

MICHIGAN TRADESMAN

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Thirty-First Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 18, 1914

Number 1587

Observations of a Grand Rapids Philosopher

If the Lord remembers half the wicked and mean things we do as we remember those done to us, a very small heaven will answer all purposes.

The bee stores up more honey and man stores up more money than they need. Both are often relieved of the unnecessary surplus.

There are much more effectual ways of convincing one of your friendship than telling him of it.

Men and women are simply imitations of children. They need guidance and correction even more than the children and generally submit to it with a much poorer grace.

Any man who attempts to build up his own reputation by smirching another's is an enemy to society.

We cannot all be great, but we can be good. Heaven is the final home not of the great but of the good. Many really good are not noted as great, and more the pity too many of the great can hardly be called good.

Here's a good one from Bruce Ismay: "When a man is down, his enemies stop kicking him to give his friends a chance."

Did you ever see a *real* musician who was baldheaded?

"The really happy seldom become great," and I may add with equal truth, the so-called great are too often not really happy.

Heman G. Barlow.

Good Yeast
 Good Bread
 Good Health

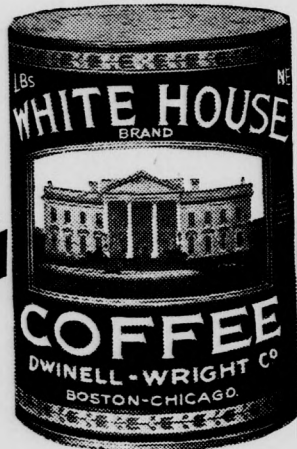
Sell Your Customers
FLEISCHMANN'S
YEAST

WHEN YOU SEE

THE SIGN OF  GOOD CANDY

“DOUBLE A”

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



Just What You Need
 IT
 “Delivers
 The Goods”

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.”



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer
SNOW BOY WASHING POWDER 24s FAMILY SIZE

through the jobber—to Retail Grocers

25 boxes @ \$3.60—5 boxes FREE
 10 boxes @ 3.60—2 boxes FREE
 5 boxes @ 3.65—1 box FREE
 2½ boxes @ 3.75—½ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes.

All Orders at above prices must be for immediate delivery.

This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Order from your Jobber at once or send your order to us giving name of Jobber through whom order is to be filled.

Yours very truly,

Lautz Bros. & Co.

BUFFALO, N. Y., January 2, 1914.
 DEAL NO. 1402.

MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 18, 1914

Number 1587

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Manufacturing Matters.

Menominee—The Dugas Motor Car Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Coldwater—Mrs. Hannah Smith has purchased the interest of her partner, J. C. Bisbee, in the Bisbee & Smith bakery and will continue the business under his own name.

Ontonagon—Raymond Bergeron has sold his interest in Bergeron Bros. bakery to his partner and brother, Walter, who will continue the business under his own name.

Carrolton—The Eastman Salt Products Co. has been organized with an authorized capital stock of \$40,000, all of which has been subscribed and paid in in cash.

Alpena—Frederick A. Kimball and Howard L. Churchill have formed a copartnership and purchased the plant of the Alpena Excelsior Co. and will continue the business.

Bay City—The Bay City House Building Co. has engaged in business with an authorized capital stock of \$1,000, which has been subscribed and \$250 paid in in cash.

Greenville—The Greenville Fixture Co. has been organized with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed and \$2,500 paid in in cash.

Muskegon—The Johnson Milling Co. has been incorporated with an authorized capitalization of \$20,000, of which \$10,000 has been subscribed, \$2,853.66 being paid in in cash and \$7,146.34 in property.

Iron River—The Iron River Creamery Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,100 has been subscribed, \$693 paid in in cash and \$327 in property.

Detroit—A. A. MacDonald & Co. have engaged in business to manufacture and deal in all kinds of timber products, with an authorized capital stock of \$10,000, which has been subscribed and \$2,500 paid in in cash.

Detroit—The Abbott Motor Co. has

merged its business into a stock company under the style of the Abbott Motor Car Co., with an authorized capital stock of \$150,000, of which \$75,000 has been subscribed and \$32,500 paid in in cash.

Kalamazoo—The Kalamazoo Spring & Axle Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, of which \$95,000 has been subscribed and paid in in property.

Jackson—M. A. Dibble & Co., cigar manufacturers, have purchased the cigar factory and trade names of the late Thomas H Phillips and will continue to make the several brands of cigars which Mr. Phillips made well known.

Manistique—The W. E. Williams Co. has been organized to manufacture and sell forest products, with an authorized capital stock of \$55,000 common and \$20,000 preferred, of which \$37,500 has been subscribed and \$34,890 paid in in property.

Kalamazoo—The Michigan Motor Car Co., purchaser of the name and good will of the motor department of the defunct Michigan Buggy Co., has secured an injunction preventing the Michigan Motor Parts Co. from doing business. An illegal similarity of names is alleged.

Detroit—The following petitions in bankruptcy were filed in the Federal Court Monday: Jacob C. Stickel, manufacturing jeweler, liabilities, \$1,861.19; assets, \$2,497.63; George L. Hall, Battle Creek, liabilities, \$5,175.67; assets, \$472.80; Cora B. Jayne, milliner, Jackson; liabilities, \$1,658.74; assets, \$390.10.

Saginaw—E. Goeschel & Sons, one of the pioneer mercantile houses of Saginaw, will this year celebrate its semi-centennial. The firm was established in 1864, engaging in the general merchandising business, and it was not until 1864 that boots, shoes and footwear staples and novelties were made the exclusive line handled.

Lansing—C. L. Persing well known among Lansing hardware dealers as a representative of Morely Brothers, will move his family from Kalamazoo to Lansing. Mr. Persing, who has lived in Kalamazoo for the past ten years, declares to Lansing friends that this city is an ideal residence town for traveling salesmen, owing to its central location and interurban and steam road facilities. Mr. Persing says that many traveling salesmen have signified their intentions of making Lansing their home town on account of its several advantages.

Once in awhile we meet a man who is willing to leave the punishment of his enemies to the Lord.

Brubaker Breaks Loose Again.

Mears, Feb. 16.—I tender you my most abject apologies. I have been to your beautiful village to attend the last wonder of the earth and age, the auto show, and did not call on you. I can imagine how disappointed you are this moment. Now, E. A. believe me when I state that it really was my intention to inflict you with a short visit and had almost reached the door of your sanctum sanctorum when I spied Glenn Finch riding past on the water wagon. I felt it my first duty to pull him off the sprinkler, as he had been aboard since Jan. 1. I didn't have to pull so very hard either. He was on his way to see you, also, but somehow our intentions to visit you did not materialize. That's our loss and your gain. You know the weather was cold and hazy on Wednesday afternoon, so I have a rather hazy recollection of the remainder of that day. I am inclined to think I had what is commonly called a large time. As to the auto show, it was simply salubriously, sublime. I met several people I knew and quite a few that I don't recollect of ever having seen before. This was by far the best auto show I have ever attended; also the first one.

In the evening I went to see "What Happened to Mary," but nothing much happened while I was there. So far as I could see, Mary was a cracker jack at getting rid of punk ice cream. Maybe I didn't get a jolt when the curtain went up on the first act. There was the front of my own store as true as life, and they had copied me as the character for Uncle Billy. Only I didn't know I was so darn stiff-legged. But Billy had my own sweet disposition. As to Billy's wife—let's get on another subject.

I noticed in last week's Tradesman a reader wanted to know how much it cost Glenn Finch for the write up a couple of weeks ago. I can't answer that, but I do know that he pays the Grand Rapids Shoe & Rubber Co. \$10 a week for allowing his statue in their front show window, but why they have it labeled the Gorilla is past my ken, as they can't fool anyone who has seen Glenn's classic features. Glenn is all right in preaching Hood's rubber boots, as he practices what he preaches by wearing them, and, for all I know, after he left me Wednesday evening, he may have gone to bed with his boots on. That guy wouldn't ride in an automobile if they didn't have Hood's.

I went down to Kalamazoo to meet a brother from Montana who was visiting there, on the flyer. It was just like home on the Pentwater branch of the P. M. We went a mile a minute sometimes, but not many times. We stopped four times so the conductor could light up the rear switch lights which had gone out. Then another time we stopped and some one remarked that there was a hot box. I bet him a dollar that one of the wheels had frozen up and I won the bet. After thawing it out we proceeded and arrived at Kalamazoo at about 2:30. The train got in about 3, but I had gotten tired and sleepy and had gotten out and walked the last six miles. I believe the running time from Grand Rapids to Kalamazoo is two hours for the 50 miles, but they sometimes lose an hour, which makes it wearisome. I won't give the name of the hotel I stopped at in Kalamazoo, as I don't want to knock, but it was big enough so they put me on the

sixth floor. Neither do I know if they had individual towels, but they sure did have individual sheets and no other covering. They also had the coldest steam heat in my room I ever felt. My teeth chattered so that I set a box of safety matches afire in my pants pocket on the other side of the room. Then I thought I could take a hot bath and warm up, but the hot water faucet was frozen up. I was disgusted and phoned down to the clerk and told him I wanted to leave a call to be called immediately. That just saved my life. I never got so much for \$1.50 in three hours before in my life and I don't think I want to again. Too much is enough for me.

In my former visits to the Rapids I have stopped at all the hotels. This time I tried the New Mertens and was so tickled with the place that I paid my bill so I could come again.

Maybe the Kalamazoo hotel did not expect anyone to sleep that night, as the city had just installed the new boulevard lights and everyone seemed to be up all night to rubber, but we have had our city of Mears electrically lighted so long that it was no novelty to me. I entertained E. Welton, Chas. Ovitt and Herman Anderson, the rabbit hunter, and a few other fellows and some gentlemen on the way up from Muskegon with my experiences. They were all interested until I mentioned the fact that I had been in Kalamazoo six hours. Then they told me they had believed me until I said that, and I couldn't make them believe I had been in Kalamazoo and made my get away.

As I have nothing further to say, I may as well cut this short.

Ches Brubaker,
(The Chronic Kicker.)

Youngstown, Ohio, grocers are said to be not much concerned with the combination of grocers in that section of the country for co-operative buying. The intention of the promoters is to interest stores in all principal cities and the home company, to be capitalized at \$10,000,000, to be known as the United Grocers' Company, is said not to disturb them, nor the report that the concern has erected a large storehouse in Pittsburg, the subsidiary company operating it capitalized for \$1,000,000. According to well known business leaders in Ohio local grocers are being advised not to place much faith in the project. The plan, it is said, has not been put up to Youngstown people as yet, but in the meantime the tip above has gone forth.

A man who is clean inside and outside; who neither looks up to the rich nor down on the poor; who can lose without squealing, and who can win without bragging; considerate to women, children and old people; who is too brave to lie, too generous to cheat and too sensible to loaf; and who takes his share of the world's goods and lets other people have theirs, is my idea of a true gentleman.

If all men were to get justice, more of them would be in jail.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Feb. 16.—Learn one thing each week about Detroit: The largest freight car works in America are located in Detroit.

Traveling has its advantages. A candy salesman was held up last week by two bandits and repulsed them with a gun. Being a traveling man is where he accumulated his nerve.

Chester R. Nye, who represented the Interstate Fire Insurance Co. and was a member of Jackson Council No. 57, was suddenly stricken on his arrival in Detroit a week ago Saturday and died Sunday morning at the Woodward avenue hospital. Mr. Nye who has traveled through Michigan for a number of years, was very well and favorably known, his death being mourned by numberless friends. Mr. Nye was unmarried. He is survived by his parents, Mr. and Mrs. Wm. Nye, 53 Clairmount avenue, and a sister. The interment was at Coldwater, his old home.

Death is a release from and an end of all pains—Seneca.

Far be it from us to enter into any controversy with our good friend Rockwell relative to our views regarding the Made in Grand Rapids Exposition to be given under the auspices of U. C. T. Council, No. 131. With great interest we read the scholarly written article of last week by Gabby Gleanings and must confess we are still far from being convinced that our views are wrong and we still maintain that the Association of Commerce and the manufacturers who receive direct benefit should be ashamed to allow the traveling men to carry on their shoulders the burden of the exhibition. There are hundreds of business men and others who are members of the Association of Commerce and a committee could be selected from among the large number, if they showed the necessary enterprise to carry on the work of giving a made-at-home demonstration. Most business men have a well-drilled organization to carry on their business when they are absent. When a traveling man neglects his business for a minute, a day or a week, there is no one to carry on his business—but there are hundreds of other travelers who are ready to take advantage of every opening to gain more business.

We do not mean to insinuate that the traveling men will neglect their business, but merely to draw a comparison—to show that the business man who is home seven days a week is in a better position to carry on such work as the traveling men are now doing. Nor did we mean to insinuate that the traveling men are not qualified or are not business factors of their respective localities. The manufacturers themselves are the ones who should carry on the work, with the co-operation of the Association of Commerce and the traveling men who, with their well-known talents, could use their available time on the road to boost and advertise. The exposition will be a success, because we know the men who are doing it, but, notwithstanding this fact, as we stated before, the greater the U. C. T. looms up the smaller and more insignificant the Association of Commerce becomes. Grand Rapids for its many leading lines of manufacture is notoriously weak when it comes to making the names of their products a National byword. Herbert Casson, in a lecture a short time ago, said that Detroit sold automobiles for seven years before it knew how to make them. It advertised. It advertised well. It built its business and built its city, ably assisted by its traveling men who did their work on the road.

Detroit uses more full pages for advertising in the great magazines than any other city of its size in the United States.

No question whatever but what traveling men can become factors in the business world. Didn't many of us try it?

Mr. Cook, manager for the Jay Thompson Co., of Bay City, graced Detroit with his presence last week. He visited the market in the interest of the concern of which he is manager.

Don't let your accident insurance expire. A safety first sign might drop on your head and cause you to do likewise.

Forty salesmen, who constitute those who represent the Detroit branch of the National Biscuit Co., gathered at the Hotel Cadillac Saturday night to attend the annual banquet of the sales force. Many interesting talks were given by managerial experts and members of the general sales force. Among the speakers were Frank Bush, manager of the local office; John D. Richardson, First Vice-President of the corporation, A. L. Cameron, manager of the Mansfield, O., branch, C. A. Hildebrand and F. C. McClure, Chicago. Besides spending a most enjoyable evening the traveling men were given pointers in salesmanship that should prove of inestimable value to them.

The real "Safety First" to the traveling man is to carry accident insurance and "Safety Next" is to see that it is always paid up.

Which might open another chance for argument. Married men will, undoubtedly, believe that safety first is to stay single.

H. E. Shear, general merchant of Homer, who has been confined to his home with an attack of the grippe, is convalescing and is able to take daily walks from his home to his store.

"Jerry" Moore (Burnham, Stoepel & Co.) has been given charge of the Toledo office and will, incidentally look after the suburban towns of Detroit for his firm. In the selection of Mr. Moore to take up this work, Burnham, Stoepel & Co. will have one of Detroit's best salesmen representing them in Toledo. Besides a salesman of unusual ability, "Jerry" is one of the greatest "traders" in the country—barring no nationality whatsoever.

It is no trouble to worship the ground a man walks on if he owns the ground and it is in Detroit.

The store that sells strictly for cash and, consequently, suffers no losses from dead beats and otherwise should be able to sell goods cheaper than the merchant who does both cash and credit business. Such was C. W. Warner's idea. Mr. Warner, who conducts a general store at Dacatur, tried his theory out and reports it entirely successful.

When a merchant does not send out goods on credit he, at least, has the satisfaction of having the goods on hand for a cash customer and doesn't have to re-order the goods, taking a chance on his customer paying him so he can, in turn, pay the jobber for them.

We read nearly every day in the daily papers of some one breaking into stores and committing other depredations, but it really for the moment causes surprise when we hear of two live, up-to-date merchants breaking into another store. That's exactly what Streng & Zinn, of Kalamazoo, have done—but not for ulterior motives. The business of this concern has grown with such rapid strides that they were obliged to lease the store adjoining theirs and have already started the work of breaking through the walls to connect the stores together. Thus we find, while the calamity howlers are squealing hard times, the live merchants continue to plod along and grow.

One manufacturer in Detroit uses about 25,000 yards of cloth each week in the manufacture of ladies' skirts.

Whoever suspected there were that many women in the world?

Lino operator: W-e-l-k-e-r—thanks; for once Charlie will have his name spelled correctly. Charlie, who by the way, is a department (so the clairvoyant says) manager for C. Elliott & Co., says every daily paper, police gazette and Michigan Tradesman that uses his name always spells it "Walker" instead of "Welker." Lino punchers and the world's greatest dailies please bear this in mind, because there is no telling when Charlie's name will again appear in print. He is learning to dance the tango.

Henry Sarbinowski, wife and party of eight, have left for a six weeks' trip, in which they take in the principal cities of the South, returning by the way of San Francisco, Salt Lake City and Chicago. Mr. Sarbinowski conducts a large department store at the corner of Livernois and Michigan, where he has been located for the past twenty-two years, starting in business in a very small way. He is a member of the West End Improvement Association and is ever ready to affiliate with any association that will help in the progress of the west side of the city.

Detroit Council holds its regular monthly meeting Saturday night, Feb. 21. In behalf of Senior Counselor Warner, we print his appeal to attend the meeting. It is a very concise and touching appeal as follows: PLEASE?

Ed. Barnard's smile—a new arrival for Ed. Why shouldn't he smile? His new Ford car arrived the other day. Mr. Barnard represents Edson, Moore & Co., calling on the city trade.

Philip Rosenthal, ladies' and men's furnishing goods, 1010 Jos. Compau avenue, together with Harry Rosenthal, have purchased the stock of furnishing goods of Ruhl & Reeber and will take possession of the store March 1.

Before a man is married he is called a bachelor. After he is married he is called—but we're not going to violate any postal laws.

Percy Bowen, with the Cadillac Motor Co., has purchased a half interest in the clothing business of McCann Brothers, Tecumseh. Percy will assume his new duties in a short time. During the past few years that Mr. Bowen has made his home in Detroit, he has made many warm friends who, while sorry to see him leave the city, are pleased to see him go where there is a much brighter future for him. That this will be the case no one of his host of friends doubts in the least. The firm name will be changed to McCann & Bowen.

Dime novels may come and dime novels may go, but the movies are always with us.

The store of Julius Stocker, 1780 Michigan, was robbed a week ago. The burglars were not content to take away what they were able to carry, but brought a wagon with them which they filled overflowing and escaped without being detected. Mr. Stocker conducts a dry goods and furnishing goods store and has been in his present location for a number of years.

Hartwe" Wilcox, famous as one of Grand Rapids' leading citizens, drug salesman and U. C. T. booster, par excellence, was in Detroit last week. Hartwell is the original little anecdote gatherer and was one of our best assistants when "scribing" for the Grand Rapids hustlers.

One-fifth of the business failures, says Bradstreet's last report, is from causes beyond their control. The other four-fifths is because they could not help it.

William Murthum, Warren; G. W. Bourke, Columbus; Mr. Marsh, Norwalk, O.; Elias B. Butler, of Butler & Co., Morenci; J. Lester Bird, of Bird & St. Louis, Pontiac; Sam Fleishman, Auburn; Julius Ippel, Saginaw, and Fred Waggner, were some of the prominent out-of-town

merchants who visited Detroit last week.

One thing that the average merchant can't understand is why a fellow will write articles on how to run a store for a small salary instead of putting his money making theories into practice.

That full page that Chipping Crickets wrote must have caused his arm to develop a case of rheumatism.

The department managers and city salesmen of A. Krolik & Co. were given a banquet at the Penobscot Inn last Thursday night, with the object of furthering the interests of the city business, with the co-operation of both the department managers and the salesmen.

A man's hopes, like an airship, are liable to have a slight mishap that will cause them to drop with a crash. Just when we were beginning to think that William Randolph Hearst was casting envious eyes toward us the mishap occurred. Here's a copy of a letter we received this week: "Dear Jimmie: I read a great deal and must say I read your 'Detonations' page at every opportunity. After reading your page I find that anything I read thereafter appears like a work of art in comparison. Also your page only makes the reading on the cover shine out all the brighter in comparison—A. E. Pennefather.

The greatest satisfaction we can have in the matter of revenge on Mr. Pennefather is the fact that we both claim the same mother-in-law.

The many friends of Erskine McLeish, who was obliged to relinquish his work as department manager for Edson, Moore & Co., owing to illness, will be pleased to hear that he is slowly but surely recovering.

The Smith Hotel, at Hillsdale, under new management, is undergoing repairs and is being remodeled into a first-class hotel in every particular. After the remodeling is finished the new management will undoubtedly accede to the law and add a few inches to the sheets now in use.

To Cadillac Council, No. 143, Friday night, February 20, will be the biggest night of the year and it is making great preparations to have its predictions prove a reality. On this night the Council will give its annual ball at the Knights of Columbus hall. Undoubtedly further notice of the ball will be found elsewhere in the Tradesman.

News report says Atlanta's Mayor heads a crusade against unsightly billboards. However, unsightly board bills prove more obnoxious to a great many.

The Whitney Hotel, at Ann Arbor, has equipped three sample rooms on the ground floor.

This is sure an age of inconsistencies. We know a traveling man who owns a fine full dress suit and his wife a beautiful expensive dress. They didn't go to a certain party the other night because they couldn't afford to pay the price—\$1.50 per.

John McMahon (Edson, Moore & Co.) says that it is best never to go against a father-in-law's will, especially if he receives favorable mention in the will. Johnny is the cut-up who made us sick in Mesick several years ago. John is just recovering from a several months' sick spell himself.

Over 100 retail hardware dealers, members of the Detroit Retail Hardware Dealers' Association, left for Kalamazoo in a special car to attend the State meeting Monday night. The party was accompanied by some of the local hardware salesmen and their famous (?) home grown quartette. The convention is to be held from Feb. 17 to 20.

Revised to date: The optimist sees the doughnut and the pessimist eats it whole.

Fred Schultz, manager of the Bancroft House, Saginaw, took the 32nd degree in Masonry at Bay City last Wednesday. For the present, however, the rates at the hotel will remain the same.

Nearly 100 attended the meeting of Cadillac Council Saturday night and an enthusiastic meeting it was, too. Senior Counselor Reattoir, with his usual vim and energy predicts that fully seventy-five will be initiated at the next annual meeting and if every member would put forth a small portion of the effort that his Senior Counselor does, the number will reach over the hundred mark. Nine members whose names were received too late for this week's issue of the Tradesman were initiated into the Council.

The police are cleaning up (?) Detroit. Following in the wake of the clean up, comes the news that the Gideons are going to distribute 2,000 more bibles in the hotels. In time Detroit may be fit to have a U. C. T. convention.

Tunis Johnson, superintendent of the G. J. Johnson Cigar Co., of Grand Rapids, stopped over in Detroit one day last week, enroute to his home, after a trip through some of the important cities of the East.

Word has been received that Thomas Griffin, of the Wayne Garment Manufacturing Co., had slipped and fallen, dislocating his shoulder, while in Syracuse, N. Y. The injury is not thought to be serious and, as the letter indicated, Mr. Griffin is able to be around again, although it is not known if he is able to attend to his regular work. He is accompanied by his wife.

Last year Newark, N. J., spent \$65,000 fighting mosquitoes. Evidently somebody got stung.

G. K. Coffey, Grand Rapids, stop look, read and smile. C. H. Jackson, aged 55, of Brockton, Mass., weighs 625 pounds.

Gard Wallace, (Cohen Bros. & Co. Milwaukee) has been working in the Southern part of the State for the past few weeks and came home last week long enough to have a heavy cold doctored, after which he started on his regular trip North on Monday.

A. B. Sanderson, general merchant of Hanover, has gone West for a few weeks' trip.

Glen Fillmore, of Quincy, has closed up the old Commercial House that he has been running for a number of years and has purchased the Quincy House, which he has refitted and remodeled until it is on a par with any hotel in the State for the money.

Henry Jordan (Burnham, Stoepel & Co.) says that most fellows find it a pretty hard job trying to live without working. We are at a loss to understand where Henry gets his information, because he is one of the greatest little workers in Detroit.

The position of Secretary of Cadillac Council seems to be a very desirable office to hold. As we understand it, there are seven or eight candidates in the field. We're willing to wager our last year's hat on the present Secretary for first honors, with Harry Auger a close runner up.

Talk is cheap, but they want cash for whisky.

Wes Pearson, the dry goods merchant of Fremont, and the writer both believe in reciprocity. We'd like some of his lean and he'd like some of our fat.

The thirstier a person gets in a local option town, the dryer it seems to get.

To J. M. Pauli, the Three Rivers merchant, we hand the palm. A sunny disposition is a great age reducer and Pauli sure has the sunny disposition and plenty of it. Do you know, he can smile even when tramping the floor with one in his arms at—well, any old time. Incidentally, Mr. Pauli mentions that Grover Cleveland had nothing on him.

Somewhere in this good U. S. of ours there may be a better hotel than the Gilmer, at Jonesville. Somewhere there may be a better fellow and hotel manager than H. G. (Dad) Starkey.

But you have got to show us.
James M. Goldstein.

Honks From Auto City Council.

