW YORK MARKET.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, Jan. 19—Spot coffee has been very quiet all the week, in sympathy, apparently, with the standstill of trade on the Exchange. Sales are of small lots and the best that can be said is that prices are, apparently, steady, with Rio No. 7 quoted in an invoice way at 93¢@93½¢. Santos 4s are held at 12¼¢@12½¢. In store and afloat there are of Brazilian coffees, 1,915,458 bags, against 2,601,796 bags at the same time last year. Milds show a good degree of firmness. Good Cutcuta is quoted at 14c.

Tea jobbers are all confident as to the future and all declare that at the present moment the situation is anything but active. When any concession is made on really good tea a sale is quickly consummated, and thus the situation is saved. But this seldom happens. Buyers are taking only small lots and neither side seems to care much what happens.

Would-be buyers of rice can not see the same range of values that sellers do, so the opposing parties are resting and during the week trade has been of small and diminishing importance. While stocks are not especially large, there seems to be plenty to meet requirements. Prime to choice, 5¼¢@7½¢.

Granulated sugar in bags and barrels, 4c. Trading is, perhaps, all that could be expected in midwinter—and that is not much.

In the spice trade there has been some further increase in the call for pepper and the whole range of values is well sustained. Black pepper, Singapore, 11¼¢@11½¢; white 18¢@18½¢; Zanzibar cloves, 14¼¢@15c; nutmegs, 75-80 14¼¢@15c.

Great preparations are being made for the canners' convention in Baltimore, Feb. 2 to 7. Some 2,000 at least will be on hand and rooms are taken to the very last one at the hotels, and committees are now looking up the boarding houses. It will be a great gathering. In canned foods the tendency is upward, and it is felt that the actual tide has turned. While tomatoes could be purchased quite freely at 67½¢ not long ago, sellers are determined that they will part with no more at that—unless they sadly need the money. They ask 70c and it seems very likely that this figure will be readily enough obtained within a fortnight. Gallons, \$2.25 f. o. b. Baltimore. String beans, corn, peas—in fact, the whole list—seems to be in better shape and sellers are confident as to the future.

Butter is lower and quiet. Extra creamery, 33½¢@34c; firsts, 29¢@32½¢; held stock, 30½¢@32½¢; process, 23¢@24c; imitation creamery, 22½¢@23c.

Cheese is firm. Whole milk, 17½¢@17¾¢ for top grades.

Eggs are too plenty for the recent high mark to be sustained except for the near-by product. Western stock of really fine quality, 36¢@40c, although supplies are liberal with quality "good enough" at 33¢@35c.

Merry Musings From Muskegon.

Muskegon, Jan. 19—Milton Stiedler has lost his mustache.

Jos. Whaley reports that he will soon go to Atlanta, Ga. Too cold here for him. Joseph is a hustler. He worked one whole day last week.

Harold T. Foote, our genial Secretary, is now in the job printing business and reports business fine. Success to you, old man.

Muskegon has twenty-two drug stores and plenty of doctors, so no one need lack for medicine. Undertakers report business fair.

We hear that a low mean cur is traveling this section telling lies about his predecessor. Better cut it out or you may be sorry.

Roy Ashlev says he was not lost—only strayed. He was enjoying himself up North among the lumber jacks when we advertised him.

Now, boys, don't use all the Tradesman's space advertising Herman Anderson. He'll get the swell head. Herman says he killed that cat all right, but it did not happen in a dry county.

We understand that James Goldstein has gone back on the road to avoid being pestered by the traveling men. When in business he had no time to talk. Now he can tell stories by the yard and write whole pages for the Tradesman.

If those Grand Rapids fellows who knock our hotels would inspect some in their own home city, they would find just a little more graft than anything we have here. We speak from experience.

Landlord Fred. Cox, of Ravenna, has done a lot of things for a little village hotel worthy of mention. If Conklin would follow suit it would be something to their credit and add considerable to the comforts of the traveling public.

A. W. Stevenson reports several thousand dollar's business for 1913 over 1912. Glad to hear it. Do it again, Steve.

Be sure and come to the special meeting Saturday, Jan. 31.

Pay your assessment before Feb. 5 or you will be suspended.

Seven inches of space last week, Brother Rockwell.

We would write more, but have a lame arm shaking hands with the German farmers around Conklin.

E. P. Monroe.

Evidently Good Place to Anchor.

Bay City, Jan. 19—The Chandler House, Onaway, is one of the best hotels in Northern Michigan. Good beds. Bath rooms. Individual towels. One of the best tables. Courteous treatment in every respect. Warm rooms. Run by Mrs. M. M. Conover, with her sister, Mrs. Lynn, as assistant. Mrs. Conover stays up all night to keep watch to see that nothing happens. If anyone is sick she takes all pains possible to make them comfortable. The most home-like house in the State.

E. B. Braddock.

Do all you can to make the right kind of men out of the boys in your store. Set them a good example at least.

"Sun-Beam"



"Sun-Beam"

FUR AND FUR-LINED COATS

"SUN-BEAM" fur and fur-lined coats have the latest touch in quality style and wear. They are fully guaranteed.

Mr. Dealer, do you not feel that it will be to your advantage to look into these excellent values and be ready for the constant demand?

CATALOGUE AND PARTICULARS ON REQUEST

BROWN & SEHLER CO., Grand Rapids, Mich.

Trade Pullers

Every magazine or periodical customer is likewise a user and buyer of articles in your other departments.

NEARLY EVERYONE has at least one favorite magazine or periodical which he purchases from twelve to fifty-two times a year. Somebody in your town is deriving the benefit of this trade-increasing line.

The man who supplies the Magazines and Periodicals

is the man who will have the opportunity of supplying these customers with their other wants.

Think of a profitable line of merchandise that requires but little floor space, practically no investment, and can be handled with scarcely any expense or risk, and at the same time offers you an excellent profit and draws trade to your store. You can not consistently afford to delay another minute in signing the coupon which will bring you full particulars and information regarding opening a Periodical and Magazine Department.

MAIL COUPON TO-DAY 

The American News Company
9 to 15 Park Place, NEW YORK CITY.

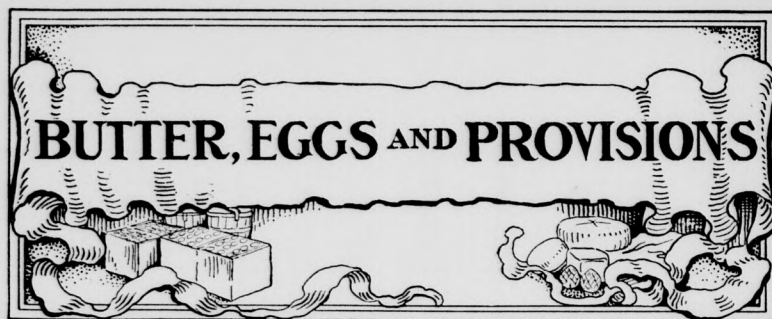
The American News Company
NEW YORK

Please send me Price-List and full Particulars in regard to installing a Profit-Paying News Department.

Name

Address

Michigan Tradesman



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. Leg, Midland; D. A. Bentley, Saginaw.

Advantages and Disadvantages of Selling Henery Eggs.

"Henery" eggs as understood in the trade here are eggs that are sent to market directly from the poultry farms, or "henneries" where they are produced. They are thus distinguished from eggs that are marketed by country storekeepers or other collectors who gather the stock from various farmers, and which are known as "gathered" eggs among the receivers of nearby stock. As a general rule the "henery" eggs are superior to the gathered eggs, but this is not always so. Eggs produced at nearby points are usually superior to those arriving from a greater distance, but this also is not always the case. The elements that make for superiority in egg quality are freshness (as indicated by fullness, strength of body and clearness before the candle); size and cleanness; and, in respect to the higher qualities only, the color of the shell.

The effect of color upon egg value is generally regarded as the result of a fad. Most people have no preference and in different localities the preference, among people of epicurean tastes, varies, some favoring brown shelled eggs and some white. In New York the great mass of egg consumers seem to have no preference as to color while there is a certain fastidious class, chiefly among the Jewish population, in which white eggs are given a decided preference. The people who show this preference, however, are those who also demand the very finest and freshest quality, so that the white shells give added value only when the eggs are otherwise of practically perfect quality, that is full, strong bodied and of good to large size. And by "white" is meant a clear, chalk-white, not a cream tint or "near-white."

The very critical inspection made by consumers who are willing to pay higher prices for fancy white eggs leads to a wide range in the value of the offerings at most seasons of the year. Of course in the spring, or during the season when production is liberal and the weather cool, nearly all of the eggs from nearby points are marketed close to production and show fine quality; at such times the range of values is narrower, being affected chiefly by differences in size and in the relative perfection of color;

but in the summer season even the henery eggs are often more or less heated and when production becomes small, and producers wait long before getting a quantity sufficient to ship many of the eggs become more or less stale and shrunken before they reach market. Values there take a very wide range and poultry farmers who do not fully realize these wide differences in value are often disappointed and dissatisfied with the prices realized for their goods in relation to market quotations expressing the value of all grades, including the finest. A very wide variation in values for these usually fancy nearby eggs also arises when the pullets begin to lay in the late fall or early winter and when these very small eggs are mixed more or less through the great majority of the shipments. At such seasons it often happens that there is a difference of 10@15c a dozen between the actual selling value of all small white eggs, packed separately, and all large white eggs weighing up to say 60 lbs. gross to the usual 30 doz. case; and lots that contain varying proportion of small and large, even when all are new laid, are naturally worth all prices between the extremes.

Those who go into the poultry farm business should study these different elements of quality and strive, as far as possible, to meet the requirements of the fastidious trade. Size varies somewhat with the different breeds, and so does the prolificness of the hens. If the individual performance of the hens and the effects of mating can be observed it should be possible by a choice of cockerels and selection of eggs for hatching, to breed up the flocks to a production of larger sized eggs and to a greater prolificness at the same time. Great care should be taken to provide a cool, clean, dry place for the care of the eggs when the quantity is not sufficient to permit daily shipments; and when production is small it is better to ship half cases than to wait more than a very few days for a larger quantity.

Nearby poultry farmers adopt different methods of marketing their product. Some endeavor to establish outlets with the larger consumers or with retailers, while others—the majority—find it more profitable to market through wholesale commission merchants or jobbers. A great difficulty in marketing directly to retailers or hotels directly lies in the great variability of production which makes it impossible for a producer to supply, during the season of shortage, the number of customers necessary to absorb the quantity produced



HAMMOND

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



M. O. Baker & Co., Toledo, Ohio

Want
 No. 2 Barrelled and Bulk Apples.
 Correspond with us.

Potato Bags

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

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

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.

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

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The Secret of Our Success

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BUYING POWER

We have several houses, which enable us to give
 you quicker service and better quality at less cost.

M. PIOWATY & SONS

GRAND RAPIDS, MICH.

Western Michigan's Leading Fruit House

We Are in the Market to Buy

BEANS, POTATOES

What have you to offer? Write or phone.

Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.

in the spring. The labor of working up such trade is also great, the chance of bad debts is greater, and it is very doubtful that these disadvantages are profitably covered by the higher price that may be realized, except under unusual conditions. The wholesale market usually affords a very prompt outlet and if the goods are properly graded and packed they move quite directly from wholesale receivers to retailers and the cost of this distribution is probably less than when attempted, in most cases, by producers themselves.—New York Produce Review.

Udell Sees a Cheese Trust.

According to St. Louis, Mo. Times, complaint has been made to the Washington authorities by Clinton E. Udell, of St. Louis, of C. E. Udell & Co., dealers in cheese, that the large packing concerns with headquarters in Chicago are gaining control of the supply of butter, eggs and cheese and absorbing the custom in cheese, to the exclusion of outside dealers.

Udell told a reporter for the St. Louis Times that his cold storage warehouse, which he purchased at Fairfields, Wis., had virtually been closed by the packer's combination.

In this manner his source of supply of cheese has been closed to him and the packers now are absorbing his trade by a system of underselling with which he can not compete. He charges the packers are offering more than the prevailing market price for cheese, butter and eggs and in this way gradually are gaining absolute control of the sources of supply in these products.

Udell charges that the Armour Packing Company, through its subsidiary, the C. E. Blodgett Co., of Marshfield, Wis., has been raising the prices to the cheese producer and underselling its small competitors to such an extent as to threaten to put the local company out of business. Udell says this system of the packers has been in operation for several years, and he declares it will be only a short time until these packers have entire control.

The present proposed investigation into the cheese situation, follows agitation regarding the high price of storage foods. Letters which have been sent to Washington tend to point to the fact that the alleged cheese trust rapidly is gaining control of creameries in Wisconsin, Illinois, Iowa, Michigan and Minnesota.

Moisture Distribution in Butter.

An interesting bulletin entitled the "Distribution of Moisture and Salt in Butter," by E. S. Guthrie and H. E. Ross was recently issued by the Cornell Agricultural Experiment Station. The results of the investigations recorded furnish further proof of the danger of attempting by the aid of moisture tests, to crowd too close to 16 per cent. criminal limit, and they also emphasize the difficulty of accurately determining the average water content of packages of butter as found on the market unless many portions of butter are taken from different parts of the package.

In all fifty-one packages of butter were examined, most of these being entries in the New York educational scoring contests. Samples, averaging three ounces in weight, were taken from different parts of these packages with a butter trier, tests made for salt and water in duplicate and the tests of the various samples from the packages were tabulated and compared. The number of samples taken from individual packages ranged from two to nine. The greatest difference in the per cent. of water between two adjacent samples from the same piece of butter was 3.88, and the greatest difference in the per cent. of water between any two samples of the same package of butter was 4.79. Thus in one ten-pound tub the samples drawn showed from 11.07 per cent. to 15.86 per cent.

Of the fifty-one packages, nine, or 17.6 per cent., showed a difference of 1 per cent. or more of moisture in adjacent samples; in eleven, or 21.6 per cent. the difference between the lowest and highest moisture tests was 1 per cent. of moisture or more. It was further found that 54.9 of the packages showed a difference of 5-10 per cent. moisture or over in adjacent samples, while 60.8 per cent. of the packages showed a difference of 5-10 per cent. or more between the lowest and highest testing samples.

The authors reach the evidently well founded conclusion that in order to get an approximate test of the moisture in butter, a sample containing only a few portions of the butter may be used, but if the legal limit has been reached and an exact average composition is wanted the sample must consist of many portions taken from the different parts of the package.

One in a Hundred.

Speaking of cold storage in connection with the recent high prices for eggs the New York Press says editorially:

"It seems pretty well established that there is no trust, nothing that could be regarded as a combination to boost prices, and every reason to doubt that such a combination is imminent or even possible.

"There is little need to devise fantastic theories about the recent high cost of eggs. The floods last spring destroyed a vast proportion of the poultry in some of the biggest egg-producing states. The extreme heat of the summer destroyed both the producing capacity of the hens and the chance of the eggs being preserved.

"Cold storage is a facility, not a crime. Legislation should be addressed to widening its usefulness, not to restricting it."

Such understanding of the facts of the case is not found in one of a hundred newspapers. We extend to the Press the assurance of our most distinguished consideration.

Young couples never think seriously about marriages until after it happens.

Even the stingy manicure is willing to treat all hands.

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

Dairy and Creamery Butter of the better 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.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

THE ONLY OYSTER HOUSE IN GRAND RAPIDS.

We make a specialty of oysters, only.
WHOLESALE DISTRIBUTORS OF OYSTERS.
LOCKWOOD CO., (W. F. Fisher, Mgr.)
8 Oakes St., S. W., Grand Rapids, Mich.

If you want any HIDES or FURS of any kind, tanned, call on us—we will do it for you. We also make ROBES. Give us a trial.

Schwartzberg & Glaser Leather Co.
Citizens Phone 1801 Grand Rapids, Mich.

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

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

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.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.

Send for Samples and Circular—Free.
Barlow Bros. Grand Rapids, Mich.

CERESOTA

Is a GUARANTEED

Spring Wheat Flour

Made in Minneapolis

A Short Patent Flour Especially for
Family Trade

Costs a Little More—But Worth It

We Have Sold This High Quality Flour
for Twenty Years

Always Uniformly Good

JUDSON GROCER CO.

The Pure Foods House

GRAND RAPIDS, MICHIGAN

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 19.—Grand Rapids Council, No. 131, gave its fourth regular dancing party at Herald hall last Saturday night. Although a few of our regulars were off duty, enough recruits were mustered into service to make this party the largest one in point of attendance so far this year. The popularity of these parties is increasing very rapidly and if they continue to do so in the future as rapidly as in the past, by the time the last one is given on March 21 we may have to find larger rooms, for the floor Saturday night was crowded to its full capacity. Tuller's orchestra was in attendance and furnished their usually high grade brand of music. Ice cream and cake were served. It is estimated that over 100 couples were present. The next party will be an extra to be held in St. Cecilia hall, Saturday evening, Jan. 31. It is not only going to be an extra party, but it will be an extra fine party. Tuller will bring his orchestra of six pieces, which will be the regular music furnished at our regular parties, with the flute added. The xylophone will be on the job as usual and Mrs. Tuller will preside at the piano. Programme cards will be furnished and don't forget that you can have a good time, whether you come in full dress or not. Admission, \$1 per couple and 50 cents for each additional lady.

The annual meeting of the stockholders of the Brown & Sehler Co. was held at the office of the corporation on West Bridge street last Saturday afternoon and the following officers were elected: President, John Sehler, Sr.; Vice-President, F. E. Brown; Secretary, J. H. Colby; Treasurer, H. W. Sehler. The above and D. A. Drummond constitute the directors. The reports showed the company did a thriving business in 1913 and the prospects are bright for a record breaking business in 1914.

The Grand Rapids furniture show this month is up-to-date and a very satisfactory exhibit. Buyers are here from forty-six states, including New Mexico, Texas and also from Canada. The arrivals up to the close of business Jan. 17 numbered 913 and, although this is slightly less than the number registered at the corresponding date last year, it is very satisfactory, as indications point to a larger number yet to come than was in sight at this time in 1913. There are very few not engaged in the furniture business or who do not reside in Grand Rapids who have any conception of the enormous proportion of the furniture business transacted in the Grand Rapids market. Over 325 furniture and house furnishing goods houses are represented here and this means the booking of thousands of dollars worth of business daily. Several furniture houses are exhibiting here for the first time, among them being Geo. L. Lamb, one of the proprietors of the Geo. L. Lamb Co., and of the firm of Lamb Bros. & Greene. He is well pleased with the results he is obtaining and says the sales here are in excess of those in the Chicago or any other market. This is another of the numerous industries in which Grand Rapids is in the foremost ranks.

We wish to make a few commendatory remarks concerning the kindly efforts of J. P. Oberlin, of Traverse City, to make his hotel comfortable for the traveling public. Mr. Oberlin runs the Whiting Hotel, located only two blocks from all depots and docks and has re-furnished it throughout, installed hot and cold running water and a telephone in every room and says he will positively keep the rates down to \$2 per day. This is an effort in the right direction and the boys should show a substantial appreciation of it by their patronage.

L. D. Puff, who is one of the real live wires in the hardware business at Fremont and who has but one fault,

so far as we know—that he insists on cheating the salesmen who call on him out of the pleasure of presenting him with a statement of amount due by drawing his check in advance—left last week, in company with Mrs. Puff, for Tampa, Florida, where they will spend the winter fishing and hunting. They will also visit Key West and other points of interest and when they return in the spring look out for some whopping big fish and game yarns.

Wesley J. Carlyle, formerly of Grand Rapids and member of Council, No. 131, and now member of the firm of Carlyle & Povah, Detroit, was recently elected President of the Detroit Stock Exchange, to succeed



WESLEY J. CARLYLE.

Lewis G. Gorton at the annual meeting of the Exchange. Mr. Carlyle should be congratulated on being tendered this honor, but not more so than the Detroit Stock Exchange should be in securing so capable a man for its President. The new President has a legion of Grand Rapids friends who wish him and his organization every success.

The question has been asked us whether the big doings at St. Cecilia hall Jan. 31 is to be full dress. In reply, we will say it will be both full dress and informal. Any desiring to come will feel just as much at home in one as the other. Personally, if we come in full dress we shall have to borrow one and Shakespeare says, "Neither a lender nor a borrower be." We shall take his advice.

John Speed, who has represented the Reynolds Roofing Co., of this city, for several years, resigned Jan. 1 to take up a similar position with the Usono Roofing Co.

The following hotels have made marked improvements during the last few weeks along various lines: Arlington, Coldwater, now has an up-to-date chef and is furnishing the boys with a mighty palatable article of diet. This hotel is now classified among the good ones, with individual towels, fire escapes, etc. The Park Hotel, Monroe, is equipped with all the modern accoutrements and if it were possible to use a hotel for a whistle, it would make a dandy. The Dalton Hotel, Jackson, has individual towels and a complete system of fire escapes. The Hill House, of Galesburg, serves good meals, has individual towels and is worthy of your patronage.

"The Council organized a traveling men's death benefit association along the lines of the Grand Rapids organization"—Detroit Detonations, Jan. 14. Surely Detroit "Does It" after Grand Rapids shows her how.

J. V. Ripperger left for Chicago last Friday night to attend the annual meeting of the salesmen and office force of the Sulzberger Sons Co., held last Saturday. Speaking and

discussion of business interests was indulged in and a banquet was tendered the salesmen by the firm.

The many friends of O. B. Olson, formerly claim adjuster for the G. R. & I. Railroad, will be pleased to know that he started out Jan. 1 to tell the people down in Southern Michigan, Ohio and Indiana that as large a percentage of them as possible should wear Corl-Knott millinery. All who know Mr. Olson (we think the other O stands for Ole, but we don't know) bespeak for him much success, as he is an amiable fellow and a good mixer and an all round hustler. Just how long he will remain in the bachelor class—now that he has to call on those charming milliners down State—is problematical, but his many friends wish him every success in all his laudable undertakings.

Sign on a certain well-known brand of fur coats: "Made to wear." Otherwise we might have used them for an oil painting or a parlor what-not.