Lansing, Feb. 16.—Learn a few things about Lansing this week:

That spark coils manufactured in Lansing are being used on automobiles, motor boats and other marine craft in every part of the globe.

That last year 6,400 tons of sugar were manufactured in Lansing.

That 30,000 gas engines are being built yearly in Lansing. At an average manufacturer's price of \$80 each these are worth \$2,400,000.

That 800,000 automobile wheels, 200,000 sets, or 6,400 carloads were shipped from Lansing last year.

That Lansing automobiles are to be found in every civilized part of the world and in some uncivilized parts. Detroit has her share of them.

Time is money, but the city treasurer refuses to accept it for taxes.

One day last week R. E. McHugh, Geo. Eaton, C. F. Poxson and one or two other ex-travelers were seated in Mr. Poxson's office, when the conversation took a reminiscent turn. Suddenly the office thermometer, which had hung in the same place and behaved itself for years, took on a troubled appearance and finally burst. Some hot air!

The sympathy of the entire traveling fraternity goes out to Mrs. Krats and daughter, who are left widowed and fatherless through the death of our beloved and honored brother, A. E. Krats, which occurred recently at Harper hospital, Detroit, closely following a surgical operation.

At last Dan Cupid has won. Raymond E. McHugh, for several years a member of our Council, has taken unto himself a bride, and starts tomorrow on a honeymoon trip, which will last over four months, during which time the happy pair will visit every state in the Union. Miss Isabel Maden is the unfortunate lady in this case and when they reach Wichita, Kansas, she will see that the Y. M. C. A. Joker Club casts not its influence over Mac.

L. L. Colton recently arrived in Cheboygan to learn that a wedding had taken place at the home of Mr. and Mrs. Slambrook, near there. The Slambrooks are farmers, who certainly know how to entertain a hungry bunch of hunters. At the wedding was the old bunch, John Ganon, Leo Eddleston, Jim Duffin, Geo. Langdon and wives, also Mr. and Mrs. F. H. Hohler and J. A. Ganon's right hand meat cutter, Joe Boulanger. Ganon has a lot of confidence in Joe, but had it shattered, to some extent, the night of the wedding, when John happened to go out on the back porch and found Joe with his mouth under the faucet of a keg of beer, apparently imbibing too freely of the hops. John got Joe in the house upon convincing him that the beverage would soon be served inside. When it came time for the spread and the tray was passed to Joe, he knocked over a half dozen small glasses trying to reach a big one. After the wedding banquet, cards and dancing were indulged in to some extent. Mr. Ganon, who does the calling, never has been known to take a drink of intoxicating liquor, but did take one glass of beer on this occasion just to be sociable, to the amusement of the crowd. It had such a telling effect on John that he wanted to call off all night and keep it up all the way home. Duffin and Eddleston, who usually engage in a few hot words when they go out on any excursion like this, owing to their different nationalities, took Langdon, a big fellow, along to keep them from fighting. George got Leo playing cards with Mr. and Mrs. Hohler, and Jim to dancing. Everything ran along smoothly until Mrs. Hohler caught Leo cheating. Then the climax came. Jim wanted to take Mrs. Hohler's part and Leo was willing that he should do so, but Langdon acted his part very nicely and soon everything was restored to peace and quietness. At a late hour preparations were made

to return home, Leo kissing the bride and all declaring they had had the best time of their lives.

Who put the note under the strap of C. E. Chamberlain's grip, asking about friends in Detroit and Lansing? Claude, who is a very popular fellow with his trade, spent a half day while in Cheboygan, calling on different people.
H. D. Bullen.

Merry Musings From Muskegon.

Muskegon, Feb. 16.—Fully ten inches of snow fell in Muskegon Sunday afternoon and night, making travel rather hard.

Jos. Whaley was a Lansing visitor last week.

John Porter has just completed his twelfth week of total disability since his accident last November.

Joshua Fuller, of Alma, seems to have lost his temper over the roller towel deal. Better keep it, Josh. No one else wants it.

Several members of Muskegon Council, No. 404, have been going for us of late—Jos. Whaley, Wm. Engle, Herman Anderson and N. C. Lulofs. Evidently they don't like to be mentioned.

L. W. Hoskins (Hazeltime & Perkins Drug Co.) was doing business in Fremont last week with a line of drug sundries.

There is quite a lot of difference between being an old joker and a relative of an old joker.

N. C. Lulofs not only can speak English and Holland fluently, but is now studying Scandinavian.

The executive committee of Muskegon Council has declared our office vacant. Pretty good judgment, we think.

Bernard Flynn, a prosperous young farmer of Alto, and Miss Celia Haley, book-keeper for the French Milling Co. of Middleville, were married last week Wednesday. As both were friends of the writer, we wish them GodsPEED.

N. C. Thomas, of Caldonia, merchant, auctioneer and jokesmith, was telling a farmer who chanced to be Irish how glad he was not to be Irish, to which the son of Erin replied, "Well, the Irish are glad of it, too."

Saturday, Feb. 21, is our meeting night. We would be pleased to see a few new faces. We have important business to transact so all come, boys.

We are very sorry to state that a member of Detroit Council, No. 9, purchased a ticket in Grand Rapids last Friday night and, being in a bad state of intoxication, got on the wrong train for Detroit. Such fellows are a disgrace to the order and to the entire force of traveling men in general.

It must be Ura Donald has frozen up. At least, we hear no more from him of late.

E. A. Stowe says that the Tradesman correspondents are a lot of fine fellows. Well, he just ought to hear what some of the boys say about them.

There is a hotel not a thousand miles east of Reed City, where the waitresses ought to take time, at least once a week, to comb their hair.

We wish some of the fellows who are hollering about roller towels would kindly refrain from smoking while riding in a closed bus. Cigarettes and pipe smokers, please take notice.

Roy Tuttle says that Sullivan, Michigan, and John L. have both seen their best days. We bet he won't dare tell Fred Shinner that.

E. P. Monroe.

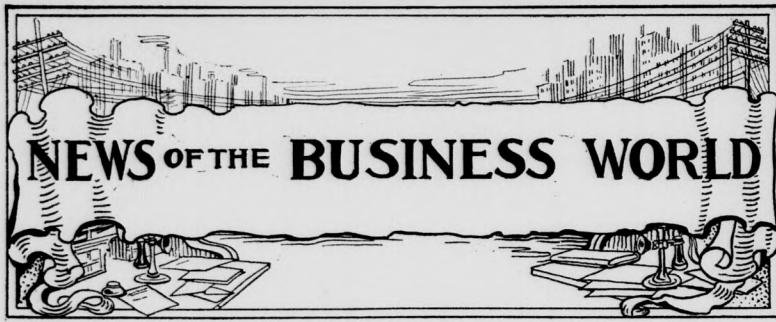
When business shows a decrease and expenses an increase the way to reverse the condition is not to cut down the advertising appropriation.

"Joy cometh in the morning," says the wise man—and if you are not an early riser you have a splendid chance of missing it.

ROYAL

BAKING POWDER
Absolutely Pure

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



Movements of Merchants.

Reed City—Ervin Upp has engaged in the meat business here.

Temple—Charles Davis has engaged in the grocery business here.

Lake City—Edwin Wieas has engaged in the meat business.

Reed City—Charles P. Massey has engaged in the undertaking business.

Falmouth—Terpenning & Fuller have engaged in the harness business here.

Williamston—Beeman Bros. have sold their meat stock to George Londerburger.

Iron River—Miss Mamie Swanson has engaged in the millinery business here.

Lapeer—O. W. Bagley, recently of Morrice, has opened a grocery store here.

Jackson—Henry Moraff will engage in the clothing business here about April 1.

Otsego—R. J. Barnes is moving his drug stock from White Cloud to this place.

Boyer City—Wm. Drayton & Son succeed Wm. Drayton in the grocery business.

Mulliken—S. F. Davids succeeds Davids & Holland, in the furniture business.

St. Johns—Charles Spatofore has opened a fruit, confectionery and cigar store here.

Boyer Falls—Stephenson Bros. succeed Stanley Burdo in the grocery and meat business.

Armada—George Steinmitz, recently of Williamston, has engaged in the clothing business here.

Detroit—The Metropolitan State Bank has changed its name to the Federal State Bank of Detroit.

Greenville—Roy Van Wormer has purchased the Chris Christensen grocery stock and taken possession.

Jonesville—L. W. Sibbald & Co. succeed Frank E. Guy & Co. in the dry goods and grocery business.

Marquette—H. F. Handford, shoe dealer, is remodeling his store building both outside and inside.

Manistee—M. P. Nielsen has purchased the Louis Bauer grocery stock and will consolidate it with his own.

Reed City—Charles P. Massey has engaged in the undertaking business in the H. K. Smith building.

Muskegon—Veits & Congdon will open a paint and wall paper store at 470 Lake street about March 1.

Mass—The farmers in this vicinity have organized the Mass Co-operative Store Co., with a capital stock of \$15,000.

Adrian—Fred J. Westfield and Lewis A. Blazer have formed a copartnership and engaged in the meat business here under the style of the Maple City Meat Co.

Ishpeming—F. W. Potts succeeds T. H. Howe as manager of the local branch of the Grand Union Tea Co.

Marshall—Peter Wills has sold his stock of dry goods and notions to Miss Emma Goff, who will continue the business.

Holland—Joseph Fabiano, recently engaged in the fruit and confectionery business, is succeeded by Joseph Fabiano & Son.

Ontonagon—Mrs. Alice Miles has purchased the Clara Roberts stock of millinery and dry goods and will take possession March 1.

Laingsburg—Walter Wright has purchased the Floyd H. Stevens grocery stock and will take possession about March 1.

Hancock—B. Arne, who has conducted a clothing store at Negaunee, has removed his stock here and will continue the business.

Hastings—Wm. Schippers and Martin Morse have engaged in the dry cleaning business under the style of Schipper & Morse.

Gaylord—H. E. Fox has sold his drug stock to Theodore Gutteridge, who has taken possession and will continue the business.

Lansing—N. R. Keeler and son, Lloyd, will engage in the grocery business here about March 1 under the style of N. R. Keeler & Son.

Portland—Burglars entered the O. E. Robinson grocery and shoe store Feb. 15 and carried away goods and cash to the extent of about \$50.

St. Johns—Miss Catherine Stevens succeeds McConnell & Stevens in the millinery business, having purchased the interest of her partner.

Redford—A bank has been organized under the style of the Redford State Savings Bank, with an authorized capital stock of \$25,000.

Jackson—F. A. Kennedy, grocer at 117 North Jackson street, has sold his stock to Fred Stinch, who will continue the business at the same location.

Lowell—J. M. Meyers has sold his coffee, tea and spice stock and creamery agency to F. W. Braisted, who will continue the business at the same location.

Sturgis—Horace Gage, proprietor of the Mound Springs resort, six miles west of here, died at his home, Feb. 11, after an illness of but an hour, aged 50 years.

Manchester—Adams J. Wurster has sold his fuel and windmill stock, also two store buildings, to Charles Burtless and William Schafer, who have formed a copartnership under the style of Burtless & Schafer. The new firm will open a feed and produce store in one of the store buildings purchased.

Trout Creek—N. W. Kieffer, who recently lost his store building by fire, has purchased the C. O. Ellis store building and will occupy it with his stock of general merchandise.

Saranac—Otis & Vaughn, grocers, have been succeeded by Arden L. Otis and Dale K. Jepson, who will continue the business under the style of Otis & Jepson.

Kalamazoo—Francis B. Drolet, druggist on South Burdick street, is installing a jewelry and watch repair department in his store under the management of Leigh C. Drolet.

Port Huron—Fire destroyed the David MacTaggart Co. stock of books, stationery and photo supplies, and the R. S. & J. D. Patterson Co. jewelry stock, Feb. 12.

Montrose—William Hillier has sold his interest in the Hillier & Way stock of general merchandise to his partner, Arthur Way, who will continue the business under his own name.

Bellevue—John H. York has purchased the interest of his partner, Fred E. Green, in the York & Green stock of general merchandise and will continue the business under his own name.

Marion—The Witter & Rule Co. has engaged in business to deal in merchandise of all sorts, with an authorized capital stock of \$5,000 of which \$4,000 has been subscribed and paid in in cash.

Saginaw—A new company has been organized under the style of the Hubbell Auto Sales Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in cash.

Sigma—Fred Narrin, recently engaged in trade at Grayling, under the style of Connine & Narrin, has purchased the George Bice stock of general merchandise and will continue the business at the same location.

Marquette—Hager Bros. Co. Ltd., have merged their business into a stock company under the same style, with an authorized capital stock of \$10,350, all of which has been subscribed and paid in in property.

Detroit—The Model Family Supply Co. has engaged in the wholesale and retail grocery business, with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed and paid in in property.

Alma—Fire damaged the J. Cohen & Bro. clothing stock to the extent of about \$15,000, the A. R. Smith shoe stock, \$2,000 and the D. W. Robinson stock of dry goods about \$500, Feb. 16. All the losses are covered by insurance.

Eaton Rapids—Paul A. Hale and Harold Pettit have formed a copartnership under the style of Hale & Pettit and purchased the J. J. & D. G. Vaughan furniture stock and will continue the business at the same location.

Fowler—E. Breneman has sold his hardware and implement stock to Frank Whittaker, who has taken possession. Mr. Breneman will devote his entire attention to the Breneman & Sturgis hardware and implement store at Muir.

Lowell—A big hound walked into a meat market here a few days ago helped himself to a nice string of frankforts and walked out as deliberately as though

he had left the proper change with the butcher. As he passed down the street the weenies were sticking out of his mouth in all directions.

Detroit—Trustee Corwin, who was appointed to wind up the affairs of the A. T. Brennan Co., 274 Woodward avenue, has sold the stock to the Henry Blackwell Co. The merchandise inventoried about \$10,000, consisting of boys' and girls' clothing.

Detroit—Samuel Cohen has merged his business into a stock company under the style of the Cohen Dry Goods Co., with an authorized capital stock of \$3,000, which has been subscribed, \$1,010 being paid in in cash and \$1,990 in property.

Owosso—D. M. Christian, conducting a department store, has merged his business into a stock company under the style of the D. M. Christian Co., with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Eaton Rapids—J. J. & D. G. Vaughan have sold their furniture stock to Paul B. Hale and Harold A. Pettit, who will continue the business under the style of Hale & Pettit. J. J. & D. G. Vaughan will continue the undertaking business under the same style.

Marlette—Thomas Wilson, dealer in hay, wool, beans, etc., has merged his business into a stock company under the style of Thomas Wilson. Incorporated, with an authorized capital stock of \$20,800, of which \$15,600 has been subscribed and paid in in cash.

Detroit—Putnam, Moore & Brown have engaged in the contracting and construction business and to deal in materials used in connection therewith, with an authorized capital stock of \$10,000, all of which has been subscribed, \$7,500 being paid in in cash and \$2,500 in property.

Manufacturing Matters.

Muskegon—The Harris Broom Co. has moved here from Chicago.

Saginaw—The Modart Corset Co. has increased its capitalization from \$175,000 to \$225,000.

Detroit—The American Brass & Iron Co. has increased its capital stock from \$30,000 to \$100,000.

Marine City—The capital stock of the Michigan Salt Works has been increased from \$15,000 to \$33,000.

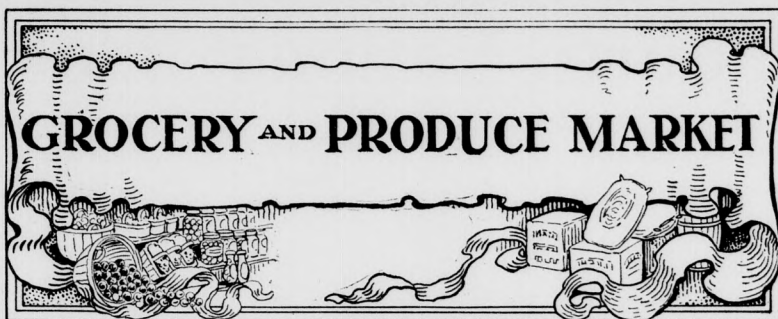
Detroit—The capital stock of the American Butter & Cheese Co. has been increased from \$50,000 to \$100,000.

Petoskey—The capital stock of Cook, Curtis & Miller, lumber manufacturers, has been decreased from \$200,000 to \$90,000.

Kalamazoo—A. B. Sternfield has purchased the plant of the American Enameling Co. and changed its name to the Kalamazoo Enameling Co.

Detroit—The Lanyo Brick Co. has changed its name to the Mercier-Bryan-Larkins Brick Co. and increased its capital stock from \$30,000 to \$60,000.

Detroit—The Sweet Manufacturing Co. has engaged in business to manufacture and deal in gas engines and accessories thereof, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.



Review of the Grand Rapids Produce Market.

Apples—The market is strong. Greenings and Baldwins have advanced to \$5 @6 per bbl. Northern Spys and Jonathans, \$6@6.25.

Bananas—Have advanced to \$3 per 100 lbs. or \$1.50@2 per bunch.

Butter—Receipts of fresh are about normal for the season and the creamery market is firm at prices ranging about 3c higher than a week ago. The demand for fresh butter continues to be very good, absorbing all the receipts on arrival. The stocks in cold storage are very large and the demand is very light for all grades of storage butter. The market is very dull. Local dealers are holding fancy creamery at 31c in tubs and 32c in cartons, which is about the same as the price ruling in New York and Boston. Local dealers pay 22c for No. 1 dairy and 16c for packing stock.

Poultry—Short receipts have caused an advance in fowls. Local dealers now offer for fowls; 8c for old roosters; 7c 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.

Cabbage—2½c per lb.

Carrots—65c per bu.

Celery—35c per bunch for home grown; \$2.25 per crate for Florida.

Cocoanuts—\$4.75 per sack containing 100.

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

Cucumbers—\$2 per doz.

Eggs—Prices are on the toboggan, local dealers having reduced their paying price to 25c for fresh, with every indication of still lower quotations before the end of the week.

Grape Fruit—The market has declined to \$4.75 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 are steady at \$3.75@4 per box.

Lettuce—Eastern head has declined to \$2.25 per bu.; hot house leaf has advanced to 16c 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—\$1.50 for red and yellow and \$2 for white; Spanish, \$1.75 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 45 @50c; local dealers get 65@70c.

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

Radishes—30c per dozen.

Spinach—\$1 per bu.

Strawberries—40c per qt. for Florida.

Sweet Potatoes—Delawares in bushampers, \$1.10.

Tomatoes—\$4.25 per 6 basket crate of California.

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

The Grocery Market.

Sugar—The American Sugar Refining Co. has advanced its price on granulated to 4.10c f. o. b. New York. Warner and Federal have advanced to 4.05c, but Arbuckle and Howell are still holding at 4c. Federal is sold up five days ahead, Arbuckle one week ahead and Howell until March 1. All of the refiners are running close on supplies and it is intimated that slightly higher prices may be expected before the end of the month.

Coffee—Rio and Santos grade are unchanged in price and not very active. Conditions are substantially as they were a week ago. Mild grades, however, are booming and very firm, on account of small spot supply. In the last few weeks the advance in some grades, notably Bogos, has been 1@1½c. The present demand for mild coffee is good. Java and Mocha are unchanged and quiet.

Canned Fruits—With stocks in first hands much below the average for the season and jobbers offering little, if anything, except to the regular trade, the market for all varieties of canned fruits—Coast, Southern or Western—is firm. The demand, however, is rather slow in all lines and on the hand-to-mouth order.

Canned Vegetables—Future tomatoes are not wanted except special brands. Expectations seem to be more or less general that spot goods will advance before the end of the season. At the opening prices so far made by Maine corn packers there is comparatively little business reported. Buyers look for the discounts they have been allowed in previous years, but packers decline to meet them. The opening price was 97½c f. o. b. Portland, but it is not learned that any of the packers quoting that figure have been willing to shade it more than 2½c a dozen. In the finer grades of Western peas, for which the demand has not realized expectations of packers, the market was easy, and, while nominally opening prices prevailed, it was said in well-informed

quarters that a considerable concession was being made on Nos. 2 and 3 Alaskan. String beans, being in small compass on the spot, are firm, but no quotable advance in prices is to be recorded.

Canned Fish—Salmon of all grades is unchanged and in fair demand for the season. Domestic sardines are unchanged and very firm. Mustards have advanced to within a much closer relation to oils than usual. Imported sardines are still very scarce and high.

Dried Fruits—A strong feeling is noted in prunes, both California and Northwestern, with the trend of prices strongly in buyers' favor as a result of the statistical showing. However, no quotable change in spot prices was recorded. Apricots, being scarce here and Coast holdings closely cleaned up, the market is strong, with an upward tendency. Not much interest is shown by the distributing trade in this section, but as Coast reports reflect firmer conditions there, with a larger movement to the principal consuming markets, the feeling here is steadier. There is little if any demand for Coast Raisins from the local trade and prices are nominal. Imported raisins are steady and unchanged but are getting comparatively little attention here at present. Currants are dull, but it is claimed that the margin of profits for cleaners is very narrow and most sellers consequently are reluctant to meet the concessionary prices named in some quarters. This weakness prominent factors believe to be only temporary and is attributed by them to the fact that some of the smaller cleaners have failed to have proper systems of cost accounting. Persian dates in bulk are easier owing to pressure to sell from some quarters. The last shipment of Fards is due this week. Smyrna figs are getting scarce and the market is firmer. Bag figs are particularly strong and is diverting attention to California stock.

Cheese—The market is firm, with a light consumptive demand. Stocks are also reported to be light and the market is firm. No change in price is expected in the near future.

Syrup and Molasses—Corn syrup shows no change for the week and therefore compound syrup is unchanged, the demand being seasonable. Sugar syrup is dull at ruling prices, molasses seasonably active at unchanged prices.

Provisions—Smoked meats are ¼c higher. Both pure and compound lard are steady with a moderate consumptive demand. Barreled pork, dried beef and canned meats are steady at unchanged prices.

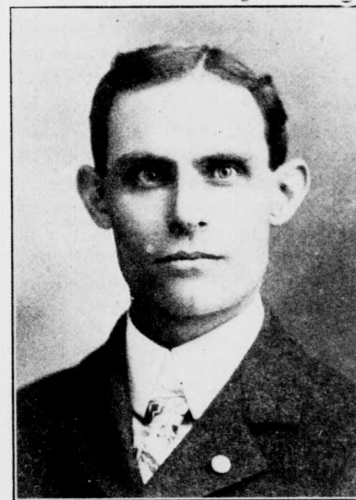
Salt Fish—Mackerel prices remain steady to firm and are practically unchanged. Cod, hake and haddock are wanted in a fair way and show no change in price. The market is steady.

Niles—The Auto-Tractor Co. has engaged in business to manufacture and deal in machinery, with an authorized capital stock of \$200,000 of which \$108,000 has been subscribed, \$3,200 paid in in cash and \$25,000 in property.

Fred W. Fuller Endorsed for State Secretary.

At the regular meeting of the Grand Rapids Retail Grocers' Protective Association, held last evening, it was unanimously decided to present the name of Fred W. Fuller to the coming State convention as candidate for Secretary of that organization. It has long been felt by local grocers that the office of Secretary should be in stronger hands than has been the case for some years past and the election of Mr. Fuller would do much to restore the confidence of the members in the stability and integrity of the organization.

It was also decided to close all the grocery stores in the city on Tuesday



FRED W. FULLER.

afternoon so that all local members of the organization can be on hand to welcome the guests on the occasion of their first meeting in the city hall.

It was also decided to enter into an arrangement with the Nationally Advertising Goods Association to hold a pure food exhibition here the last week in July or the first week in August. This exhibition will comprise 140 different lines of goods. There will be about 150 people accompanying the affair, besides a band of fifty pieces. These exhibitions have been held in other cities with much satisfaction to all concerned and it is confidently expected that the exhibition will be an unparalleled success.

In Better and Larger Quarters.

Chicago, Feb. 16.—It may be of interest to those of your readers whom we are trying to reach through your publication to know that the offices of our selling agency, the Moneyweight Scale Co., is about to move from its long-established headquarters at 165 North State street to newer and better quarters at the corner of Randolph and Madison streets. The move is necessary on account of the congested condition in which we find ourselves, after fifteen years of steady development.

The Computing Scale Co.

Duets.

Mrs. Newrich (who has advertised for a Christmas pianist)—So you are the music teacher that answered my advertisement?

Pianist—Yes, ma'am.

Mrs. Newrich—Well, sit down and play a couple of duets, so that I can see what you can do.—Yonkers Statesman.



After a spell of such financial enthusiasm as that of January, there always comes a reaction of sentiment, due partly to the fact that the glowing expectations are not realized as quickly and as had been imagined, but partly also to the gradual realization that there are still some questions left whose bearing is either doubtful or actually unfavorable. At such times, the new-born enthusiasm of the financial public gradually gives way to a cautious survey of the general situation, in which all facts bearing on it are seriously considered, in order to get the balance of probability clear in mind. It is this point of view which causes such reaction in stocks as occurred at the end of January. It also has its effect on general sentiment.

Business throughout the State is gaining slowly but steadily. There is not the sudden rush that many predicted thirty days ago, but there is a substantial expansion that is proceeding all the time. Those who were wildly enthusiastic over the prospects a month ago have sobered off, but they are quite content with a slow but permanent growth in the way that lasts.

There is at least no doubt regarding the confident feeling that prevails in trade and industry; it is reflected in the increasing demand, especially for steel and iron products. Steel mills are now running 60 to 75 per cent of their capacity, an increase of 20 to 25 per cent, and in some lines even more. This is one essential basis for the improvement in confidence and for the better feeling that is observable in spots all along the line.

Underlying everything else is the knowledge that the change which has taken place in money market conditions, during the past six weeks, has been one of the most remarkable in many years. It is not only local, but has been world-wide, and the rapidity of the shift from scarcity to plenty is admitted to reflect returning confidence, and a loosening of hoarded funds. This easy money continues to prevail throughout the West, with rates lower than for more than a year. There has actually been some 4 per cent money put out by the banks this week. The most striking weakness has been in commercial paper, which has sold as low as 3½ per cent for packers' names, such as Morris and Swift, and there has been a demand for it at these low rates, though they are 2 per cent lower than the inside figure at the close of last Decem-

ber. Local and country banks are buying steadily, and the market is more closely cleaned up than for months.

Interior banks meantime are paying off loans to banks here and increasing their balances. The demand for money is by no means urgent, here or in any part of the State. There are a few bankers who regard the situation as one which points to advancing rates inside of the next three months, who figure that there will soon be a turn, and who, therefore, consider it unwise to tie up their funds in low-rate loans at present, when a later improvement in the demand may bring better rates. Such people feel disposed to lose a month's interest, or even more, rather than miss a chance to put out their money later at better rates.

Meantime, bond houses are doing a large business, but there is a decrease in the public buying of stocks this week. The market has not acted in a way to induce the public to keep on buying. They want a market to advance almost continuously, or if there are set-backs, there must be rapid incidental recoveries. But in the long run, it is larger considerations than the whim of the speculating public, which will govern the movement of a market.

The matter of re-organizing the Citizens Bank of Bellevue which closed its doors two weeks ago, has been abandoned for the present. The closing up of the affairs of the Bank has been left entirely in the hands of Assignee Karl Kimberly, who will have the assistance of President C. E. Scott and Cashier B. D. Vaughan, in making the collections for settlement with the depositors, all of whom will be paid in full.

The 455 state banks and six trust companies in Michigan showed a net increase in loans during the last year amounting to \$14,357,080.68, and total increases in deposits amounting to \$19,572,135.48. Of the increase in deposits, \$10,922,071.57 was in commercial and \$8,650,063.91 in savings. During the same period capital stock increases amounted to \$1,975,270.

The total reserve maintained by the state banks and trust companies was \$71,338,806.05 on Jan. 13, 1914, or 20.68 per cent. The total cash reserve amounted to \$26,009,893.61, or 7.54 per cent, which makes the total

Fourth National Bank

Savings
Deposits

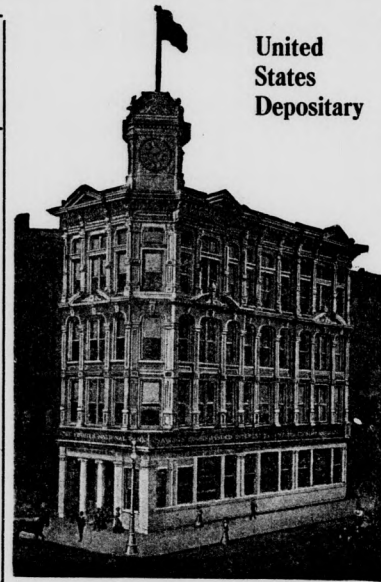
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Per Cent
Interest Paid
on
Savings
Deposits

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.

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

reserve carried by Michigan state banks \$16,685,659.18 over the requirements of the state banking law. These figures are taken from the report of the state bank department, issued by State Banking Commissioner Doyle.

The report shows that Michigan state banks and trust companies show a gain of \$6,296,867.98 in aggregate business since Oct. 21, 1913. Since the October report there has been a decrease in loans in the state banks of \$584,415.25 and an increase in deposits for the same period amounting to \$6,296,668.48. Capital stock increases, three months period, amounted to \$714,990.

Judge Clarence W. Sessions, of the United States District Court, at Grand Rapids, has decided that the \$2,000 worth of stock in the Citizens' State Savings Bank of Plainwell, which was contained in the list of assets on the schedule filed by Victor L. Palmer, bankrupt, should be turned over to the Michigan Trust Company, receiver for the former secretary-treasurer of the Michigan Buggy Company. The Plainwell Bank claimed that Palmer was owing that institution money and that the amount should be deducted from the proceeds of the sale of the shares of stock. Judge Sessions ruled that the stock should be turned over to the Trust Company to be equally distributed among the creditors of the Kalamazoo man.

Think of everybody you know and you will discover that there are lots thing to be anxious about is whether

Stinginess is the stepmother of dishonesty.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid.	Asked.
Am. Light & Trac. Co., Com.	353	355
Am. Light & Trac. Co., Pfd.	106	108
Am. Public Utilities, Pfd.	76½	77½
Am. Public Utilities, Com.	51½	53
Cities Service Co., Com.	96½	98
Cities Service Co., Pfd.	75	76
Citizens Telephone Co.	75	80
Comwth Pr. Ry. & Lt., Com.	57½	59
Comwth Pr. Ry. & Lt., Pfd.	78½	80
Comwth 6% 5 year bond	95	99½
Pacific Gas & Elec. Co., Com.	48½	47½
Tennessee Ry. Lt. & Pr., Com.	15½	16½
Tennessee Ry. Lt. & Pr., Pfd.	68½	69½
United Light & Rys., Com.	83	85
United Light & Rys., 1st Pfd.	76½	77½
United Lt. & Ry. new 2nd Pfd.	72	74
United Light 1st and ref. 5% bonds	86	89
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	100
G. R. Brewing Co.	145	161
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	255	300
Kent State Bank		258
Old National Bank	204	208
Peoples Savings Bank	250	

Booker T. Washington's Latest Story.

Old Uncle Cal Clay invited the parson to eat Christmas dinner with him. The parson accepted, and the spread was magnificent—sweet potatoes and celery, cranberries and mince pie, plum pudding, and a turkey so big and yet so tender that the parson had never seen the like before.

"Uncle Cal," the parson said, as he spread the clear pink cranberry sauce slice of breast, "Uncle Cal, where did you get this wonderful turkey?"

"Pawson," said Uncle Calhoun Clay solemnly, "when you preached dat wonderful Christmas sermon dis mawnin', did I ax you whah you got him? Nuh, no. Dat's a trivial matter."

Nearly the Real Thing.

"Pa, what's the irony of fate?"
 "To become able, at last, to own an automobile and then be ordered by the doctor to walk for your health."

On the Upward Swing

The pendulum of prices for securities has passed the center.

Do not delay if you wish to increase your income.

American Public Utilities Co.

6% cumulative preferred stock combines possible appreciation, stability of business, assured return and marketability.

The company operates gas and electric properties in fourteen prosperous cities, serving an aggregate population of 525,000.

Its relations with the public are harmonious, and its business is conducted on a profitable basis.

Write for map and earning statements

Kelsey, Brewer & Company

ENGINEERS BANKERS OPERATORS
 GRAND RAPIDS, MICHIGAN

BUY BONDS NOW!

We especially recommend at this time the purchase of well-secured bonds for the following reasons:

- 1—Prices are very low at the present time; in fact, no lower price level has been reached in over five years.
- 2—The intrinsic value of good issues has steadily increased in face of decline in prices.
- 3—Underlying conditions are sound and money rates will probably be lower in the near future.
- 4—New currency law should equalize money rates and favorably affect bond purchases by financial institutions.

We offer only such bonds as in our judgment afford absolute security for the principal and yield a fair return on the investment.

GRAND RAPIDS TRUST COMPANY

123 Ottawa Ave., N. W.

Both Phones 4391

Safety First

Is a popular phrase just now.

It has been our plan of business life for nearly a quarter of a century.

We have for sale good investments for your money. State, County and Local tax free.

The Michigan Trust Co.

POLICY HOLDERS SHARE IN OUR EARNINGS

The reason for our large increase in business last year was our EXCELLENT CONTRACTS combined with our NON-PARTICIPATING RATES ON WHICH WE PAY DIVIDENDS. WE HAVE THE BEST SELLER ON THE MARKET.

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

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

GRAND RAPIDS SAVINGS BANK

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

OFFERING 8 PER CENT GILT EDGED INVESTMENT

A. O. SELF & CO.
 Business Brokers Dallas, Texas

Kent State Bank

Main Office Fountain St.
 Facing Monroe
 Grand Rapids, Mich.

Capital - - - \$500,000
 Surplus and Profits - \$400,000

Resources
 8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
 in Western Michigan



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

Sample copies 5 cents each.

Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 18, 1914.

PATERNALISM GONE MAD.

Postmaster General Burlison's report to the United States Senate, recommending immediate government ownership of telephone lines, with a system of license for the other agencies of communication, establishing a government monopoly even where there is not actual ownership, is paternalism gone mad and must surely prove disastrous.

A great shout is made over the apparent success of the parcel post in this country from a financial standpoint. It is claimed that the post-office department is now self-supporting; even run at a profit. But they do not tell us how this reduction of cost and increase of revenue has been accomplished at a great sacrifice of efficiency. It is awful the way people do not get mail service now. There is simply too much for the employes to handle. They can not do the impossible. It is to be hoped parcel post is accommodating the few, for it is certainly proving unfortunate to the many.

If Uncle Sam takes hold of the telephone, and we are subjected to any increase of annoyance over that to which we must now submit at the hands of the hello girl, our plight will, indeed, be most miserable. Far better is it to legislate control of corporations rather than assume too much in the way of business enterprises which should be left to men who have not a government upon their shoulders to handicap them. With the evils of party patronage, as displayed by whichever party is in power, there would be small chance of telephone ownership being made satisfactory.

The Tradesman holds to the theory that the sphere of government should be limited to the keeping of order and the enforcing of contracts and that every invasion of the rights of the individual is wrong in theory and injurious in effect.

If the merger method is to increase, individualism in manufacturing and distribution will soon cease to exist. Conceding many advantages in the merger method and considering the changes which time has wrought in both the manufacturing and distributing fields, the Tradesman maintains that the country was more prosperous, the people happier

and working men better employed under a system of manufacturing and distribution which gave every man a chance to show his capabilities and gradually expand his lines and territory on acquired capital, without being compelled to resort to enormous aggregations of wealth, patents, legal and managerial ability, artificial alliances and iron-clad agreements which tend to concentrate business in a few hands. The Tradesman believes that we shall see a return to these conditions in the future to an extent that will enable us to re-establish the integrity and individuality of the manufacturer and dealer and not force him to ally himself with enormous interests.

If trades unionism and socialism are to become general, individualism among workmen and employers of workingmen will become a thing unknown. For some time it looked as though such a result would ensue, but the trend of the times now indicates that collective bargaining, the level scale, the strike with violence, the reign of the business agent, the walking delegate, the grafter and the dynamiter are all on the wane—that the thinking people of the world have placed the seal of decisive disapproval on the destruction of individualism in the worker and propose to assist in regenerating him from the evil associations and bad education into which two or three million of our hundred million people have been inveigled by such unscrupulous leaders as Gompers, Lynch, Hayward and Moyer.

What is the most needed at this time to stem the tide of combination and communism is men with courageous hearts and iron wills; men who think independently and act understandingly; men who refuse to be dictated to by preacher, prelate or politician; men who scorn to enter into any unholy and illegal alliance with either capital or labor; men who turn a deaf ear to the entreaties of those who would foster illegal agreements for the maintenance of prices; employers who refuse to write themselves down as criminals by entering into closed shop agreements with union emissaries; workmen who permit themselves to be pounded into jelly by union thugs and assassins rather than join hands in the criminal conspiracy to which every union man must subscribe. It requires courage—and courage of a high order—to stand out against the gods of Mammon and graft, but unless a sufficient number of men are willing to take a stand along these lines the time will soon come when individualism will cease to exist and our boasted liberty will be a thing of the past.

No job is too big for the big man, and no job is too small for the small man. And you can pretty nearly always tell the size of the man by the size of the job that holds him.

If you don't want to be a clerk all your life, study the trade journals and other literature about business and learn how to be something greater.

THE TREND OF TRADE.

There are clearly defined indications in this and contiguous territory, that the country, so far as regards its business progress, has definitely turned the corner. Uncertainty and depression are behind us; the new forward movement has qualities that spell unmistakable healthfulness in fundamental conditions. This does not mean that a sensational outburst of activity is expected; but it recognizes that altered sentiment will compel material enlargement in productive capacity.

This conclusion is not now based on sentiment, but on actual new business, especially in lines that usually mark a turn in the tide of trade, whether from ebb or flood. Such evidences are not yet visible in the situation as a whole. There are lines where expectancy of enlarged scope of operations has not been realized, and where keen disappointment is felt because of such absence of recovery. In brief, circumstances are such that no uniform descriptive term can be applied to the movement of the hour.

Still, business interests which take the broader view hold that the atmosphere of doubt, even in the cases just referred to; will yield to hopefulness when the expansion in basic lines enlarges its already clearly outlined tendencies. What is viewed as a significant sign is that dates for future shipments of equipment and supplies needed in industrial development are being altered, either to immediate or to earlier delivery than had been originally specified; the one exception to this condition still being in lines of trade that have to do with railroads.

THE TRADE IN GARDEN SEEDS.

In every community there is an opening for a good trade in garden seeds. In many country communities it is the custom for the grocers to stock up with a lot of seeds more or less ancient, some of which may prove all right, while others have entirely lost their vitality. This has led those who know that poor seed is a most expensive proposition to shut them and patronize the regular seed stores. Yet it often happens that the subject is forgotten until too late to send to the seedman; and the local seed store is not found in every rural community; and so they find themselves at last doing the old thing over again, depending upon the stock which the grocer happens to have, and accepting substitutes for some special pet variety.

Now is the time to agitate the seed question. If you can offer goods you can guarantee as first-class, get ready for the campaign in earnest; if you are not willing to do this, stay out of the seed trade entirely. But there are so many chances for you to do nicely, that the experiment is well worth pushing. A few sample packets of tomato or some other quick growing seed that people like to start early in the kitchen window will convince your patrons that your seeds will grow. Study the probable needs of your customers, and remember them in making out your order.

If they are out of the market gardening zone, select varieties best for home use.

The parcel-post system just instituted in Canada is based on American experience, yet has elements of proper caution. Rates show an increase over ours. For the first three months packages over six pounds in weight will not be accepted, and special charge is made for delivery by city carrier. The principle is laid down that the system must pay its own way, and the Toronto Mail and Empire remarks that, "until the service has been in operation six months it will be impossible to gauge" its financial status. Only 20,000,000 to 25,000,000 parcels are anticipated, as against our 700,000,000 the first year. But the significant fact is that Canada, after fifteen years of indifference to a subject often urged upon the Laurier government, virtually duplicates our system. It may be expected that, after adjustments which only time can bring, postal co-operation between the two countries will cover the parcel post, too, and its rates.

The Blackburn murder trial, which occupied the almost undivided attention of Grand Rapids people for two weeks, ending two days ago in a disagreement of the jury, was a valuable object lesson by disclosing how easily manufactured evidence can be produced to shield creatures of the Blackburn type. Judge Stuart discharged the difficult duties devolving upon him as trial judge with singular skill and remarkable impartiality, thus bringing added laurels to the bench he has so long honored. Prosecuting Attorney Phelps showed wonderful resourcefulness in combatting the adroit tactics of the underworld. Considering what he had to contend with in the shape of questionable testimony which approached closely to the line of perjury, the presence and antagonistic manifestations of mobs of toughs in the court room and the back stabbing tactics of the local detective department, he made a record of which right thinking people everywhere may well be proud.

The action of the Grand Rapids Retail Grocers' Protective Association, in presenting the name of Fred W. Fuller as candidate for Secretary of the State organization will meet with very general approval. Mr. Fuller has been a retail grocer over twenty years. He was President of the local association for about ten years and also President of the State organization several years. He is thoroughly familiar with the theory and practice of organized effort on the part of the retail trade and it goes without saying that his candidacy will be very generally accepted as a happy solution of the very serious problem which has confronted the retail merchants of the State for some years past.

You get cheerfulness out of life in proportion as you put cheerfulness in. You cannot invest counterfeit coin and expect dividends in real money.

The memory of a witness is usually either too good or too bad.

BACKWARD AND FORWARD

Accomplishments and Ambitions of Michigan Hardware Dealers*.

Men are growing more associated. You can see it in this meeting, Indicated by the emblems worn, By the hundreds you are greeting, Have you seen the hardware button?

Here it is upon my coat. And it's fraught with deeper meaning,

Than a passing glance would note. In looking over the audience before me, I see many familiar faces, and it makes me feel at home and it is with no small pride that I point back to the small gatherings that were held twelve years ago when I joined this Association. It has been more than just Association to me. It has made me interested in the work. It has made me many friends and business acquaintances. I do not think I have missed a convention during this time, for it has been a part of my business.

Through all these years I have watched the Michigan Retail Hardware Association grow until it now numbers nearly 1,000 of the liveliest, brainiest and most progressive hardware men of the State, who have gathered here from all parts of the State to attend their Twentieth annual convention.

It affords me great pleasure to greet you here this afternoon and I hope your stay here during the convention will be profitable to you, as well as the association, that the discussions will interest you, and you will assist us to try and solve some of the problems that are before us.

The hardware man of to-day has attained a position of prominence in the eyes of the commercial world. He has kept strides with other great industries which have developed in the past few years. Now let us put our shoulders to the wheel and keep in the front rank; keep the hardware trade where it belongs; keep up the fight for better business and a fair deal for all.

The Michigan Retail Hardware Association has had a splendid growth this past year and the officers have been kept very busy the entire year. It has been a great pleasure to me to be surrounded by such an able set of officers who have given their time to this good work and I cannot help to commend and thank them at this time for their loyal support.

The year has been a problem to many of us in the hardware trade. The year started right and just about the time when Nature began pouring out her abundance of crops and everything looked as though it were going to be a banner year, the pessimist started going around the country calling "hard times" and "panic." It went from coast to coast. Everyone got the fever and hung onto their pocketbooks. It was like a run on the bank.

Thank God, the confidence of the American people has been restored, the tariff and currency bills have been passed and men are being put back to work by the thousands. By spring we will find the beginning of the best and most prosperous year we ever had.

Be a booster. Tell the people that business is good. Say it and say it until you convince the calamity howlers that there is no such a thing as "panic," that they have made a mistake and you can prove it, for business is good.

Your Association was well represented at the National Retail Hardware Association convention held in Jacksonville, Florida, last March. It was a very interesting meeting. You no doubt, have all read the complete reports in the Bulletin and other

*Annual address of Fred A. Rechlin, President Michigan Retail Hardware Association, delivered at Kalamazoo, February 17.

hardware publications. We brought back with us our Brother Chas. A. Ireland, of Ionia, as the National President. It is a great honor to this Association to have the National President among its members.

We have inaugurated this year a freight auditing bureau through the office of our Secretary, where every member can send his freight bills and have them audited, collect the overcharges and damages. This service costs you nothing and I hope you will all avail yourselves of same.

In October your Secretary and I attended the National Secretary's conference in Chicago and gained some valuable knowledge that will be of use to this Association.

Your Exhibit Committee has been a busy one. When I walked into the exhibit hall and saw all the work done, I could not help but admire the men who are so able to do the things they start out to do. They deserve a vote of thanks.

When you look at the programme and see what the Entertainment Committee has in store for you, you will say they deserve a place on the roll of honor.

Parcel Post.

The National as well as the State associations did their best to prevent its enactment, but it is here to stay, and we cannot lie down and let the trade send to the large mail order houses for their goods, but every hardware merchant must now equip himself to its use, get out letters, circulars and catalogues to customers, so that they know that you can serve them by mail as well as over the counter.

Establish in your store a parcel post department, that is, have some one who will take charge of the correspondence, who knows the weights of the different goods that you can send, also the cost of carrying it to the different zones.

It is a new era that the merchant finds himself in, and I think if it is handled intelligently he can get the business. It is a matter of education. In this age when everybody can read and write and with the literature that the mail order houses are sending out, the public is being educated to buy from illustrations and sending money for goods. Let us get some of it.

Why should consumers send 100 to 500 miles for hardware when they can buy it only a few miles from their home, save postage and get quick service.

Price and Distribution.

The price of to-day holds our very existence in a balance. The merchants of this great country are an evolution of the times. They are the servants of the people who serve them with merchandise in any quantity at the time when they want it.

What attracts the people to the so-called mail order concerns?

Surely it is not the quality of merchandise?

Nor can it be the service?

So it must be the price.

We can show them our merchandise. Let them see it with their own eyes, feel it with their hands and, what is more, try it before they buy it. We can give them the best service in every way.

But we cannot always give them the price, for if we take the published price and allow a percentage for our service, can we exist? No.

We cannot employ intelligent sales people and keep the up-to-date stores that the people of to-day demand. We cannot lie down and let the catalogue houses and large trading centers get the business. We must make a strong effort to get the price, study this situation carefully, become better acquainted with the line of goods we are selling, both in quality and price.

If you cannot meet the catalogue competition, take it up with your jobber and manufacturer and see if they cannot give you better prices.

There are some solutions to the

price problems, such as local organizations, buying together, co-operation and quantity buying, cash discounts, etc.

No doubt this will be taken up in the question box.

Advertising.

We should endorse the movement of the Fair Trade League by getting our local newspapers to put before their readers the necessity of buying at home and from local advertisers.

We should co-operate with the advertising clubs which are working for honest advertising.

We must all carry local advertisements of the nationally advertised goods if we wish to get the benefit of the demands they create. I do not know the conditions of your business. I do not know how determined you are to increase your business. I do not know what resources you have to get more business, but I do know this—that we have discarded the candle-light, the oil papered windows and the mail coach.

We are living in the Twentieth Century and the Twentieth Century means Speed, Dispatch and Activity. If your business is to have a natural growth of say 50 per cent in the next five years, good advertising can accomplish it for you in half the time. It accomplishes in one year what would otherwise require three to five years or never.

One Cent Letter Postage.

We ought to endorse the 1 cent letter postage, that the One Cent Letter Postage Association is trying to bring about.

The rate of an ordinary letter from New York to Buffalo in 1843 was 25 cents for the distance of 500 miles, the rate was gradually reduced until in 1883 when the 2 cent letter postage bill was passed.

There has been no reduction in the first-class mail in over thirty years and we know that the 1 cent letter postage will so stimulate the use of letters, that the revenue derived therefrom will take care of the reduction.

Mutual Insurance.

There are now a number of mutual companies admitted to write insurance among our members. By taking out this insurance we are saving 40 to 50 per cent on the premiums and are having our losses settled more promptly.

There will be some of them represented at this convention who will be glad to talk it over with you.

In closing, there are many things that should not be overlooked. The untiring work of our highly esteemed Secretary, Arthur J. Scott, and Treasurer, Wm. Moore, who are always ready to do anything for this Association; also all the other committees and individual members who have assisted in making this convention the success it promises to be. Not overlooking the work of the officers of the National Retail Hardware Association, nor the co-operation of the traveling salesmen.

When I lay down the gavel for my successor, I trust you will extend to him the same loyal support that has been rendered me.

I wish to assure you that this year has been one of the most pleasant years of my life and that the acquaintances and friendships I have formed will never be forgotten.

Lincoln's Story of His Own Life.

I was born February 12, 1809, in Hardin county, Kentucky. My parents were both born in Virginia, of distinguished families—second families, perhaps I should say. My mother, who died in my tenth year, was of a family of the name of Hanks some of whom now reside in Adams, and others in Macon county, Illinois. My paternal grandfather, Abraham Lincoln, emigrated from Rockingham county, Virginia, to Kentucky about 1781 or 1782,

where a year or two later he was killed by the Indians, not in battle but by stealth, when he was laboring to open a farm in the forest. His ancestors, who were Quakers, went to Virginia from Berks county, Pennsylvania. An effort to identify them with the New England family of the same name ended in nothing more definite than a similarity of Christian names in both families, such as Enoch, Levi, Mordecai, Solomon, Abraham, and the like.

My father, at the death of his father, was but six years of age, and he grew up literally without education. He removed from Kentucky to what is now Spencer county, Indiana, in my eighth year. We reached our new home about the time the State came into the Union. It was a wild region, with many bears and other wild animals still in the woods. There I grew up. There were some schools, so-called, but no qualification was ever required of a teacher beyond "readin', writin', an cipherin'" to the rule of three. If a straggler supposed to understand Latin happened to sojourn in the neighborhood, he was looked upon as a wizard. There was absolutely nothing to excite ambition for education. Of course, when I came of age I did not know much. Still, somehow, I could read, write, and cipher to the rule of three, but that was all. I have not been to school since. The little advance I now have upon this store of education I have picked up from time to time under the pressure of necessity.

I was raised to farm work, which I continued until I was twenty-two. At twenty-one I came to Illinois, Macon county. Then I went to New Salem, at that time in Sangamon, now in Menard county, where I remained a year as a sort of clerk in a store.