The more you talk with some folks the more you think that the only rivals they have are the Ohio gas wells.

Earl Warren (National Biscuit Co.) whose home is in Albion was a Grand Rapids visitor over Saturday and Sunday. He came here to attend the annual meeting and banquet of the salesforce of the company's Grand Rapids branch office in the Association of Commerce rooms, at which the manager, Harold W. Sears, was the host.

When Detroit wants a good man they import him from Grand Rapids. For instance, Wesley J. Carlyle and Sunny Jim.

A sort of brain fever as it were for the major leagues.

Connor & Smith, who for several years have conducted a large general store at Waldron, recently sold out to L. D. Kahl & Co., who took possession Jan. 1.

When you engage in a game of rum and lose \$3.60, each one in the game shakes hands with you and tells you he is glad he met you. Wouldn't that jar you?

Those were newsy nuggets from Kalamazoo and spicy news items from the Soo. Bay City, we enjoyed your letter, too. But Guy Pfander and Fred Richter we do miss you. I will apologies to Mr. Stowe. If this doesn't appear in print we will know it is because it sounds like poetry.

M. L. Evens (Michigan Wire Fence Co.) member of Coldwater Council, No. 452, who fell and broke his ankle Oct. 6, is able to work again, although he still uses a cane. Mr. Evens says the treatment accorded him by the Council was all he could ask for and they were exceedingly prompt with their remittance.

W. L. Linsted has opened the Commercial Hotel, at Westeria, with up-to-the-minute fixtures, baths, heat and other appurtenances. It is clean, comfortable and cozy and merits your patronage.

We were all glad to see Mr. and Mrs. Chas. Perkins at the dancing party last Saturday night. "Perk," who in former days was one of the live ones among us, demonstrated that he has lost none of his old time

ginger and popularity. We hope to see you there again, Mr. and Mrs. Perkins. Charley says he will be on hand at the St. Cecilia party and backed it up with his dollar.

F. Eugene Scott, recently injured in an auto wreck at Empire, took up his professional duties again last Monday. He says he is feeling pretty good again.

Last week Monday morning the power of the Grand Rapids Electric street car line went dead and the street cars were held up for an hour, just at the time when hundreds of traveling men were on their way to the depot to catch the morning trains. As a result, they had to hot foot it several blocks, the fat ones missing their trains, while the thin ones made theirs by a hair's breath. Another argument in favor of the lean man.

Doc Hudson and H. B. Wilcox are wondering in which class they come, as they got left too. Not very thin, either.

Erratum: In our letter last week we stated that W. R. Tompson, 261 Cass avenue, had charge of the Judd building at the furniture show. It should be W. R. Compton, 261 James avenue, and he is a member of 131 and one of the original thirteen charter members at that.

It is not generally known that the hotel at Sparta is again open for business under the management of A. W. Bowen. The hotel is featured by such welcome and convenient accessories as steam heat, individual towels, inside toilet, clean beds and wholesome food. Also we understand Mr. Bowen makes a jovial and accommodating landlord.

Grand Junior Counselor Mark S. Brown, of Saginaw, spent the week end in Grand Rapids. He was here to attend the biscuit shooting contest of the National Biscuit Co.

Earl Warren, of Albion, who is a member of 131 and who has a whole

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

G. J. Johnson Cigar Co.

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

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

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

The New Stationery House

Have taken the agency for

"LANGROCK"
PENNANTS

Wait for our salesmen with the big line of New
Novelties in Pennants and Pillows

WILL P. CANAAN CO.

Grand Rapids, Mich.

lot to say about a certain well-known brand of biscuits, was present at the party last Saturday night. Come again, Mr. Warren. We enjoyed your jovial manner and happy smiles.

R. A. White (box seat artist), Ed. Snyder, of Albion, E. J. McMillan and H. W. Harwood "tenderfooted" it to Jeffers theater, Saginaw, last week Tuesday night, where they were treated to some vivid reminiscences of the "Never Again" episode at Kalamazoo. We suggest that you pay more money and attend better theaters.

Walter Schantz has returned from his recent hunting trip to the Hoosier State and was present at the party Saturday night.

We have authentic information from an innocent bystander that at the Olympic Club last week, where four spirited boxing matches were held, there was a generous sprinkling of 131 boys, whose names charity forbids us to mention.

John C. Busby, of Cadillac, who has fed many of the boys at the G. R. & I. Railroad restaurant, has moved to 205 Mitchell street, one-half block east of his former location, within easy reach of those who wish to eat while waiting for trains. He also has ten rooms upstairs, fitted with box spring beds and everything in apple pie order.

E. R. Metheaney, who has been running a restaurant in the depot will move into the rooms vacated by Mr. Busby.

Learn one fact each week about Detroit: Since July 1 Detroit has had over \$1,000,000 worth of automobiles stolen. Two arrests.

Wilbur S. Burns ate so much hash for supper at a Cadillac hotel last Thursday night that the waitress, being a staunch believer in safety first, asked the landlord as to the advisability of serving him anything more. We believe this item is authentic, as we saw him in operation at the smoker.

Chas. Dunham (Jennings Extract Co.) is going to set an incubator. He will get his eggs in Reed City.

W. C. Schaul, the up-to-date grocer and baker of Charlotte, his clerks and bakers, have been holding a bowling tournament of late and, if reports are true, the bakers have the big end of the stick. It must be some classy bunch, as Warren bowls around the 200 mark himself.

Claude Young (Wm. H. Edgar & son) of Leslie, Jay Herrick (Northrop, Robinson & Carrier Co.) Lansing, and Fred E. Beardsley (Worden Grocer Co.), Grand Rapids, joined forces one day last week and made a raid on Frank Horton, of Hastings. All three demanded an order, but not until Claude threatened to shoot with a gun loaded with sugar and corn syrup did Frank "come across." He then compromised by giving all three a nice order, when they dispersed to meet again in the near future.

The many friends of A. E. Atwood will be sorry to learn that he has suffered a relapse of his recent illness and is confined to the U. B. A. hospital.

We would advise I. McGee after this when he wants honest to goodness fresh cackle berries to buy some from Howard Rutka too. Howard likes fresh eggs.

We know of a good position for a first-class furniture salesman. Also for a grocery and a fruit salesman. For information apply to the writer.

Well, we had begun to think news would be as scarce this week as the policemen in Detroit, but it is coming in pretty good after all. Thanks, gentlemen.

Wm. H. Zylstra, Council No. 131, formerly with Will P. Canaan, severed his connection Jan. 1 and is now representing the National Importing Co., of Milwaukee. He will cover his old territory.

Assessment No. 120 is due and must be paid by February 5.

Don't forget to send or phone in your news items.

Those lady bootblacks are doing a big business in Chicago.

Treat your friends to a good time at the U. C. T. dancing party at St. Cecilia hall Jan. 31.

W. S. Cain is calling on his Detroit trade this week.

You better look up the changes in time on the P. M.

We all enjoyed the "Sailor's Hornpipe" Saturday night.

Important dates: Jan. 31; Feb. 5; Feb. 21.

Our home address is 1422 Wealthy. Phone, 34384.

Grand Rapids Knows How.

Allen F. Rockwell.

Saucy Sayings From Saginaw.

Saginaw, Jan. 19—The boys were all delighted to see our Secretary and Treasurer, H. E. Vasold, back at his desk again. He has been very poorly, but is improving fast and, no doubt, will be as well as ever in a short time. We would have hard work to find a Secretary more faithful or competent than Herman.

Say, boys, don't forget that we are making big plans to show you all a good time at the convention. Our ladies buzz around like bees every time they get together. All committees report progress, the Souvenir and Badge Committee having already closed contracts. General Chairman M. S. Brown requests all chairmen of committees to meet at the Bancroft Hotel on Saturday, Jan. 24, at 3 p. m., to make detailed reports.

Three new members were taken into Saginaw Council last Saturday evening, as follows:

Will C. Hoover, Jarecki Chemical Co., Sandusky, Ohio.

Geo. Seibert, Hamilton Scale Co., Toledo.

Ralph D. Johnston, Underwood Typewriter Co.

Port Huron has a candidate for Grand Treasurer in the person of W. J. Devereaux. Bay City has a candidate for Sentinel in the person of F. L. Van Tyle. Flint Council proposes to back Scott Kendrick for Sentinel. More candidates will be heard from if rumors are true.

Saginaw Council has endorsed Henry D. Findley, of Lansing Council, for appointment as Deputy United States Marshall for Eastern Michigan.

The Ladies Auxiliary certainly has put plenty of hustle into No. 43 and should have been organized long ago. Anyone of the large number present at the party last Saturday will back me up in this. All enjoyed themselves and we are all looking forward to the dancing party the Auxiliary will give on Feb. 7 at the Foresters Temple.

Not that I am a knocker, but I saw Carl French enter a rum game the other day after selling about \$1.30 worth of chances on the auto. Understand Ben Mercer is keeping his eye on Carl, so there is very little chance of his getting farther away than Bad Axe.

By the way, I want some one to send me an appropriate title for the U. C. T. members who refuses our little chance envelopes when given the opportunity to win an automobile. Don't be a piker. We need the money and you can all use the machine.

Will C. Hoover.

Honks From Auto City Council.

Lansing, Jan. 19—With the new Tussing building nearing completion, our city is taking on a metropolitan appearance.

All the laws which govern the people of Michigan are made in Lansing and nearly all of them are broken every thirty days or less.

It is worth something to be an all round man and it is nothing unusual for E. H. Simpkins, President and Manager of the Perry Barker Candy Co., to send home for some

one to bring his nightie down to the depot while he lugs the sample cases of a sick salesman over in time for the early train and make a three day trip, without saying good bye or asking permission of the book-keeper.

Otto Dryer (Standart Bros.), of Detroit, was in Lansing last week with headquarters at the Hotel Wentworth. Mr. Dryer specializes in the sporting goods line and had one of the largest sample rooms filled with all manner of things for fish to bite and athletic men to play with. He is not a member of the U. C. T. as yet, but says he will be as soon as he finds time to arrange some minor details, such as getting married, etc.

Our Past Counselor narrowly averted three serious accidents in as many seconds one day last week by dexterous handling of his rough rider at the corner of Michigan and Pennsylvania avenues. First he missed colliding with an Owosso interurban car by a hair's breadth, and, in doing so, nearly ran over a pedestrian who, misjudging Fred's intentions, jumped directly in front of the car. In avoiding this badly frightened person, a collision with a telephone pole was averted by only a few inches. Then Fred beat it down the street, thinking how really pleasant it is to be alive and out of jail.

William Gorsline (Nichols & Shepard Co.), of Battle Creek, called on a few of his friends and former competitors in Lansing last Wednesday. The genial smile and hearty hand shake of Bill has been winning friends for himself and business for his company for the past thirteen years. Really, he is a veteran, but resembles a 3 year old with the halter off.

We are informed through a very reliable source that Harry Hydorn, Secretary of Grand Rapids Council, has withdrawn from the race for Grand Secretary in the interests of harmony. We firmly believe that you

are worthy of a better job, John D., and if you will stick around we think you will get it.

We presume to say that Editor Stowe appreciated the fact everybody gave the Bull a rest last week.

H. D. Bullen.

Increasing Interest in the Grand Rapids Convention.

Port Huron, Jan. 19—From the outlook at present, about every grocer and general merchant is making arrangements to attend the annual convention of the Retail Grocers and General Merchants' Association of Michigan, which will be held at Grand Rapids next month. There is no reason why every store in Michigan should not be represented and take part in the deliberations at the coming meeting. The Programme Committee is busy getting speakers and attractions, so that there will be something going every minute from the time the delegates arrive until the time of adjournment.

The following have sent in their applications the past week:

E. A. Hudson, Rochester.

T. J. Millikin, St. Clair.

J. E. Nelson, Jennings.

A. D. Lamb, Durand.

John Fry, Empire.

Clark A. Putt, St. Johns.

Chas. C. Eyster, Ionia.

Horace B. Freeman, Swartz Creek.

Fred Taylor, Yale.

Chas. P. Lillie & Son, Coopersville.

Pikaart Bros., Fremont.

J. T. Percival, Sec'y.

The Real Saints.

The men who spend all their time reading the Bible will be surprised when they get to Heaven and find that the men who always paid their grocery bills are occupying reserved seats in front.

SERVICE

Our aim is to give our customers the best service possible. Orders are shipped the same day they are received. This applies to mail and telephone orders as well as all others. If you are dissatisfied with your present service we solicit a trial order.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

The Prompt Shippers



Fighting the Mail Order Game Successfully.

Do you know how the retail mail order houses got so big? To hear some National advertisers talk you'd believe they grew big cutting prices on advertised articles.

A statement of this kind shows how ignorant a speaker is of retail mail order methods.

Suppose you pick out a retail mail order catalogue and note down the number of Nationally advertised articles that are slashed to attract attention. You'll find a very small percentage of National advertised goods in the entire book. Furthermore, you'll find a very small percentage of these cut below their regular selling price.

You'll not find, as so many manufacturers declare, that the first twenty pages of the book are devoted to price slashed advertised articles.

On the contrary, you'll find that the catalogue of Montgomery Ward & Company devotes its first pages to interesting descriptions of Women's Ready-to-Wear Garments; that Sears, Roebuck & Company also devote the most prominent section of their book to displays of unbranded low priced home goods. The first twenty pages are most certainly devoted to home goods priced at a uniform price of two cents apiece, four cents apiece, six cents apiece, eight cents apiece and so on, but on these pages where the National advertisers declare their goods are slashed, you will not find a single advertised line or one that you can identify.

It doesn't pay to fight the retail mail order house with misrepresentation. Half the knockers don't know what mail order methods are, or that success has come from something far different from the slashing of advertised merchandise.

It comes from something that you could put into your own store with a great deal of profit—and that is persistent and steady advertising.

Their success comes, and you'd better take this to heart, from displaying all the goods they have to sell—

From quoting plain prices on every item shown—

From standing back of everything their advertising claims—

From showing offerings that really please the purchaser and, finally, from sticking everlastingly at it.

In these few sentences lie the germs of success that have built the retail mail order houses—the germs of success that could be installed in your own store with a great deal of profit to yourself.

The retail mail order houses aren't as black as they're painted and it

won't pay anyone to take up a cudgel and go after them red handed.

Two years ago a lone horseman was riding through a gap of the Tennessee mountains when he came upon an old mountaineer sitting upon the stoop of a lean-to, a few feet back of the road. His chair was tipped back against the wall, his feet were bare and in his hands he held a yellowed newspaper. Laisitude and laziness hung about him like a garment. There was a droop to his lips and a slouch to his figure that identified him as one of the "poor whites" of the mountains. Suddenly his figure stiffened, he sat up, peered intensely through his iron bowed glasses at the paper, sprang from his chair and went rushing down the path to where a slatternly woman was chopping wood.

"Sally, Sally," he said "The Yanks tooken Vicksbu'g" In that gap of the Tennessee mountains the Civil War was still going on. Fifty years have passed over its battle fields and two generations had wandered on ahead, but the old mountaineer was still fighting the battles of '63, even while Yankee trains and factories were rumbling and thundering only a few miles away.

But the old mountaineer is not the only man who is living in the past, there are plenty of merchants in 1913 who are still using the methods of '63, '73 and '83. Buying in advance; buying in quantities; all unawares that retailers next door are thirty and forty and fifty years ahead of them. There are retailers who don't know that it's possible to buy their merchandise from week to week. There are retailers who are still slaves to the superstition that merchandise must be bought in large quantities, two or three times a year.

You may not believe this any more than you will that there are mountaineers like our friend of the Tennessee gap.

The most successful retailer we know is a man who sends in an order every single evening. He covers his stock every single day, has perhaps four or five varieties to your one and is making \$6,000 net profit on a \$7,000 stock each year.

Concentrate your buying, put many lines in a single bill. Make it a practice to have one-third of your goods on your shelves, one third ordered and one-third coming, all the time and you will not only free yourself from the drudgery of many shipments, excessive freight and too much book-keeping, but you will put into your store something that was unheard of in 1863, the quick turn.—Dry Goods Digest.

Most people's sympathies get no further than the telling.

"Lincoln Mills" Undermuslins

Don't fail to see this very attractive line of popular price Undermuslins before placing your spring order.

We carry a large stock and assortment of Princess Slips, Combinations, Gowns, Skirts, Drawers and Corset Covers.

Grand Rapids Dry Goods Co.
Exclusively Wholesale :: Grand Rapids, Mich.

Ha-Ka-Rac

Our salesmen are out and will call on you soon or during the season with our lines of

Gloves, Mittens, Sweater Coats
Boys' Caps, Girls' Caps, Auto Hoods

The Perry Glove and Mitten Co. PERRY, MICH.

Good Profits For You

In Laces and Embroideries. We show attractive lines. American, Oriental, Valenciennes, Cluny and Torchon Laces.

Embroideries in Swiss, Hamburg and Nainsook.

Matched Sets for Corset Covers, Infants' Wear, Skirts, Lingerie Dresses, Shirt Waist Fronts. Ask to see the newest in Embroideries.

De Plume Novelties.

PAUL STEKETEE & SONS
Wholesale Dry Goods Grand Rapids, Mich.

DELIVERING GOODS.

Most Important Factor in Store Service.

Written for the Tradesman.

It is too often the case that the merchant's delivery system is the weakest link in a strong chain. Aggressive advertising, good work behind the counter, care in the selection of stock, all these and a host of other diligent efforts to satisfy the customer are in a great measure neutralized if, in the last moments of the transaction, goods are carelessly or improperly delivered.

True, customers are often unreasonable in their requirements. They fail to recognize that, especially on busy Saturdays and in the holiday season, the drivers are exceedingly busy, and there are a host of other patrons who clamor with equal insistence for prompt attention. Nevertheless, where the merchant is diligent in his efforts to serve his clientele, this fact is usually appreciated to the full.

Thus, a grocer in a small town with every delivery of goods sends a brief note reading something like this:

DELIVERIES GUARANTEED

We guarantee delivery of goods exactly as ordered. Carefully examine these goods to see that they correspond in every detail with your order. Any mistakes will be promptly and cheerfully corrected. We aim to please and satisfy our customers, and to give them the best possible service.

JOHN J. BROWN, GROCER.

Such a printed slip accompanying the goods when delivered serves two useful purposes. First, it ensures the prompt reporting of any mistakes that may be made. Second, it ensures the merchant getting due credit for his efforts to give his customers a good delivery service.

Especially in the small town it is difficult to systematize deliveries; to announce to all customers that "We have only four deliveries daily, and customers should so time their purchases as to take advantage of these deliveries." A definite and fixed schedule of deliveries is a good thing where it is workable; but it is hard for the individual merchant to plan and harder still to enforce. Where merchants can get together and all agree to a certain schedule and that there will be no departure from it, customers will in course of time learn to accommodate themselves, and better delivery conditions will undoubtedly result.

Nevertheless, there are many instances of individual merchants who have adopted definite delivery schedules, and find them exceedingly advantageous. This is particularly so in the larger cities, where far from being out of the question the scheduled delivery system is absolutely necessary.

Promptness in delivering goods is, from the customer's point of view, a cardinal virtue in the merchant. The customer demands promptness; and appreciates promptness. But, in this connection, it is well for the merchant to be careful of his promises. To say that goods will be delivered, sure, by 5 o'clock in the afternoon and to deliver them at 7:30 in the evening isn't good business. It is far better to sacrifice an order now and then than to secure one by methods savoring in the least degree of false pretences.

"I'm sorry," said the grocer to a cus-

tomers recently, "but I can't absolutely promise to send these things up by 4 o'clock sharp. We are very busy today and I can't tell whether the driver will be able to visit your part of the city again that soon. But I can promise them sure by 5 o'clock, and I'll do my very best to have them up earlier. You can rely on that."

The customer in this instance took the merchant's word. The goods were delivered at 4:25, and the customer was correspondingly well pleased with the advance on the promised time. Yet had the grocer promised positively to deliver the goods by 4 o'clock and delivered them at 4:25 there would have been an outcry from the customer.

System is, however, needed at every stage of the delivery, from the wrapping and checking of the parcels when then are turned over to the rig to the mapping out of the routes to be covered. Even where there is no definite time schedule adopted, a system of definite routes can often be planned. In this connection it is a great advantage to have a deliveryman with a knack of remembering names, places, street numbers and streets.

The deliveryman is, indeed, the most important factor in the service. Not infrequently a merchant jumps at the conclusion that any sort of greenhorn will do for the delivery rig. This is not the case. Tact is almost as essential on the rig as behind the counter; and head work is quite as essential outside the store as inside. The headwork that shortens and speeds up the deliveries by mentally mapping out the most direct route by which to reach a dozen customers is worth money and reputation to any grocery store.

The man on the rig should be encouraged to engage in just such headwork, even if the salary roll has to be increased a little to that end.

A tactful deliveryman is worth money. Merchants may not believe it, but they are criticized for a lot of things that never come to their ears. If a rattle-brained youth, joyous over the privilege of driving a decrepit horse, "whips 'er up" and goes racing wildly along the main street, people read the name on the rig and say, "Old Brown ought to be arrested for allowing his horse to be driven like that." Or if the boy slams open the kitchen door without knocking and yells "Here's your groceries!" at the top of his voice, it's Old Brown to whom the blame will be attached.

So the wise merchant will look well to his deliveries, and will caution the man on the rig in regard to the need of tact, even if the "man" is only a green youth of sixteen. For, however, deficient may be the human material with which the merchant has to work, it can always be improved at least a little by careful and judicious guidance.

An important item is the care of the delivery rig and of the horse. In many places the old fashioned horse and wagon are giving place to the auto delivery, but the same remarks apply to the one as to the other. Cleanliness is becoming so important a factor in present-day merchandising that the merchant who allows his delivery outfit to go out looking dirty or ill kept runs a great risk of losing trade as a result.

Especially is this the case where food-stuffs are concerned. Care of the delivery outfit, with an eye alike to the importance of keeping them in good running order and of making a favorable impression upon the public is something which, though it involves some little effort, it is very important not to overlook.

William Edward Park.

Made Her Clothing and Pin Money.

In a small town in Northern Michigan, situated on a road much used by automobilists, is a woman who has made handsome yearly profits from the making and selling of lunches for automobile parties.

She began by putting up a sign in front of her house calling the attention of motorists to her light lunches, which consisted of sandwiches ranging in price from 5 to 10 cents each and of cold buttermilk and other drinks, which she sold at 5 cents per glass.

The idea was a happy one and she soon had a long list of regular customers. Then she found that there was a demand for light lunches which the motor parties might take with them into the country, so she bought a number of light pasteboard lunch boxes and began to put up an attractive lunch, consisting of sandwiches, sardines, hard boiled eggs and fruits, which sold at from 30 to 50 cents a box. The demand for these lunches, owing to the location of her home, was very large and she gradually worked up a trade that outdid her other business. In fact, she has not only kept herself supplied in pin money, but has been able, as well, to purchase all the clothes used by her family for several seasons, out of the profits from her clever idea.

All bills should be rendered promptly and often. Short credits make long friends, or, as they say, "A short horse is soon curried."

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York Chicago
St. Louis Minneapolis
Dallas

To the Retail Merchant

If you will sell out we will buy your stock or we will do what is better for you still, conduct an auction sale in such a manner as to bring you nearly the cost price of your stock, or we can reduce your over stocked lines and show you a profit.

E. D. COLLAR,
Mdse. Salesman,
Ionia, Mich.



A Good, Strong,
Medium-Priced Line

Buffalo Trunk Mfg. Co.

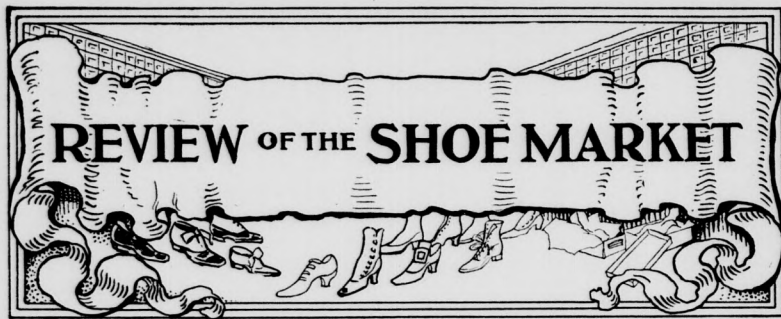
MANUFACTURERS OF

TRUNKS, BAGS, SUIT CASES

127-139 Cherry St., Buffalo, N. Y.

JULIUS R. LIEBERMANN
Michigan Sales Agent
415 Genesee Ave. Saginaw, Mich.

Write for Catalogue



Some Essentials in Retail Shoe Salesmanship.

Written for the Tradesman.

I got into conversation with a clerk of a downtown shoe shop the other day, and the enthusiasm, confidence and pride manifested by this young man apropos his store, his boss and the merchandise he sells gave me—unwittingly to the young salesman, of course—a lot of food for reflection. It has occurred to me that it might not be a bad idea to use up my space in this week's Tradesman setting forth some of the things that have been running through my mind.

But first I must tell you about the young salesman. He is one of those clear-eyed, strong-bodied, clean-blooded young fellows who demonstrate the abiding value of optimism, honesty, willingness, and faithfulness in minor trusts. Hailing from the country several years ago—a raw recruit of an extremely tender age—he has developed into splendid manhood, unspoiled and unsmirched. He thinks the shoe business is the finest business in the world; and he believes that, of all shoemen, his boss is easily first in substantially all of the major and minor virtues.

His boss, by the way, is a shoe manufacturer who maintains a single downtown shop for the retail of men's footwear of the better grade. As a shoe manufacturer, his boss' name wouldn't appear in a list of twenty-five of the biggest shoe manufacturers in the country; but if he keeps on surrounding himself with subordinates who are as loyal and willing as this young salesman of his downtown shop, you'll hear of him one of these days. I may add, moreover that this shoe manufacturer's little daylight factory in one of our beautiful suburbs, is really noted hereabout for the excellence of its output.

Loyalty to His Employer.

The salesman who inspired these reflections is not what we Americans call "bright," but rather a young fellow of average ability, with no education beyond that taught in the public schools; but his loyalty to his boss is of the kind that will get him on in the world. Seest thou a man who is enthusiastic in business? That man shall stand high in the estimation of his employer.

I have heard more brilliant salesmen than the retail shoe clerk of whom I have been speaking—but none more convincing than he. And the secret of it is, he himself is convinced. He firmly believes that the shoes he sells are the very acme of scientific shoemaking and the embodiment of all that is desirable in style-elements.

He has unbounded confidence in his ability to give each customer a perfect fit; and he goes about the process much as if he were bestowing a favor or performing some highly technical service for which he is endowed by nature and abundantly equipped by the resources at hand.

While I seemed to be absorbed in looking over the evening paper, I was really studying the shoe salesman and his way with his customer. He (the customer) was a rather difficult prospect, it occurred to me—one of those smallish, taciturn men of a not overly prosperous appearance. I should have sized him up as a looker; and from the critical, unresponsive color of his bluish gray eyes, I should have classified him as an unpromising one.

"Here's your size exactly," said the clerk. "I'm fortunate to have it. You see your size is one of our fast sellers—especially in this last, which is going big. M'hm, fits you to a t, doesn't it?"

And the smallish man gave a grunt that might have meant anything or nothing. The customer didn't appear to be one of the enthusiastic sort.

"Notice the inside line of that shoe," continued the salesman, pointing to the inner side of the shoe adorning the customer's right foot; "that's a scientific feature of our shoes—something that puts 'em in a class by themselves."

"How so?" enquired the customer, dubiously.

"It's this way," explained the clerk; "the inside of the normal foot is a straight line from the heel to toe—or approximately so; and the shoe that's built to fit conforms to that line. Many last makers and shoe manufacturers don't seem to have discovered that fact. So we have all sorts of freakish lasts ending in twisted, pointed or otherwise distorted toes. That's the reason so many people nowadays are having foot-troubles of one sort and another. But you bet they don't have any trouble with our shoes! Our shoes fit!"

"Now tell me, frankly," pursued the clerk, "don't that shoe feel just about right?" And the customer somewhat reluctantly admitted it seemed to feel so. Whereupon the clerk fairly beamed, and forthwith proceeded into an enthusiastic summary of the good qualities in the shoe, such as material, workmanship, finish, style, service, etc. And while there wasn't anything notable in the matter of his talk, the manner of it was convincing. It was not a lengthy talk, but it was sincere. And I couldn't help noticing how the oddish little man gradually thawed out. Of course he took the shoes—

It's the REASONABLE Thing to Buy Hood Rubbers

BECAUSE:—The wear is *in* them.

The style (every style) is in them.

They fit better.

In *Hood* goods you can get any and every shape for shoes; or you can get any needed shape for fitting the foot.

OF VITAL IMPORTANCE TO YOU ALSO is the efficient service we render. Our Rubber stock is the largest in the State of Michigan—and we save you

5% ON YOUR RUBBER BILLS.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



There Are No Substitutes for Leather in

ROUGE REX SHOES

They are honestly built, every number of them.

They have the kind of quality, both fitting and wearing, that binds the customer and dealer together.

Order a sample case, and you will be pleased with the way they open up.

Hirth-Krause Company

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

and of course the thing that really made the sale was the salesman's evident confidence in his merchandise.

Boosting for the Store.

The most important thing in the development of a salesforce is to get your salespeople thoroughly in line with you. Get their confidence. Win their respect. And make them believe in the goodness of the merchandise they sell. If they doubt either you or your wares, they cannot render truly efficient service. If they have any doubts or misgivings about the goods they sell; or if they have a peeve against you personally—they are handicapped by that very circumstance. Consequently it is impossible for them to serve you wholeheartedly.

An employer ought not to think that he can keep his salesforce in the dark with reference to his policy, and at the same time receive from them the highest type of service. Some managers seem to shrink from getting "down on a level" with their salespeople. Very well, then; bring them up to your level. But get together. Have a perfect understanding. Don't conduct the business on a sort of hit-or-miss line; for it's pretty apt to be miss oftener than hit. Develop a policy of some sort. And then let your co-laborers know what it is you are striving to do. Have them in with you on it. The more thoroughly you can develop the co-operative spirit the better it will be for yourself and the business.

It's well enough to say that as long as a clerk remains with his boss, he ought to do his level best; but human nature is human nature; and clerks, just like other folks, are often confronted by conditions rather than theories. Maybe the clerk would gladly throw up the job if there was another in sight. Most likely he would, if the new job looked better than the old one. But suppose there isn't any other job in sight. Naturally the clerk who isn't altogether satisfied with his present work doesn't want to quit until he can better himself. But in the meantime, what? (All this, of course, on the assumption that he isn't very enthusiastic about his boss and his boss' merchandise.) In the meantime he is pretty apt to slide.

It requires a little more time, perhaps, and a little more effort, on the part of the proprietor; and it certainly requires more consideration and tact and goodfellowship, on his part, to develop salespeople into real boosters; it's easier to go 'long about one's personal affairs and let the salespeople alone—but that isn't the way to develop boosters. And you want boosters with you in this big game of winning the public. Cid McKay.

She Wanted an Expert.

Edith and Flora were spending their summer vacation in the country.

"Do you know," said Edith, "that young farmer tried to kiss me. He told me that he had never kissed any girl before."

"What did you tell him?" asked Flora.

"Why," replied Edith, "I told him I was no agricultural experiment station."

Coming Conventions to Be Held in Michigan.

January.

Michigan Poultry Breeders' Association and Poultry Show, Detroit, 19-25.
Michigan Poultry Breeders' Association, Detroit, 26-Feb. 2.
West Michigan Press Association, Grand Rapids, 30.

February.

Michigan Retail Lumbermen's Association, Battle Creek, 3-4.
Fifth Annual Automobile Show, Kalamazoo, 3-7.
Michigan Association of County Drain Commissioners, Grand Rapids, 3-5.
Fifth Annual Automobile Show, Grand Rapids, 9-14.
Michigan Dairymen's Association, Grand Rapids, 10-14.
Michigan Retail Hardware Dealers' Association, Kalamazoo, 17-20.
Retail Grocers and General Merchants Association, Grand Rapids, 24-26.
Michigan Association of Commercial Secretaries, Jackson.

March.

Michigan Association of Master Plumbers, Grand Rapids.
United Brotherhood of Carpenters and Joiners, Saginaw.
Eastman Kodak School of Photography, Grand Rapids, 16-19.

April.

Michigan Bowling Congress, Detroit, 9-17.
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.
U. C. T. Grand Council Saginaw, 12-13.
National Association Chiefs of Police, Grand Rapids.
B. P. O. E., Petoskey.
Annual Encampment of the Michigan G. A. R., Lansing, 17-19.
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.
American Pharmaceutical Association, Detroit, 24-29.
Michigan State Pharmaceutical Association, Detroit, 25-27.
Michigan Pharmaceutical Travelers' Association, Detroit, 25-27.
National Encampment of the G. A. R., Detroit, 31-Sept. 6.

September.

International Association for the Prevention of Smoke, Grand Rapids.
Michigan Association of County Superintendents of the Poor, Grand Rapids.
Michigan Association of Local Fire Insurance Agents, Grand Rapids.
Michigan Constitutional Convention, Grand Rapids.

October.

Order Eastern Star, Grand Rapids.
Michigan Poultry Association, Grand Rapids.
Michigan State Teachers' Association, Kalamazoo, 29-30.

November.

Michigan State Sunday School Association, Adrian.
Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.

December.

Michigan State Potato Association, Grand Rapids.
Michigan State Grange, Battle Creek.
Michigan Bricklayers, Masons and Plasterers' Association, Jackson.

Starting Business With an Idea and Telephone.

An idea and a telephone, these were all that was necessary for the beginning of a new and profitable business by a young woman out in California who understood conditions in the winter resort city of Los Angeles, in which

she lived. She knew that every winter great numbers of tourists visited that section, and that, although there were frequently several people from the same section in the city at the same time, they rarely came in contact with each other. Knowing how anxious away-from-homes are to run across acquaintances, this woman took it upon herself to provide the means of bringing them together. So she compiles a list of all

tourists who come to Los Angeles, Pasadena and surrounding towns, and all the Easterner has to do is to call her up and enquire. "Who is here from Blankville." Upon the payment of the required fee, a list of addresses will then be supplied to the enquirer. There is no reason why the same idea could not be successfully worked out in any large city.

The "Bertsch" Shoes Are the Rightly Made Medium Priced Shoes for Men

The BERTSCH shoe is so honestly made and so sensible and practical in design and character, that it insures the dealer against loss. IT IS A SELLER, and when sold its qualities so impress the wearer that he will want no other.

Have you seen the line lately? If not, send card for salesman and samples. BECOME A BERTSCH DEALER THIS YEAR.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH.



It's What You Have Left That Tells the Story of Profits

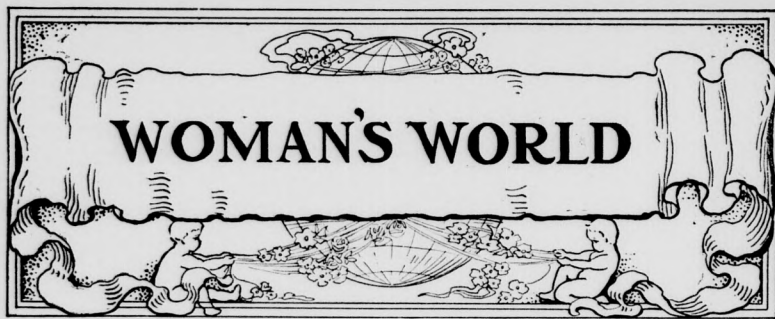
If you are a customer of ours at the close of your business year, an examination of your stock and purchases of R L K shoes reveals the fact that this line has paid big dividends—why?

Because the stock of them on hand represents but a small percentage of the quantity of them you have bought during the year.

If you are not our customer you should let us sell you a few pairs of several numbers. Their superior value as trade getters will gain and hold the best patronage in your locality. Investigate.

Rindge, Kalmbach, Logie Company
Grand Rapids, Mich.





Some Excellent But Tiresome Women I Know.

Written for the Tradesman.

All of the women of whom I shall tell you in this piece, dear reader, are thoroughly good souls—estimable, conscientious, highminded, scrupulously honest—the pillars of society and the salt of the earth. Most of them are members of Christian churches and are in irreproachable standing.

They are all of the kind of whom it is impossible to have too many in your ward, township, county or state, because they are in every way such worthy and excellent persons. But they are also, alas! of the kind that if you happen to have just one as your sister, mother, aunt, niece, near neighbor, intimate friend, club or business associate, you often find that one innumerable too many. They are good folks but so tiresome!

There is Aunt Sally Chandler. One could talk all day and not tell one half or one tenth part of Aunt Sally's good qualities and her constant and countless deeds of kindness. But Aunt Sally is one of the sort that does all her thinking out loud. All the pondering over pros and cons, all the balancing of advantages against disadvantages, has to be done orally and in the presence of some unfortunate listener. Owing to the proximity of our two houses and Aunt Sally's habit of dropping in informally, I often happen to be the listener.

Aunt Sally has a wavering mind, in which she is obliged to teeter every question up and down for an indefinite period of time, before she can come to any decision, no matter how trivial may be the issue involved. She is like that man in "David Harum" who had so much difficulty determining whether to wear his russet shoes or black ones when dressing to go out on deck the next thing after breakfast.

Prosperity struck Uncle Rutledge Chandler recently and they have been doing over their whole house. Such a mountain has that woman made of rearranging the rooms, selecting the style of finish for the woodwork, picking out the wall papers and ordering a set of Haviland dinnerware—this last after considering at least twenty-five different patterns. I have followed, or rather been dragged in as an unwilling witness to all her mental processes. I believe that the whole house subject now has been threshed out except the choice of chairs for the dining room—those at Robinson's with box seats and springs or the handsome new pattern at Kent and Newbury's with flat leather seat—so

far her mind has swung like a pendulum between the two.

Aunt Sally herself never knows just what she wants, and she is unwilling to leave the decision of the most trifling matter to anyone else. She simply has to go over and over every detail with some friendly hearer. Poor dear Aunt Sally!

I wouldn't have her know what I'm saying for any money. Indeed this whole article is strictly confidential—it is just between the reader and myself; and I so fully trust to the honor of the reader that I know that every word I let fall will be just as if it were buried.

But if some other thinkers-out-loud besides Aunt Sally—and they are legion—should run across this article and wisely resolve to perform at least a share of their everyday cogitations in the hidden recesses of their own brains, it would make immeasurably for the comfort and happiness of their immediate families and friends, and I as the humble instrument etc. should be overjoyed. Indeed it is with the hope that some such effect may here and there result that I am writing this.

Aunt Sally Chandler and her sort are not the only women who, while having only the best intentions, make their presence tiresome and disagreeable because of some mental habit or objectionable peculiarity of which they themselves are wholly unconscious.

Now I presume Mrs. Brisbane, who belongs to our little club and is slyly styled Commanding Officer Brisbane by some of the younger members, doesn't realize that she simply can't rest unless she is running everything around her. Last summer we had a picnic. It was Mrs. Brisbane who managed everything—where we should go, what we should take—even how the eggs should be stuffed and the cold chicken prepared and every single thing down to the kinds of sandwiches and pickles. It was a first-class picnic that she pulled off, only some of the rest of us felt that we would have liked to have a little of the say about things. Mrs. Brisbane means all right and is a very generous woman, but most people are not submissive enough to appreciate her.

However, Mrs. Brisbane with all her aggressive and downright bossing does not weary and exasperate me like some of the whiners. If a person has some big unusual trouble, I'm right on hand with sympathy. But I have no patience with the feeble souls who can't or won't brace up to bearing the small worries and drawbacks

and disappointments of life with proper hardihood of spirit. Give me anyone else in preference to a person who is forever making moan over the unpleasant things of which you may be sure everyone has his or her full share to put up with.

Cousin Clotilde Harper always is complaining about something—usually her money matters. Clotilde all the time is feeling and talking "poor." She is not poverty stricken by any means. She is a widow with quite an amount of fairly good property—mostly in houses for rent. But she experiences the very common difficulty of not being able to make her property yield a satisfactory income.

There are taxes to pay. Indeed there are. And I wonder whether there is one person with whom Cousin Clotilde has a speaking acquaintance, who hasn't been compelled to hear just how much and how many and what unreasonable and excessive taxes she is obliged to meet. There are also insurance and repairs, and her tenants bang things to pieces, and all the carpenters and painters and sidewalk men who do work for Clotilde "are ready to take advantage of a woman, you know," and they slight their work and they charge too much, she avers, and goodness only knows what wrongs she doesn't have to en-



We Advertise the Many Uses of

Mapleine

telling how deliciously it flavors cakes, frostings, ice cream, desserts and sugar syrup.

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

Crescent Mfg. Co., Seattle, Wash.

Dear Grocer:

We want you to know a few facts that we know about the Standard Computing Scale. Fact 1—The principle of its construction is the best in use and is fully guaranteed for 10 years.

WRITE FOR INFORMATION

W. J. KLING, Sales Agent

(New and Second-hand Scales)

50 Ionia Ave., S. W., 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

Keep Pace with the Advertising of the Goods You Sell

MERCHANDISING success, in any line, depends upon right goods and a thorough selling knowledge of those goods.

The first essential, right goods, is easy enough to establish in your store; every branch of manufacture is represented by one or more trade marked, advertised products of Class A quality, and the manufacturers will meet you more than half way.

The second essential, selling knowledge of the goods, is as easily attained—simply read up, study, keep pace with all advertising of products sold in your store.

National Biscuit Company products are right. N. B. C. advertising is world-famous. The In-er-seal Trade Mark packages and the glass front cans are familiar everywhere.

N. B. C. products will keep you facing successward—N. B. C. advertising will sell goods for you if you will give it a chance.

NATIONAL BISCUIT COMPANY

ture—to hear her tell it. And she'll lift up that pitiful voice of hers and remark sadly that she would like a new coat—the one she is wearing is quite shabby—if only she had the means to buy. A new dress is an impossibility because she can't afford to pay the exorbitant charges of a dressmaker, and so on and so on. She makes people who are not one quarter so well off as she is feel uncomfortable and as though maybe they ought to start a subscription paper to relieve her immediate necessities. But I happen to know that Cousin Clotilde spends considerable money in her own rather whimsical ways, and she always is "helping out" a scapegrace son of hers who stands ever ready to draw on her for funds. She has no harder time making ends meet than most of the rest of us, only she makes more fuss about it.

There are other kinds of good disagreeable women. There is the semi-invalid who always is telling her aches and pains and symptoms; there is the affected woman who puts on all kinds of side and never comes down to being her natural self; there is the over-precise woman who is a painful stickler about inconsequential trifles. There are still other kinds of good tiresome women, but I have mentioned a sufficient number. My readers easily can complete the roster from their own observation.

The sisterhood of whom I speak are guilty of no moral obliquity. They are ethically irreproachable. They are all right and in every way desirable in the community, but they are hard on the people who have to put in the time in their immediate society.

They remind me of a story. An unmarried minister was pastor of a little flock which numbered among its members a spinster, Angelina Strong by name, who possessed all the essential virtues but who had a harsh voice, a rather sour temper, and a most disagreeable supercilious manner. A few ladies of his congregation urged upon the dominie the fitness of a marriage with Miss Strong. To their pleadings the pious man replied: "Doubtless in the inscrutable goodness of Providence the Spirit of the Lord can abide with such a woman as Sister Angelina Strong. But in my weakness and frailty, I can't and won't." And he didn't. Quillo.

The Enclosure of Mediocrity.