Then came the Black Hawk War; and I was elected a captain of volunteers, a success which gave me more pleasure than any I have had since. I went the campaign, was elated, ran for the legislature the same year (1832), and was beaten—the only time I have ever been beaten by the people. The next three succeeding biennial elections I was elected to the legislature. I was not a candidate afterward. During this legislative period I had studied law, and removed to Springfield to practice it. In 1846 I was once elected to the lower House of Congress. Was not a candidate for re-election. From 1849 to 1854, both inclusive, practiced law more assiduously than ever before. Always a Whig in politics; and generally on the Whig electoral ticket, making active canvasses. I was losing interest in politics when the repeal of the Missouri Compromise aroused me again. What I have done since then is pretty well known.

If any personal description of me is thought desirable, it may be said I am, in height, six feet four inches, nearly; lean in flesh, weighing on an average one hundred and eighty pounds; dark complexion, with coarse black hair and gray eyes. No other marks or brands recollected.—From a Letter to J. W. Fell, December 20, 1859.

Every failure teaches a man something, if he will learn.—Dickens.

THE MEAT MARKET

Sensible Suggestions For the Retail Butcher.

Genuine courtesy has a dollars and cents value in any meat market. Don't forget that. We don't mean the kind of courtesy which gushes all over a customer who enters the market—we mean the kind with which you as butchers like to be treated when you enter a store to make a purchase. Think how you like to be treated and treat your customers exactly in the same way.

Every retail butcher should devote a portion of his time to carefully studying the needs and wants of the trade which he serves. An intimate knowledge of its desires is the cornerstone in every great success in retail merchandising, no matter what line it may be in. By this means the path of least resistance may be discovered and good will be obtained. Try this plan during the coming year.

The recent demonstration sales of Argentine meat in New York under the auspices of one of the afternoon papers have done much to show butchers that it is possible to sell meat untrimmed to their customers. Now that the old argument that the customer won't stand for it has been done away with, there is absolutely no reason why every butcher should not quit trimming his meat before it goes on the scale. If he does this he will find that he can afford to reduce his prices and still have a larger margin of profit than that which he is working under at the present time. It only needs one or two butchers in each section to adopt this plan and the rest will quickly fall into line.

Since the advent of the new American tariff the entire province of Ontario has been scoured for cattle of all kinds, and because of the good prices offered many young animals and old cows have been sold that otherwise might have been retained. Prior to the new tariff this consulate issued invoices for two or three cars of cattle a year, but during the first 60 days that cattle were on the free list invoices were consulated covering 94 shipments of 222 cars, containing 5,373 head of cattle, and bringing the farmer \$345,139. This has given rise to considerable apprehensive speculation as to consequences when the country is generally depleted of cattle.

The retail butcher should never stop studying his customers. It is in catering to their desires and sat-

isfying their demands that he makes his best success. There are a good many butchers who are trying to run a first-class market in a second-class neighborhood and vice versa. The reason for this seeming blindness is the fact that they have never taken the time to stop and look around at their trade—have never taken the time to study the class of people to whom they are selling meat. Every class of people has different wants. Before the butcher can satisfy these he must find out what they are. Business success consists to a great part in discovering the paths of the least resistance and following them out to their logical conclusion. The retailer who thinks that he knows more than his customers do about what they want is not the butcher who is going to make the big success. He will be engaged in a hopeless struggle all his business career, with nothing to show for it in the end. Remember that the customers are the ones who direct the policy of the store, and the successful butcher is the one who discovers the policy which they desire.

A recent article in the New York Journal of Commerce showed the futility of a boycott on the part of the consumers as a means of lowering the price of any commodity. Instead of lowering the price it claims that the boycott is a potent means of raising it permanently, because capital and industry are frightened away from its production. A realization of this fact would do much to stop those futile and foolish boycotts of beef which spring up in various parts of the country every time that the price of this commodity advances. Although such a movement may bring the price down for one day or for a short time, it must result eventually in a diminished supply. Artificial restriction of price must have the same result. Retail butchers who are some times quoted in favor of such boycotts, should remember these facts and show their customers what harm they are doing, instead of the good which they think they are doing.

In speaking of the new investigation of the causes for the present beef scarcity, the Chicago Drovers and Farmers' Journal says: "A careful study will be made of the methods employed by our leading packing plants in the preparation of meats for distribution and in the methods in vogue for the distribution of these meat products after they leave the

packing houses. This is another useful line of work. We feel sure that the packers will welcome a fair and full investigation of the same. We feel sure that the methods of killing, curing and handling live stock and meat products in our packing houses are second to none to be found elsewhere. It is a well established fact that our American packers lead the world in methods of efficiency. The reports show that they are now selling the dressed beef by the carcass from \$7 to \$11 per carcass less than what the animal costs on the foot. This means that out of the hide and the offal must come from \$7 to \$11 per animal before anything can be taken out for salaries of help, losses of meat through condemnation of parts or whole carcasses, interest on plant, investment and profits." Praise from this source is praise indeed. And it is well merited praise. There has never been a like degree of the conservation of waste material in any other industry in the history of the world. It has been one of the most potent forces in holding down the price of meat, that is, dressed meat, to its present level, which, high as it is, would be higher were it not for the fact that the packer has discovered ways and means for the utilization of parts of the animal which in the days of the old decentralized slaughtering were allowed to lay waste and become a problem in many cases as to their proper disposal without pollution to near-by streams or other repositories. It is time that credit was given for this.

Market Clean Eggs.

Eggs should never be sent to market in a dirty condition. A few dirty eggs in a case will place the whole lot in the class designated as "dirties," and which sell for about 25 per cent less than first quality fresh eggs. Commission men and packers say they do not want us to wash eggs, as it destroys the bloom and effects their keeping quality, but nevertheless dirty eggs should be cleaned, says the New York Farmer.

If one pays due attention to the nests there will be few dirty eggs, except in wet weather, when the hens are allowed to run out. One plan is to look to the nests each day and remove any filth that may be found there. It is not necessary to change the nesting material each time, but simply take out that which is soiled.

Eggs may be cleaned without injuring their appearance to any extent. To do this have a dry and a moist cloth. On the moist cloth use some good cleansing or scouring powder and touch the soiled spots sufficiently to remove the filth; then dry quickly with the dry cloth.

Use as little moisture as possible. Unless the egg is very bad, do not immerse it in water, but if this is necessary, wipe it perfectly dry without leaving streaks. White eggs do not show the effect of cleansing as much as brown ones.

Detroit — The Crystalline Cleaner Co. has been incorporated under the style of the Crystalline Manufacturing Co. for the purpose of manufacturing chemical specialties, with an authorized capital stock of \$1,000, of which \$500 has been subscribed and paid in in property.

"PERCHERON COLLARS"

Sun-Beam "PERCHERON COLLARS" settle all collar controversies. The "PERCHERON" is made and guaranteed to fit the collar bone, thereby eliminating sore shoulders.

"Absolutely No Sore Shoulders Possible."

This alone surely will be to your advantage. Send to-day for full particulars, and catalogue No. 8. WHY NOT?



BROWN & SEHLER COMPANY
HOME OF SUN-BEAM GOODS
GRAND RAPIDS, MICHIGAN

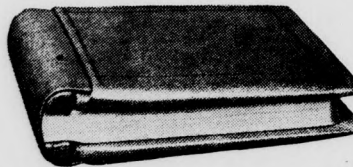
Better Ruling, Printing and Binding

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



Tanglefoot

THE SANITARY FLY DESTROYER—NON-POISONOUS

Gets 50,000,000,000 flies a year—vastly more than all other means combined

POISONS ARE DANGEROUS

NOT TELLING THE TRUTH.**Trading Stamp Representative Working Bluff Game.**

Manistee, Feb. 16.—Will you do me the favor to let me know if the Sperry & Hutchinson Company, owner of the green trading stamps, had a case in Grand Rapids in which it won out against Act No. 244, of 1911, forbidding trading stamps? We are trying to drive the company and its yellow stamps out of Manistee, but the local representative claims the company had a case in Grand Rapids under this act in which it won out.

J. Hellesvig.

The business of issuing and redeeming trading stamps comprises a scheme through which the purchasers of goods or merchandise, collecting such stamps in sufficient number receive, supposedly for nothing, or as premiums, valuable presents or selections of merchandise. This scheme or system has met with opposition and been the subject of adverse legislation in many states. In most of those states the laws have been held invalid, due to the restrictions stated to be imposed upon the right of contract. The Sperry & Hutchinson Company first entered Michigan many years ago and did business for a period, but through failure of profits, or through failure to secure the co-operation of a sufficient number of merchants, evidently failed to make the business a success and withdrew from the State.

In December, 1910, the Sperry & Hutchinson Company, then a corporation organized under the State of New Jersey, re-entered the State of Michigan, proceeded to make contracts with merchants to issue directories and premium lists and opened at least one office or show room for the redemption of stamps. This was all without compliance with the Michigan law relative to the admission to the State of foreign corporations to do business therein. At the session of the Michigan Legislature of 1911 a bill was introduced, having for its object the prohibition of the trading stamp business in the State and particularly applying to corporations. As soon as this bill was introduced in the Legislature the Sperry & Hutchinson Company made haste to comply with the requirements of the law with regard to the admission of foreign corporations to do business in the State. The bill was subsequently enacted and became Act 244 of the Public Acts of 1911.

The Sperry & Hutchinson Company immediately filed a bill in the United States Court for the Eastern District of Michigan to restrain the Attorney General from enforcing this statute. That case came on for hearing upon the motion for injunction before three judges of the Federal Court at Cincinnati, being Judges Warrington, Angell and Sessions. The court promptly dismissed the proceedings of the trading stamp company on the ground that the State could not be proceeded against in that manner.

Subsequently suit was instituted against the Sperry & Hutchinson Company to recover the penalty of \$1,000 per month for doing business in the State without having complied

with the State laws. This suit is still pending and has not been decided in favor of the Sperry & Hutchinson Company.

In the winter of 1912 information was filed in the Supreme Court by Roger I. Wykes, the then Attorney General, to oust the Sperry & Hutchinson Company from doing business in Michigan on the ground that the statute made that business illegal. That case is still pending and has not been decided in favor of the trading stamp company.

It is reported from certain sections of the State that the Sperry & Hutchinson Company is claiming that it has won a case under the Michigan law. The only Michigan case of any description which can furnish any basis for such a claim is a case which was submitted on an agreed record in the Circuit Court for the County of Wayne. The State authorities claimed that the record in that case did not at all present the real facts, and it should be noted that the Attorney General was not heard by the Wayne Circuit Court. The circumstances surrounding the finding were such that the Attorney General refused to appeal that case but started other proceedings which presented the real questions. The case in Wayne can furnish little consolation to the corporation concerned and should be of no weight in deciding the validity of the Michigan Statute.

The fact that many states have disapproved of and attempted to restrain this character of business, indicates strong public sentiment against it. The following criticisms of that business are apparent:

1. It introduces another middleman between the manufacturer and the buyer whose profits and expenses must be paid ultimately by the public.

2. In the last analysis the premium is not a gift, but the price of the goods purchased with which the premium stamps are received must, and does bear the cost, not only of the premiums, but also of the expense of doing the trading stamp business, and its profits, which are large ones.

3. Another large element of profit to the trading stamp company is that which is occasioned through the issuance of stamps which are not redeemed. In a recent case in the District of Columbia, it was stated in their brief, that out of every ten stamps issued, but one is redeemed.

In the proceedings now instituted against the trading stamp company, the State expects to prevail; the law at present stands and has not been declared invalid by any Michigan court, which has had before it a fair and complete record or has had an honest opportunity to really consider and determine its validity.

Much mail order advertising claims to save the public 50 per cent. or more on the goods sold that way. You can prove to your public that this is false.

The man who gets to the top is not going to have time to "enjoy life as he goes along"—not in the sense the expression is generally used.

NEW YORK MARKET.**Special Features in the Grocery and Produce Trade.****Special Correspondence.**

New York, Feb. 16.—While orders for spot coffee from out of town have been, as a rule, for only moderate quantities, there is a steady stream of such business and the aggregate for the week will show better than for some time. Steady quotations prevail with Rio 7's held at 9.10c and Santos 4's 11.65c. Of Brazilian coffee in store and afloat there are 2,022,213 bags, against 2,547,627 bags at the same time last year. Mild coffees are dull and unchanged.

There is no change in sugar to speak of. Demand has been of mid-winter character. Two different refineries quote 4c for barrels and others 5 points higher.

Tea is well sustained and statistics show it to be in a position where higher prices seem inevitable. The new standards will be given out within a short time and until then the market is in a waiting mood.

There seems to be plenty of rice in distributors' hands and the buyers appear to be willing to let it stay there. The market simply moves in the usual rut, and there is nothing of interest to note. Prime to choice domestic, 7½@57½c.

Spices are unchanged, quiet and steady without any change in rates. Singapore black pepper, 11½@11½c; white, 19¼@19¾c; Zanzibar cloves, 15@15¼c.

Colder weather has given more zest to the trade in molasses and orders have come in quite freely from many points. Little if any business has been done for the future. Good to prime centrifugal, 35@40c.

Maine future corn at 97½c seems to attract little attention. Not that the rate is regarded as too high, but buyers seem to be waiting to see what will turn up. Some jobbers

are said to have secured supplies at 95c, but packers generally are unyielding. There is little demand for spot corn. Standard tomatoes, 3's, 70c and this seems to be the very bottom. Quite a little activity has been shown during the week for peas of desirable quality, but ordinary sorts sell only in an everyday manner. Other goods are selling moderately and no change is noted in the range of values.

Butter has turned the tide and, with the extreme cold weather, the arrivals are becoming lighter and the demand is better. Extra creamery, 28@28¼c; firsts, 26½@27½c; held extras, 27@27½c; ladles, 20@20½c; imitation creamery, 21@22c.

Cheese is steady, with top grades held at 17¼@17¾c. The demand is fair.

Eggs are in liberal supply and the highest quotation for Western is 30@33c.

She Knew What She Wanted.

An old woman with a peaked bonnet got aboard a train in Kentucky, and after calmly surveying everything in the coach she turned to a red-haired boy and, pointing to the bell-cord asked: "What's that, and why does it run into that car?"

"That's the bell-cord; it runs into the dining-car."

The old woman hooked the end of her parasol over the bell-cord and gave it a vigorous jerk. Instantly the brakes were set and the train came to a stop.

The conductor rushed in and asked loudly: "Who pulled that bell-cord?"

"I did," calmly replied the old lady.

Well, what do you want?" shouted the conductor.

"A cup of coffee and a ham sandwich."

Morton House COFFEE

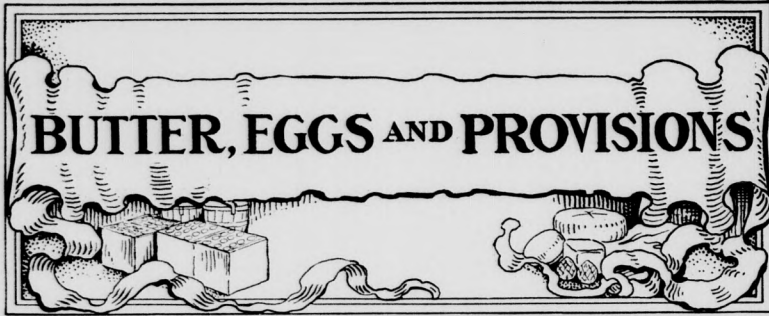
Absolutely the best high priced coffee in the market. Roasted and blended by experts for the class of consumers who want the best there is.

**SELL
MORTON HOUSE COFFEE.**

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

The Prompt Shippers



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.

The Frozen and Dried Egg Trade.

Boston, Mass., Feb. 16.—We think it is timely for us to give an expression of opinion on the McKellar bill now before committee in Washington. There are features which particularly interest those who are selling dried and frozen eggs.

The proposed time limit on eggs and egg products as named in this bill is three months, with a second cold storage period of three months upon examination and approval by the proper officials. The McKellar bill, with this short storage limit aims to prevent undue holding of food off the market and in this way the framers of the bill feel that high prices will be prevented in the future.

As applied to the shell egg business, which of course is the important part of the egg business in general, we feel that the law of supply and demand and free competition is as near perfection as in any line that we know of. The conditions are as near ideal for price regulations as you can expect to get them. Whenever greater quantities of eggs are held off the market than are needed to last until the time when fresh production comes again the storage holders usually suffer so severely that they are not likely to repeat the experiment.

The time limit provided in the bill is certainly not sufficient to permit carrying eggs from one season of surplus production to another. This much at least should be provided for, and in addition such extensions of time should be granted as the public officials in their discretion might approve or the public interest require. The bill overlooks the fact that there are lots of deteriorated foods that are deteriorated because they have not been properly cared for and refrigerated. Such eggs as are held in cellars and later placed in cold storage naturally do not come out well and the cold storage is blamed for the result. We feel that laws are needed far more to protect food up to the time it goes into storage than afterwards. It is quite as important to have the history of perishable goods that are held for a considerable time without refrigeration as it is to have the history of perishable foods that have been properly cold stored.

To our minds the things really necessary to reduce prices of eggs are: First, production must be stimulated; second, waste, spoilage and deterioration must be prevented or lessened. (The department of Agriculture estimated the preventable waste and deterioration of eggs at \$45,000,000 a year under ordinary weather conditions.) Third, processes of distribution and marketing must be improved and cheapened.

We know of nothing to indicate that frozen and dried eggs will not

keep safely more than a year, in fact the eggs involved in our Trenton case were satisfactory to the New Jersey Board of Health nearly three years after packing. We feel that if a time limit is to be put on the holding of frozen and dried eggs it should be fifteen months rather than twelve, which is the natural season to season hold. In addition to this we think there should be extensions granted provided that the circumstances are such as to warrant such extensions.

The packing of frozen and dried eggs may begin in late winter or early spring according as the surplus of fresh eggs arrive and the market appears to be near its low point. This time may be anywhere from the last of February to early May, when the spring market is established and bakers contract for enough to last them until they can safely figure on being able to get deliveries from the following spring's crop at bottom prices. Many specify in their contracts early April packing. To be safe against the possibility of a late egg crop the following spring they are apt to place their orders for stock enough to last until the following May. Then again it is impossible for a baker to figure out accurately his needs for the entire year in advance. Accordingly he may miscalculate and overbuy. This being the case he may need from thirteen to fifteen months to use up his stock and if the stock is in good condition he should be allowed this time.

H. J. Keith Co.

Eggs as a Sideline of a Creamery.

Ames, Iowa, Feb. 16.—Not infrequently one hears about what a great profit there is in handling eggs in connection with a creamery, but just as often one also hears statements which are contrary to those first mentioned. At the same time one is put face to face with the fact that hardly any of the co-operative creameries are handling eggs, although most of those creameries are located in the center of production, so to speak.

The reason for this state of affairs is to be found mainly in the fact that eggs are rather difficult to handle. Besides, those who have been engaged in the business on a large scale say that the margin is small and the risk is quite large. It becomes quite a different proposition when it comes to an individual creamery. Here the owner is very much concerned about getting the cream in as large quantities as possible. He knows very well that the farmers like to sell their eggs for cash. And he also knows that very few merchants will pay cash for eggs, or at least if they do the price will be between one and two cents lower per dozen than is the case if groceries are taken in exchange.

Working on this assumption the individual creamery owner starts to buy eggs, pay cash for them, and yet pay as high a price as the grocery man will when he trades for groceries. Now it may be that the creamery owner does not make a great deal on the eggs, but he is accomplishing his purpose nevertheless, because if he is a good business man the time will not be greatly removed before

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

The Secret of Our Success

is in our

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.



HAMMOND DAIRY FEED

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



Carrots, Parsnips, Beets, Turnips

Wanted—Car load lots or less—Top prices paid.

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

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.

he, along with the eggs, also gets that farmer's cream.

As already mentioned, the margin in handling eggs may not be very great. Besides, the greater portion of the eggs are produced at the same season of the year as is the bulk of the butter. This simply means that if eggs are to be handled in connection with the butter one must prepare for a lot of extra help, as well as extra space. To be sure, these are two rather serious difficulties, inasmuch as both butter and eggs are of perishable nature, not to speak of their comparative high value; so if they cannot be handled just exactly as they ought to be a rather serious loss in profit will result.

If these difficulties can be overcome one is that much nearer the goal, but there is still to be considered the question of cold storage. It is to be remembered that eggs and butter cannot very well be kept in the same refrigerator, because the butter will not be kept cool enough and it may even be tainted. Besides, the space required for the eggs cases is generally greater than is available in the refrigerator.

Another thing of great importance is the nearness to a shipping point. If this is distant from the creamery rather heavy expenses and serious difficulties are incurred, inasmuch as eggs are bulky and must be shipped frequently.

Lastly, there are three things which must be considered favorably before the co-operative creamery can afford to handle eggs. First, will the buying of eggs increase the milk or cream supply? If so, eggs should be handled providing it can be done without any financial loss to the creamery. Second, are there enough eggs available to make it worth while? And, finally, are the patrons in favor of the movement?

Whenever those questions are answered in the affirmative there is no reason why eggs should not be handled.

Going on the supposition that there is not a great deal of profit in the egg business, it might not be out of place to suggest a method to be followed without any danger of loss to the creamery. This is as follows: Get in connection with a good, reliable firm which is handling eggs as a specialty. Make arrangement with it to the effect that they are to take all of your eggs at a certain definite price, determined by means of some standard market. Such arrangements can generally be made if you can furnish the firm with a fair estimate of the number of eggs to be expected.

In that way it will be seen that the creamery really only acts as an agent for the firm, and runs very little or no risk at all, while at the same time it may be doing the farmers a good turn, insofar as it gives them a ready outlet for their eggs and leaves no extra trip to town with the eggs. Moreover, some of the better firms will usually enter such an agreement because they are pretty sure of a good quality of eggs.

Thus it will be understood that although there may not be a great deal of profit in handling eggs, yet it might be a proposition worthy the consideration of some co-operative creameries.
M. R. Tolstrup.

Big Increase in Net Profits.

The National Grocer Company, which operates fifteen grocery houses in Illinois, Indiana and Michigan, last year showed an increase of \$195,722 in net profits after deduction of the preferred dividend of 6 per cent. and the common dividend of 5 per cent. In the year preceding the company, of which F. C. Letts, of Chicago, is President, had a surplus of \$92,538. Gross profits for 1913 were \$1,040,670, while ex-

penses, which included accounts charged off, were \$720,055, leaving a net profit of \$320,615. Deductions for special bonuses to managers and depreciation charges for realty holdings were \$38,077, preferred dividends were \$90,000 and common dividends \$100,000.

According to the balance sheets of 1913 and 1912 the company had on hand \$1,533,573 and \$1,532,568 in merchandise and respectively \$1,011,964 and \$1,047,473 in accounts and notes receivable. Bills payable in 1913 were \$1,085,000, accounts payable were \$67,375 and the undivided profits were \$513,745.

The company has branch houses in Saginaw, Bay City, Jackson, Detroit, Grand Rapids, Traverse City, Sault Ste. Marie, Lansing, Cadillac, Escanaba and Port Huron, all in Michigan; Decatur, Ill., and South Bend, Ind.

How Charlevoix Looked to a Transient Traveler.

Charlevoix, Feb. 10—Charlevoix is the capital of Charlevoix county and enjoys a picturesque location on the shore of Lake Michigan at the entrance to Pine Lake and its ideal attractions and multiplicity of charms have made it famous as a summer resort. Its situation is ideal and refreshing and tonic-laden breezes sweep the town during the entire summer. It owns and controls its own electric light and water plants, has churches of different denominations, a public school system up-to-date in every respect, a public library, two banks, first-class hotels and summer cottages, and is the home of three corporate resort associations which attract ten to fifteen thousand visitors here every season. The population is 3,000.

A. E. Mason, the general dealer, is an old subscriber of the Tradesman and now occupies a large modern store building with a very complete stock of merchandise.

Horace R. Fowler, the live wire grocer and meat dealer, is there with the goods. In the future we shall expect him to contribute an article on the subject of handling fresh meats, which we believe will be of interest to dealers in this line.

The Charlevoix Hardware Co. is an up-to-date establishment and the manager, H. L. Giddings, knows how to conduct it as such.

L. E. Crandall, the grocer has a neat and well kept store.

J. L. Crane conducts an exclusive dry goods store and is a veteran in the business.

F. L. Blanchard, the pioneer hardware dealer, has a good stock and gives it his personal supervision.

Orlowski & Son, grocers, have very large commodious quarters. They are good buyers and you find no stickers on their shelves.

McCann Bros., bakers, turn out a line of baked goods that makes you hungry to look at them.

Martin Block, the reliable meat dealer, has a very complete stock of everything pertaining to his line.

C. S. Dodge, recently acquired the store property and grocery stock of A. M. Burdick.

Walter E. Taylor has succeeded McGeagh & Morse in the grocery business and in continuing at the same old stand.

L. S. See is now devoting his time to coal and wood, having been succeeded in the grocery business by C. Danto & Son. W. R. Wagers.

G. J. Johnson Cigar Co.

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

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.