"I have always found that men who build high fences of wisdom around themselves and refuse to let other chaps with ideas get inside," says Edward Mott Woolley, "are the ones who stay in the enclosure of mediocrity all their lives. They commonly build the fences so high that they can't get out. It is a good idea to keep a weather eye open for the fellow who has something new to propose, even if that fellow is a rung or two lower down. Don't stand in his way, in the fear that he'll get ahead of you and prevent his going up. Take him by the arm, and he'll boost you along too.

Even a lazy man will hustle when he sees a chance to work an easy mark.

Relation of Salesman to Customer and Store.

A salesman should make it a point to be loyal to the store he works for; he must act and show it in every way, not only in the store, but outside of business hours as well. Always praise the firm, their merchandise—and by so doing you will boost their business and your own. Always make yourself have confidence in the store's merchandise. In some instances the store may receive goods that in your opinion do not come up to the standard you think they should carry, but don't criticize and run down the goods, as it has a bad effect on your fellow salesman and also makes you lose confidence in the goods yourself. Show your loyalty to the store by working hard to sell the hard numbers. It is impossible for any store to always buy the goods that are easy sellers, and we should all put forth an extra effort to dispose of the hard-to-sell merchandise. Do not forget the fact that the salesmen are paid to sell the firm's merchandise, not to criticize it.

The salesman should also make a study of the goods he sells, he should acquire a thorough knowledge of same, so that he can answer intelligently any question a customer might ask in regard to them. In so doing the customer will gain confidence in the salesman, which is half the sale, and it will bring him back again.

A salesman should always make it a point to put up a good appearance, especially if he works in a clothing store; I don't mean that a salesman should go beyond his means in his dress, but he can be careful in selecting his apparel, so that he looks well dressed. He can advertise the firm's goods more than he realizes himself. People who know you are connected with a clothing establishment are quick to observe any new garment you wear, and also note the cut and style of your clothing, hats and furnishings, so let us all be careful in our dress, and make as good an appearance as possible.

How can a salesman best serve the customer to show the best results? In my opinion, this is the vital point in the success of any retail business. The salesmen can make a great showing if they will only pull together, and make it a point to be pleasant and courteous to every customer they meet; make them feel at home in your store, impress them with the fact that it is a pleasure to wait on them.

I can recall quite a number of instances where customers have come back to our store and bought from us because of the proper treatment we gave them. We can also well serve the store and the customer if we all are on the alert to approach customers and see that they are promptly waited on, whether it be in our own department or not. If the customer should want to purchase something in some other department than your own, and all the salesmen are busy, step in and show him goods, until you can turn him over to someone. It is impossible for the floor-walker to approach every customer who enters the store, and we can assist him very much if we all make

it a point to meet customers and see that they are served. Let us have people who come into the store say it is a pleasure to trade with us, because the salesmen are so prompt and courteous.

I also think a salesman can well serve the customer and the house if he makes a note of what time the customer he waits on wants his purchase delivered; go to the tailor shop or bundle counter and impress on those two departments that they must get the goods out when promised. The salesman should get the customer to give the tailor as long a time as possible to make the alteration on his suit or overcoat; in so doing you help the tailor, and the customer is not so often disappointed in the delivery.

A salesman can increase his sales wonderfully, and also the sales of other departments, if, after making a sale, he will suggest other goods to the customer. If a customer asks for a certain article or make of goods which you do not have in your stock don't let him get away; suggest to him that we do not carry the line of goods he asked for, but we have something just as good, and show him the article at the same time. In this way many a sale can be saved.

The salesmen of any store should try to be on friendly terms with each

other. Do away with the petty jealousies that come up in business; be honest and on the square with one another at all times. Never start an argument in front of a customer; it makes a bad impression.

The salesman should always see that his stock is kept clean and in good order. It always creates a good impression with the customer if you can lay your hand quickly on the garment you want. A salesman should always work in harmony with the head of the department. It will be appreciated, I assure you, and it means the success of your store if you all work together. As I write this essay a great many things come up in my mind which apply to this subject, but will close now by making a suggestion. Let us all profit by what we hear, and practice what we preach; by so doing we will serve the customers and the store. T. J. Wise.

Willing to Negotiate.

A wealthy man in Trinidad got a note from the Black Hand, reading as follows: "If you do not send us \$10,000 we will kill your wife." The millionaire replied at once to the address given: "Nothing doing on the money, but I'd like to hear from you further. Your proposition interests me."

We Will Establish You in Business in Your Own Community

We've got a clean, high-class, legitimate and highly profitable proposition that will carry its own appeal to LIVE WIRES. If you are a member send in your card and let us tell you about it.

ROYAL TEA CO.

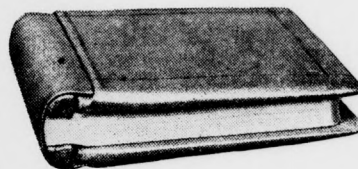
2426 South Park Avenue

CHICAGO, ILL.

Better Ruling, Printing and Binding

and deliveries made when promised—that's our business.

On any ruled or printed forms, account books or any commercial printing we can give you better workmanship and better service than you have ever received; and the benefit of our long experience in this class of work.



Everything we sell is manufactured in our own complete plant from the raw materials

Let us take it up with you

Kalamazoo Loose Leaf Binder Co.
KALAMAZOO, - - - MICHIGAN

Every Transaction in
STOCKS AND BONDS
Turned Over to Us Receives the Maximum of Attention

The Business of our Brokerage Department is
Built on Reliable Service

Howe, Snow, Corrigan & Bertles

Investment Securities

Citizens 4445 and 1122

MICH. TRUST BLDG.

Bell Main 229



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

Different Ways of Advertising a Hardware Business.

Once a year Mr. Donald J. Briarby, proprietor and sole owner of the Briarby Hardware Store, Jeffersonville, placed an advertisement in the Daily Echo. Nor is it on record that he materially changed his style and physical appearance of that small, unpretentious double column six inch deep space, from year to year. Every good citizen of the village knew it by heart.

It ran:

GRAND ANNIVERSARY SALE.

Mr. Donald Jeremiah Briarby Takes Great Pleasure in Announcing a Special Bargain Sale at his Main Street Store in Commemoration of the fifty-second Anniversary of this Institution.

It read not unlike a burial service. There was a certain solemn, funereal dignity to it that made one's blood run cold. No citizen ever fully appreciated, either why Mr. Briarby should select to have an Anniversary every year. As for the Special Sale, Jeffersonville had long since ceased to expect anything new. The store, its "bargains" and its physical inducement differed in no respect from other sales days.

Everybody on the staff of the daily paper had been over to see Briarby from the editor to the printer's devil, in a desperate effort to make him see the need of regular and consistent advertising. But Briarby was constitutionally opposed to it. His favorite statement was:

"You can talk all you want to, but my father and my father's father built up this business without advertising. It's a small town. Everybody knows where we are and what we sell. I'd call it willful waste. If a man wants a new jack-knife or fifty feet of wire fencing or a guaranteed saw he has our address. We have grown up with him and his family. The editor of your paper is a personal friend of mine, but I'm a business man. I pay my subscription regularly. If I used space in your paper it would be because I wanted to make a donation to the press of this county. I'd be falsifying my own books and that isn't my way of doing things."

The most wonderful, ingenious and plausible arguments were of no avail with Mr. Briarby. His was the biggest hardware store in Jeffersonville, his was an old, honored and long-established firm, all of the residents for miles around did know him and

his stock. The only other like store was situated two miles out on the South Bend Road and catered to intermittent and straggling trade.

One of the favorite outdoor and indoor sports of the community was the pleading with Mr. Briarby to do a little publicity work. Whenever a new man went with the Daily Echo they "sicked" him on the old man and then stood in the Spruce avenue editorial windows, to see the brimstone pump out of Briarby's shop windows.

And all the while Jeffersonville was growing.

Two new mills were put up, a big camp was started on the line of the B. & K. a mile and a quarter out and Mr. Clarke Andrews, of Upper Nyack Falls, started a little advertising agency in the village.

Inasmuch as the latter even bears more particularly upon our story, we will take up Mr. Andrews and his venture.

He had a room in the Mercantile Bank building on Main street and the first real order he landed was to handle the advertising of the Bradley Flour Mills.

They had a bunch of labels and barrel trade marks, and booklets and county newspaper advertising to do and as the Andrews service was cheap and looked efficient, they gave him his initial boost to fame.

It was common gossip around town that Andrews called seven times on Mr. Briarby and was literally kicked out the last time. All of which went to show that Briarby was a man of his word.

A girl at telephone headquarters who was not adverse to "listening" was known to have said that the following conversation took place the day following the Andrews quick exit to Main street.

"Mr. Andrews, I refuse to discuss the matter of advertising further with you. I'm through."

"Mr. Briarby, did you know that the Cutlery Company of Boston intend to start a new hardware store in Jeffersonville and have goods to sell over the counters the first week in December."

"That doesn't interest me, Mr. Andrews. I don't give a continental."

"Are you aware that Smith's place on South Bend Road is building an addition because of the new factory in the vicinity and the trade that's bound to come from the lumber camp?"

"Again I'm not interested, sir."

"I'm sorry, Mr. Briarby. I'd rather see you get the cream of the business before the others get in on it. There's

Foster, Stevens & Co.

Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.
Grand Rapids, Mich.

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
 Ellsworth Ave.

Grand Rapids, Mich.

IMPERIAL BRAND

Spraying
 Largest Line



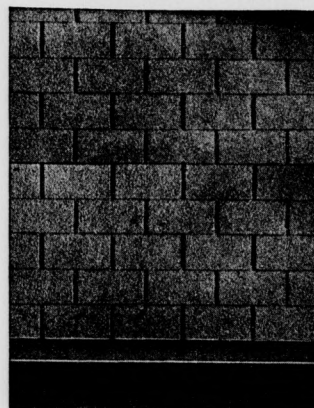
Compounds
 Superior Quality

Our Paris Green packed by our new American System.
 Reliable dealers wanted.

Address Dept. T., CARPENTER-UDELL CHEM. CO., Grand Rapids, Mich.

Reynolds Flexible Asphalt Shingles

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

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

Detroit
 Saginaw
 Lansing
 Jackson

Kalamazoo
 Battle Creek
 Flint
 Toledo

Columbus
 Cleveland
 Cincinnati
 Dayton

Youngstown
 Buffalo
 Rochester
 Syracuse

Utica
 Scranton
 Boston
 Worcester

Milwaukee
 St. Paul
 Lincoln, Neb.
 Chicago

And NEW YORK CITY

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

bound to be stiff competition. Is your last word final?"

"Ab-so-lutely, sir."

Andrews went around to have a little chat with Smith, on South Bend Road Thursday afternoon. Smith's store was not a very large one. He catered to the farmers of the surrounding ten miles and had never been known to go in extensively for Jeffersonville proper. But Smith had advertised. He came out three times a week with little single column advertisements. They were never illustrated, possessed no unusual attractiveness and, as a rule, were written by Mr. Smith himself, who was a far better judge of steel than of "copy." But plugging away had brought prosperity to Smith and his establishment. And with Jeffersonville's boom came the great opportunity. Smith had decided to expand.

One day a week young Mr. Andrews spent at the South Bend Road hardware store. He was given a desk by a sunny window, near Smith's own nook, and from this quiet nest emanated the germ of Achievement.

Smith studied the proposition pretty well and was liberal in the percentage given over to publicity. He allowed all the business would stand, Andrews having free rein to do as he pleased.

In the special Saturday edition of the Echo, Smith's advertisement ran one full page. Only once before had any Jeffersonville merchant gone in to the game so extensively. Andrews had sent a photographer to the site of the new lumber camp and eight half tone cuts were shown, each a glimpse of some particularly interesting stage of work. Mighty nice things were said about the men, their achievements up to date and the benefits Jeffersonville was destined to receive of this new camp. Moreover, with tact born to occasional men, Andrews displayed a portrait of the camp superintendent and said so many extravagantly fine things about him that the gentleman must have felt a warm spot in his heart for the person directly responsible. A third of the total space was given over to a brief summary of the Smith store, quality of its goods and the dependability of its service.

Monday morning, Lonstock, the camp superintendent, ambled in to Smith's store and left an order for tools amounting to a little over four hundred dollars. He mentioned the page advertisement, complimented it said all "the boys" were saying powerful nice things about the concern and casually concluded with the statement that there would be "a lot more doing" as soon as he could get together with his engineers and section bosses.

Andrews pasted these full pages in each of the store windows and made up one of the displays of important documents, plans, specifications and original photographs supplied him by Lonstock. For instance, there was a blueprint, giving a very lucid idea of the lay-out of the big lumber interests. The second window display was composed entirely of saws, large and small. A neatly printed placard here read:

"The Saws That Are Cutting the Way To Prosperity in the Pine Belt Section. If they're Good Enough for the Government Experts They Should be Good Enough for You."

Monday, Andrews went after things hot and heavy. He ran a two-column advertisement in the Echo, well illustrated with electros that had been supplied by various concerns free to Smith, but which Smith had never been enterprising enough to use.

This first advertisement, one of a series to run the entire week, exhaled prosperity talk for the town and incidentally touched upon the New and Greater Smith Hardware Store. Smith's addition was to be three stories, with a hall above and offices for rent. The firm offered a cash prize of \$50 for the best name for the new building, which was to be a handsome affair and a credit to Jeffersonville.

Three hundred form letters were sent to the settlement where the eight hundred employes of the new mill and factory were already installed. These letters were written in an easy, readable, conversational twist and invited the various mechanics and expert workmen to personally drop in at the store and look over a new line of tools of all sorts that were expected at the end of the following week.

The letter said, in part; "These tools were bought for you, with you and your efficiency in mind. We feel it our duty and to our interest to see that you have the best. You men will be instrumental, through them, in creating a bigger and more powerful Jeffersonville."

Andrew's desk at the shop, along towards the latter part of the week, began to look truly business-like. He had sifted out all the old and undesirable electros and dealer cut plate matter, retaining only the ones with a "punch." "Never knew they amounted to anything before," Smith drawled. "Fact is, never even looked at 'em. Purty good stuff, eh, son, now that you show us what can be done. Our advertisement last night was powerful attractive. A dozen new customers I never saw before brought in that clipping and wanted the saws the fellers were using in the illustration."

A single column campaign was planned for the week following, interspersed with plain reading notices. Because of the liberal space Smith was using the editor granted Andrews many favors. Progress on the new building was kept track of in the News Item department. When Smith's wife and daughters gave a dance, the society column printed a stick or two about it.

And at this juncture, the new car line franchise was granted and the Belle avenue cars ran straight past Smith's store, because young Andrews had succeeded in inducing the city fathers to accept a free lodge room in the addition. Otherwise the line might have missed South Bend Road.

It was logical to assume that some of the village centre trade would come down to Smith's store. It was only five or six blocks out of their way. And Briarby's regular customers had learned to read the Smith adver-

tising. They began to feel they might be missing something.

The first patented wood carving machine, one of thirty to be installed in the Raritan mill, was on display in Smith's window for a round week. The entire town came down to see it. People who had never investigated Smith or his outfit before did so by accident and intrigue. Andrews had a fine drawing of the machine made and ran it in his newspaper advertising. Things were humming along nicely.

The holiday business boomed with the town. Andrews wrote his copy in this fashion:

"Why not give useful Christmas presents this year? A good saw or a guaranteed hammer is of practical value the year through. Think of the many household things the wife needs. She'd rather have them than those silly knick-knacks."

Then he displayed a cut of a special little holly Christmas box, which was to be given away free with a space for the friend's name and a little Yuletide sentiment. If you gave mother a food-chopper, it was done up with pomp and ceremony and smacked of Kris Kringle, burning candles and diplomacy.

But this anecdote was to be about Mr. Donald Jeremiah Briarby, proprietor of the Briarby hardware store. We have digressed.

December 22 Mr. Andrews was much amazed to receive a little letter, at his boarding house, from no less a local celebrity than Mr. Briarby himself. The contents were sufficiently interesting to prompt an interview.

"Andrews," said Briarby, in the latter's private office, "I've taken my son-in-law, Peter Kyne, in the business. Peter is a college man. I'm dead sot against it, but they've talked me into advertising. I was just wondering if you could handle our account."

Andrews grinned.

He did so openly and, we might say, cynically.

"Do you want to advertise because your son-in-law advises it? Is that the real reason, Mr. Briarby?" he demanded.

The old man screwed around in his chair and bit his lips and ground the end of a lead pencil between his teeth.

"No, consarn your impertinent hide, young fella," was his angry response. "I'm goin' to advertise because Smith has me on the run, what with his car line franchise and his lodge room and his 'Ye tickle me and I'll tickle you' policy down the lumber camp road. I don't believe in advertising no more than I did ten years ago, but you gotta fight fire with fire. If a man started in tacklin' me with rat poison I'd buy a case of it an' fight back. That's me. How much you want for the first six months?"

"I haven't accepted your account yet," said Andrews. "I'm not sure I want it. As a matter of fact, I doubt whether it would be good policy for me to attempt to handle two hardware accounts in a small town. Somebody would have to get the worst of it. I've planned to make Smith's

business the biggest in the state. We're headed that way mighty fast, Mr. Briarby. Remember, you had first crack. I never would have given up if you hadn't thrown me out and busted my fountain pen. That made me mad."

"My grandfather was the first hardwareman in this county," stormed Briarby. "I've got a moral right to the business. There's a sentimental duty involved on the part of the citizens and—"

"Briarby, you might just as well stop that sort of talk. Nobody owes you anything. Smith has you on the hurdles; the new Cutlery crowd will make the pace swifter still. It's a pity you were so short-sighted."

"What I want to know is," Briarby snorted, "will you handle my advertising?"

"No, sir."

"Why not?"

"It wouldn't be giving a fair deal to Smith. I'd be playing one combination against the other and I'm not that sort of a man. I'll do this much for you. I'll let you in on a trade secret. You have the equivalent of an advertising department right under your own roof—right at your service, night and day."

"Whatcha mean?" Briarby sputtered.

"I mean this," whipped back Andrews, "every day since you've been in business you have thrown away Opportunity. The small town merchant need not be an advertising shark to advertise; he need not employ expensive men, expensive space and expensive systems to get away with it. He doesn't even need an advertising manager."

"The big fellows back of the manufacturing industries know that you need co-operation. They know you must advertise to sell your goods because they have to advertise to sell it to you. They realize the facilities are inadequate in the small town."

"So they help themselves, these manufacturers, by helping you. They have the best talent in the country prepare copy and cuts and booklets, and pamphlets, and window displays and counter cards for you. That service is supplied free. It doesn't cost you a cent. It tells more about more of your stock than you could dig out in ten years because it's told by the men who actually manufacture it. All of the complex niceties of "appeal" and "human interest" and the "psychology of advertising" are threshed down to fine meal for practical use in whatever medium you select."

"I'd advise you to write a half dozen nice letters to the hardware concerns you trade with. Tell 'em you are interested in their trade helps and their cuts and all that. Tell 'em you need and want their help. And when the next proof sheet comes in or the next broadside, open it up and study it the way you used to study your precious old blue book speller in the past days. It is powerful hard, Mr. Briarby, to help people who stubbornly refuse to be helped."

Mr. Briarby rubbed his chin and coughed and allowed he thought that was true.—W. L. Larned in Philadelphia-Made Hardware.



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—J. C. Witliff, Port Huron.
 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.
 Next Grand Council Meeting—Saginaw, June 12 and 13.

Michigan Division T. P. A.
 President—Fred H. Locke.
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Chirpings From the Crickets.

Battle Creek, Jan. 19.—The Tradesman has gone to press three times the last three issues and I have not been represented.

Mr. Stowe's gifted traveling correspondents, Rockwell and Goldstein, are gradually and surely waxing more eloquent and I shall endeavor from now on to be in their class, or at least, one of their admirers and innocent imitators.

Lots of interesting topics to write upon and discuss, but Mr. Stowe and his readers do not look to me for the solution of the problems of the day and certainly a heavy editorial would be out of place under this heading and in this department. Besides, the writer is not a college graduate and does not read metropolitan papers each day and has not the vocabulary or the mood to write on any topic other than light local stuff and U. C. T. items.

I should worry about the Mexican situation and the Panama Canal and the conditions of the Russian wheat crop. All I personally care about is that my family, friends and my neighbors and business acquaintances have good health and retain some of the good nature and humor that the Lord intended we all should have; that I may be able to sell enough of my firm's products and other firms' goods that we job to hold down a good position and to have a standing with my firm and my trade; to be able to pay cash and expect the same of others; to enjoy my meals and be able to buy for the poor and hungry; to go to bed with a happy thought that I have done all one normal man could do under the circumstances, as they existed, and to sleep the sleep of the just, but not in a sleeper (upper). I would prefer the old white bed at home. No, I think too many modern people are too well and too little posted. The modern newspaper keeps posted on everything that happens in every nook in every country and the result is that there are people who are wise to the fact that the houses and business places of Calcutta, India, have been renumbered

twenty-four hours after it has been done and they know that the Queen of Spain has had a tooth crowned, but they are not wise to the fact that the little child two doors up the street is dangerously ill and their calling at the door to enquire if they could be of assistance or sending a few flowers would make people feel that life was worth living. People sometimes get warped in their notions and acquire strange impressions regarding topics and people.

Some fellows are hollering about business who never had any business and have no business to be in business. They blame everybody but themselves for their failures. Some fellows think that competition is more keen and unscrupulous than it really is and cannot hold an account for their house that a former good man sold for years, because they are not readers of human nature and do not see and know the traits and characteristics that the former salesman found and played to in this particular patron. Salesmanship is an interesting study. To study it impartially and get at its root you must mentally throw aside some pet theories you have pettingly cherished. Any man or woman can sell goods. Some naturally will sell more than others. Why? There you are. Why? This same question has confronted better men than you or I. Why? Why is as big a word as "if."