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

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

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.



The Flavor Sells It

Mapleine

is differently delicious and supplies a much felt want.

Order from

Louis Hilfer Co. 4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

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.

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM

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

Now is the time for Buckwheat Cakes

We are exclusive agents for the well known

First Prize

Penn Yann

New York State

BUCKWHEAT FLOUR

JUDSON GROCER CO.

The Pure Foods House

GRAND RAPIDS, MICHIGAN



Status of the Principal Clothing Staples.

January was the best month experienced during the present season by retail clothiers, and this was entirely due to the cold wave which swept the country soon after the New Year began. An immediate demand was at once created for all kinds of heavy weight suits and overcoats, and, while the demand came late, it helped materially in reducing the stocks in retail stores. Judging from reports of business conditions received from various sections of the country the "depression" among retail clothiers this month has been almost entirely due to climatic conditions, and as soon as zero weather arrived the "depression" disappeared.

The pessimistic tone which has marked observations given by both manufacturers and retailers has undergone a decided change during the past few weeks. During a tour of the various markets, the writer put the question, "How are you finding business?" to every clothier, both

wholesale and retail, he visited. The inevitable reply was, "Well, we have nothing to complain of. Our business is better than we had reason to expect, but I understand that we are the exception and are therefore very fortunate. With everybody else in the business trade is bad, we understand." The search for the man who would admit that his business was poor was unsuccessful. The conclusion was therefore reached that the season has been a fairly good one considering the conditions which manufacturing clothiers have had to face.

During the latter part of January, retail clothing buyers began to appear in the various markets, paying their semi-annual visits in search of garments to complete their spring and summer stocks. Some of these buyers had purposely left a large proportion of their purchases until they came to market, expecting by that time that the low tariff would be responsible for great price reductions and that the low priced suits prom-

ised by political wisecracks would be awaiting them. So far the price of suits has not diminished to any appreciable degree, and these searchers for bargains were disappointed. Such purchases as they made were regular and subject to no special discounts for any reason. It is expected that the house trade of manufacturers will continue well through February.

There has been a lively demand for light weight suits for summer wear, and, of these, the Palm Beach suit seems to be foremost. This suit consists of but coat and trousers, and is of extremely thin texture and is constructed with but little lining. It is made in a variety of grades and is sold at wholesale from \$5.00 up. The demand for immediate delivery is, of course, from the extreme Southern states, but generous orders have been placed for the delivery of these suits at various sections of the country up to as late as July 1. While the Palm Beach suit has gained great popularity, it has not detracted from other light weight fabrics, and chief among them is the ever-popular mohair. Suits made of this material are shown chiefly in the better grades. It is an art to produce a properly fitting mohair suit and one that will retain its shape, but the garments are most satisfactory for hot weather wear and appeal to the taste of well dressed Americans.

There probably has never been a season when so many different styles of overcoats have been shown as the heavy-weight season now drawing to

a close. Great coats, semi-ulsters, Chesterfields, New Markets, Paletots, Surtouts, double-breasted form-fitting coats, Raglans, and, last but not least, the Bal Macaan, have each been offered as "the" coat of the season. For a strict novelty, the Bal Macaan seems to have carried off the honors. There have been many expressions given to this garment, each depending upon the conception of the individual designer. The Raglan type, however, is the general favorite for style and this carries with it the slit top sleeve. A special feature of the Bal Macaan is the "slip-on" armhole, and the excessive drapery, and general bigness. The Bal Macaan is a modified "kimono" coat, designed to "fall into" with the ease and comfort of a cloak. It has a Prussian collar, the pockets are put in vertically, with openings under the welt so that the wearer can reach jacket or trousers pocket without unbuttoning the overcoat.—Clothier and Furnisher.

Detroit—The F. C. D. Inner-Tube Protector Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000, of which \$75,000 has been subscribed and \$25,000 paid in in property.

The salesman who has not time to show his goods properly never seems to lack time to spend asking for more pay.

The worry germ causes a lot of unnecessary trouble.



The TruVal means greater satisfaction and more shirt profit to retailers who feature it. It is cut full and fits right. High grade materials and splendidly laundered. Made to retail at \$1 and \$1.50.

Beautiful window display cards are enclosed in every 14½ box. Electrotyped advertisements for local newspaper use are supplied FREE.

The cover of the TruVal box as you see it above—in yellow, orange and blue—was designed for window display.

The TruVal is made to sell to the retail trade direct and branch stocks are placed with jobbers to convenience retailers.

TRUVAL

The Shirt of True Value

One Hundred and eight jobbers carry branch stocks of TruVal Shirts. This affords quick service—no delay—short hauls—low transportation charge. Retailers everywhere can secure supplies of TruVal Shirts from a branch stock carried by some near-by jobber. We will gladly give you the names of the jobbers who carry the branch stocks in your territory. Write for the names direct to

M. KOBLENZER & SON 82 Franklin St., NEW YORK CITY

Programme For Next Week's Convention.

The following programme has been prepared for the annual convention of the Retail Grocers & General Merchants' Association, which will be held in this city next week.

Tuesday, Feb. 24, 10 a. m.

Registration and reception of delegates at Hotel Cody.
2 p. m.

Opening of convention by A. L. Smith, President of Retail Grocers and General Merchants' Association of Michigan.

Address of Welcome by Mayor Geo. E. Ellis.

Response by Wm. McMorris, of Bay City, First Vice-President Retail Grocers and General Merchants' Association.

Address of President—A. L. Smith, Grand Rapids.

Report of Secretary—J. T. Percival, Port Huron.

Report of Treasurer—Geo. E. Lewis Jackson.

Appointment of Committees on Credentials, Resolutions, Ways and Means, Constitution and By-Laws. Auditing, Press and Rules of Order.
6:45 p. m.

Dutch Lunch at Evening Press Hall.

Wednesday, Feb. 25, 10 a. m.

Report of Credentials Committee.

Roll call of Associations.

Report of Legislative Committee.

Report of Rules and Order Committee.

Paper by J. A. Lake, Petoskey, Second Vice-President, on Merchandising.

Address, J. W. Helme, State Dairy and Food Commissioner.

Question Box in charge of A. C. Neilson, West Branch.

2 p. m.

Address by John A. Green, of Cleveland, Secretary of the National Retail Grocers' Association.

Report of Credential Committee.

Address by Lee M. Hutchins, of Grand Rapids, on Credits.

Address by J. E. Linihan of Chicago, President of United Cereal Mills.

Address by Fred Mason, Niagara Falls, Vice-President and General Manager of Shredded Wheat Co.

Addresses by visiting manufacturers and wholesale grocers.

8:15 p. m.

Theater party at the Majestic.

Thursday, Feb. 26, 9 a. m.

Report of Committees on By-Laws, Auditing, Ways and Means, Secretaries Meeting, Resolutions.

Question Box (continued).

2 p. m.

Address by Andrew Ross, Battle Creek, Kellogg Toasted Corn Flake Co., on Price Maintenance.

Election of Officers.

Selection of place of next convention.

Good of the Association.

Adjournment.

Suitable Slogans to Be Displayed in Stores.

Merchants should adopt means at their command to combat mail order competition, both on business and

ethical grounds. One of the best ways of setting customers to thinking on this subject is to display in conspicuous places in the store some catchy slogans, similar to the following:

"Buy At Home."

"I Want to See the Goods."

"Here I Live and Here I Buy."

"The Dollar I Spend at Home Works For The Community in Which I Live."

Any printer can be drawn on for an assortment of these slogans and it is not a bad idea for the merchants in a town to join together and have enough made so that each dealer can display them and divide the expense pro rata among the various storekeepers who adopt this methods of calling attention to the mail order evil.

A merchant called at the office of the Tradesman the other day and announced that on March 1 he would change his business to a cash basis. Several reasons for this innovation he embodied in a circular letter to his customers, but he said the fundamental reason was that he found that customers he was trusting the most, dealing with the most leniently and trusting the longest were buying most largely of the mail order houses. This he ascertained for himself by sauntering over to the freight depot from time to time and noting the shipments which came in from mail order houses. When he realized how long many of these men had kept their names on the debit side of his books and how they had to pay

cash in advance for mail order goods before they could receive any attention at the hands of the mail order houses, he made up his mind to put an end, once for all, to extending further credit to anyone who was using the local merchant solely as a convenience. The circular letter above referred to is as follows:

As I find it impossible to conduct my business as successfully as it should be conducted and do so much credit business, I have finally concluded, after due consideration, to place my business on a cash basis on and after March 2. I am forced to do this for several reasons. One is that I wish to discount my bills because I find that I must do this in order to buy to the best advantage. Another is that I cannot afford to carry so large a proportion of my sales on my ledger. I am, therefore,

going to do away with book-keeping methods altogether and sell goods for cash only except where I deem it wise to issue coupon books in exchange for definite receipts which I can negotiate at the bank in order to raise money to discount my bills. I believe this plan will enable me to sell goods considerably closer than I have ever sold them before. It will also put an end to all losses so that I will not have to spread that expense over the cost of doing business and thus compel those who do pay to make up the losses of those who do not. I shall, therefore, close my books on Feb. 28 and when I open my store on March 2, I will do no credit business whatever except with such customers as I feel inclined to entrust with coupon books in exchange for definite promises to pay at a certain time.

I believe my customers will all appreciate my position and agree with me in the belief that this is the proper thing for me to do at this time.

**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

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

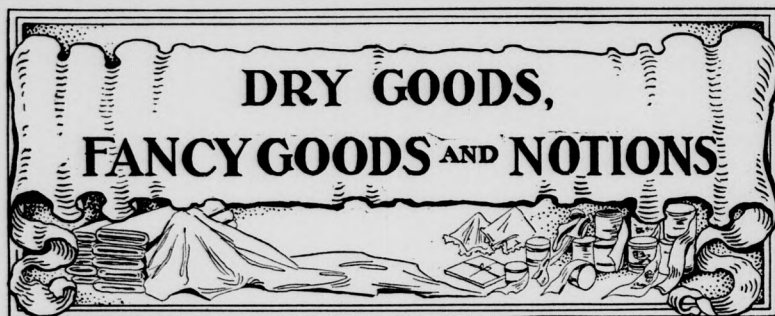
The Busy Grocery

THE busy grocery is the store where the most careful buying is back of intelligent selling. Having what the customer *wants*, when she wants it, is the very essence of good merchandising.

National advertising is directing consumers to trade marked goods, because the trade mark identifies worthy products and is an implied guarantee.

Keeping a full variety of National Biscuit Company products, in the famous In-er-seal Trade Mark packages and in the handsome glass front cans, means intelligent buying. Meeting the demand created by National Biscuit Company advertising means intelligent selling.

NATIONAL BISCUIT COMPANY



Which Is Better, Wholesaler or Manufacturer?

Written for the Tradesman.

Both are out bidding for your patronage. Provided only that you have a reputation for meeting your bills promptly, you can choose between them. The general man from the big wholesale house will gladly have a motor truck load of heavy trunks brought into your store, and from multitudinous lines of samples you can select everything from babies' hose to dress silks. Or the traveling representative of the various manufacturers, each with his small special line in one trunk or even in a case, will call upon you, very likely some months before the goods are made, and book your order for future delivery.

Which is better for the merchant to buy from, the wholesale or jobbing house, or the manufacturer, particularly the merchant in a small town?

Of course we are here considering the dry goods merchant. For some lines of trade the jobber is the small dealer's only practicable source of supply. Take a bazaar or ten-cent store for instance. We are not speaking of the syndicate stores of this class, but of small establishments where one man or one firm own a single store with a stock of a few hundred, or at most a few thousand dollars. It would be simply impossible for such a dealer to buy any considerable part of his goods of manufacturers. He can not send out to one maker for a little lot of hairpins, and to another for a few dozen tablets, and to still another for a dozen cheap lamp-shades. His freights would take all his profits. His better plan is to buy in small amounts of a wholesale house, keep a diversified stock, and turn his money often.

The small grocer also must depend largely on his jobber. In a few lines he may vary from this rule with profit, but still the great bulk of his goods may best be purchased from a reliable wholesaler.

Even the dry goods merchant can not cut loose from the wholesale houses. The small merchant must have some place where he can supply himself conveniently with a great number of lines of each of which he handles only a small amount. For the most part he must buy by dozens and single bolts, not in case lots. When all is said and done, the good wholesale house forms an indispensable link between the manufacturer and the retailer.

There is another connection which

should be touched upon here, in which the wholesale house can not be spared by the dealer. It sometimes stands in a relation to a dealer that can only be described as paternalistic. The wholesale house "carries" the dealer. Sometimes the dealer's capital is so limited that he could not be in business at all but for this accommodation.

Sometimes the wholesale house, very likely through its traveling representative, acts as the guide and adviser of an inexperienced dealer. If the house is of the very highest order of business integrity, great care will be taken not to mislead the green cousin in any way, not to load him up with goods that can be sold only at a loss.

Until he is able to stand on his own feet financially, and has had enough experience to be the best judge of what is adapted to his trade, it certainly is very foolish for a small dealer to withdraw any considerable part of his patronage from a wholesale house that has been treating him in the honorable manner described above.

However, it must be admitted that any dry goods merchant who is so restricted as to capital and so lacking in knowledge of goods that he is obliged to depend upon his wholesaler, is laboring at a disadvantage and can not expect the greatest measure of success until he can overcome these hindrances.

The dealer who has enough capital to handle his business easily, and who does not need to depend on someone else's judgment in making selections, will do well, while still maintaining his relations with the wholesale house from which he will yet do a large share of his buying, to keep on the lookout for manufacturer's lines of special excellence and salability, and, as occasion offers, to include such in his purchases.

A manufacturer's line is especially desirable in these sorts of goods on which one can run along perhaps a term of years on a certain kind, building up a trade on a particular article. Among such may be mentioned hosiery, corsets, muslin underwear, knit underwear, women's cotton house dresses, children's dresses, and women's suits. The list may be greatly extended, and in a large store naturally will be.

Styles in most lines will change frequently, but the general character of the goods will be the same and the reputation which they make among one's customers will be uninterrupted.

The manufacturer, putting out a line or at most a limited number of



Why Ipswich Hosiery Is Profitable For Dealers

IPSWICH MILLS are the largest hosiery mills in the world. They are planned and equipped for manufacturing on a large scale. They turn out twenty-five million pairs of stockings a year; and this tremendous output means economy of production.

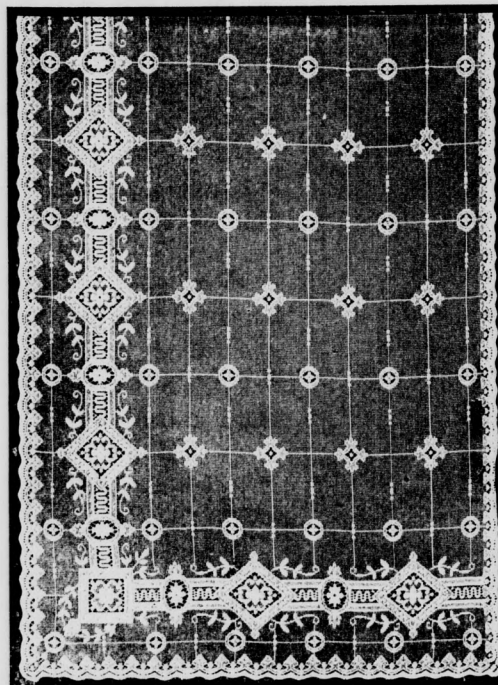
This gives you an opportunity to sell Ipswich Hosiery for less than equal quality of other stockings and still make a good profit per pair, and get an increased volume of business besides, by giving such high quality at a moderate price. In addition to this, we help you to further increase your sales by conducting a continuous national publicity campaign in leading magazines.

We keep in stock constantly the best lines of Men's, Women's and Children's stockings you can get anywhere near the price; and they retail profitably at 12½c to 25c a pair.

Write for Selling Helps

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

FOR SPRING TRADE



Lace Curtains
Muslin Curtains
Curtain Nets
Portieres
Extension Rods
Wood Poles
Pole Sockets
Curtain Pulls
Window Shades
Etc.

Our salesmen are now showing samples and will be pleased to figure with prospective buyers.

GRAND RAPIDS DRY GOODS CO.
Exclusively Wholesale ::: Grand Rapids, Mich.

allied lines and selling directly to the retailer, is up against the problem of making these few things just what they ought to be. If they win, he succeeds. If they fail to gain the favor of the buying public, he loses. So he concentrates his energies on bringing up his few items to the highest degree of desirability, embodying in them as many trade-winning qualities as he possibly can, imparting to them a character and an individuality that goods bought from a jobber often lack.

The manufacturer who sells to the wholesaler and jobbing house has a different problem from the one who supplies the retailer direct, and so does not go in so strong on individuality in his goods and genuine merit.

The jobber's success does not depend on any one line. He may be more interested in getting a fairly good article at the very lowest figure than he is in getting something that will meet nicely all the exactions of the ultimate consumer. This year he may place his order for a given line with one large maker; next year it may go to some other who makes a better bid.

Altogether, it is next to impossible to build up a reputation on a particular article bought of a jobber. Or, if you get the reputation built up, then the jobber has changed to some other manufacturer and can't supply the goods your trade is calling for. It is far more practical to fill in and keep going on a line bought direct from a manufacturer.

Get the exclusive sale in your town of some manufacturers' articles of merit and push them. Judgment should of course be used in what you take hold of and particularly in the amount you buy. It generally would be unwise to load up heavily on something new and untried for the sake of getting the exclusive sale. But with a line that already has an established reputation in your community, or a line which has the merit on which a reputation can be based, it is a mighty good thing for you if it can be gotten at your store and not at the other places.

Such lines need not always be highly advertised goods. On an article that has real merit and can be sold at an advantageous price, a profit-yielding reputation can be built up. Fabrix.

Lansing—A new company has engaged in business to manufacture and deal in silos and other machinery under the style of the J. M. Preston Co., with an authorized capital stock of \$25,000, of which \$22,250 has been subscribed and paid in in cash.

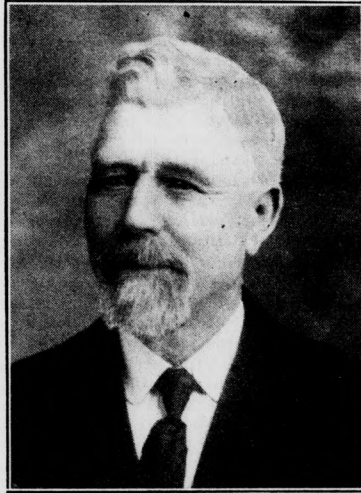
Escanaba—The A. J. Kirstin Co., manufacturer of stump pullers, has been incorporated under the same style, with an authorized capital stock of \$25,000, of which \$22,250 has been subscribed, \$2,000 paid in in cash and \$14,250 in property.

You can do no successful direct advertising without a good mailing list. You cannot send out mail advertising unless you know to whom it ought to be sent.

MEN OF MARK.

Jacob Heeringa, Pioneer Merchant of Holland Colony.

Jacob Heeringa was born in Dockum Province, Vriesland, Netherlands, June 11, 1841. He came to this country with his parents in 1848. They settled in Albany, N. Y., and lived there eight years before coming to Michigan. When the war broke out, Mr. Heeringa served in the Civil War as First Sergeant of Company A, Third Regiment, Michigan Cavalry. He was in the service



JACOB HEERINGA.

for four years and six months. Shortly after the war he engaged in the general store business at East Saugatuck, which he conducted for thirty consecutive years. During this time he was postmaster sixteen years and Justice of the Peace sixteen years also. About ten years ago Mr. Heeringa disposed of his retail business and moved to Holland, where he formed a copartnership with his son Edwin, G. J. Schurman, George Schurman, and William Beckman in the Michigan Tea Rusk Co., which has had a very prosperous career. Mr. Heeringa acts as Treasurer of the organization. He is also Treasurer of the Emeritus fund of the Christian Reformed church and is Treasurer of the School for Christian Instruction.

Mr. Heeringa was married February 22, 1864, to Miss Ida Allen, one year his junior, who was born in Overisel, Netherlands, coming to this country with her parents in 1846. She has been a strong support to her husband and is the mother of nine children of which seven are still living, as follow: Mrs. J. Siebelink, East Saugatuck; Mrs. Dr. F. Brouwer, Holland; Edwin Heeringa, Holland; Mrs Rev. W. P. Van Wyk, Grand Rapids; Mrs. Rev. W. P. Bode, Lincoln Center, Iowa; Jacob G. Heeringa, Grand Rapids, and Ida Heeringa, Holland.

Mr. Heeringa joined the Dutch Reformed church when he was a young man in Holland. Naturally, he united with the same church at Albany, but, on coming to Michigan, he just as naturally united with the Christian Reformed church, which he has served as elder for forty-one years.

Mr. Heeringa never joined any lodge and has never found any pleasure outside of the home circle and his church and religious relations. He has al-

ways been regarded as the soul of honor.

He is a good judge of merchandise, both as to quality and value, and was long regarded as one of the most careful buyers and successful sellers in the Holland Colony. He rejoices in the companionship of his friends and never forgets a favor or fails to shield a friend. His word is as good as his bond. He was one of the first subscribers to the Michigan Tradesman and is still a regular reader of this publication.

Mr. and Mrs. Heeringa will celebrate their golden wedding February 22 and the Tradesman joins with their many friends in wishing them many happy returns of the day.

It Wouldn't Come Out.

Arthur was slightly ill and his mother called the doctor. The doctor asked several questions, and then, turning to the little boy, said:

"Now, my boy, show me your tongue."

Arthur opened his mouth slightly, and looked up at the physician.

"Oh, that's not enough," said the doctor, smiling. Put it right out.

Arthur began to cry.

"Why, Arthur," said his mother, in surprise, "what is the matter, dear? Do as the doctor asks you, that's a good boy."

"Come, come," urged the doctor, "no one will hurt you. Now, put your tongue right out."

"I can't," sobbed Arthur, "'cos it's fastened at the back!"

Boob Salesmen.

The cashier of a Grand Rapids bank went into a clothing store the other day and asked for a dinner coat. The affable clerk who was approached enquired. "Do you wish a waiter's coat?"

A young millionaire entered a clothing store on Monroe avenue yesterday and asked for a chauffeur's cap. The clerk thus addressed enquired, "What size do you wear?" The look the young millionaire gave the clerk would melt a heart of stone.

Peter Miedena has engaged in the meat business at 1203 West Leonard street. He has been a string butcher here for about twenty years.

The Wilson Cloak & Suit Co. is offering to settle with creditors at 25 cents on the dollar.

FOR FINE WEDDING PARTY AND FUNERAL WORK TRY

Crabb & Hunter Floral Co.

114 E. FULTON ST.
Citizens 5570 Opposite Park Bell M 570

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.

EASTER GOODS

We have a complete line of

**Easter Chicks Ducks Rabbits Baskets
Fancy Candy Boxes Post Cards
Booklets, Guest and Tally Cards—**

All on display at our Sample Rooms,

No. 5 and 7 Ionia Ave., N. W.,
Grand Rapids, Mich.

WILL P. CANAAN CO.



**A Good, Strong,
Medium-Priced Line**

Buffalo Trunk Mfg. Co.

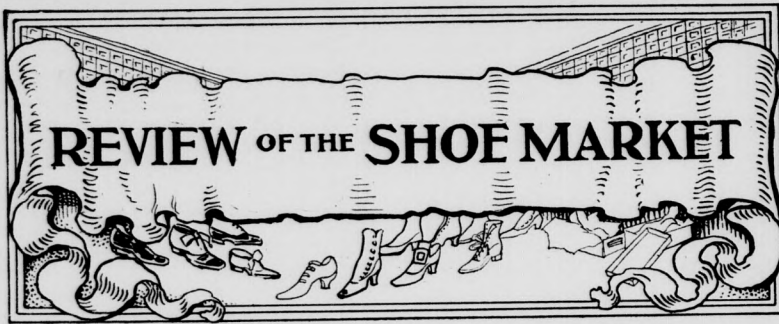
MANUFACTURERS OF

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



What is the Proper Stock Turn-Over.

Hartford, Conn., Feb. 16.—The subject, "What is the Proper Stock-Turn-Over?" is a very important one, particularly applicable to the retail shoe business, more so perhaps than to any other line; presenting, as it does, a question extremely difficult to answer. I am quite conscious of the belief that no definite answer is expected in concrete form. If it were possible to establish any one particular standard by which we might govern ourselves and could estimate the qualifications of the buyers for their responsible positions, we should all welcome it. So many and varied are the conditions that enter into the stock turning proposition that only classified standards could be established, and of many divisions at that.

To enumerate some of these conditions, we will consider, first, where only the higher grades of shoes are sold from \$4 to \$10, requiring five and six widths on each line and extreme styles. A stock of this grade to be turned once and a half or twice would show a fair average, while a stock of a cheaper grade, selling from \$4 down, and depending upon jobbers to supply sizes at a day's notice, could easily be turned five or six times. The medium class of stock,

selling from \$3 to \$7, with a general assortment, might be turned two and a half or three times.

To further classify, it must be taken into consideration that stocks of men's shoes turn about twice as fast as those of women's shoes, according to statistics.

In quoting the above figures, I do it on the following basis: If the total annual sales of a business are \$150,000 and the average stock carried is \$50,000, and the gross profit on sales is 33 1-3 per cent, the stock has been turned twice. I know that some merchants figure it differently and claim that it has been turned three times. The total sales should be divided by the merchandise on hand at the selling price, viz.: \$150,000 by \$75,000, or the cost of the sales divided by the cost of merchandise carried, viz.: \$100,000 by \$50,000, giving the same result.

We can all readily realize that more frequent turning of stock means increase in net profits without an increase in selling price. How to accomplish this is the one large question. The cause of the disasters of many retail businesses may often be attributed mainly to an overstock due to the two following mistakes: (1) multiplicity of lines carried, (2) indiscriminate scattering of buying.

The two remedies for these evils lie in (1) a systematic elimination of unprofitable lines; (2) the concentration of purchases to the least number of manufacturers who can supply requirements.

Scientific merchandising is necessary for the application of these remedies. This requires a card system of stock-keeping which gives a perpetual inventory not only as a whole but of each department, and of each line of goods of each department, thus enabling a merchant to get at the very fundamental division of stock and to classify by grades.

For example: ascertain from the system the number of lines carried to sell for \$3, the amount of annual sales and the amount of average stock; get the number of times this grade has turned and endeavor to increase the turns by elimination of the slow selling lines and keep the good sellers well sized. Employ the same process with every grade and good results will follow. This I believe to be the only classification that can be established for accurate and just comparison to determine the proper stock turn over.

With this view I would like to make the following suggestion: Inasmuch as we all must realize that great importance of "Stock Turn-Over" to the success of our business, that 10 per cent reduction of our average stock carried means 10 per cent less capital involved and consequently increases amount to be entered on the "Loss and Gain Account," at the summing up of the year's business, as "Balance Gain;" inasmuch as by the elimination or lessening of the number of lines would naturally mean a smaller accumulation of "rag ends" to be closed out at slaughter prices at each season's end; inasmuch as the only data we have by which we can determine the "proper stock turn-over" is gathered from what "has been," and inasmuch as systems of

scientific merchandising are being introduced and studied, would it not be of sufficient mutual benefit to the members of the National Shoe Retailers' Association to warrant our entering into a "Competitive Class" for the discovery of the "Proper Stock Turn-Over" by classification of the different grades of goods, selling at \$3, at \$4, at \$5, at \$6 and at \$7, or further classification if desired, in both women's and men's goods, and recapitulate and report at our next annual meeting, when we may determine what should be the proper turn-over for each grade?

If a resolution embodying this plan could be adopted and, even if only fifty members entered the competition and made the effort, scattered as they will be, I believe that the result would be gratifying. To this end I would gladly furnish a copy of a card system that would minimize the labor and show by its records the turning of each individual line of each grade, so that we could intelligently make eliminations of slow sellers and adjust our merchandise without depreciating our annual sales.

J. F. Knowles.

The Danbury Hat Co. is about to engage in business at 228 Michigan, West. Arthur Guidotti is the proprietor and comes from Danbury, Conn. where he has been engaged in a similar business.

Stone, Burgess & Co., installment jewelers, are succeeded by Stone & Burgess.

A. O. Frey succeeds E. E. Blakeslee in the grocery business at 363 Grandville avenue.

It is well enough to be a thinker, but too often the man who thinks does nothing else.



ESTABLISHED 1864

Satisfy Your Customers

How Many of Your Customers Come Back?

The First Sales Are the Backbone of Your Future Success

TO insure repeating sales, you must give your customer absolute shoe satisfaction in style, comfort and service. This latter is the quality most essential in the entire shoe trade. Backing each pair of our shoes is the experience of 50 years along truly progressive lines, and when you sell our shoes, you do not sell an experiment, but a finished product, proven by honest competition.

The cut is a reproduction of a Gun Metal Shoe, particularly adapted to the working man's trade, in so far as it is built on a neat, stylish last, for dress wear, and of very substantial material for a working shoe when put to that use. The soles are of real oak, uppers of extra quality calf skin. Blucher and button, Goodyear welt.

OUR SALESMAN WILL POINT OUT THEIR SUPERIORITY

Rindge, Kalmbach, Logie Company

GRAND RAPIDS, MICHIGAN

Mild Winter Hit Retailers Hard. Written for the Tradesman.

Immediately after the holiday some retail shoe dealers began to announce their mid-winter clearance sales. Some waited, devoutly hoping that a good, sizeable spell of genuine old-fashioned winter weather might suddenly turn up to liven up business a bit, but in the Central Middle West there was simply nothing doing in that line. Blizzards confidently forecast by cheerful weather men got side-tracked. Other sections of the country, North, West and East were favored in this particular; but not the Central Middle West.

As the weeks passed by, and each succeeding day seemed more bright and salubrious than its predecessor, retail shoe dealers began to realize that they were simply up against it. Finding themselves with a lot of winter shoes still on hand, and appreciably more than usual of the odds-and-ends and broken-lot sort, the only thing to do to make it move was to resort to drastic cut-price measures. And this they have done.

Shoe store patrons should certainly have no kick coming now. Not in years have I seen such remorseless cutting and slashing of prices. And the reduced price footwear embraces extensive lines of attractive winter shoes, in some of the very newest and best approved styles, for men, women and children. There has been a big reduction all along the line; and on odds and ends, if the patron is able to find a pair off shoes that fits him, he can get them at a price not far removed from the cost of production.

A friend of mine showed me a pair of patent leather bluchers with mat kid tops, on a perfectly good last, which he bought for \$1.95. They were high grade welt shoes from one of Cincinnati's best department stores, and bore on the shank a cryptic word, which, as I happen to know, is placed only upon shoes they sell at \$5 and upwards. Some bargain, eh? Of course the store lost money on that deal; and of course my friend was more than ordinarily fortunate in being able to wear a narrow width; but the incident illustrates the desperate lengths to which dealers are driven to get rid of winter footwear.

Admittedly, the weather has been dead against the shoe dealer. And still there are multitudes of cantankerous persons who contend that the shoe dealers of this country are waxing fabulously rich! Cid McKay.

Jaunty Jottings From Jackson.

Jackson, Feb. 16.—We had the pleasure of attending a vaudeville show a short time ago with an old friend. The acts were all good and the last of all was a male quartette of especial merit. Just before they appeared on the stage, a stentorian voice cried out the words "and now we come," and, like the announcement, what followed was extraordinary indeed.

Jackson Council might well say the same words, "And now we come," with an achievement almost unparalleled, all things considered. Last Saturday evening, between the hours of 7 and 12 o'clock, a regular meeting of our Council was held in a regular way, according to the regular order of business for all councils. Fifteens applications for membership

were acted upon, twelve candidates were fully initiated, others were anxious to be, but we could not handle the business, even though our equipment is first-class. We listened to two addresses by officers of the Grand Council, answered several long distances, went from the executive session to a social session with our families and friends, had a first-class lunch, plenty of time to dance and made elaborate plans for an annual meeting in March for the afternoon, with a banquet at the Otsego Hotel in the evening. Deputy Grand Counselor James F. Hammell, of Lansing, and Past Grand Counselor John Quincy Adams, of Battle Creek, were the visiting representatives from the Grand Council. We are always glad to have these brothers with us, but would suggest to them to bring their wives next time. We are rejoicing in the size of this class of new members, even though it does go up into two figures. They are all good men and we present them here as a strong asset, not only to Jackson Council, No. 57, but to the whole order at large knowing that they will endeavor to exemplify the teachings of the ritual at all times and here they are: John Henry Alles, 121 N. Gorham street, manufacturer of high grade candy and selling his own products; Chas. G. Tullis, 167 Stewart avenue, representing American Sewer Pipe Co.; Martin C. Baker, 708 Randolph street, representing the same company; Charles E. Baker, 708 Randolph street, selling silos; Bennerd E. Dewey, 126 South Hill street, with Kruce Cracker Co.; Arnold Thayer, 1009 First street, representing Wilson, Larrabee Co.; William S. Phillips, 1107 W. Washington street, Saginaw Beef Co.; Willie S. Allen, 178 Maple avenue, Oliver Chilled Plow Co.; Roy S. Mapes, 705 Fourth street, Crown Paper Co.; Geo. B. Cline, 319 West Mason street, New Ideal Spreader Co.; Jay W. Goldsmith, 406 Edgewood street, with E. S. Bowman Co., and John S. Rapley, 908 West High street, representing Ontario Drill Co. We are assured of another large class for the March meeting and Jackson Council, No. 57, is after the 300 mark and that right soon.

Max Nowlin, at the head of the Jackson Baking Co., furnished the sandwiches, cakes and fried cakes, demonstrating fully the high quality baking done by this company. M. J. Moore made the coffee and that is all that needs to be said. Our officers did the work well and Senior Counselor Ray G. Pringle knew right where he was at every minute.

Those figures furnished by Grand Secretary Fred C. Richter makes Michigan show up well, as compared with other grand jurisdictions, and let the good work go on.

Jim Hammell says that "fraternity" does not mean using the same towel for all traveling men for all time without the towel seeing soap and water.

If the steam roller split the Republican party, what will the roller towel, etc.

Will H. Graham and family, First street, have spent the past three weeks in the South, also visiting Cuba, and Will reports a most enjoyable time. He is now hustling once more for business.

It is hard to get away from old associations. Steve Lewis has bought a farm.

Some would-be buyers are not buyers at all, they are just commercial gossipers. They ask you how you sell so and so and then inform you that they do not need any, but just wanted to know the price. "O piffle."

Scott & Helmer, Greenwood avenue grocers, are interested in a chunk of land in Southern Florida that is looking somewhat fruitful in a financial way.

Myer M. Levy had a very long face at the meeting Saturday night. You see, Mrs. Levy is away from home for a short time on a visit to her people.

E. A. Elliott, manager C. Elliott Co.,

Detroit, has a natural longing for a Polar expedition. Until such a time as he can arrange for such an extended trip, he has to content himself by getting out for a day at a time when the air is sufficiently icy. Last week Wednesday looked pretty good to him, so he made a fifty mile drive with his salesman, Geo. Revdell, over on the air line division of the Grand Trunk and is anxiously waiting for another opportunity. Spurgeon.

No woman ever looks at matrimony from a man's point of view.



Get all the customers you can Keep all the customers you get

That means a paying business for you.

Glove Brand Quality

is the kind that makes this possible.

**Glove Brand Rubbers Fit
Glove Brand Rubbers Wear
Glove Brand Rubbers Satisfy**

Satisfied customers mean repeated profits for you. You cannot afford to risk your prospects on goods of inefficient quality.

Stock Glove Brand Rubbers

Hirth-Krause Company

Grand Rapids, Mich.

A Good Many Retailers Have Found Out That They Didn't Have Enough

Wales Goodyear Rubbers

and we're getting a lot of re-orders—the Bear Brand Rubbers are the thing this year. You'll find it's hard sledding trying to satisfy your trade with any other kind.

Is your rubber stock going to hold out? If not, size in with this popular brand. You'll find your customers better satisfied.

Drop us a card and a salesman will run in to see you with his samples for next season. No obligation whatever.

HEROLD-BERTSCH SHOE CO.

GRAND RAPIDS, MICH.



The Toilsome Serving of a Modern Martha.

Written for the Tradesman.

The Helping Hand Church on Vincent street is a working church. Its pastor, Mr. Hardy, is an earnest, energetic man, devoted and enthusiastic in the cause to which he has dedicated his life. He is one whose forceful, compelling hand is felt on everything he undertakes. He has great executive ability—he can plan out work for any number of persons, and thus supplement his own efforts by those of others to great advantage. He is the kind of man who, had he followed some secular calling, would have become a great captain of industry, a director and utilizer of the exertions of other men.

Naturally such a man has drawn about himself helpers. But even he can not find enough assistants to carry on all the activities which his tireless mind projects.

Many of his church members make the excuse that their time already is fully occupied—the men plead their necessary absorption in business, the women their family cares. They feel that if they attend one service or at most two services on Sunday, that it really is all that can be expected of them. So it happens, as is not unusual in such cases, that the larger part of all the great amount of work carried on by the Vincent Street church is actually done by a little band of faithful devotees, few in number but of surpassing zeal and diligence, who, while by no means exempt from business responsibilities and home cares, still feel that the cause of their Master has first claim on their time and strength.

Most notable among these is Mrs. Gordon, a widow of forty years with no children. Mrs. Gordon earns her living as a stenographer in a downtown office. She is both rapid and accurate, so she has a steady position at very good pay. However, she has to put in not only the customary seven to eight hours per day, but, owing to the peculiar requirements of the place, she has to go back two evenings each week and work from seven till nine.

Mrs. Gordon has a tiny suite of rooms and gets her own breakfast. Her housekeeping, light and abbreviated as it is, takes a little time.

She is obliged to devote two or three hours each week to keeping up her wardrobe. No one but a very busy woman whose time for a certain number of hours each day belongs to her employer, knows how hard it is to find even the few minutes necessary for ordering a hat or

picking out a pair of gloves or a blouse. She must take the ever necessary stretch in time in this garment and that, and put in an occasional hour with dressmaker or tailor for fittings and alterations.

It will readily be seen that Mrs. Gordon's place in life is no sinecure. And then her church work.

Mrs. Gordon teaches in the Sabbath school, having a class numbering some thirty girls from thirteen to sixteen years of age. It is needless to say that she feels at times an almost crushing responsibility for their spiritual welfare. She subscribes to the best helps and always gives one evening of each week to the preparation of the lesson, and another to the Teachers' Normal class. Besides all this, when not actually engaged in her office work or some other task requiring her undivided attention, she may be said to be always racking her brain to devise means of attracting and holding "her girls," who it must be confessed are a light-hearted and frolicsome set of young things, not at present fully appreciative of their teacher's almost painfully earnest efforts in their behalf.

Every summer she takes her class out on a picnic or an excursion; every winter she gives them a little banquet or dinner, in both cases paying the bills from her own pocket. Always and always "her girls" are on her mind and heart.

One evening in the week studying the Sabbath School lesson, one evening for the Normal class, two evenings at the office, prayer meeting every Wednesday night—what does Mrs. Gordon find to do on the remaining evening, which happens to be Friday? Sit in an easy chair and read an entertaining book, or enjoy a friendly chat with some congenial friend? Not Cordelia Gordon. Her energy is too relentless, her sense of duty too coercive to allow any such indulgence to inclination. She used to spend every other Friday evening attending the regular business meeting of the church, but lately she has taken upon herself another line of work that requires her services every Friday evening.

The Vincent Street church, which is located near a large tract peopled mostly by factory operatives, recently has been enlarging its institutional activities. It has installed a gymnasium and a reading room in the church annex, aiming to make the latter a sort of neighborhood center. Now to get this on its feet and make it a power for good, it must be pushed; so very naturally Mrs. Gordon

was selected as one of several energetic, dependable women of the church who each devote a certain number of hours each week to being in attendance at the reading room and furthering its interests.

On Sunday morning Mrs. Gordon is at the church promptly at nine to have everything in readiness for her class at nine-thirty. After Sabbath School the church service occupies the time until twelve. Then there is often a short conference with superintendent or other teachers, so it is likely to be one o'clock or after when she leaves the building.

Mrs. Gordon belongs to a little missionary society composed of business people like herself who are occupied during week days, so they hold their meetings once or twice a month on Sunday afternoon. Mrs. Gordon is the secretary and always attends. Sunday evening there is the regular service. Altogether, when Sunday night comes, the ever faithful, ever zealous, ever dependable Mrs. Gordon is just as weary in body and mind as she is of a week day evening.

In addition to carrying out the strenuous programme just outlined, Mrs. Gordon is one to whom the pastor and the leaders in the church turn in their difficulties, often placing it upon her ready, active brain to work out a practical solution to the particular problem at hand. She is posted on all the ins and outs of the church finances, knows where every dollar comes from that supplies its treasury. In short, she is one of the few that push and contrive and see that things go.

This outline can not convey to the reader the intensity with which she labors, nor the expenditure of nervous energy she constantly is making. She works harder than all the elders and deacons combined—harder than the pastor himself, although he is, as has already been indicated, an exceptionally vigorous and effective worker. But like most persons of good executive ability, Mr. Hardy has a habit of putting detail off on to others. He has found that it usually is better attended to by so doing. Also, like many other good executives, he often does not realize the excessive amount of work requiring slow, painstaking performance, that he loads upon faithful and uncomplaining helpers.

Then after the manner of his sex, Mr. Hardy takes things more easily and philosophically than is possible for a woman of Mrs. Gordon's temperament to do. And he has learned by experience that he can keep himself more fit and accomplish greater and better results by occasionally taking a day off, going to the woods or the river and forgetting that there is any such organization as the church on Vincent street, shaking off for the time being all his perplexities regarding it and the sins and sorrows of its many members.

Mrs. Gordon knows nothing about the joy of running away from work. She never has tried it. She keeps on and on, becoming each week a trifle thinner and paler, a little more jaded

and haggard looking, and feeling a little more keenly the unceasing grind of it all. Any close observer can see that a breakdown is imminent. For years she has gone beyond her strength. It is only that indomitable will of hers that keeps her up.

There is a story told in the Sacred Narrative of the Master's being received and entertained by a little household in Bethany which had at its head an energetic woman named Martha. She is described as "cumbered with much serving," and was gently chided for being "careful and troubled about many things." The sister Mary who sat in quiet meditation at His feet was declared by the Master to have "chosen the good part."

If this so high authority found a little bustling housewifery the occasion for a slight reproof, what could be His comment concerning such excessive activities as those constantly performed by Mrs. Gordon.

It may be urged in defense of the zealous worker of the Vincent Street church that the analogy is imperfect; that Martha of old was chided, not for doing too much, but for attempting to do and wanting her sister to aid in doing that for which there was no need. Further it may be argued that both men and women overtax their strength and strain their energies to the utmost to acquire wealth or to accomplish some other purely worldly end. Is it unjustifiable that they labor as earnestly in the cause of Christ?

Granting the full force of all these arguments, and also that times have changed and methods of religious and humanitarian work must change as well, this question still presents itself with startling force—does such a life as Mrs. Gordon's really achieve the end for which she is so painfully striving? She aids in keeping certain means of religious propaganda going, but does such bondslavery recommend the religious life to thinking minds outside the pale of the church?

She may for a time hold her Sunday School class by sheer earnestness and will power, but does she in her own person exemplify to them the beauty and gladness of holy living? Constantly goading herself on beyond her strength, can she impart to others an enthusiasm that in her overwrought condition she does not herself feel? Although unquestionably consecrated to the highest ideals, does she inspire others to better living?

Quillo

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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



Go wherever you will, look up the leading
merchants and 10 to 1 you
will find they sell

Hood Rubbers

HOOD RUBBERS are the "*back-bone,*" yes the *red blood,* the **SINEW** of the rubber business of thousands of real **MONEY MAKING** merchants.

The Reasons Why Are MANY

Here Are a FEW:

The **Hood Mill** is the largest in the world. Its product did it.
The **People** know that **HOOD RUBBERS** wear longest.
The **Merchants know** that they can *fit* shoes **better** with **HOOD RUBBERS** than with the ordinary brands.

We Give You Service---Unexcelled

We save YOU 5% on your rubber bills.

Plan now for 1914.

Get our new special catalogue.

No shoe merchant should be without it.



Grand Rapids Shoe & Rubber Co.

THE MICHIGAN PEOPLE

GRAND RAPIDS, MICH.



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

Showing and Selling Household Hardware.

Household hardware—a sufficient line of it—is a sure antidote for the selling slump that is likely to strike your store during the winter months.

This is true for several reasons. Two things, though, stand out prominently at the head of the list.

First, household hardware is made up of staple, everyday necessities that every household must have.

Second, the price can be such that an unusually strong appeal will be made to your customers.

This easily will be seen to be a proposition that is sure to bring trade. Offer the people something they have to have at such prices they can't get away from.

The way to make a success with household hardware is to push it persistently and consistently. Push it by means of suitable interior displays, compelling window trims and live wire advertising.

It would pay you to devote at least one week to special efforts in behalf of household hardware. During that week a good strong window trim could supplement the handbill in an effective way. One built after the style illustrated on this page would be about right. In this window trim we have featured kitchen wire goods. This is only one part of household

hardware, but it would pay you to give it prominence.

To build this window you will need about the following:

Merchandise.

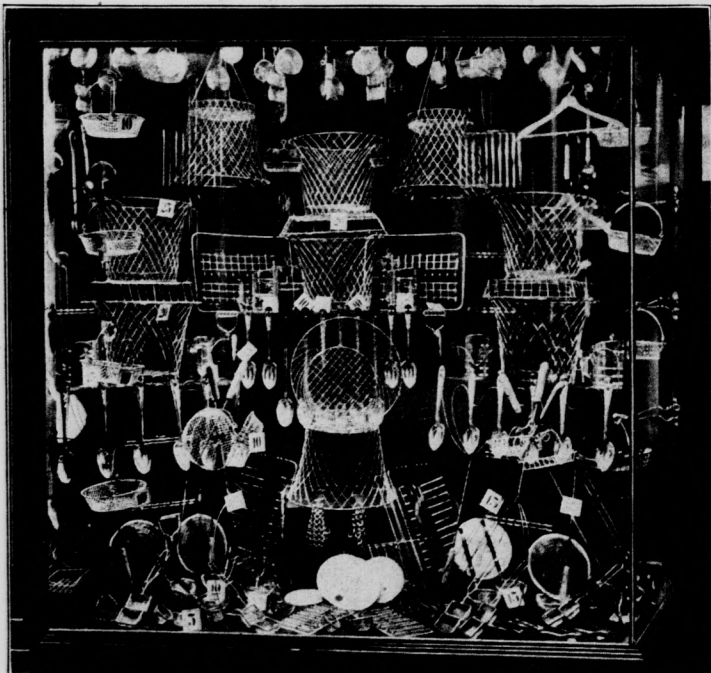
- 1 doz. Wire waste baskets
- 1 " Carpet beaters.
- 1/2 " Sink strainers.
- 1/2 " Dish drainers.
- 1/2 " Soup strainers.
- 1/2 " Percolators.
- 1 " Vegetable ladles.
- 1/2 " Toasters.
- 1 " Egg beaters.
- 1/2 " Soap dishes.
- 1/2 " Vegetable boilers.
- 1 " Soap savers.
- 1/2 " Flour sifters.
- 2 " Assorted mixing spoons.
- 1 " Kitchen forks and knives.

Fixtures.

- Five rolls of red crepe paper.
- Four small wooden boxes.
- Three boards.
- Plenty of price tickets.

The first step is to cover the background with red crepe paper. Then cover the boxes and boards with red crepe paper. These should be the same relative size as shown in the drawing. Put them in the position indicated and get busy with the merchandise.

At the top of the window next to the glass should be hung an assortment of various kinds of strainers, mixing spoons, basting spoons, coat hangers, carpet beaters and so forth, according to the amount of room you have. Hang two wire waste baskets bottom side up to the ceiling and let



Photograph of Window Trim

Foster, Stevens & Co.

Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

Michigan Hardware Company

Exclusively Wholesale

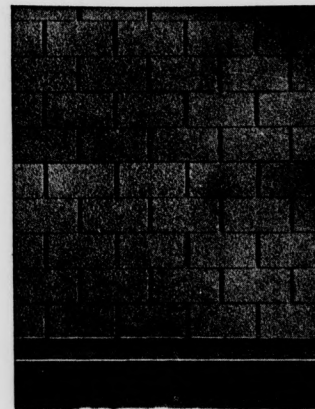


Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

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
And NEW YORK CITY

Utica
Scranton
Boston
Worcester

Milwaukee
St. Paul
Lincoln, Neb.
Chicago

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

IMPERIAL BRAND

Spraying
Largest Line



Compounds
Superior Quality

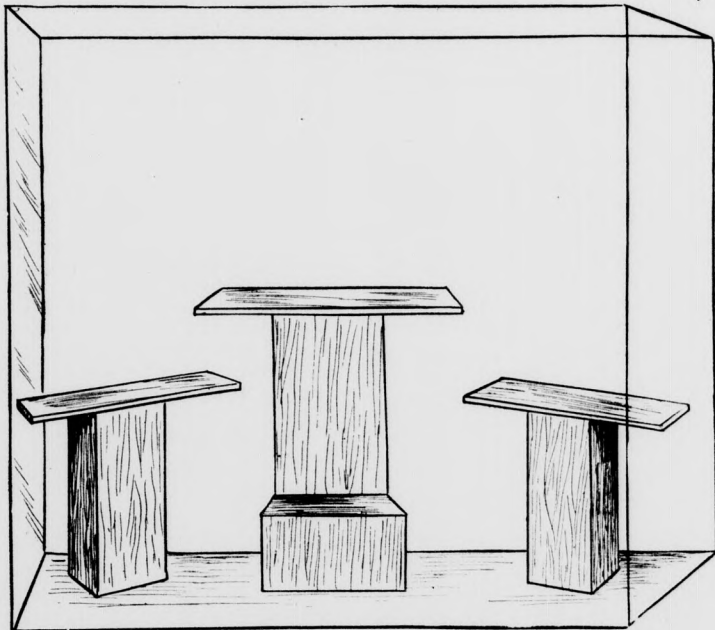
Our Paris Green packed by our new American System.
Reliable dealers wanted.