Nature has taken care of your vocation and lots of us don't know it. We must study ourselves. A sick man can't sell goods. His condition shows that he cannot even govern himself without trying to govern the stocking of other people's stores, factories, mills or offices. But a sick man can make himself well and sell goods. An animal can. Can't you? But that getting well is another branch of salesmanship and I have none for sale. In fact, no stock to draw from. A man with health, confidence in himself and his goods, with an average appearance and an ordinary school education, if he will work, will succeed on any territory with any line. If he fails, he is lacking in one or more of the foregoing attributes. Experience and pronounced ability will bring results quicker, but work will bring satisfactory immediate results. I have seen a natural salesman get better results with a poor line than a man who has a top notch line and shirks his work. There is room enough for all of us and don't overestimate your competitor's selling ability. You are as good a man as he, if you think so, and he must get a price to make a profit, same as yourself. In leaving this subject I want to say again, work will bring results nine times out of ten. This, coupled with confidence and square dealing, good merchandise, proper qualifications and service can't be beat.

One of my patrons has just put a second mortgage on his home to pay up invoices that were getting old. He says his business will not allow him to hire a good man at a living wage, so he gets cheap help and they steal more than he would have to pay two good clerks. Penny wise and dollar foolish. There must be lots

of satisfaction for this party to be in business. He figures his home is good now for two small invoices of goods. I am clean with party. Never again.

Past Grand Counselor John Quincy Adams has a son, Trevor. Just previous to the opening of the race betterment conference in this city, all school children of the city were examined, mentally and physically, preparatory to appearing before the high brows of the conference. To make a long story short, Trevor Adams carried away with honors the medal given to the best developed young man, mentally and physically, in the tenth grade, having a perfect score. Truly Trevor is a chip off the old block. John and Mrs. Adams are naturally proud of the honor bestowed upon their son.

Elmer E. Mills, who has been laid up at his home in Kalamazoo for a number of weeks, goes out on the road again to-day. Elmer has had a painful, unpleasant vacation and is glad to be out mingling with his brother travelers and trade again.

J. J. Potts, formerly employed by the Niagara Chocolate Co., has opened an office in Kalamazoo and, from now on, will feature the Niagara line in a jobbing way, covering his home town and adjacent cities. We wish you success, Jay.

The little 6:50 a. m. westbound Grand Trunk local, which leaves here each morning for Kalamazoo via Pavilion, does not carry many passengers. There are rumors that the South Bend local will be re-instated; also rumors that 15 and 16 will be put back.

No. 253, U. C. T. of America had an afternoon session Saturday and took in two candidates Frank Stiles, with Postum Co. and Leo Barnard, with M. Rumley Co., are our new brothers. Both gentlemen went through without a scratch, although one of the boys got a hard bump he or we were not looking for. Details will not appear later. Had 100 people in for supper, played cards and left early. Geo. Steele washed dishes alone two hours Sunday a. m., before any of his sleepy brothers put in an appearance. George, however, was strong on being on time. Missed some of the old guard Saturday night. Those who are generally with us, but were absent on this occasion, were J. N. Riste, O. J. Wright, M. Russell, E. Clark and Charles Moore. Where were you fellows? Don't you know you have a home?

Sentinel H. W. Ireland is covering Michigan territory for Loose-Wiles, out of Chicago.

L. J. Scully, of this city, the gentleman who put the glue in glucose and a carlot candy salesman, is eligible for the U. C. T. ranks. If we can keep him away from his trade long enough maybe he will sign up. This gentleman is S. W. Cogan's best customer. Keep pinning them on, L. J. They look good—to some people.

Al Hensler and E. Rittenhouse, this city, will put any brother wise to a red hot live wire specialty proposition for this territory if you get busy.

I am in receipt of a bank application from Harry Hydorn, of 131. I am wise, old 26 Broadway. Thanks. The "mental" panic never touched you and yours, did it Harry?

How is shorty Geo. Clark, the pail specialty salesman? Does he dance the tango?

Am glad to hear that Jack Newton, with Perry Barker Candy Co., Lansing, is recovering from a serious illness.

Jim Hammell visits our Council March 21. We will be pleased to welcome you, Jim.

A return to normal business seems to be on its way. Travelers report good future and a more cheerful disposition on the part of buyers to stock. Collections are disappointing

all along the line. Now that taxes are out of the way and more seasonable weather is with us, this condition should change for the better.

Assessment No. 120 is now due. Come across.

L. Johnson is entertaining his brother from the Pacific coast.

Geo. Hunt, employed by Ira Barkley, Climax, is some fisherman, but he plays to hard luck. For particulars see Climax Cereal, for sale at all hotel stands. If not obtainable report to G. Whata Yarn, Hodunk, Mich., 4897 Mill Stream building.

It is noticeable that the Tradesman continues to improve.

I have my doubts as to whether this letter will be a welcome addition to its contents, but the boys know it is written in the spirit of fairness and good humor, if it does lack in heaviness and information.

What is the use of getting on a territory, working hard on a small wage and building for the future, with a respectable salary, when you can wash windows for Henry Ford and draw a man's salary at once.

Read your copy of the Sample Case. It contains good features.

Why can't Jackson, Lansing, Kalamazoo and Battle Creek Councils all get together in one of the four cities before winter is over and have some session? We all know a bunch of the boys of all these Councils and it would be a fine thing to all get together.

I wish Correspondents, Bullen, Hopkins and Ganiard would second this idea in their letters and see if we cannot push it through. This would be a good way to further the idea. Do you get me? Talk it over and write about it. All of the four cities are close together. We could all get together on the expense. We are all on the M. U. T. and could get special cars and rates. It would be a fine thing for U. C. Tism. If my idea has any merit to it, let's hear from you gentlemen. It could be made a fine success if we all took hold.

Be worthy of your hire.
 Be square with yourself.
 Give your house an honest day's work.

Attend your council meetings.
 Aid your Secretary by paying your assessment on time.

Report accidents inside of ten days.
 Advocate a joint meeting of Lansing, Jackson, Kalamazoo and Battle Creek Councils.

Visit your sick or disabled counselors.

When in Grand Rapids, drop into the Tradesman office and shake hands with Mr. Stowe. He is your friend. You will leave feeling better and in the future will

Read the Tradesman.
 If I don't cut my letter down, maybe it will be cut down before it is printed. It won't be the first one Editor Stowe has abbreviated. Still there is no poetry submitted or personal thrusts.

Come over to Battle Creek and look us up and call us down.

We are proud of Battle Creek, but we don't know just how Battle Creek feels about us.

We take no chances. We pay cash—sometimes.

The old top from Mears (where is Mears?) was right about that chicken dinner. We have one—sometimes.

Wonder if Mr. or Mrs. Rockwell is writing up to-day?

Wonder if Burnham, Stoepel & Co.'s department manager and traveler will spring some good stuff this week? Bet he will.

The P. A. in the toppy red sack is gone and Dr. Oliver has no telephone, so I will have to close.

Guy Pfander.

Marriage is never a failure—but the contracting parties frequently are.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Jan. 19.—Learn one thing each week about Detroit: More than four tons of yarn a week is the record of a knitting mill which is producing 2,400 pairs of socks and 1,000 pairs of mittens daily. A portion of this output is sold to traveling men who are obliged to use them after coming in contact with some of the "successful" merchants.

I. M. Smith, of the I. M. Smith Co., Grand Rapids, and John Putt, department manager, were Detroit visitors last week. Both came in the interest of the department store bearing Mr. Smith's name.

Cashier from Evart wrote the Tradesman as follows last week: "The inspiration which your first page brings to us, etc., etc." Of course, he referred to the cover, unless perhaps, he intended writing "perspiration." You know, Detonations (sometimes) camps on page 1.

McKenzie Seeley, of Cottrell & Seeley, well known dry goods merchants of Morenci, has been seriously ill at his home. Mr. Seeley's many friends extend to him their sympathy and hope for a speedy and complete recovery.

Secretary John Schram, of Cadillac Council, No. 143, visited Council No. 9, last Saturday night, bringing with him the pipe of peace and an invitation to join with them at their next meeting on Jan. 31. The invitation was accepted and, as a further honor to No. 9, the work will be exemplified by their officers.

J. P. Newton, who after several years of long distance traveling for the Scharf Tag & Label Co., of Ypsilanti, and finally promoted to manager of the Detroit office in the Free Press building, is very enthusiastic over the 1914 outlook for his line of business. Mr. Newton informs us that the Scharf Tag & Label Co. is opening offices in several cities in the country—which savors very much of Detroit methods.

Some people's idea of America's leisure class is the telephone operators.

Miss Anna Kinde, daughter of S. A. Kinde, general merchant of Kinde, who has been ill for some time, has recovered sufficiently to be able to assist in her father's store, although she is able to put in only a portion of her time there. Miss Kinde manages the dry goods department and in that capacity has made many friends, both with the customers and traveling men, all of whom will be pleased to know she will soon be as hearty as ever.

F. I. Murphy, of Jackson, who sells heavy machinery (not including safety razors) says that after looking over the seed catalogues and the alluring pictures contained therein, he has come to the conclusion that the biblical quotation, "As a man soweth so shall he reap," does not always come true.

L. M. Steward, representative for the Postum Cereal Co., of Battle Creek, was taken seriously ill while working in Detroit a few days ago and was taken to Grace hospital, where it was found an operation was imperative. The operation proved successful and it is but a question of a short time before he will be able to return to his home. Mr. Steward is a member of Columbus Council, No. 1, U. C. T. It is hoped those U. C. T. members who are in a position to do so will call on him.

If most of the traveling men would work the last fifty-one weeks of the year the way they do the first week, what a splendid business their houses would receive!

The January Booster, published by Cadillac Council, No. 143, and edited by Fred H. Clarke, is to hand, and we wish to extend our congratula-

tions to the Council for its enterprise and to ye editor for the nifty and breezy manner in which he has gotten up the little sheet.

Arthur Lee (Buhl Sons & Co.) has a system. Others have systems, too, but Arthur has one that brings in kale. We often wonder why more traveling men don't do likewise. Of course, there are places where money would be no object, if it meant living in some towns—but really we haven't Grand Rapids in mind—Arthur lives in Milford. By living in Milford for a short time one can save enough money to take a trip to Florida. Mr. Lee didn't take a trip to Florida, but he sent his family there to spend the winter. When you stop to think it over, you don't see many traveling men who live in a large city sending their families to Florida. It takes all of their salary and part of their expense money to stay at home.

J. C. Hasse & Son, clothiers and furnishes in the Bamlet building, have leased quarters in the Gregory Mayer & Thom building, which will soon be under course of construction on Cadillac Square. When Hasse & Son move into the new building they will have one of the finest clothing and furnishing goods stores in the city.

If anyone has a receipt for prying loose money from people who haven't any, they will confer a great favor on our old friend, Clark Walborn, by mailing or expressing said receipt to him. He has reduced the growth on the top of his cranium to a few measly hairs, trying to invent some kind of scheme to turn the trick. Mr. Walborn's young hopeful, Harold, says that the greatest drawback to a kid's fun is parents. Clark represents the Aluminum Cooking Utensil Co. and has an office at 87 Kellogg street.

Bobby Burns said a man's a man for a' that. Which causes us to remark that the Tradesman is not the Tradesman without Pfander, Richter and Ura Donald.

George W. Paldi was a Detroit visitor last week. Mr. Paldi worked hard and faithfully for a number of years gathering in shekels for his employer, Harry Waterman, of Peck, and, incidentally, making hosts of friends and gathering in much information and experience of value to himself. He is now turning the experience to good use by opening a store of his own in Snover. Mr. Paldi, who has secured a fine store building, purchased his entire stock last week and in a few days will be open for business and, with his usual optimism, expects to make his store the buying center of trade in Snover. With his pleasant personality, coupled with ability and wide experience, we can see nothing for him in the future but success. Miss Alice Waun, formerly with William Ehlers, of Shabona, has been engaged by Mr. Paldi and her assistance in purchasing the stock proved of great value to him.

Evidently Congressman MacDonald hasn't a very good opinion of the State that he bamboozled into giving him the high office he now holds.

To have and to hold, were never synonymous to spendthrift and money.

One plant in Detroit put up 175,000,000 pickles last year. This is exclusive of what the 1,600 saloons did in the pickling line last year.

John Kasen will represent Burnham, Stoepel & Co. in the suburban towns adjacent to Detroit. John was picked from a likely bunch of young men who are working in the house. We hope to see him make good and become a real big league star.

Bob. Ammon, department manager for the T. A. Carten department store, at Ionia, was in Detroit in the interests of his department this week.

Can't keep the little town of Snover out of the limelight. The latest we hear, they are soon to erect a fifty room hotel there.

Grand Rapids is one of the few cities that does not have public drinking fountains for the thirsty citizens.

If we were the Muskegon correspondent and were in a quandary for something to write, we would hunt up "Ernie" Welton and his side kick, Herman Anderson. There may be a vaudeville team that can "pull" more funny ones than this ungainly looking pair, but we have never seen them. They say a man, in order to be a good fisherman, must be a first-class prevaricator. What wonderful fishermen they would make! Mr. Welton has been selling groceries for the Hume Grocery Co. ever since Michigan was admitted as a State. Herman Anderson, who promises all of his friends a sample pound of candy, represents the Walker Candy Co.—after which we apologize to Merry Musings for encroaching on his territory.

Nowadays the unexpected is always expected.

The representatives of Buhl Sons & Co. are in the city this week pricing their new catalogues.

No matter how scarce or high priced hardware in general may get, there will always be the usual amount of hammers to be found.

About six years ago there hied from the north a young man named Sol Rosenthal. Sol looked over the city and then gazed beyond the city until his eye took in the village of River Rouge. At that time there were but few buildings in the village, but Sol, with his usual business acumen, decided that it would not always be true, so he straightway rented a small corner store and opened a clothing and furnishing goods store. Sol's popularity and business grew in River Rouge and, although he first set foot in the village but six years ago, he now occupies two large stores, having added a stock of ladies' furnishing goods. Sol comes from a family of business people, his father owning and conducting the Rosenthal department store at Petoskey, well-known throughout Michigan.

When Milton was asked if he would instruct his daughters in foreign languages, he replied: "One tongue is sufficient for a woman." Thereby we learn 'twas ever thus.

W. E. Dooley, Linden, Mrs. M. G. Ellis, Argentine, George B. Forrester, Deckerville, Stewart Streeter of Streeter & Co., Memphis, John Wagner, Ionia and A. Bailey, of Trenton, were among other merchants who paid Detroit a visit last week.

In other words, where ignorance is bliss, 'tis folly to join a union.

Referring to the mellow weather, it never rains but it bores—the merchants.

Messrs. Nichols and Kirkby (Edson, Moore & Co.) have purchased the stock of dry goods and furnishing goods of J. Grundy, 1136 Mack avenue.

Louis Caplan, of Baldwin, spent a few days in our busy city last week, casting about, as we understand, for a suitable location in which to open a store. Louis, who conducts a general store in Baldwin and runs another in Caro, has gained considerable prominence as an advertiser and for his original and effective methods of combating the mail order houses. At one time the Tradesman reproduced a full page advertisement that was used by Mr. Caplan in his war on them. Should he decide to locate in Detroit, Mr. Caplan will still continue to conduct the Baldwin store.

When a man is in love, she is the light of his life. After they are married, very often the light bothers his eyes.

You may hide your light under a bushel, but it won't do any good. The gas company will charge for it just the same.

"Jimmie" Mahar (Cadillac Garment Co.) says that a lamb is a young mutton head that tries to get rich by speculating on the stock exchange.

As we understand it, the entire Grand Trunk system in Michigan must carry passengers at the rate of 2 cents per mile. The Detroit & Huron R. R., running from Cass City to Bad Axe, is charging, so we are told, 3 cents per mile. While the D. & H. may be an individual road, not controlled by the G. T. R. R. and not earning the amount per mile necessary to cause a reduction in its passenger rates, it looks very much like a part of the G. T. system, as their coaches, in charge of their conductors, are being run over the D. & H. tracks. Possibly some one can make this matter clear to those interested.

How delightful it would be if some one would organize a federal league for traveling men and offer the usual three year contracts.

He who laughs last laughs best—says George Dorrell, of Ludington. George is an undertaker.

At a meeting held by the Dance Committee of Cadillac Council No. 143 last Sunday morning (after church services) it was decided that the annual ball be held at the Knights of Columbus hall on the night of Feb. 20. This is a big event of the year for Cadillac Council and the committee promises to leave nothing unturned to make the next annual the best that has yet been given.

Herman: That was not a stone crusher you heard in Grand Rapids the other night. For your information, we will state that Bert Waalkes and Pete Rose, both representing the Walker Candy Co., of Muskegon, spent the night there.

J. A. Cowell & Co., 50 Michigan avenue, have re-organized and will carry a complete stock of men's clothing. They formerly carried furnishing goods exclusively. The new store will be under the management of A. Gray.

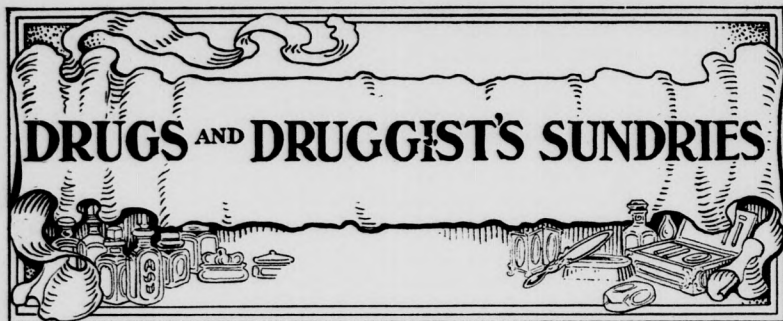
G. W. Angell, of Corunna, was in Detroit last week. Mr. Angell was at one time a resident of Grand Rapids, moving from that city to Detroit. He is Past Counselor of Council, No. 9. While in the city he was negotiating with the Commercial Motor Truck Co., with which he hopes to close a deal whereby he will act as representative for that corporation.

In the meantime, we are trying to please our good friend, Fred May, of Grand Rapids, the real originator of the present crop of Tradesman correspondents. We will try and follow Fred's advice which he so graciously handed us on our last visit to Grand Rapids.

The seats on the water wagon are becoming very uncomfortable.

"Percy" Palmer was in Detroit the other day. Percy, who covered Western Michigan for a number of years for Burnham, Stoepel & Co., is now a partner in the dry goods business in Windsor, under the style of Palmer & Clarke, Ltd. Mr. Palmer made Grand Rapids his headquarters for a number of years and no traveling man ever left more friends behind than he did when he moved to Canada. All of those customers who had the pleasure of having Percy call on them and who visit Detroit, feel their trip is not complete until they have taken a trip to Windsor and had a visit with him. Mr. Palmer reports a very prosperous business but we could tell by the look in one corner of his right eye that he wondered occasionally how things were looking on the old territory. We know, because we have had the same look and the same feeling.

(Continued on page 32.)



Michigan Board of Pharmacy.
President—Will E. Collins, Owosso.
Secretary—E. T. Boden, Bay City.
Treasurer—E. E. Faulkner, Delton.
Other Members—John J. Campbell, Pigeon; Chas. S. Koon, Muskegon.
Grand Rapids Meeting—November 18, 19 and 20.

Michigan State Pharmaceutical Association.
President—D. G. Look, Lowell.
Vice-Presidents—E. E. Miller, Traverse City; C. A. Weaver, Detroit.
Secretary—Von W. Furniss, Nashville.
Treasurer—Ed. Varnum, Jonesville.
Executive Committee—D. D. Alton, Fremont; Ed. W. Austin, Midland; C. S. Koon, Muskegon; R. W. Cochrane, Kalamazoo; James Robinson, Lansing; Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.
President—Geo. H. Halpin, Detroit.
Secretary-Treasurer—W. S. Lawton, Grand Rapids.

Grand Rapids Drug Club.
President—Wm. C. Kirchgessner.
Vice-President—E. D. De La Mater.
Secretary and Treasurer—Wm. H. Tibbs.
Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Window Displays Appropriate for February.

February is at hand with its two big birthdays, Washington's and Lincoln's, and that greatest of all days for candy buyers who want a package to present to the best girl of all, St. Valentine's Day. There is no better valentine than a box of candy, and the confectioner who is wise, not to say foxy, will push the candy valentine idea to the uttermost. There is no need of investing heavily in special goods, although of course there should be as much of them as the store can be perfectly sure of selling. The special packages will go well and they should obviously go first. But special packages can be made out of staple packages when the others are sold, so that no one need be sent away for lack of a valentine box. By using red hearts for decorating the regular boxes and by attaching fancy lace paper valentines on top of the boxes, the stock can be made timely, and these attachments can be put on so that they can easily be taken off from the unsold stock. In the window the lace paper and red heart adornments need only be laid on the boxes while one or two are kept ready for sale with them actually pasted on.

An attractive valentine window display can be made by hanging the window, down to within two or three feet of the floor, with red paper hearts of various sizes and at all heights. Drape around amongst these strips of red crepe paper an inch or an inch and a half wide. Hang at the back of the window abundant streamers all the way across so as to make a red background which will wave and flutter whenever the door opens or when a draught is caused in any way. This will make a good setting for the valentine packages and each package

may be placed on a large red heart, larger than the box itself.

By using barrel hoops and pieces of packing cases a large, heart-shaped frame-work may be made of a size to occupy the chief portion of the window. Cover it with red paper, and here and there upon it fasten such packages as can be attached by fine twine through the background of the big heart. When this is set up in the window it will impress its presence upon every passerby and a card reading, "For the Girl of Your Heart, a Candy Valentine."

A valentine display may be helped by the use of a limerick along some such line as the following:
A man who's in love with a maid,
Should buy candy, the very best grade.

And whatever the cost,
He'll find it's not lost;
She will see that he's amply repaid.

George Washington's picture and this sentiment will attract attention: "G. W. said, 'The best candy is Brown's Fine Mixed,' and G. W. never told a lie." Another plan is to put a picture of George Washington in one side of the window and a picture of Martha Washington in the other, and between them a box of the candy and the card reading: "The Kind of Candy With Which G. W. Won a Wife. Why Not Try It Yourself?"