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

them hang down next to the glass at equal distances.

On the center unit build up a pile of two wire waste baskets and a dish drainer. Then fill in the vacant space with soap dishes or any other small articles that may be handy. To the front of the board hang a row of mixing and basting spoons and potato mashers. These can hang on pins.

Make a similar display on the right and left units, the only difference being that instead of a dish drainer on each side of the waste basket you should put a flour sifter. To the front of these boards hang basting spoons the same as the center. On the left box immediately in front of the center unit put two wire waste baskets in the position shown and in



Drawing of Fixtures.

front hang three pot chains. Hang three or four vegetable boilers in each corner of the window near the front.

Stop now and see that you have plenty of price tickets on the merchandise. Price tickets not only will make the window trim look better but will make it pull harder—sell the goods.

All that remains is to arrange the floor plan which is quite easy. All there is to it is to lean a few carpet beaters against the center and side units and then fill in the rest of the floor space neatly with small articles, such as spoons of various sizes, soap savers, asbestos mats, toasters, nut picks and so forth.—Butler Way.

Winter Reduction Sale of Holiday Goods.

We are much amused at the purchases of Mrs. Bargain-Fiend as illustrated in the comic sections, because we appreciate the almost universal human failing—the love of bargains. Great merchants recognize this, and have their periodical Bargain Sales. "Fresh stocks, new goods. Get rid of old stuff, even at a sacrifice." This is the modern merchant's slogan. The little behind-the-times storekeeper has had his Christmas display, and what is not sold is packed away until next year; and so in the past, year after year, with the re-

sult that his holiday goods are never altogether fresh and up to date, and his store suffers in reputation, thereby.

The January Reduction Sale of Holiday Goods ought to be a fine thing for the Hardware store, as well as any other store.

I know of an instance where such a sale was literally a booming success.

Even though holiday shopping, in volume, ceases on Christmas Eve, yet it is to be remembered that Christmas is more than the celebration of a day; it is a season of weeks—lasting well into January. And while the Christmas season lasts there is always the desire for more; the disposition to add to what we have gotten ourselves, to what we have given to others.

True, the purse is lean; we ought not spend the money; but price-reduction—

he'd look around, and maybe buy that tool. He did.

The demonstrator at Smith's showed Mother how to make such appetizing croquettes out of left-overs of turkey, and it was so easy with an Enterprise meat chopper, too. Besides she saw the demonstrator grind up pumpkin in the chopper, and she realized it would save all that tedious rubbing of stewed pumpkin through a sieve. So, as Father and the children were fond of croquettes and pumpkin pies, she bought a food chopper. Dorothy, the grown-up daughter, said, "If everybody's getting something, I think I ought to have one of those electrical curling irons." So Mother bought that too.

These sales were all to one family, and notice that, while a number of the purchases were made at the bargain counters, the razor, the "Yankee" tool, the food chopper and electric curler were not. The manager of the store told me that the January sales, 1913, were 30 per cent. higher than preceding years. These sales were not all bargains either, a large increase was noticed in staple goods as well.

Said he, "The January reduction sale of holiday goods is no longer an experiment in this store, it will be an established custom."—Philadelphia-Made Hardware.

Try It on the Dog.

The friend had dropped in to see D'Auber, the great animal painter, put the finishing touches on his latest painting. He was mystified, however, when D'Auber took some raw meat and rubbed it vigorously over the painted rabbit in the foreground.

"Why on earth did you do that?" he asked.

"Why, you see," explained D'Auber, "Mrs. Millions is coming to see this picture to-day. When she sees her pet poodle smell that rabbit and get excited over it, she'll buy it on the spot."

STATE OF MICHIGAN.

The Circuit Court for the County of Ionia, In Chancery.

In the matter of the Portland Manufacturing Company—

William F. Selleck, Receiver.

To the creditors, stockholders and other persons interested in the Portland Manufacturing Company and to all whom it may concern:

Notice is hereby given that pursuant to an order and decree of the Circuit Court for the County of Ionia, in Chancery, in the above entitled matter, made on the third day of February, 1914, and filed and entered in said matter on February fourth, 1914, I will sell at public auction or vendue to the highest bidder on Thursday, the 2d day of April, 1914, at One O'clock in the afternoon, at the front door of the Place of business of the Portland Manufacturing Company, on Bridge Street in the Village of Portland, all of the property and effects, both personal and real of the Portland Manufacturing Company.

You will further take notice that it is further provided by the said order of the said court that if any person desires to bid for said property at any time before the day of sale they shall make a sealed bid or offer accompanied by ten per cent. certified check and if such sealed bid should exceed the amount of the highest bid offered at public sale then and in such case such sealed bid might be considered at such public sale, and be then and there publicly announced.

In pursuance of the last above named provision of such decree I further give notice that I will accept bids for all of the property of the said Portland Manufacturing Company in sealed bids which said bids must be accompanied by a certified check for at least ten per cent. of the amount of such bid as a guarantee that the bidder will pay the amount of the bid as soon as the sale is confirmed by the court.

I further give notice so that all parties may have an equal show that any person bidding at the public sale will

in like manner by the receiver be required to deliver a certified check or an amount of money equal to ten per cent. of the bid under the understanding that such money or check is received as a guarantee that the amount of the bid will be paid if such sale is approved by the court.

Should any person or firm present sealed bids as herein provided and their bid should not prove to be the highest bid for such property then and in such case such certified check will be returned forthwith to the bidder, or to the party to whom he directs the check to be sent, and in case any sale made is not affirmed by the Court any check or money deposited as a guarantee will be forthwith returned to the bidder.

The REAL ESTATE to be sold at said sale is described as follows, to-wit: all those certain pieces or parcels of property situated in the village of Portland, County of Ionia and State of Michigan and described as follows: The south fifty (50) feet of Lot seven (7) of the original plat of the Village of Portland; also a piece or parcel of land described as beginning at the southwest corner of said lot seven (7) running thence westerly along Water Street to the intersection of Broad Street; thence easterly along Broad Street to Grand River; thence down Grand River to the south line of lot seven (7) aforesaid; thence westerly to the place of beginning together with the buildings thereon situated and all boilers, engines, machines therein used, and shafting, piping and all other machinery thereto attached. Said real estate will be sold subject to a mortgage thereon of Three Thousand (\$3,000) Dollars and six per cent. interest since May 17th, 1913.

The PERSONAL PROPERTY is herein briefly described as all the goods, wares, merchandise, bills receivable, accounts receivable, manufactured goods, lumber and material for the manufacture of washing machines and motors, the manufactured goods being washing machines and motors, all of which property is itemized in the inventory taken January first, 1914, with the exception of the bills receivable and the accounts receivable and those items appear by the books of the Portland Manufacturing Company and may be seen by all prospective buyers at the office of the Portland Manufacturing Company, Portland, Michigan, and the copy of said inventory is also on exhibition at the office of Portland Manufacturing Company, Portland, Michigan, and can also be seen at the office of the Register of this Court at the Court House in the City of Ionia, Michigan, intending hereby to include every article of every name and nature including office fixtures and furniture and supplies of every description.

Bidders will take notice that inasmuch as the Portland Manufacturing Company represents an established business and fully believing that a very much larger sum can be realized by selling the entire plant and property on one bid that the bid solicited by this notice is for the entire real and personal property.

Dated, February 7th, 1914.

WILLIAM F. SELLECK,
Receiver of the Portland Mfg. Co.

Fixtures For Sale Cheap

Safe, Cash Register, Protectograph Scales, Gasolene and Kerosene Tanks, Lighting System, Show Cases, Scoops and Candy Trays. Write E. D. COLLAR, Mds. Salesman, Ionia or Bear Lake, Mich.

Dear Grocer:

We'll wager a new hat that 75% of the weighings on your beam and poise scale are inaccurate—even if you do weigh the sugar when you are not busy.

Investigate the automatic system as perfected in the Standard Computing Scale.

WRITE FOR INFORMATION

W. J. KLING, Sales Agent

(New and Second-hand Scales)

50 Ionia Ave., S. W. GRAND RAPIDS, MICH.





Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 16.—Last Saturday was Valentine day. It was something more than that—it was the birthday anniversary of Mrs. John V. Ripperger. John, whose middle name is also Valentine, did not propose to let this day go by unobserved and, accordingly, he selected as many of his friends as he thought his house at 117 Pleasant street would hold and invited them over to commemorate the event. Of course, John could not invite all of his friends whom he would like to have had come, for if he did, he would have to rent the Coliseum, for when it comes to the friend variety, John's are legion.

So he quietly spoke to about thirty-five, warning them not to breathe a word of it to Mrs. Ripperger, as he was planning it for a surprise. Promptly at 7:30 the invited guests invaded the above mentioned domicile and proceeded at once to take possession, much to the consternation of Mrs. John V. who, although she had her suspicions aroused by some mysterious telephone calls, the nature of which were unsatisfactorily explained to her upon her answering the call, nevertheless had not thought of being invaded by such a hilarious crowd as that. However, she was equal to the occasion and, together with John Valentine and the two sons, she demonstrated to all present that she was an entertainer of no small caliber. After the preliminary maneuvers of handshaking and greeting had been taken care of, the party proceeded to play five hundred, at which the following were the prize winners: First, Mrs. Chas. Tyler and R. J. Ellwanger, second, Mrs. Harry Hydorn and H. W. Harwood, third, Mrs. F. E. Beardsley and J. Harvey Mann. Miss Tracey Conley, who, by the way, is some artist at the piano, played several selections and A. T. Heinzelman favored the party with a couple of vocal selections, all intermissions being filled in with beautiful selections on the Victrola. Although John had purposely neglected to tell the boys it was her birthday, simply calling it a Valentine party, thereby attempting to head off any presents, some of the guests got wise to it and, in spite of John's precautions presented her with some beautiful and useful birthday souvenirs.

During a day's sojourn at the Bancroft House, Saginaw, last week, the following U. C. T. buttons were seen: Cadillac Council, No. 143, Detroit; Detroit Council, No. 9; Grand Rapids Council, No. 131; Owosso Council, No. 218; Columbus Council, No. 1; Auto City Council, No. 505; Port Huron Council, No. 462; Jackson Council, No. 57; Battle Creek Council, No. 253 and Chicago Council, No. 30.

Mrs. Herb Godfrey, who underwent a critical surgical operation at U. B. A. hospital recently, is reported convalescing.

We wish to caution all our traveling informants against reporting violation of hotel laws or giving any information derogatory to any hotel proprietor unless they have visited the hotel quite recently. The hotels are in what might be termed a metamorphosis state at present and should not be judged by conditions which prevailed two or more months ago. We find that many hotels are doing their best to conform to the law and it would not be fair to censure these now, for it takes some time

to bring about the desired conditions. We would recommend that not more than two weeks intervene between your visit and your report and that you even ascertain if possible, from the proprietor whether he intends to conform with the provisions of the law in the very near future. We can, through these columns, do a lot of good work in bringing about desired conditions or we can do individuals a wrong by not being careful about our reports. So far as we can learn, our reports to date have been authentic, but during this transformation stage let us all be careful that we do no one an injury.

We now say the "city of Kalamazoo" for it is indeed a regular city. Last week they turned the juice on the new cluster lamps and in spite of the stinging cold weather, 15,000 people were on the streets to see the beautiful sight. You look fine in your new diamonds, Miss Kazoo, and we wish to congratulate you.

And still the wonder grows that so good a hotel man as our friend, Fred Longwell at Schoolcraft, should adhere so closely to roller towels and pay no attention to the law pertaining to individual towels. We hope you will fix this up, Fred, as Jim Hammell is liable to get you if you don't look out.

And now our good brother Starkey has solved the high cost of living. He takes his lunch with him when he starts out for Chicago and other long trips on Monday morning.

We don't know of any better chap to get his personal grip locked up because he came in late than Pete Anderson. For instance, if G. K. Coffey or Fred Beardsley had found themselves in the predicament Pete did one night last week at Elk Rapids, they would have had some difficulty fitting themselves to George Clark's pajamas. Pete says they were a little tight, but thinks he could have slept fairly well if it hadn't been for George's snoring.

We might add to the reply made to Mr. Williams' letter to the Tradesman last week that it is not sufficient to have sheets just long enough to cover the mattresses. The law says they must be 90 inches long.

If you want a modern illustration of what our Revolutionary forefathers fought for, just note this one on Hub Baker (Worden Grocer Co.). Hub was in Cedar Springs some time ago and the train came without his seeing a certain customer. Just as the train was rolling in the customer came running down to the depot all out of breath and excitedly yelled out "Hold on there, I want some goods." Hub pulled out his order book and, tossing it to the grocer said, "There's my book, write it up yourself" and took the train for the next town.

"I vote the Democratic ticket, but I seldom talk politics, because all of my friends are on the other side."—G. K. Coffey.

The McElvain House, Vicksburg, is one of the bright spots in Southern Michigan. Mr. Smith, the proprietor, has installed a modern system of fire escapes, individual towels and 90 inch sheets. Everything is clean and orderly about the hotel and, last but not least, courteous

treatment is accorded to all. It is a good place to stop at if you want warm comfortable rooms and a good meal.

We are receiving several enquiries regarding the nature of the new U. C. T. accident insurance policies and when they will be issued. These new policies will be a four-page instrument, embodying the application, by-laws and benefits accruing. Several changes went into effect Jan. 1, among them being a payment of \$10,000 instead of \$5,000 for the loss of both hands, both feet or both eyes. Also \$12.50 per week for five weeks for partial disability instead of \$10, as formerly. The cause of delay in issuing these policies is that they contain the application and where the full name of the beneficiary is not known, it has to be ascertained before the policies can be issued.

Jesse Martin (Hershey Chocolate Co.) came home Saturday and remained in Grand Rapids until after the wedding Wednesday, in which he played an important role.

Unless the Capitol Hotel, at Centerville, has done so within the last two weeks, we would advise them to wake up, clean up, and fix up. It would seem as though W. Hart has been in the hotel business long enough so that he ought to know that a dirty lobby, a filthy toilet and wash room, slippery elm towels and skimpy meals—the 25-cent kind—never make a hit with the average traveling man. We suggest that Mr. Hart get into the game and conform to the Henry act. There are other things not mentioned in the act that he would do well to conform to, also.

We wish to make a few eulogistic remarks concerning the day clerk at the Dalton Hotel, Jackson. In order that everybody may know who we mean, we will call him "Red." Some folks call him Glen, but unless they are looking right at him when they speak to "Red" he seldom answers. Well, it isn't because that he has red hair that we are making these remarks, but the boys on the road like his gentlemanly ways and square dealing. Then, too, he is accommodating and never forgets to be agreeable. These are the traits that the boys like and that can't help but win trade for the hotel in whose employ he is.

The hotel committee of Grand Rapids Council, No. 131, which has in charge the arrangements for hotel accommodations at the Grand Lodge convention next June, reports that it has definitely secured forty rooms—twenty at the Bancroft and twenty at the Vincent. It can give a description of each room to anyone interested and tell whether it is inside, with or without bath, the price and all about it.

Invitations are out for the fifteenth annual ball of Cadillac Council, No. 143, at the Knights of Columbus auditorium, Detroit, Friday evening, Feb. 20. Dance ticket, \$2 per couple.

About two weeks ago C. A. Young, 411 Lyon street, had the misfortune to fall off the steps and since then has been confined to the house part or all of the time. He is reported getting better at this writing.

At the meeting of the executive committee last week, the claim of E. Vanderweigen, Hoboken, N. J., was allowed.

John P. Owens, for some time State Oil Inspector, has purchased the Eastman Hotel, at Benton Harbor, and will conduct a mineral bath house in connection.

Now that the grand jury has cleaned their city up a bit, we presume the Kalamazoo folks think they can stand the light.

Only three days more before the next regular U. C. T. dance at Herald hall, Saturday evening, Feb. 21.

Whittling Walt says: "If the elevator to success is stuck try the stairs."

If the engine stops does the auto tire?

Made in Grand Rapids Exposition, April 20-25.

Don't forget the U. C. T. leap year party in 1916.

Cheer up, Ramona will open soon. Important date—Feb. 21, 1914.

Important place—Herald hall. Grand Rapids knows how. fl

Allen F. Rockwell.

Owosso Awakes From Her Long Slumber.

Owosso, Feb. 16.—Not having seen anything in print from our home town in several months, you may have forgotten our location, but Owosso is still on the map, first station east of Burton, on the D., G. & M. branch of the Grand Trunk Railway.

After having been frozen stiff for a week, the members of Owosso Council, No. 218, thawed out Saturday evening and held a regular meeting. The event was enlivened by a large attendance and also the initiation of five new members, who were crowned as United Commercial Travelers and proved themselves good men and true, which was particularly noticeable at a banquet held at Connor's Cafe after the meeting.

"Saginaw in a bunch at the next annual convention" is the watch word.

I notice that Joshua Fuller comes to the front on the individual towel question and says he has individual towels at every meal hour, which would lead the reader to suspect that Brother Josh has become confused on individual towels and napkins. You're all right, Brother Fuller, and run a good tavern. Don't let any low down cuss steal your towels.

Honest Grocerman.

No More Victories.

Pat and Danny were smoking a friendly pipe and telling past experiences.

"Up until tin years ago," related Danny, thoughtfully, "Oi had bin inn one boonderd foights an' wuz niver licked."

"An' afther that?" queried Pat.

"Afther that, me bhoy," continued Danny, "Oi married."

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Your
Band Boys

You can make
no better
investment

Buy Uniforms
That Every
Citizen will be
Proud of

We make that
kind

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Cloth Samples
Free

Mention
The Tradesman



THE HENDERSON-AMES CO.
KALAMAZOO, MICH.

HOTEL CODY

EUROPEAN
GRAND RAPIDS, MICH.

Best Beds That Money Can Buy

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 16.—Many friends of W. S. Somerville, who a short time ago was proprietor of one of our principal cigar stores here, under the name of Somerville & Co., will be pained to learn that he was stricken with heart failure on his way home last Thursday evening. During Mr. Somerville's business career here, he made many friends who regret very much to hear of his sudden death. While he was suffering for some time with heart disease, his death was not wholly unexpected, but came as a shock nevertheless. The remains were shipped to Menominee for burial, that city having been his home before coming to the Soo. He is survived by his wife, daughter and stepson, Percy Shepard.

From the statement given out by the Soo Co-Operative Mercantile Association here, it appears that the Soo Co-Operative store is no longer a speculation, but that it has come to stay, as the dividend of 6 per cent was declared under the able management of Arthur Bailey, who has been on the job continually since taking hold of the affairs of the company. The total sales from April 1 to Dec. 31 last year amount to \$40,002.

Wm. Raub, the hustling salesman for the Musselman Grocer Co. here, put one over on Brother Hauptli last week, as he was the only one of which mention was made by the Rudyard correspondent. Mr. Raub is one of those quiet, unassuming salesmen who is always after orders, and while he does not always carry a band with him—with the exception of the one on his hat—you can always find him busily engaged on his territory. Last fall he contemplated moving West, but we are pleased to note that he is still with us and may decide to remain here, as the prospects out West at the present time do not seem to be as favorable as it does in Cloverland.

Peter H. LaLonde, alias William LaLonde, who was arrested some time ago for the murder of Wellman, mention of which was made in this paper some time ago, was found guilty by the jury and sentenced to life imprisonment by Judge L. H. Fead. The trial and its results did not seem to affect LaLonde, who still appears in the same reserved manner that he has since his arrest.

J. T. Rowe, inspector for the State Dairy and Food Department, made a visit to the Soo last week and reports the Soo in good healthy condition. The Inspector of Weights and Measurements was also here this week.

We note by the Weather Bureau report, that the Soo was the coldest place in the State. While it certainly was cold, we did not seem to notice it as much as would be expected. It seems to have helped liven business and the merchants report satisfactory trade in consequence.

Two hundred and fifty thousand dollars more has been provided for the concrete work. The excavation was quite well along before the cold weather set in and, with the opening of spring there will be much activity around the Government works, which will help considerable to make business hum for the coming summer.

An ice bridge is now formed between the two Soos and the ferry has ceased running. We understand that the International Transit Co. that it contemplates building a new ferry boat to cost about \$100,000. This boat will be built so as to run all winter, being equipped with a steel ice breaker. The business between the two Soos warrants putting on such a boat, and it certainly will be appreciated by the general public on both sides of the river.

Steelton holds the record for a name which it adopted for a club organ-

ized by members of the Methodist church. It is Tukkabatchee Club. We supposed we had a few jawbreakers in that line here, but we have given away to Steelton. It now holds first place.

The Soo formed an Anti-Tuberculosis Society last week at the Carnegie library. A Chippewa county branch of the National and Michigan Anti-Tuberculosis Society was organized, with R. Hudson, President; Mrs. William Rudell, Treasurer, and Chase Osborn, Jr., Secretary. The officers were instructed to draft by-laws and a constitution and to suggest an appropriate name for the local organization. It was the general sentiment of those present that some plan for a campaign of publicity and education should be inaugurated to bring about the formation of county organizations in neighboring counties, to the end that the organizations in this portion of the Upper Peninsula should work together in the movement to stamp out and prevent tuberculosis and consider the maintenance of a pavilion at the Trout Lake sanitarium. As there has been no organization of this nature in this county, but little work has been done toward educating the people as to the proper methods of fighting the white plague and this is where a local branch of the National and State associations will be able to accomplish much. One thing badly needed here is a visiting nurse and when the local Society is well organized it should be able to secure one. We have been waiting for some time to hear what the Detroit people were going to do with the sanitarium at Trout Lake, but this seems to be a thing of the past, as no mention has been made of any recent activity. It is an ideal spot for a sanitarium of this kind and it is hoped that the public will be interested so as to further the interests and make it a success.

F. Sprague has accepted a position a clerk in the store of N. L. Field, Rudyard.

The Zenith Lumber Co. has taken over the interests of the Nester Lumber Co. at Baraga. The new company expects to cut and clean up the land and will put on a full force of men in the spring.

We note by the report from Escanaba that during 1913 twenty-eight cases for divorce were started in Delta county. This certainly has Chippewa county beat a mile and we are very much pleased to note that we are away behind the times in this respect.

Another big timber deal was closed by the Jerry Madden Shingle Co., at Rapids River, last week, when the company secured 4,000 acres of timbered land in Delta and Alger counties which was owned by the Garth Lumber Co. This will be good news for the people at Rapid River, as it will ensure the running of the mill for years to come.

N. J. LaPine, representative for the Cornwell Beef Co. on the Gladstone division, was in the Soo office Saturday, going over business in general.

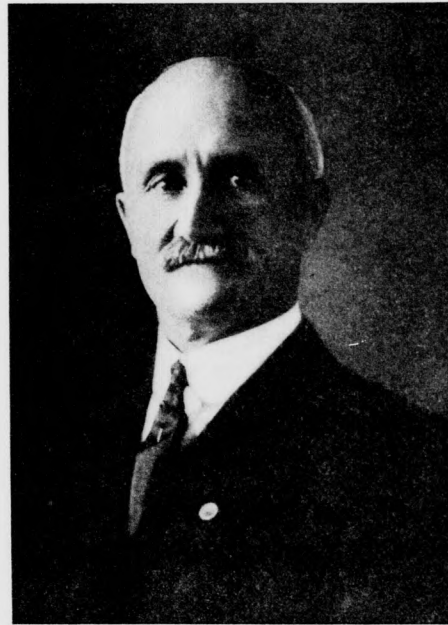
The weary travelers had a record breaker of a night at St. Ignace, also the travelers who were caught coming over the Straits, last Friday night, as the train due to leave St. Ignace in the evening did not leave until the next morning, and it was one of those accidents which keeps the agent answering questions all night and not being able to give any definite information as to when the train would leave. Forty passengers, mostly travelers, waited for the train all night. They could not go to bed, as the train was expected along at any time. It was an evening long to be remembered and is one of the first subjects that the commercial traveler has been bringing up for the past few days when he wants to make an excuse for his feeling out of sorts and assuring the customers that it was not on account of his being out the

night before. It seems that the engine jumped the track, which was the cause of the delay.

It is pleasing news to consumers in general and business men in particular, that Congressman Buchanan has a bill which provides for the removal of the tax on oleomargarine, both colored and uncolored, and penalizes both the seller of falsely labeled oleo and the buyer who knowingly purchases it under a false label. Sooner or later the oleo tax will be removed or, at least, much modified. It should be. The law was passed at the demand of the dairy states and is a tax upon a wholesome food. It is a direct tax on the consumer. The serious fault with the oleo law as it stands is that it is intended and does favor one natural product at the expense of another. Butter is colored and much of it needs it in order to be attractive to the eye. Oleo colored in order to render it attractive must pay a 10 cent tax. As both are

Boomlets From Bay City.