Artificial cherries in little twigs of two or three, tied on every box, will make Washington Birthday packages out of any kind of a package. Any kind of candy with cherries in will be specially appropriate for display in a Washington window, even the nickel boxes of cough cherries. Make the cherry idea work for you as much as possible.

There is no such advantage in connection with Lincoln's Birthday as exists in connection with that of Washington, and there is a certain amount of levity permissible in the treatment of the latter that would be out of place with the former. One of the best Lincoln plans is an imitation log cabin with a darkey doll as Uncle Tom and as much in the way of lifelike representations of the plantation scene as is possible. All this, of course, has no direct bearing upon the candy display which should occupy a separate part of the window and gain only the advantage that will come from the stopping of people to observe the Uncle Tom setting. A picture of Lincoln and a big flag at the back of the window will help further.

Another doll window can be made as follows: Get a doll dressed up like a young gentleman in his best clothes, putting a walking stick in his

hand, and build a house entrance and place this young gentleman doll on the steps with a box of the candy in his hand, obviously waiting for the door to be opened. Use a show card reading, "Every Young Man Takes a Box to His Girl."

Cocaine Sale Sentence in Toledo.

Thomas A. Huston, for forty years one of the leading druggists in Toledo was fined \$150 and given a jail sentence of sixty days, on the charge of selling cocaine illegally. The prosecution was carried on by the State Agricultural Commission, whose inspectors had been working among Toledo druggists for several weeks. John H. Bell, of Schaeffer & Bell, the other druggist arrested at the same time by the inspectors, promised the court he would not sell habit-forming drugs to any but reputable physicians, and that he would endeavor to do as little business as possible in that line. He was fined \$75 and costs and severely lectured by the court. Mr. Huston told the court: "I absolutely refused to fill a prescription for more than ten grains. At first I refused to fill any prescriptions for Dr. Lilly or Dr. Sickles. Dr. Lilly came to me personally and told me that he was working out a cure by gradually lessening the dose for the drug fiends. The same was true of Dr. Sickles. I filled prescriptions to help them in a good cause."

George Ritter, special prosecuting attorney, said that from Aug. 13 to Oct. 29 Huston filled 711 prescriptions for morphine and cocaine. Ritter also said that from Oct. 29 to the day of arrest Huston had filled 150 prescriptions. He received from 50 cents up for each prescription.

"His apparent purpose in filling the prescriptions," said Ritter, "was to get the money. He did not fill them for the sake of humanity, but only for profit. The wholesale house with whom he dealt warned him against the use of such large quantities of dope."

"It would not be fair," said Judge O'Donnell, "if the people in prominent positions are going to be allowed to violate these laws, while poor unfortunates suffer from their conduct. Drugs have been peddled on the street and have brought ruination to more homes than anything else. The court is bound to protect the interest of the public. I don't believe in fines."

Chance for Druggist.

Hundreds of men are working to perfect a formula for some sort of perfumed disinfectant to be used as a spray in motion-picture theatres and similar places. It is said that a fortune awaits the man who solves the problem, as there is a universal demand for such an article. The Bulletin of Pharmacy suggests that "one of the oils obtained in the distillation of pine wood might be used. Make an emulsion of the oil with saponified rosin, somewhat after the process of compound creosol solution, U. S. P. Then it will mix with water. Use a one or two per cent aqueous emulsion for a spray. A perfume may be added if desired."

Buy in Your Neighborhood.

Below are printed several reasons why people should buy from their local drug store before sending to drug stores located in the business portion of a city. It would be well for the druggists to send a copy of the "Reasons Why" and distribute them in their immediate neighborhood.

1. Your local druggist can duplicate the prices made by any responsible druggist anywhere on goods of the same quality, in the same quantities and on the same basis of delivery and payment.

2. You can examine your purchase in this store and be assured of satisfaction before investing your money.

3. Your home druggist is always ready and willing to make right any error or any defective article purchased.

4. Your druggist helps support, through direct and indirect taxation, your schools, libraries, churches, and other institutions.

5. Your druggist helps to make a good local market for everything you have to sell, and that market more than any other factor gives your land its present value.

6. Your druggist is your friend, ever ready to extend a helping hand in time of need.

7. If this community is good enough for you to live in and make your money in, it is good enough to spend it in.

8. The best citizens in this community are those who believe in and practice home patronage. Be one of the best.

9. Every dollar kept in circulation in this community helps increase property values. Every dollar sent out of this community that could as well be spent here hinders the wheels of progress and helps build up some other community at your expense. —Modern Druggist.

Ice Cream Danger.

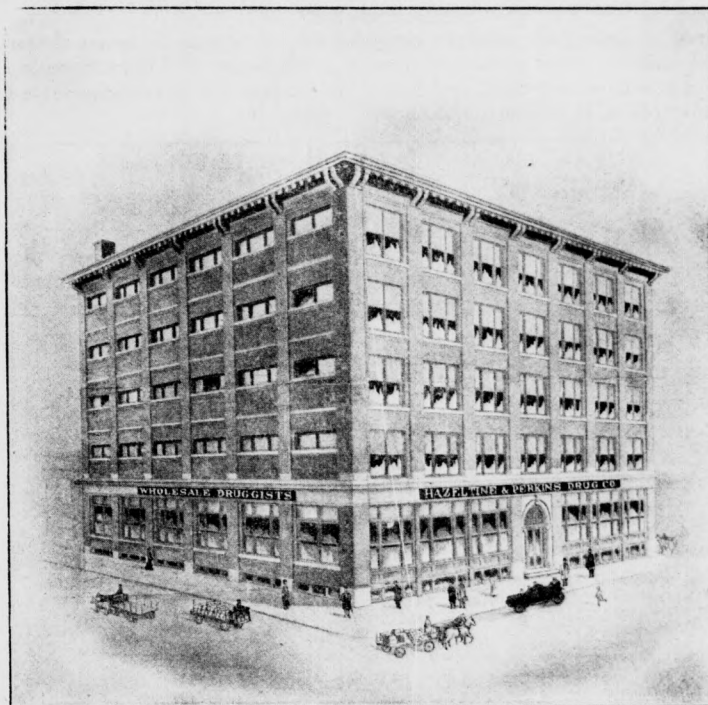
Never let your ice cream get real soft and then re-freeze it. Never let your cream get soft in the can at the fountain so that it is almost a liquid, and then re-pack it with ice and salt to harden it up for this is the way that ptomaine poison is formed in ice cream. As long as you keep your ice cream hard, you can keep it almost indefinitely without any danger, anyhow for a week or two, but if you let it get real soft and then harden it again by packing it with ice and salt, you are very apt to develop ptomaine poison and to make people sick. All ptomaine poison in ice cream is produced in one or two ways—either by using dirty cans or by re-freezing or re-packing with ice and salt cream that has once gotten real soft. It is better and cheaper to throw soft cream away than to run the risk of making a lot of people sick and injure the reputation of your store. This is a real serious warning and should be carefully followed.

High School Requirements.

The teacher discovers a student sitting with his feet in the aisle and chewing gum. "Martin, take that gun out of your mouth and put your feet in."

WHOLESALE DRUG PRICE CURRENT

Acids		Cubebs	@ 4 50	Digitalis	@ 60
Acetic	6 @ 8	Erigeron	@ 2 50	Gentian	@ 60
Boric	10 @ 15	Eucalyptus	75 @ 85	Ginger	@ 95
Carbolic	17 @ 22	Hemlock, pure ..	@ 1 00	Guaiac	@ 1 05
Citric	60 @ 67	Juniper Berries ..	@ 1 25	Guaiac Ammon..	@ 80
Muriatic	1 1/2 @ 5	Juniper Wood	40 @ 50	Iodine	@ 1 25
Nitric	5 1/2 @ 10	Lard, extra	85 @ 1 00	Iodine, Colorless	@ 1 25
Oxalic	13 @ 16	Lard, No. 1	75 @ 90	Ipecac	@ 75
Sulphuric	1 1/2 @ 5	Laven'r Flowers 4	50 @ 5 00	Iron, clo.	@ 60
Tartaric	38 @ 45	Lavender, Garden	85 @ 1 00	Kino	@ 80
Ammonia		Lemon	4 50 @ 5 00	Myrrh	@ 1 05
Water, 26 deg. ..	6 1/2 @ 10	Linseed, boiled, bbl.	@ 2	Nux Vomica	@ 70
Water, 18 deg. ..	4 1/2 @ 8	Linseed, bld. less	55 @ 60	Opium	@ 2 00
Water 14 deg. ...	3 1/2 @ 6	Linseed, raw, bbls	@ 51	Opium Camph. ...	@ 65
Carbonate	13 @ 16	Linseed, raw, less	54 @ 59	Opium, Deodorz'd	@ 2 25
Chloride	12 @ 15	Mustard, true	4 50 @ 6 00	Rhubarb	@ 70
Balsams		Mustard, artifl' 2	75 @ 3 00	Paints	
Copaiba	75 @ 1 00	Neatsfoot	80 @ 85	Lead, red dry	7 @ 8
Fir (Canada)	1 75 @ 2 00	Olive, pure	2 50 @ 3 50	Lead, white dry ..	7 @ 8
Fir (Oregon)	40 @ 50	Olive, Malaga, ..	1 30 @ 1 50	Lead, white oil ..	7 @ 8
Peru	2 25 @ 2 50	Olive, Malaga, ..	1 30 @ 1 50	Ochre, yellow bbl. 1	@ 1 1/2
Tolu	1 00 @ 1 25	Orange, sweet	4 75 @ 5 00	Ochre, yellow less 2	@ 5
Berries		Organum, pure	1 25 @ 1 50	Putty	2 1/2 @ 5
Cubeb	65 @ 75	Origanum, com'l ..	50 @ 75	Red Venetian bbl. 1	@ 1 1/2
Fish	15 @ 20	Pennyroyal	2 25 @ 2 50	Red Venet'n, less 2	@ 5
Juniper	7 @ 10	Peppermint	4 00 @ 4 25	Shaker, Prepared 1	40 @ 1 50
Prickly Ash	@ 50	Rose, pure	16 00 @ 18 00	Vermillion, Eng. ...	90 @ 1 00
Barks		Rosemary Flowers	90 @ 1 00	Vermillion, Amer. ...	15 @ 20
Cassia (ordinary) 25		Sandalwood, E. I. 6	25 @ 6 50	Whiting, bbl.	1 @ 1 1/2
Cassia (Saigon) ..	65 @ 75	Sassafras, true	80 @ 90	Whiting	2 @ 5
Elm (powd. 25c) ..	25 @ 30	Sassafras, artifl' 1	45 @ 50	Insecticides	
Sassafras (pow. 30c)	@ 25	Spearment	5 50 @ 6 00	Arsenic	6 @ 10
Soap Cut (powd. 25c)	15 @ 20	Sperm	90 @ 1 00	Blue Vitrol, bbl. ...	@ 6 1/2
Extracts		Tansy	5 00 @ 5 50	Blue Vitrol less ..	7 @ 10
Licorice	24 @ 28	Tar, USP	30 @ 40	Bordeaux Mix Pst ..	8 @ 15
Licorice powdered 25 @ 30		Turpentine, bbls. ...	@ 55 1/2	Hellebore, White ..	15 @ 20
Flowers		Turpentine, less ..	60 @ 65	powdered	15 @ 20
Arnica	18 @ 25	Wintergreen, true ..	@ 5 00	Insect Powder	20 @ 35
Chamomile (Ger.) ..	25 @ 35	Wintergreen, sweet	2 00 @ 2 25	Lead Arsenate	8 @ 16
Chamomile (Rom.) 40 @ 50		Wintergreen, art'l 1	50 @ 60	Lime & Sulphur ..	15 @ 25
Gums		Wormseed	3 50 @ 4 00	Solution, gal.	15 @ 25
Acacia, 1st	40 @ 50	Wormwood	6 00 @ 6 50	Paris Green	15 1/2 @ 20
Acacia, 2nd	35 @ 40	Potassium		Miscellaneous	
Acacia, 3d	30 @ 35	Bicarbonate	15 @ 18	Acetanilid	30 @ 35
Acacia, Sorts	@ 20	Bichromate	13 @ 16	Alum	3 @ 5
Acacia Powdered 35 @ 40		Bromide	45 @ 55	Alum, powdered and	5 @ 7
Aloes (Barb. Pow) 22 @ 25		Carbonate	12 @ 15	ground	5 @ 7
Aloes (Cape Pow) 20 @ 25		Chlorate, xtal and	12 @ 16	Bismuth, Subni-	2 10 @ 2 25
Aloes (Soc. Powd.) 40 @ 50		powdered	12 @ 16	trate	2 10 @ 2 25
Asafoetida	75 @ 1 00	Chlorate, granular	20 @ 20	Borax xtal or	6 @ 12
Asafoetida, Powd. ...	@ 75	Cyanide	30 @ 40	powdered	6 @ 12
Pure	@ 75	Iodide	30 @ 30	Cantharides po. 2	25 @ 2 50
U. S. P. Powd.	@ 1 00	Permanganate	15 @ 30	Calomel	1 20 @ 1 30
Camphor	55 @ 60	Prussiate yellow ..	30 @ 35	Capsicum	20 @ 25
Guaiac	35 @ 40	Prussiate, red	50 @ 60	Carmine	@ 3 50
Guaiac, Powdered 50 @ 60		Sulphate	15 @ 20	Cassia Buds	@ 40
Kino	@ 40	Roots		Cloves	30 @ 35
Kino, Powdered ..	@ 45	Alkanet	15 @ 20	Chalk Prepared	6 @ 8 1/2
Myrrh	@ 40	Blood, powdered ..	20 @ 25	Chalk Precipitated	7 @ 10
Myrrh, Powdered ..	@ 50	Calamus	35 @ 40	Chloroform	38 @ 48
Opium	7 25 @ 7 50	Elecampane, pwd. ...	15 @ 20	Chloral Hydrate 1	00 @ 1 15
Opium, Powd.	8 75 @ 8 95	Gentian, powd.	12 @ 16	Cocaine	4 10 @ 4 40
Opium, Gran.	8 90 @ 9 10	Ginger, African, ..	@ 50	Cocoa Butter	50 @ 60
Shellac	28 @ 35	powdered	15 @ 20	Corks, list, less 70%	@
Shellac, Bleached 30 @ 35		Ginger, Jamaica ..	22 @ 25	Copperas, bbls.	@ 20
Tragacanth No. 1 1 40 @ 1 50		Ginger, Jamaica, ..	22 @ 25	Copperas, less	@ 5
Tragacanth, Pow 75 @ 85		Golden seal, powd. ...	7 00 @ 7 50	Copperas, Powd. ...	4 @ 6
Turpentine	10 @ 15	Ipecac, powd.	2 75 @ 3 00	Corrosive Sublim. 1	05 @ 1 10
Leaves		Licorice	14 @ 16	Cream Tartar	30 @ 35
Buchu	1 85 @ 2 00	Licorice, powd.	12 @ 15	Cuttlebone	25 @ 30
Buchu, Powd.	2 00 @ 2 25	Orris, powdered	25 @ 30	Dextrine	7 @ 10
Sage, bulk	18 @ 25	Poke, powdered	20 @ 25	Dover's Powder 2	00 @ 2 25
Sage, 1/2s Loose. ...	20 @ 25	Rhubarb	75 @ 1 00	Emery, all Nos.	6 @ 10
Sage, Powdered. ...	25 @ 30	Rhubarb, powd.	75 @ 1 25	Emery, powdered ..	5 @ 8
Senna, Alex	45 @ 50	Rosinweed, powd. ...	25 @ 30	Epsom Salts, bbls ..	@ 1 1/2
Senna, Tinn.	15 @ 20	Sarsaparilla, Hond. ...	@ 50	Epsom Salts, less 2 1/2	@ 3
Senna, Tinn, Pow. 20 @ 25		ground	@ 50	Ergot	1 50 @ 1 75
Uva Ursi	10 @ 15	Sarsaparilla Mexican,	25 @ 30	Ergot, powdered 1	80 @ 2 00
Oils		ground	25 @ 30	Flake White	12 @ 15
Almonds, Bitter, ..	6 00 @ 6 50	Squills, powdered ..	40 @ 60	Formaldehyde lb. ...	10 @ 15
Almond, Bitter, ..	@ 1 00	Tumeric, powd.	12 @ 15	Gambier	6 @ 10
Almonds, Sweet, ..	90 @ 1 00	Valerian, powd.	25 @ 30	Gelatin	35 @ 45
Almond, Sweet, ..	40 @ 50	Seeds		Glassware, full cases 80%	
Amber, crude	25 @ 30	Anise	15 @ 20	Glassware, less 70 & 10%	
Amber, rectified ..	40 @ 50	Anise, powdered ..	22 @ 25	Glauber Salts bbl. ...	@ 1
Anise	2 25 @ 2 50	Bird, ls	8 @ 10	Glauber Salts less ..	2 @ 5
Bergamont	7 50 @ 8 00	Canary	9 @ 12	Glue, brown	11 @ 15
Cajuput	75 @ 85	Caraway	12 @ 18	Glue, brown grd ..	10 @ 15
Cassia	1 50 @ 1 75	Cardamon	1 75 @ 2 00	Glue, white	15 @ 25
Castor, bbls. and ..	12 1/2 @ 15	Celery	30 @ 35	Glue, white grd ..	15 @ 20
Cedar Leaf	@ 85	Coriander	12 @ 18	Glycerine	23 1/2 @ 30
Citronella	@ 75	Dill	25 @ 30	Hops	50 @ 80
Cloves	1 50 @ 1 75	Fennell	@ 30	Indigo	85 @ 1 00
Cocanut	20 @ 25	Flax	4 @ 8	Iodoform	4 35 @ 4 60
Cod Liver	1 25 @ 1 50	Flax, ground	4 @ 8	Iodoform	4 35 @ 4 60
Cotton Seed	80 @ 1 00	Foenugreek, pow. ...	6 @ 10	Lead Acetate	12 @ 15
Croton	@ 1 60	Hemp	5 @ 7	Lycopodium	80 @ 90
Tinctures		Lobelia	@ 50	Mace, powdered	90 @ 1 00
Aconite	@ 75	Mustard, yellow	9 @ 12	Menthol	5 50 @ 6 00
Aloes	@ 65	Mustard, black	9 @ 12	Mercury	75 @ 85
Arnica	@ 60	Mustard, powd.	20 @ 25	Morphine all brd 5	05 @ 5 30
Asafoetida	@ 1 00	Poppy	15 @ 20	Nux Vomica	@ 10
Belladonna	@ 60	Quince	75 @ 1 00	Nux Vomica pow	@ 15
Benzo'n	@ 90	Rape	8 @ 10	Pepper, black pow ..	20 @ 25
Benzo'n Compound	@ 90	Sabadilla	25 @ 30	Pepper, white	30 @ 35
Buchu	@ 1 00	Sabadilla, powd. ...	35 @ 45	Pitch, Burgundy	10 @ 15
Cantharides	@ 1 00	Sunflower	6 @ 8	Quassia	10 @ 15
Capsicum	@ 90	Worm American	15 @ 20	Quinine, all brds ..	25 @ 36 1/2
Cardamon	@ 1 20	Worm Levant	50 @ 60	Rochelle Salts	23 @ 30
Catechu	@ 80	Tinctures		Saccharine	1 50 @ 1 75
Cinchona	@ 1 05	Aconite	@ 75	Salt Peter	7 1/2 @ 12
Colchicum	@ 60	Aloes	@ 65	Seidlitz Mixture ..	20 @ 25
Cubebs	@ 1 20	Arnica	@ 60	Soap, green	15 @ 20
Seeds		Asafoetida	@ 1 00	Soap, mott castile ..	10 @ 15
Alkanet	15 @ 20	Belladonna	@ 60	Soap, white castile ..	@ 6 25
Blood, powdered ..	20 @ 25	Benzo'n	@ 90	case	@ 6 25
Calamus	35 @ 40	Benzo'n Compound	@ 90	Soap, white castile ..	@ 6 25
Elecampane, pwd. ...	15 @ 20	Buchu	@ 1 00	less, per bar	@ 6 5
Gentian, powd.	12 @ 16	Cantharides	@ 1 00	Soda Ash	1 1/2 @ 5
Ginger, African, ..	@ 50	Capsicum	@ 90	Soda Bicarbonate 1 1/2	@ 5
powdered	15 @ 20	Cardamon	@ 1 20	Soda, Sal	1 @ 4
Ginger, Jamaica ..	22 @ 25	Catechu	@ 80	Spirits Camphor ..	@ 75
Golden seal, powd. ...	7 00 @ 7 50	Cinchona	@ 1 05	Sulphur roll	2 1/2 @ 5
Ipecac, powd.	2 75 @ 3 00	Colchicum	@ 60	Sulphur Subl.	2 1/2 @ 5
Licorice	14 @ 16	Cubebs	@ 1 20	Tamarinds	10 @ 15
Licorice, powd.	12 @ 15	Seeds		Tartar Emetic	40 @ 50
Orris, powdered	25 @ 30	Alkanet	15 @ 20	Turpentine Venice ..	00 @ 1 50
Poke, powdered	20 @ 25	Blood, powdered ..	20 @ 25	Vanilla Ext. pure 1	00 @ 1 50
Rhubarb	75 @ 1 00	Calamus	35 @ 40	Witch Hazel	65 @ 1 00
Rhubarb, powd.	75 @ 1 25	Elecampane, pwd. ...	15 @ 20	Zinc Sulphate	7 @ 10
Rosinweed, powd. ...	25 @ 30	Gentian, powd.	12 @ 16		
Sarsaparilla, Hond. ...	@ 50	Ginger, African, ..	@ 50		
ground	@ 50	powdered	15 @ 20		
Sarsaparilla Mexican,	25 @ 30	Ginger, Jamaica ..	22 @ 25		
ground	25 @ 30	Ginger, Jamaica, ..	22 @ 25		
Squills, powdered ..	40 @ 60	Golden seal, powd. ...	7 00 @ 7 50		
Tumeric, powd.	12 @ 15	Ipecac, powd.	2 75 @ 3 00		
Valerian, powd.	25 @ 30	Licorice	14 @ 16		



Our Home—Corner Oakes and Commerce

To our Customers for 1914: The year 1913 is now a matter of history. We have bidden adieu with thanks for all the good things which were brought to our customers and ourselves. We have made arrangements for a larger, more comprehensive and more successful business for the year 1914. There will be no changes in our traveling force and our sundry men, Mr. W. B. Dudley and Mr. Fred L. Raymond, will call upon you in the near future in the interest especially of druggists' sundries, stationery, books, sporting goods, etc. Please reserve your orders for them which when received by us will have our prompt and careful attention.

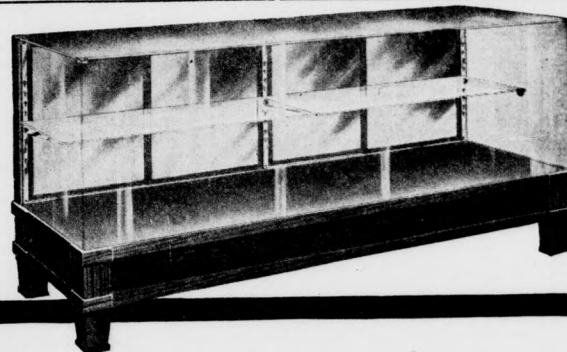
Grand Rapids.

HAZELTINE & PERKINS DRUG CO.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to FOOTE & JENKS, Jackson, Mich.



"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Alaska Salmon

DECLINED

Corn Syrup
Holland Herring
Peas

Index to Markets

By Columns

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6

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
Unedea Biscuit	1 00
Unedea 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
Nabisco In bulk, per tin	1 75
Festino	1 50
Bent's Water Crackers	1 40

CREAM TARTAR	
Barrels or drums	33
Boxes	34
Square Cans	36
Fancy Caddies	41

DRIED FRUITS	
Apples	
Evaporated, Choice bulk	09
Evaporated, Fancy pkg.	
Apricots	
California	13@15
Citron	
Corsican	16

Currents	
Imported 1lb. pkg.	8 1/2
Imported, bulk	8 1/2
Peaches	
Muir's-Choice, 25lb.	7 1/2
Muir's-Fancy, 25lb.	8 1/2
Fancy, Peeled, 25lb.	15
Peel	
Lemon, American	12 1/2
Orange, American	12 1/2
Raisins	
Cluster, 20 cartons	2 25
Loose Muscatels, 4 Cr.	7 1/2
Loose Muscatels, 3 Cr.	7 1/2
L. M. Seeded, 1 lb. 8c	@9

California Prunes	
80-100 25lb. boxes	@ 6 1/2
90-100 25lb. boxes	@ 7 1/2
70-80 25lb. boxes	@ 8 1/2
60-70 25lb. boxes	@ 9 1/2
50-60 25lb. boxes	@ 10 1/2
40-50 25lb. boxes	@ 11 1/2
FARINACEOUS GOODS	
Beans	
California Lima	6 1/2
Michigan Lima	6
Med. Hand Picked	2 10
Brown Holland	1 65
Farina	
25 1 lb. packages	1 50
Bulk, per 100 lbs.	4 00
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20
Hominy	
Pearl, 100 lb. sack	2 00
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50

Pearl Barley	
Chester	3 00
Empire	
Peas	
Green, Wisconsin, bu.	1 65
Green, Scotch, bu.	1 65
Split, lb.	5
Sago	
East India	4 1/2
German, sacks	4 1/2
German, broken pkg.	
Tapoca	
Flake, 100 lb. sacks	4 1/2
Pearl, 100 lb. sacks	4 1/2
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

FISHING TACKLE	
1/4 to 1 in.	6
1 1/2 to 2 in.	7
2 to 3 in.	9
3 to 4 in.	11
4 to 5 in.	15
5 to 6 in.	20
Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20
Linen Lines	
Small	20
Medium	26
Large	34
Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

7

FLAVORING EXTRACTS	
Jennings D C Brand	
Extract Lemon Terpeneless	
Extract Vanilla Mexican	
both at the same price	
No. 1, F box 7/8 oz.	85
No. 2, F box, 1 1/4 oz.	1 20
No. 4, F box, 2 1/4 oz.	2 00
No. 3, 2 1/4 oz. Taper	2 00
2 oz. Full Measure	1 75

FLOUR AND FEED	
Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	5 10
Sunburst	4 80
Wizard Flour	4 70
Wizard Graham	4 80
Wizard Gran. Meal	4 40
Wizard Buckwh't cwt	3 40
Rye	4 40
Valley City Milling Co.	
Lilly White	5 10
Light Loaf	4 60
Graham	2 00
Granena Health	2 10
Gran. Meal	1 80
Bolited Med.	1 70

Voigt Milling Co.	
Graham	4 30
Voigt's Crescent	5 10
Voigt's Flour	5 10
Voigt's Hygienic	4 30
Voigt's Royal	5 50
Watson-Higgins Milling Co.	
Perfection Buckwheat	
Flour	6 50
Perfection Flour	5 10
Tip Top Flour	4 60
Golden Sheaf Flour	4 20
Marshall's Best Flour	4 75
Worden Grocer Co.	
Wizard Flour	4 70
Quaker, paper	4 90
Quaker, cloth	5 00
Quaker Buckwheat bbl.	5 50

Kansas Hard Wheat	
Calla Lilly	4 60
Worden Grocer Co.	
American Eagle, 1/8	5 10
American Eagle, 1/4	5 00
American Eagle, 1/2	4 90
Spring Wheat	
Roy Baker	
Golden Horn, family	4 80
Golden Horn, bakers	4 75
Wisconsin Rye	3 60
Judson Grocer Co.	
Ceresota, 1/8	5 30
Ceresota, 1/4	5 40
Ceresota, 1/2	5 50
Voigt Milling Co.	
Columbian	4 80
Worden Grocer Co.	
Wingold, 1/8 cloth	5 50
Wingold, 1/4 cloth	5 30
Wingold, 1/2 cloth	5 30
Wingold, 1/8 paper	5 35
Wingold, 1/4 paper	5 30
Bakers' Patent	5 15

Wykes & Co.	
Sleepy Eye, 1/8 cloth	5 40
Sleepy Eye, 1/4 cloth	5 30
Sleepy Eye, 1/2 cloth	5 20
Sleepy Eye, 1/8 paper	5 20
Sleepy Eye, 1/4 paper	5 20
Meal	
Bolited	4 20
Golden Granulated	4 40
Wheat	
New Red	93
New White	93
Oats	
Michigan carlots	45
Less than carlots	47
Corn	
Carlots	72
Less than carlots	75
Hay	
Carlots	17 00
Less than carlots	18 00
Feed	
Street Car Feed	33
No. 1 Corn & Oat Feed	33
Cracked corn	32
Coarse corn meal	32

FRUIT JARS	
Mason, pts., per gro.	4 55
Mason, qts., per gro.	4 95
Mason, 1/2 gal. per gro.	7 30
Mason, can tops, gro.	1 65
GELATINE	
Cox's, 1 doz. large	1 45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1 25
Knox's Sparkling, gr.	14 00
Knox's Acid'd doz.	1 25
Nelson's	1 50
Oxford	75
Plymouth Rock, Phos.	1 25
Plymouth Rock, Plain	90
GRAIN BAGS	
Broad Gauge	18
Amoskeag	19
Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

8

HIDES AND PELTS	
Hides	
Green, No. 1	12
Green, No. 2	11
Cured, No. 1	13 1/2
Cured, No. 2	12 1/2
Calfskin, green, No. 1	15
Calfskin, green, No. 2	13 1/2
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14 1/2
Pelts	
Old Wool	60@1 25
Lambs	50@1 00
Shearlings	50@1 00

Tallow	
No. 1	@ 5
No. 2	@ 4
Wool	
Unwashed, med.	@ 18
Unwashed, fine	@ 13

HORSE RADISH	
Per doz.	90
Jelly	
5lb. palls, per doz.	2 40
15lb. palls, per pall	55
30lb. palls, per pall	1 00

JELLY GLASSES	
1/2 pt. in bbls., per doz.	15
1/4 pt. in bbls., per doz.	16
8 oz. capped in bbls.	
per doz.	18
MAPLEINE	
2 oz. bottles, per doz.	3 00
1 oz. bottles, per doz.	1 75

MINCE MEAT	
Per case	2 85
MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20

Half barrels 2c extra	
Red Hen, No. 2 1/2	1 75
Red Hen, No. 5	1 75
Red Hen, No. 10	1 65
MUSTARD	
1/4 lb. 6 lb. box	16

OLIVES	
Bulk, 1 gal. kegs 1 00	@ 1 10
Bulk, 2 gal. kegs 95	@ 1 10
Bulk, 5 gal. kegs 90	@ 1 10
Stuffed, 8 oz.	90
Stuffed, 10 oz.	1 25
Stuffed, 14 oz.	2 25
Fitted (not stuffed)	
Manzanilla, 8 oz.	2 25
Lunch, 10 oz.	90
Lunch, 16 oz.	1 35
Queen, Mammoth, 19	oz.
Durkee's, large 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35
Olive Chow, 2 doz. cs.	
per doz.	2 25

PICKLES	
Medium	
Barrels, 1,200 count	7 75
Half bbls., 600 count	4 38
5 gallon kegs	1 90
Small	
Barrels	9 50
Half barrels	5 25
5 gallon kegs	2 25

Gherkins	
Barrels	14 50
Half barrels	7 75
5 gallon kegs	
Sweet Small	
Barrels	16 50
Half barrels	8 75
5 gallon kegs	3 50

PIPES	
Clay, No. 216, per box	1 75
Clay, T. D. full count	60
Cob	90

PLAYING CARDS	
No. 90, Steamboat	75
No. 15, Rival assorted	1 25
No. 20, Rover, enam'd.	1 50
No. 572, Special	1 75
No. 98 Golf. satin fin.	2 00
No. 808, Bicycle	2 00
No. 632 Tour'n't whist	2 25

POTASH	
Babbitt's, 2 doz.	1 75

PROVISIONS	
Barreled Pork	
Clear Back	21 00@21 50
Short Cut Clear	19 00@19 50
Bean	19 00@19 50
Brisket, Clear	26 00@27 00
Pig	23 00
Clear Family	26 00

Dry Salt Meats	
S P Bellies	14 1/2@15

Lard	
Pure in tierces	11 1/2@12
Compound Lard	8 1/2@9
80 lb. tubs	advance 1/4
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. palls	advance 3/4
5 lb. palls	advance 1
8 lb palls	advance 1

Smoked Meats	
Hams, 12 lb. av.	19 @ 19 1/2
Hams, 14 lb. av.	18 1/2 @ 19
Hams, 16 lb. av.	16 1/2 @ 16
Hams, 18 lb. av.	16 @ 16 1/2
Ham, dried beef	
sets	29 @ 30
California Hams	12 @ 12 1/2

9

Picnic Boiled	
Hams	19 1/2 @ 20
Boiled Hams	23 @ 24
Minced Ham	14 @ 14 1/2
Bacon	17 @ 25

Sausages	
Bologna	11 1/2 @ 12
Liver	9 1/2 @ 10
Frankfort	12 1/2 @ 13
Pork	13 @ 14
Veal	11
Tongue	11
Headcheese	10

Beef	
Boneless	20 00@20 50
Rump, new	24 00@24 50
Pig's Feet	
1/4 bbls.	1 05
1/2 bbls., 40 lbs.	2 10
3/4 bbls.	4 25
1 bbl.	8 50

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls. 80 lbs.	3 00

Casings	
Hogs, per 1/2	35
Beef, rounds, set	18 @ 20
Beef, middles, set	80 @ 85
Sheep, per bundle	85

Uncolored Butterline	
Solid Dairy	12 @ 16
Country Rolls	12 1/2 @ 18

Canned Meats	
Corned beef, 2 lb.	4 65
Corned beef, 1 lb.	2 40
Roast beef, 2 lb.	4 65
Roast beef, 1 lb.	2 40

Potted Meat, Ham	
Flavor, 1/8	55
Potted Meat, Ham	
Flavor, 1/8	95

Deviled Meat, Ham	
Flavor, 1/8	55
Deviled Meat, Ham	
Flavor, 1/8	95

RICE	
Fancy	6 1/2 @ 7
Japan Style	5 @ 5 1/2
Broken	3 1/2 @ 4 1/4

ROLLED OATS	
Rolls Avena, bbls.	5 10
Steel Cut, 100 lb. sks.	2 45
Monarch, bbls.	4 85
Monarch, 90 lb. sks.	2 30
Quaker, 18 Regular	1 45
Quaker, 20 Family	4 00

SALAD DRESSING	
Columbia, 1/2 pt.	2 25
Columbia, 1 pint	4 00
Durkee's, large 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35

SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 00
Wyandotte, 100 1/2	3 00

SAL SODA	
Granulated, bbls.	80
Granulated, 100 lbs. cs.	90
Granulated, 36 pkgs.	1 25

SALT	
Common Grades	
100 3 lb. sacks	2 60
70 4 lb. sacks	2 40
60 5 lb. sacks	2 40
28 10 lb. sacks	2 25
56 lb. sacks	40
28 lb. sacks	20

Warsaw	
56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20
Solar Rock	
56 lb. sacks	26

Common	
Granulated, Fine	1 05
Medium, Fine	1 10

SALT FISH	
Cod	
Large, whole	@ 9
Small, whole	@ 8 1/2
Strips or bricks	9 @ 13
Pollock	@ 5 1/2

Hallbut	
Strips	18
Chunks	19

Holland Herring	
Y. M. wh. hoop bbls.	10 50
Y. M. wh. hoop 1/2 bbls	5 50
Y. M. wh. hoop kegs	65
Y. M. wh. hoop Milchers	
kegs	65

Standard, bbls.	8 50
Standard, 1/2 bbls.	4 50
Standard, kegs	54

Trout	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	2 25
No. 1, 10 lbs.	90
No. 1, 2 lbs.	75

Mackerel	
Mess, 100 lbs.	17 00
Mess, 40 lbs.	7 20
Mess, 10 lbs.	1 90
Mess, 8 lbs.	1 60

No. 1

17

14

faucets

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
Palls	
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
Toothicks	
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	
18-in. Standard, No. 1	8 00
20-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 50
Medium Galvanized	4 75
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 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white ...	3
Fibre Manila, colored ..	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2½
Wax Butter, short c't ..	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. ...	55
YOURS TRULY LINES.	
Pork and Beans 2 70@3 60	
Condensed Soup 3 25@3 60	
Salad Dressing 3 80@4 50	
Apple Butter	@3 80
Catsup	2 70@6 75
Macaroni	1 70@2 35
Spices	40@ 85
Herbs	@ 75
Extracts	@2 25
Chili Powder ..	85@2 12
Paprika	@ 85
Celery Salt	@ 85
Poultry Seasoning ..	85@1 25
Prepared Mustard ..	@1 80
Peanut Butter 1 80@2 80	
Rollod Oats ...	2 90@4 15
Doughnut Flour 4 05@4 50	
AXLE GREASE	

1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00

CIGARS
Johnson Cigar Co.'s Brand


S. C. W., 1,000 lots	32
El Portana	33
Evening Press	32
Exemplar	32
Canadian Club, 300 lots	10	
Worden Grocer Co. Brands.		
Canadian Club.		
Londres, 50s, wood	35
Londres, 25s, tins	35
Londres, lots, 30s	10

COFFEE
Roasted
Dwinnell-Wright Co's B'ds

White House, 1 lb
 White House, 2lb
 Excelsior, Blend, 1lb
 Excelsior, Blend, 2lb
 Tip Top, Blend, 1lb
 Royal Blend
 Royal High Grade
 Superior Blend
 Boston Combination

Distributed by Judson

Conservation



America

Built of steel to withstand fire and flood. Indestructible unit. Y

Motion

Highest in quality, lowest in price. Send floor samples for free literature.

Lodge Furniture
knowledge of requirement
stock and built to order, in-
veneer assembly chairs, and
for book B-C-2.

American
218 S.
Grand Rapids Ne

Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

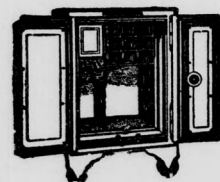
PROVISIONS.



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.

**The only
5c
Cleanser**
Guaranteed to
equal the
best 10c kinds
20 - CANS - \$2.00

SOAP

Lautz Bros.' & Co.	
Acme, 30 bars 4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 25 bars, 70 lbs.	3 80
Acme, 100 cakes 3 20
Big Master, 100 blocks	4 00
Cream Borax, 100 cks	3 85
German Mottled 3 15
German Mottled, 5 bx.	3 15
German Mottled, 10 b.	3 10
German Mottled, 25 b	3 05
Lautz Naphtha, 100 cks.	85
Marseilles, 100 cakes	6 00
Marseilles, 100 cks 5c	4 00
Marseilles, 100 ck toil	4 00
Marseilles, 1/2 box toil	2 10

Proctor & Gamble Co.	
Lenox	3 20
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 35

Tradesman Co.'s Brand	
Black Hawk,	one box 2 5
Black Hawk,	five bxs 2 4
Black Hawk,	ten bxs 2 2
A. B. Wrisley	
Good Cheer	4 0
Old Country	2 4

Soap Powders

Armour's	3	7
Babbitt's 1776	3	7
Gold Dust, 24 large	4	3
Gold Dust, 100 small	4	8
Kirkoline, 24 4lb.	2	8
Lautz Naphtha, 60s	3	7
Lautz Naphtha, 100s	3	7
Pearline	3	7
Roseine	3	5
Snow Boy, 24s family size	3	7
Snow Boy, 60 5c	3	7
Snow Boy, 100 5c	2	4
Snow Boy, 20s	4	0
Wisdom	3	3

Soap Compounds

Johnson's Fine	48 2	.3 2
Johnson's XXX	100 5c	4 0
Rub-No-More	3 8
Nine O'clock	3 5

Scouring

Sapolio, gross lots ..	9 5
Sapolio, half gro. lots	4 8
Sapolio, single boxes	2 4
Sapolio, hand	2 4
Scourine, 50 cakes ..	1 8
Scourine, 100 cakes ..	3 5

Conservative Investors Patronize Tradesman Advertisers



Public Seating for all Purposes

World's Largest Exclusive Manufacturers

Church Furniture of Character

Being the only exclusive designers and builders of Church Furniture we are known as an authority on this subject. Your building committee should have our book Y-4.

American Steel Sanitary Desks

Built of steel to withstand strain. All parts are electric welded into one indestructible unit. Your school board should have our illustrated book B-C.

Motion Picture Theatre Seating

Highest in quality, lowest in price. World's largest manufacturers of exclusive designs in opera chairs. Send floor sketch for **FREE SEATING PLAN** and book **B-C-1**.

Lodge Furniture

We specialize Lodge, Hall and Assembly seating. Our long experience has given us a to meet them. Many styles in more inexpensive portable chairs, upholstered opera chairs. Write



American Seating Company

218 S. Wabash Ave., Chicago

Grand Rapids New York Boston Philadelphia

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—A bazaar, or variety store, in a manufacturing town of 2,000, located in Central Michigan. One of the best towns. Good business, brick building and splendid location. Stock and fixtures about \$1,500. Nearly all new. Address No. 783, care Tradesman. 783

For Sale—Modern jewelry store, town 7,500; annual profits \$6,000. Full particulars address Myers Quality Store, York, Neb. 782

For Sale—A good restaurant in a good town of 5,000. Good reason for selling. Best location in city. Write Fred E. English, Sturgis, Mich. 781

Hotel for sale, good; will net over \$200 month; \$15,000. J. M. Merrill, Watseka, Ill. 780

Good location on main business street for general store or other lines, 40 x 70 or 20 x 70 feet, with basement. All modern. Rent reasonable. Address Moffett & Sons, Flint, Mich. 779

Condensed milk from factory to retailer, one of the best brands in use to-day. Pound size, 48 cans, \$3.90; baby size, 72 cans, \$2.80. Distributed by Geo. W. Smith, Bryan, Ohio. 777

For Sale—A good established paying business of stock, machinery and sporting goods. Repair work specialty. Enquire at Bailey & Edmunds, 121 Liberty St. East, or 114 North First St., Ann Arbor, Mich. 776

Plumbing, heating and tinshop for sale; trade established for twenty-five years. Am 65 years old and want to retire. Am working two men at present besides myself. Address W. P. Rogers, Broken Bow, Neb. 775

For Sale—\$4,000 stock shoes and groceries. Good clean up-to-date stock. Light store, rent reasonable, five year lease. Reason for selling, other business. This will stand investigation. Address I. W. Teller, Colon, Mich. 774

We will buy merchandise stocks or parts of stocks if price is right. E. C. Greene & Co., Jackson, Mich. 785

Drug Stock For Sale—Doing \$17,000 cash business, in best Lake Shore city in Western Michigan. Stock in first-class condition. Brand new \$2,000 soda fountain. Satisfactory reasons for selling. Terms, cash or negotiable paper. For particulars address No. 784, care Michigan Tradesman. 784

For Sale—Small fruit and dairy farm, 18 acres orchard, silo, good buildings. Or will trade for stock general merchandise. Address 787, care Tradesman. 787

For Sale or Lease—Steam laundry on account of poor health. Only laundry in the city. Fine chance for someone. Address Lock Box 1, Onaway, Mich. 786

\$1,400 will buy stock of groceries and fixtures, well located in best city in State of Michigan. A dandy proposition for man and wife. Rent cheap. Nice living rooms above store. Address J. M. Wood, Flint, Mich. 768

Odds And Ends Sale—Mr. Merchant: If you have any odds and ends, stickers, articles that don't sell, my ten day auction clearance sale will turn these into money, will increase your monthly business, leave your stock clean and fresh and bring you a lot of new customers. All correspondence free. W. D. Hamilton, Galesburg, Ill. 767

No Sale! No Charge! Have several buyers for small stores. Send full description. Leon A. Kolvoord, Allegan, Mich. 766

For Sale Cheap—My entire property, consisting of house and store, stock groceries and fixtures, ¾ acre lot, some fruit, apple, cherry, grape and berries, chicken house and park, and wood house or will sell grocery stock separate. Nice location. Address I. T. Babcock, Freeport, Mich. 764

For Sale—Stock shoes and small line men's and women's furnishings in live, growing New York State city of 18,000. Stock and fixtures inventory about \$3,000. Gross sales past year, over \$12,000. Good opportunity for hustler. Rent reasonable. C. B. Lawton, Glens Falls, N. Y. 763

Gall Stones—Bilious colic is result; no indigestion about it; your physician can not cure you; only one remedy known on earth; free booklet. Brazilian Remedy Co., Box 3021, Boston, Mass. 762

News stand (exclusive in village) cigars and confectionery, with laundry agency. Paying \$100 per month in best small town in Michigan. Write Judge, care Tradesman. 772

For Sale—Stock groceries in live town of 2,000 inhabitants. Inventories \$3,500. Reason for selling, wish to move to another State. Address No. 747, care Michigan Tradesman. 747

Cash meat market and grocery department, well equipped with machinery. Will sell for 50c on dollar from owner's inventory to settle estate. E. S. Dart, Administrator, 74 South Division Ave., Grand Rapids, Mich. 760

For Sale—Hotel, livery and potato cellar. \$4,000 cash or will exchange for merchandise stock up to \$6,000 and pay difference. Address No. 759, care Tradesman. 759

Reduce your stock before it depreciates in value. We get you the money, and strengthen your trade at the same time. Write us if you want to sell or reduce stock. Address Michigan Sales Co., care Tradesman. 757

For Sale—Clean stock of shoes and gent's furnishings, invoice about \$2,500. Cheap rent. Business paying well. Town of 1,400, about 25 miles from Saginaw. Owner has other business interests. Address P. O. Box 137, Chesaning, Mich. 755

For Sale—One Lansing automatic steam engine, one engine 8 x 10 for driving 200 light dynamo; two good steam boilers; one watchman's clock; 350 feet of hose and all kinds of machinery and shafting. Enquire of the Freeman Manufacturing Co., Kalkaska, Mich. 754

For Sale—Stock groceries, some dry goods, with or without building. Doing \$20,000 yearly. Will consider small farm near city. Address No. 769, care Tradesman. 769

For Sale—Stock of dry goods, shoes, groceries; small town in good farming country. Established ten years and have good trade. Stock and fixtures inventory about \$6,000, which can be reduced. A splendid opportunity. Good reasons for selling. Address Harding & Company, Morley, Mich. 750

For Sale—Large safe, Mosler screw door, burglar proof money chest, 24 x 24 x 20, outside, with triple time lock enclosed in fire proof case, 70 x 62 x 40, outside. Used a few months. Cost \$1,500. \$650 takes it. W. H. Fettes, Plymouth, Ohio. 742

For Sale—A shoe store in a good town of about 1,700. Good farming country. Good reasons for selling. Address No. 771, care Tradesman. 771

\$25 to sell your farm or business. Get our proposition or list. Pardee, Traverse City, Mich. 740

For Sale or Trade—768 shares stock in a jobbing house in St. Paul, Minn., doing a good business. Book value, \$5050. Will trade for Michigan land unincumbered. Will consider nothing incumbered. Address C. W. Elston, Duuth, Minn. 737

Grocery and market in Denver, Colo.; live one; \$2,000. Write Washington Market and Grocery, 701 E. 22nd Ave., Denver, Colo. 735

Drug stock and fixtures for sale cheap if sold at once. Whole or part interest on contract. Locate to suit. Russell B. Thayer, Saginaw, Mich. 753

Grocery—For sale; no trades; grocery and meat business in good county seat town in Nebraska; annual sales, over one hundred and fifty thousand dollars; best opportunity in the state for a live man. C. M. Taylor, Columbus, Neb. 728

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

Notice—If you want cash for your stock of merchandise, write to the Merchant's Auction Co., Reedsburg, Wis., it will pay you. 655

For Sale—Stock of general merchandise, invoicing between \$4,000 and \$5,000, in town of 400 inhabitants. Good farming country. Run peddling wagon on the roads five days in the week. Reason for selling, poor health. Address No. 712, care Tradesman. 712

For Sale—\$7,000 stock clean merchandise (general), excepting groceries. Business established thirty-five years. Town 3,000 rich Michigan bean section. Only one competitor. Right man can make grand clean up. Must sell at once at price for cash or good security. Address No. 689, care Michigan Tradesman. 689

For Sale—Dental practice and outfit in city of 40,000. Doing good business. Bargain if taken at once. Address Dentist, Box 118, Lansing, Mich. 708

For Sale—Stock of boots and shoes in a good live town, good farming country surrounding. Stock and fixtures will inventory \$5,000. Must sell at once. Address No. 656, care Tradesman. 656

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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

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

Wanted—Stock of general merchandise, dry goods or shoes. Address O. G. Price, Macomb, Ill. 618

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

For Sale—Best ladies' ready-to-wear and furnishings stock in the best city of 3,000 population in Michigan. Inventory about \$5,000. No old dead numbers. A bargain if taken at once. A member of the family must have a change of climate. Investigate. Address No. 705, care Michigan Tradesman. 705

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

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

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

Try a "want ad." in the Tradesman and watch results.

HELP WANTED.

Wanted—Competent foreman who understands tin and galvanized iron work, hot air, hot water and steam heating perfectly. One who can figure and make estimates for plans. German and English speaking preferred. Address F. Gele Hardware Co., Sheboygan, Wis. 778

Wanted—Drug clerk, registered or assistant, with wall paper experience. Good position, no Sunday hours. Address A. R. Otis, Kendallville, Ind. 788

Salesman Wanted—In Ohio, Indiana, Illinois, Missouri and Iowa to handle the Acme all metal weather strip. Good side line. One merchant in every town will take agency. Liberal commission. No collecting. Small sample. Acme Sales Mfg. Co., Cairo, Ill. 765

Permanent position for grocery salesman in country and resort town. State wages expected and experience had. Leland's Department Store Co., Saugatuck, Mich. 758

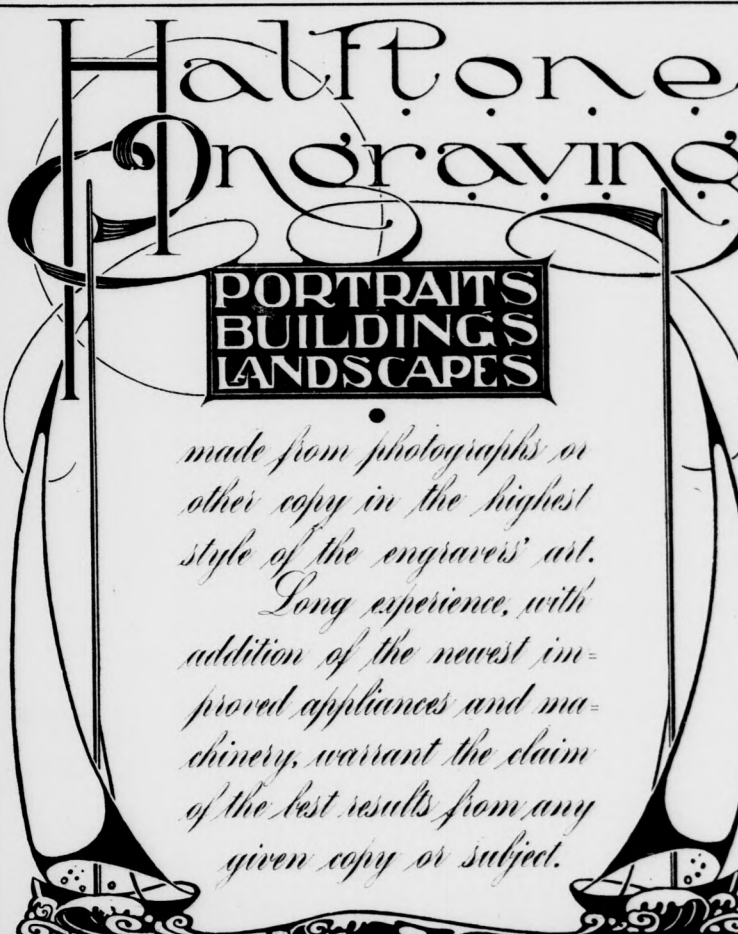
Young men of ability and honesty, wanting to engage in business and take full charge, write us. Must have capital and experience. Safe investment guaranteed. Address, Michigan Sales Co., care Tradesman. 756

Young man, good habits, experience not necessary, to sell paints, oils, disinfectants, etc. Salary or commission. Large profits and steady work. We will help you. The Alcatraz Company, Richmond, Va. 761

Wanted—An experienced groceryman to take charge, also money to invest in the business of the grocery department of our department store. A good chance for a live wire. Address No. 659, care Tradesman. 659

Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 691

Half-tone Engraving



PORTRAITS BUILDINGS LANDSCAPES

made from photographs or other copy in the highest style of the engravers' art. Long experience, with addition of the newest improved appliances and machinery, warrant the claim of the best results from any given copy or subject.

TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

DETROIT DETONATIONS.

(Continued from page 25.)

Hurry your eating and repent in the hospital.

In other words, eat in haste and get buried at leisure.

Detroit has another infant industry that is making its mark in its particular line of endeavor—the Harris Millinery Co., located at 221 Woodward avenue. This concern was organized two years ago by F. D. Harris, who is very well known throughout the central states, where he sold millinery until—well, until he got tired of selling it for someone else. At the outset of this infant organization, Mr. Harris acted as buyer, credit man and salesman until he began to see his goods sold throughout the State and to-day (including himself) he has four men representing the house. Mr. Harris is aggressive and experienced, besides having hosts of friends in the millinery business. Why shouldn't the Harris Millinery Co. grow?

East Lake is soon to lose one of its valuable citizens, H. Leroy Proper. Mr. Proper, who has been manager for the R. G. Peters Salt & Lumber Co. store for a number of years, is winding up the business for that corporation. The lumber business is practically over with, which necessitates the closing down of the entire plant, as well as closing out the store. It is said Mr. Proper will locate with his family in Grand Rapids.

The Tullar Hotel Co. has purchased the Church of Our Father, adjoining the Tullar Hotel. The church is being razed and work will be started at once on an addition to the hotel.

If you know of any hotel that is violating the State laws, drop a line to the State Hotel Inspector, J. F. Hammell. For instance, the hotel at Shelby is still without individual textile towels, as the law requires. Very few hotels to date are furnishing the necessary fire protection, as called for by the new Henry hotel act.

The Republicans are trying to agree on a candidate for Governor. Well, they will need a mighty strong one to even know he has been running.

The news has reached us that John Watson, old-time traveling man and member of the firm of Watson Bros., of Bancroft, has suffered a paralytic stroke. Mr. Watson has many friends in Detroit, which at one time was his home, who will regret to hear of his misfortune. It is hoped that when we next hear from Bancroft it will convey the good news that John is recovering rapidly.

Auto show in Detroit this week. To outsiders, the show is very interesting. To Detroiters it is nothing new. Every day is automobile show day. Nearly \$1,000,000 worth of autos on display and nearly all made in Detroit.

Samuel Workman (Harris Millinery Co.) is the proud possessor of a new U. C. T. button which was presented to him after joining Council, No. 9 at the last meeting. Samuel is a very well-known young traveling man throughout Michigan and No. 9 is very proud to count him as a member.

We have filled our allotted weekly space—in the Tradesman.

Eddie Berger (A. Krolik & Co.) tells us that a lie is the only substitute discovered to date for the truth. Uneasy must rest the expense books.

Easy lies the pencil.

James M. Goldstein.

Newsy Notes of the Gripsack Brigade.

Bay City—John Roberts, 1509 Eleventh street, formerly employed at the Industrial Works, has taken a position as traveling salesman with the

National Stock Food Co., of this city. This company now has five men on the road.

Grayling—Now that Grayling has the State military grounds the business men are taking it upon themselves to provide a good hotel for the town. Members of the Salling-Hanson Co. and Henry Stephens have subscribed \$29,000 and this amount will probably be boosted to \$40,000. Building will begin in time for the opening of the hostelry next summer. James Hayes, of the Wayne Hotel, Detroit, will supervise plans for arrangements and will also provide the hotel with a manager.

Niles—W. L. Merrill, 26 years old, a traveling salesman from Buchanan, was found dead in bed at the Forler House, this city, last Wednesday. Death was due to epilepsy. He leaves a widow and three children.

Trout Lake—Plans are being made by Ollie Smith of Trout Lake to rebuild his hotel, which was recently destroyed by fire. The building will be a three-story structure, will contain fifty-seven rooms and will be modern in every particular. The building material will be brick. Construction work will be started as soon as the plans are ready.

Ewen—The plans and specifications for the new Hotel Ewen to be erected at Ewen, by John D. McLaughlin in the spring have been received from the architects. The building will be 56 x 80 feet, and will have twenty-five sleeping rooms. It will be modern in every respect, with a good heating system, sewerage and so forth. Just what material will be used in its construction has not yet been decided upon, as Mr. McLaughlin has not received the bids from the different contractors.

Lansing—The Wentworth Hotel is erecting an addition, four stories high, 44 x 124 feet in dimensions. It will be finished in mahogany throughout, is for the accommodation of conventions and will cost \$15,000. The contract calls for completion of the building by June 1, and will be first put into use when the Knights Templar convene in Lansing, June 6. Although not near completion, a number of the rooms have already been reserved for the convention.

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

Buffalo, Jan. 21—Creamery butter, fresh 26@34c; dairy, 22@28c; poor to good, all kinds, 16@22c.

Cheese—New fancy 16½@17c; choice 15@15½c; poor to common, 6; fancy old 16½@17½c; choice, 15@15½c; poor to common, 6@10c.

Eggs—Choice, fresh candled, 34@35c; cold storage 31@32c.

Poultry (live)—Turkeys, 18@21c; cox, 11@12c; fowls, 15@16c; springs, 15@16c; ducks, 17@18c; dressed chick, 16@18c; turks, 20@25c; ducks, 18@20c; fowls, 15@17c; geese, 15@16c.

Beans—Marrow, \$3@3.25; Medium, \$2.15@2.20; Peas, \$2@2.15; White Kidney, \$3@3.50; Red Kidney, \$2.75@3.

Potatoes—75@80c per bu.

Rea & Witzig.

Just because a fellow's wife calls him an ox is no valid reason for him bringing home a load.

Folks are either self-made or self-married.

Manufacturing Matters.

Topaz—R. Stindt is erecting and will operate a sawmill here.

Detroit—The Zenith Carburetor Co. has increased its capital stock from \$30,000 to \$40,000.

Three Rivers—The capital stock of the Eddy Paper Co. has been increased from \$400,000 to \$500,000.

Fremont—The capital stock of the Fremont Canning Co. has been increased from \$75,000 to \$100,000.

Pigeon—The capital stock of the Huron County Creamery Co. has been increased from \$5,000 to \$10,000.

Quincy—Emil and Christian Anderson, recently of Clark Lake, have engaged in the creamery business here.

Sturgis—The Kirsch Manufacturing Co., manufacturer of curtain rods, has increased its capitalization from \$40,000 to \$150,000.

Detroit—Morgan & Wright, manufacturers of rubber goods, have increased their capital stock from \$2,500,000 to \$5,000,000.

Wallace—John Noppenberg is erecting a creamery, 24 x 40 feet, and will equip it with the latest machinery and operate it about April 1.

Tecumseh—The Towar Wayne County Creamery Co., of Detroit, will open a cream station here Jan. 24 under the management of William Canfield.

St. Johns—E. F. Day, recently of Owosso, has leased the Clinton Butter Co. building and will open a branch creamery for the Michigan Dairy Co.

Howell—The Howell Machinery Co. has been organized with an authorized capitalization of \$10,000, of which \$7,000 has been subscribed and paid in in property.

Maple Ridge—The Oshkosh Excelsior Co. is erecting a concrete fac-

tory building, 175 x 225 feet. The factory will be equipped with five excelsior machines and ready for occupancy about July 1.

Detroit—The Detroit Battery Co. has engaged in business with an authorized capital stock of \$10,000, of which \$8,500 has been subscribed and \$1,000 paid in in property.

Detroit—The Roth & Parks Electric Co. has engaged in business with an authorized capital stock of \$1,000, which has been subscribed, \$150 paid in in cash and \$130 in property.

Detroit—The Alter Motor Car Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

Detroit—The Manufacturers' Agents Co. has engaged in business to deal in all kinds of merchandise at wholesale, with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$2,100 paid in in cash.

BUSINESS CHANCES.

For Sale—Stock of drugs and groceries, or will sell separately. In small town. Address C. T. R., care Michigan Tradesman. 791

Wanted—To rent country store or would buy small stock. Address 2220 Clybourn, Chicago, Ill. 790

Merchandise Sales Conductors—Advertising furnished free. Contract February sale now. Greene Sales Co., 116 Dwight Bldg., Jackson, Mich. 789

For Sale—My general merchandise business, also good will, store, real estate. Doing a good prosperous business. Stock and fixtures about \$10,000, in strictly first-class condition. Reason for selling, wish to retire, after 21 years' business. Marinette Co., Northern Wisconsin, population 2,000, surrounded by prospering farming country. Particulars address J. H. Stibbe, Peshtigo, Wis. 792

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

Best Beds That Money Can Buy

TO WHOM IT MAY CONCERN:

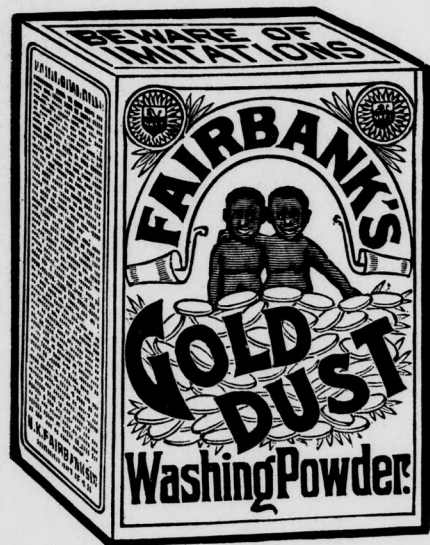
We, the undersigned, Joseph Gerber, Sr., F. Elmon Evarts, J. Andrew Gerber, and Frank W. Bunker, respectively, President, Vice-President, Secretary-Treasurer and Director of the Simonds Heating & Specialty Company, a corporation duly organized under the laws of the State of Michigan and having its places of business at the cities of Fremont, Grand Rapids and Detroit, in the State of Michigan, beg to inform the public and those concerned that the present manager, Campbell P. Bradshaw, of the Simonds Heating & Specialty Company, was appointed by us in 1912, and has had the entire charge and management of said company since that date. That about that time a thorough investigation of the affairs of said company was made by us which resulted in our removing Frank A. Simonds from the office of manager and later from that of President.

We have found Mr. Bradshaw's management of said company entirely satisfactory to this date, and entirely uphold and support his actions and business methods. Through Mr. Bradshaw's efforts the Simonds Heating & Specialty Company has declared dividends at its last two annual meetings, and has shown a satisfactory condition of affairs.

Joseph Gerber,
F. Elmon Evarts,
J. Andrew Gerber,
Frank W. Bunker.

Eastman & Eastman,
Michigan Trust Bldg.
Attorneys for the
Simonds Heating & Specialty Co.

GOLD DUST



You can put GOLD DUST into almost every order, if you'll just mention it. You don't have to "talk;" our extensive advertising keeps GOLD DUST so well known the sales are *waiting for you!*

THE N.K. FAIRBANK COMPANY

**Every
Passer-by a
Prospective
Customer**



Think of it! Every person that passes your door or enters your store is a prospective Borax customer. *Every one of them*—regardless of age, occupation or station in life.

20 MULE TEAM BORAX

is a harmless antiseptic cleanser. Finds a hundred and one uses in the Laundry, Kitchen, Nursery, Sick Room and Bath Room. It's absolutely pure, perfectly safe. Cleanses quickly, thoroughly, *hygienically*. Saves no end of time, trouble and work in the home. It's a "self-seller" when given a chance. Give it a *chance*. It'll pay you. Pay you to display it—to keep it in sight where customers and prospective customers can read the directions and many uses printed on every carton. *Try it. Try it now, to-day.*

**PACIFIC COAST BORAX CO.
CHICAGO, ILL.**

In Your Quest of the Best
BUY
Williams
Beans
 They are Best
Just That!

The Williams Bros. Co.
 ALL SIZES of Detroit ALL GROCERS



A Sample in Every Home

Every year we aim to put a sample package of

Shredded Wheat Biscuit

in every home in the United States and Canada. Quite often someone asks, "Why do you sample Shredded Wheat?"

We conduct extensive sampling campaigns because it is an effective way of educating consumers regarding the peculiar form, uses and nutritive value of Shredded Wheat. It is sampled from our own automobiles, by our own men, in a way that reaches the housewife and makes a convincing impression upon her. We follow this up with extensive newspaper and magazine advertising. In return for these efforts to create business for you we ask your interest and co-operation.



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

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

Why the Modern Grocer Should Push the Sale of

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

YOU are judge and jury, Mr. Grocer.
 Take a can of Karo from your stock—

- 1.—Put it on the scale and be assured that it is full net weight as stated on label.
- 2.—Note the color and uniform consistency.
- 3.—Taste its pure, wholesome and delicious flavor.

Then being convinced that it is *THE BEST* arrange your stock of Karo where it will be seen by all. This means that it will sell itself, in volume and at uniformly good profits to you.



Being full net weight syrup and the very best quality, the Karo display proclaims you a quality and quantity dealer to your customers.

Start the new year right with a larger stock of Karo than ever.

Being in the Karo band wagon you are in right. You are entitled to make more noise, which means more money. Give your stock of Karo a show to talk for you. Its music sounds sweet to the thrifty and particular housewife.

CORN PRODUCTS REFINING COMPANY
 NEW YORK