Bay City, Feb. 16.—Fred L. Van Tyle, having withdrawn from the contest for Grand Sentinel, at the regular meeting of our Council last Saturday evening, the Secretary was instructed to notify all the councils in Michigan that Past Counselor William T. Bellamy, a likeness of whom is presented herewith, is the unanimous choice of Bay Council, No. 51 and his name will be presented to the Grand Council of Michigan at its meeting next June in Saginaw for the office of Grand Sentinel. Tom is one of the best known and most popular salesmen in Northern Michigan territory. He is not only popular with the U. C. T. as a fraternity, but also with his customers. In point of service, he is a veteran, as he has been a traveling salesman about twenty-five years. He sold Jaxon soap twelve years, and remained with the house that manufactured this soap until the business was discontinued. He now



WILLIAM T. BELLAMY.

wholesome products and both in large demand the justice of the tax does not seem particularly evident. The thing is to prevent fraud. The pure food law aims to do that, but it does not insist that food in packages shall be dyed or colored or changed or otherwise distinguished to the eye. It lays a penalty for adulteration. If the penalty is sufficiently severe, the adulteration ceases when the law is enforced. This plan should be effective with oleo as with other articles of food. Millions of consumers are injured by legislation directed against a clean, wholesome substitute for butter solely because butter producers protest against its competition.

James Thompson, proprietor of the Rosedale creamery, was in the city on business this week, negotiating for the re-opening of the creamery within the next month or two. He reports conditions very favorable this year among the farmers and expects this to be the banner year for the creamery. Mr. Thompson is a hustler in that line and it is hoped that the farmers will give him all the support due him.

Wm. Welsh, who recently attended the meeting of the Upper Peninsula grangers, held in Escanaba, reported the meeting a big success. He was a delegate from Pomona Grange.

Joseph Wright, of Grand Rapids, arrived in the city last week to accept a position at the Neebish.

John Agnew, Sr., father of Agnew Bros., butchers here, died Monday morning. Much sympathy is extended the family by their numerous friends.

W. G. Tapert.

represents the Saginaw Milling Company, of Saginaw, in whose employ he has been several years. As a U. C. T. he has always been a booster and an enthusiastic worker in the interest of the order. During his term of office as Senior Counselor he secured more applications for membership than any other member and our Council had a phenomenal growth.

F. O. Rockwell and wife and J. K. Hudson and wife attended a party in Saginaw and report a very enjoyable evening. The Saginawians are royal entertainers.

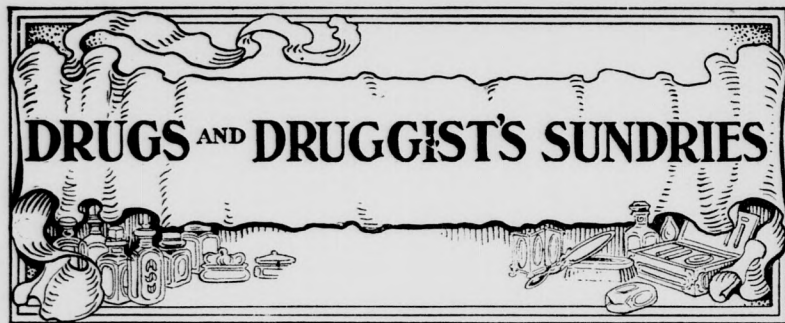
H. V. Murphy has severed his connection with the Fairbanks Scale Co. and signed a contract with the Toledo Scale Co.

The stork has brought a 12 pound boy to the home of William Worth. Congratulations, Will.

Bay City's Board of Education war is still raging. The reports of the engagement of last Friday reads like Mexican war news, neither the Federals nor the Constitutionalists scoring a decisive victory. Pub. Com.

The Commercial Savings Bank of Albion, has recently increased its capital by an issue of about \$15,000 in new stock. All the stock was subscribed for in the city and speedily taken up. The Bank now has a capitalization amply sufficient to supply the business needs of the city.

We dislike to hear a man who doesn't know one note from another attempt to sing his own praise.



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.

Exclusive Agency Goods vs. Druggist's Own Make.

This is a matter which concerns and is no doubt of interest to a good many druggists, and before airing my views I want to say by way of introduction that not alone do I think that the "exclusive agency" proposition falls short of nearly every claim put forth by its promoters, but that it is decidedly of greater advantage, both for moral and pecuniary reasons, for druggists to put up as complete a line as possible of preparations bearing their own name.

During the past six or seven years a great number of "exclusive agency" lines have been placed upon the market, and an army of trained "live wires" has been let loose to beguile the poor unsuspecting druggists into signing a wonderfully construed contract, under which he permits the manufacturer to send him a carload of attractive cartons. These he places upon his shelves as a permanent decoration. There is no demand for the goods, the druggist doesn't know a thing about them or about their contents, and sometimes their very presence is forgotten. Every once in a while he receives a copy of the manufacturer's "boost journal;" then he is filled with the necessary spirit (not spir. frument), and he emerges with new energy. When he reads how the Dopey Drug Company of Slow Town, Alaska, sold fifteen gross of the "Exclusive" mosquito bite remedy on Christmas day, he becomes real enthusiastic; and the "Exclusive" stock is resurrected and hammered away at for a while, but pretty soon he decides that the results do not warrant the extra amount of labor which he imposes upon himself and all his pent-up energy soon dwindles.

It seems to me that the average druggist is making a big mistake in allowing a line he knows little or nothing about to predominate over his own goods; to my mind it is clearly a step in the wrong direction. Perhaps it is not too pertinent to ask what the status of the druggist would be in case the manufacturer decided to discontinue his line, or perhaps sell it outright to one of the chains of stores; what would then become of all the demand the druggist has created for these goods? All the labor and time he has spent is practically lost, and he will have to begin all over again, taking turns in roasting the line he formerly featured and endeavoring to push another line. Of course, you say, this is out of the sphere of possibility, but you forget an event of only recent occurrence, when a well known candy house, whose products have been handled by one of the large chains of drug stores exclusively, passed into the hands of the traditional foe of these stores, with the result that they were no longer able to buy the goods, and those of their customers to whom the candies had appealed were obliged to go into the other man's store to purchase their wants. All the money spent for advertising and bringing the candies to the attention of the public, all the years of labor and acres of space devoted to displays, were practically lost. Had this firm instead been building up a candy business of its own, and under its own name, who knows but that by this time their trade in these goods might have assumed gigantic proportions.

The retail druggist, more now than ever, is face to face with the condition which causes him to rely upon his personality and individuality for success, and these cannot be enhanced by pushing another man's goods. What satisfaction is it for an intelligent person to be told when shown a remedy for a cough, "I know this is good, because Jones, the manufacturer, wrote me so, his agent said so, too; besides it tells you so on the label. See for yourself." There is no more reason why the customer, from his point of view, should prefer Jones' to any of the other advertised nostrums whose sale you are endeavoring to avoid. How different if you will hand out a neatly gotten-up bottle containing a mixture of your own, and say: "Mr. Smith, this is something we make ourselves; we know and test every ingredient entering it, and you have the satisfaction of knowing that it is the best that can be produced."

In making these preparations it is well for druggists to remember that quality is paramount to everything else. Don't consider how cheap you can make them, but how good. A word of caution is also needed in regards to coal tar derivatives in the making of headache powders. A good idea would be to try and eliminate these harmful substances altogether, and then if you will lay stress upon this fact in your advertising I see no reason why you should not be able to build up a big sale on such a preparation.

The "exclusive agency" line claims for itself a greater variety, but this is neither necessary nor desirable. Have as large a variety as your particular trade warrants, and make up your mind to push them at every opportunity. Do not be afraid to use the letter I too freely. Try and make people believe that you are "it," and that your name on a package corresponds to the well-known mark on silver. The claim which the "exclusive line" manufacture often puts forth, that preparations put out by druggists themselves lack uniformity, does not hold fire. If it were true, it would be a sad commentary upon the pharmaceutical skill of our brethren. Fortunately for us, and for the public, druggists are still capable of compounding simple preparations, to say the least.

Another myth which these houses put forth is the great advertising advantages which they are prepared to offer. I have yet to see the store where a mixed window display of such remedies has brought about any appreciable increase in their sales. If, as they claim, in the larger cities the constantly shifting population is a favorable factor for the sale of their goods, then where on earth is the demand? Surely the people moving into our section have had these goods sold to them at one time or other.

Summing up, I want to say that from an unbiased standpoint druggists are extremely foolish in featuring and pushing the sales of another man's goods when they can just as well push their own. Some things I will admit a druggist is compelled to buy (malted milk, milk of magnesia, etc.) or others, such as syrup of hypophosphates, etc. It is advisable to have them made up into larger quantities with buyers' imprint, but on the whole I am certain that druggists would be a great deal better off if they were to sell goods of their own, or bearing at least their name, than those advertising the name of the other fellow.

Nathan Winter.

Illuminated Ink for Show Cards.

Honey	1 dram
Alcohol	1 dram
Mucilage	1 ounce
Water	8 ounces
Bronze	1 ounce

Rub the honey, alcohol and mucilage together in a mortar, then add the water. To be shaken before using.

It may be worth while to be afraid of your friends, but never fear your enemies.

The Old and the New Way.

Times have changed! In former years, the small corner druggist possessed the high esteem, in fact, the confidence of the entire neighborhood and was looked upon as the general advisor in little everyday ills. He knew father, mother and the children by name, and it was an ordinary occurrence for him to be the druggist during several generations. He was the true family druggist. In cases of sickness, he was entrusted with the filling of the doctor's prescription, and there was never a question as to substitution. The pharmacist in return for this confidence took special interest in the welfare and protection of his customers. He advised them what to do for "sprains and pains," and, of course, directed them to the physician when this was necessary. This corner druggist in dispensing physicians' prescriptions, would repeat the directions how to use or to take the medicine to the patient, or to the messenger. He would furthermore call special attention if the medicine required to be shaken. In cases of strong or poisonous medicines, he would also warn the patient, would inform him of the poisonous nature, and tell him to keep the poisonous medicine or the one for external use separate from the internal medicine, etc., etc.

The pharmacist was well aware that these words of caution and warning made a deep psychological impression upon patients, which had a much better effect than a "shake well," or "external use," or "poison" label. Those were the good old days when personality counted, when the pharmaceutical profession was respected and honored.

But how about to-day? We have the large stores, the so-called department drug stores, without any individuality and perhaps with a new manager every few months or even weeks. The modus operandi has certainly changed! A prescription is handed to a clerk. The customer is given a check and in due time receives the medicine corresponding to the check, from another clerk. No questions are asked, no name is given, no directions are read, and no words of caution are mentioned. It is an entirely mercantile transaction without professionalism, without personality or individuality.

When a customer buys a poisonous article, he is not informed as to the poisonous nature or the danger, and he is not told to keep such medicine in a separate or even in a locked place. Just think of it! Poisons are being sold in an automatic manner! This, in the mind of the editor, is somewhat responsible for the careless way in which the laity keeps poisons, and this, furthermore accounts for the accidents when bichloride tablets have been taken instead of headache tablets.

Proof Positive.

Little Ada came in to her mother from her play, and asked:

"Have gooseberries any legs, mother?"

"Why, no, dear," replied the mother, "of course not. Why do you ask?"

Ada looked solemn as she raised her face to her mother's.

"Why then, mother," she said, "I've been eatin' caterpillars!"

WHOLESALE DRUG PRICE CURRENT

Acids	Cubebs @4 50	Digitals @ 60
Acetic 6 @ 8	Erigeron @2 50	Gentian @ 60
Boric 10 @ 15	Eucalyptus 75 @ 85	Ginger @ 1 05
Carbolic 17 @ 22	Hemlock, pure .. @1 00	Guaiaac @ 1 05
Citric 60 @ 67	Juniper Berries .. @1 25	Iodine Ammon.. @1 25
Muriatic 1 3/4 @ 5	Juniper Wood .. 40 @ 50	Iodine, Colorless @1 25
Nitric 5 1/2 @ 10	Lard, extra 85 @ 90	Ipecac @ 75
Oxalic 13 @ 16	Lard, No. 1 75 @ 90	Iron, clo. @ 60
Sulphuric 1 3/4 @ 5	Lavendr. Flowers 4 50 @ 5 00	Kino @ 80
Tartaric 38 @ 45	Lavender, Garden 85 @ 1 00	Myrrh @ 1 05
Ammonia	Lemon 4 25 @ 4 50	Nux Vomica .. @ 70
Water, 26 deg. .. 6 1/2 @ 10	Linseed, boiled, bbl. @ 4	Opium @ 2 00
Water, 18 deg. .. 4 1/2 @ 8	Linseed, bld. less 55 @ 60	Opium Camph. @ 65
Water 14 deg. 3 1/2 @ 6	Linseed, raw, bbls @ 51	Opium, Deodorz'd @ 25
Carbonate 13 @ 16	Linseed, raw, less 54 @ 59	Rhubarb @ 70
Chloride 12 @ 15	Mustard, true .. 4 50 @ 6 00	Paints
Balsams	Mustard, artif'l 2 75 @ 3 00	Lead, red dry 7 @ 8
Copaiba 75 @ 1 00	Neatsfoot 80 @ 85	Lead, white dry 7 @ 8
Fir (Canada) ... 1 75 @ 2 00	Olive, pure 2 50 @ 3 50	Lead, white oil 7 @ 8
Fir (Oregon) ... 40 @ 50	Olive, Malaga, .. 1 30 @ 1 50	Ochre, yellow bbl. 1 @ 1 1/4
Peru 2 25 @ 2 50	Olive, Malaga, .. 1 30 @ 1 50	Ochre, yellow less 2 @ 5
Tolu 1 00 @ 1 25	Orange, sweet .. 4 75 @ 5 00	Putty 2 1/2 @ 1 1/2
Berries	Organum, pure 1 25 @ 1 50	Red Venetian bbl. 1 @ 5
Cubeb 65 @ 75	Organum, com'l 50 @ 75	Red Venet'n, less 2 @ 5
Fish 15 @ 20	Pennyroyal 2 25 @ 2 50	Shaker, Prepared 1 40 @ 1 50
Juniper 7 @ 10	Peppermint 4 50 @ 4 75	Vermillion, Eng. 90 @ 1 00
Prickley Ash .. @ 50	Rose, pure 16 00 @ 18 00	Vermillion, Amer. 15 @ 20
Barks	Rosemary Flowers 90 @ 1 00	Whiting, bbl. 1 @ 1 1/2
Cassia (ordinary) 25	Sandalwod, E. I. 6 25 @ 6 50	Whiting 2 @ 5
Cassia (Salgon) 65 @ 75	Sassafras, true 80 @ 90	Insecticides
Elm (powd. 25c) 25 @ 30	Sassafras, artif'l 45 @ 50	Arsenic 6 @ 10
Sassafras (pow. 30c) @ 25	Spearmint 5 50 @ 6 00	Blue Vitrol bbl. @ 6 1/4
Soap Cut (powd. 25c) 15 @ 20	Sperm 30 @ 1 00	Blue Vitrol less 7 @ 10
Extracts	Tansy 5 00 @ 5 50	Bordeaux Mix Pst 8 @ 15
Licorice 24 @ 28	Tar, USP 30 @ 40	Hellebore, White powdered 15 @ 20
Licorice powdered 25 @ 30	Turpentine, bbs. @ 58	Insect Powder .. 20 @ 35
Flowers	Turpentine, less 63 @ 70	Lead Arsenate .. 8 @ 16
Arnica 18 @ 25	Wintergreen, true @ 5 00	Lime & Sulphur Solution, gal. 15 @ 25
Chamomile (Ger.) 25 @ 35	Wintergreen, sweet birch 2 00 @ 2 25	Paris Green ... 15 1/4 @ 20
Chamomile (Rom.) 40 @ 50	Wintergreen, art'l 50 @ 60	Miscellaneous
Gums	Wormseed 3 50 @ 4 00	Acetanahid 30 @ 35
Acacia, 1st 40 @ 50	Wormwood 6 00 @ 6 50	Alum 3 @ 5
Acacia, 2nd 35 @ 40	Potassium	Alum, powdered and ground 5 @ 7
Acacia, 3d 30 @ 35	Bicarbonate 15 @ 18	Bismuth, Subnitrate 2 10 @ 2 25
Acacia, Sorts @ 20	Bichromate 13 @ 16	Borax xtal or powdered 6 @ 12
Acacia Powdered 35 @ 40	Bromide 45 @ 55	Cantuarades po. 2 50 @ 2 75
Aloes (Barb. Pow) 22 @ 25	Carbonate 12 @ 15	Calomel 1 20 @ 1 30
Aloes (Cape Pow) 20 @ 25	Chlorate, xtal and powdered .. 12 @ 16	Capsicum 20 @ 25
Aloes (Soc. Powd.) 40 @ 50	Chlorate, granular 16 @ 20	Carmine @ 3 50
Asafoetida @ 50	Cyanide 30 @ 40	Cassia Buds @ 40
Asafoetida, Powd. Pure @ 75	Iodide 30 @ 40	Cloves 30 @ 35
U. S. P. Powd. @ 1 00	Permanganate .. 15 @ 30	Chalk Prepared .. 6 @ 8 1/2
Camphor 55 @ 60	Prussiate yellow 30 @ 35	Chalk Precipitated 7 @ 10
Guaiaac 35 @ 40	Prussiate, red .. 50 @ 60	Chloroform 38 @ 48
Guaiaac, Powdered 50 @ 60	Sulphate 15 @ 20	Chloral Hydrate 1 00 @ 1 15
Kino @ 40	Roots	Cocaine 4 10 @ 4 40
Kino, Powdered .. @ 45	Alkanet 15 @ 20	Cocoa Butter ... 50 @ 60
Myrrh @ 40	Blood, powdered 20 @ 25	Corks, list, less 70% 5 @ 8
Myrrh, Powdered @ 50	Calamus 35 @ 40	Copperas, bbls. @ 5
Opium 7 25 @ 7 50	Elecampane, pwd. 15 @ 20	Copperas, less ... 2 @ 5
Opium, Powd. ... 8 75 @ 8 95	Gentian, powd. .. 12 @ 16	Copperas, Powd. 4 @ 6
Opium, Gran. ... 8 90 @ 9 10	Ginger, African, powdered .. 15 @ 20	Corrosive Sublim. 1 05 @ 1 10
Shellac 28 @ 35	Ginger, Jamaica 22 @ 25	Cream Tartar ... 30 @ 35
Shellac, Bleached 30 @ 35	Ginger, Jamaica, powdered 22 @ 28	Cuttlebone 25 @ 30
Tragacanth No. 1 1 40 @ 1 50	Goldenseal pow. 7 00 @ 7 50	Dextrine 7 @ 10
Tragacanth, Pow 75 @ 85	Ipecac, powd. ... 2 75 @ 3 00	Dover's Powder 2 00 @ 2 25
Turpentine 10 @ 15	Licorice 14 @ 16	Emery, all Nos. 6 @ 10
Leaves	Licorice, powd. 12 @ 15	Emery, powdered 5 @ 8
Buchu 1 85 @ 2 00	Orris, powdered 25 @ 30	Epsom Salts, bbls @ 1 1/2
Buchu, Powd. ... 2 00 @ 2 25	Poke, powdered 20 @ 25	Epsom Salts, less 2 1/2 @ 5
Sage, bulk 18 @ 25	Rhubarb 75 @ 1 00	Ergot 1 50 @ 1 75
Sage, 1/4 Loose. 20 @ 25	Rhubarb, powd. 75 @ 1 25	Ergot, powdered 1 80 @ 2 00
Sage, Powdered. 25 @ 30	Rosinweed, powd. 25 @ 30	Flake White 12 @ 15
Senna, Alex 45 @ 50	Sarsaparilla, Hond. ground @ 50	Formaldehyde lb. 10 @ 15
Senna, Tinn. 15 @ 20	Sarsaparilla Mexican ground 25 @ 30	Gambier 6 @ 10
Senna, Tinn, Pow. 20 @ 25	Squills 20 @ 35	Gelatine 35 @ 45
Uva Ursi 10 @ 15	Squills, powdered 40 @ 60	Glassware, full cases 80%
Oils	Tumeric, powd. 12 @ 15	Glassware, less 70 & 10%
Almonds, Bitter, true 6 00 @ 6 50	Valerian, powd. 25 @ 30	Glauber Salts bbl @ 2
Almond, Bitter, artificial @ 1 00	Seeds	Glauber Salts less 2 @ 5
Almonds, Sweet, true 90 @ 1 00	Anise 15 @ 20	Glue, brown 11 @ 15
Almond, Sweet, imitation 40 @ 50	Anise, powdered 22 @ 25	Glue, brown grd 10 @ 15
Amber, crude 25 @ 30	Bird, ls 8 @ 10	Glue, white 15 @ 25
Amber, rectified 40 @ 50	Canary 9 @ 12	Glue, white grd 15 @ 20
Anise 2 25 @ 2 50	Caraway 12 @ 18	Glycerine 23 1/4 @ 30
Bergamont 7 50 @ 8 00	Cardamon 1 75 @ 2 00	Hops 50 @ 80
Cajeput 75 @ 85	Celery 30 @ 35	Indigo 85 @ 1 00
Cassia 1 50 @ 1 75	Coriander 12 @ 18	Iodine 4 35 @ 4 60
Castor, bbls. and cans 12 1/4 @ 15	Dill 25 @ 30	Iodoform 5 40 @ 5 60
Cedar Leaf @ 85	Fennel @ 30	Lead Acetate 12 @ 17
Citronella @ 75	Flax 4 @ 8	Lycopodium 55 @ 65
Cloves 1 50 @ 1 75	Flax, ground 4 @ 8	Mace 80 @ 90
Cocanut 20 @ 25	Foenugreek, pow. 6 @ 10	Mace, powdered 90 @ 1 00
Cod Liver 1 25 @ 1 50	Hemp 5 @ 7	Menthol 4 50 @ 5 00
Cotton Seed 80 @ 1 00	Lobelia @ 50	Mercury 75 @ 85
Croton @ 1 60	Mustard, yellow 9 @ 12	Morphine all brd 5 05 @ 5 30
	Mustard, black .. 9 @ 12	Nux Vomica @ 10
	Mustard, powd. .. 20 @ 25	Nux Vomica pow @ 15
	Poppy 15 @ 20	Pepper, black pow 20 @ 25
	Quince 75 @ 1 00	Pepper, white ... 30 @ 35
	Rape 6 @ 10	Pitch, Burgundy 10 @ 15
	Sabadilla 25 @ 30	Quassia 10 @ 15
	Sabadilla, powd. 35 @ 45	Quinine, all brds . 25 @ 36 1/4
	Sunflower 6 @ 8	Rochelle Salts ... 33 @ 35
	Worm American 15 @ 20	Saccharine 1 50 @ 1 75
	Worm Levant .. 50 @ 60	Salt Peter 7 1/2 @ 12
	Tinctures	Seidlitz Mixture .. 20 @ 25
	Aconite @ 75	Soap, green 15 @ 20
	Aloes @ 65	Soap, mott castile 10 @ 15
	Arnica @ 60	Soap, white castile case @ 6 25
	Asafoetida @ 1 00	Soap, white castile less, per bar @ 68
	Bellaonna @ 60	Soda Ash 1 1/4 @ 5
	Benzo'n @ 90	Soda Bicarbonate 1 1/4 @ 5
	Benzo'n Compound @ 90	Soda, Sal 1 @ 4
	Bu-chu @ 1 00	Spirits Camphor .. @ 75
	Cantharadies .. @ 1 00	Sulphur roll 2 1/4 @ 5
	Castileum @ 1 20	Sulphur Subl. 2 1/4 @ 5
	Cardamon @ 1 20	Tamarinds 10 @ 15
	Cardamon, Comp. @ 80	Tartar Emetic 40 @ 50
	Catechu @ 60	Turpentine Venice 40 @ 50
	Cinchona @ 1 05	Vanilla Ext. pure 1 00 @ 1 50
	Colchicum @ 60	Witch Hazel 65 @ 1 00
	Colchicum @ 60	Zinc Sulphate ... 7 @ 10
	Cubebs @ 1 20	



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.

Table with columns: ADVANCED, DECLINED. Items include Golden Horn Flour, Lake Herring.

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y).

1 2

Main table of grocery prices, organized into columns 1 and 2. Includes categories like AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUEING, BREAKFAST FOODS, BROOMS, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CHEESE, CHICORY, CHOCOLATE, CLOTHES LINE, COCOA, COFFEES ROASTED, CONFECTIONERY, CRACKERS, CRACKED WHEAT, DRIED FRUITS, FISH, FLOUR AND FEED, FRUIT JARS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, HORSE RADISH, JELLY, JELLY GLASSES, MACARONI, MAPLE, MEATS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PICKLES, PIPES, PLAYING CARDS, POTASH, PROVISIONS, RICE, ROLLED OATS, SALAD DRESSING, SALSIFIES, SODA, SOAP, SODA, SPICES, STARCH, STRAWBERRIES, TABLE SAUCES, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table of prices for various goods, including CHEESE, Mocha, Chestnuts, New York State, Shelled, No. 1 Spanish Shelled, Peanuts, New York, Ex. Lg. Va. Shelled, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy H P Suns Raw, Roasted, H. P. Jumbo, Raw, Roasted, CRACKED WHEAT, National Biscuit Company Brands, Butter, Excelsior Butters, NBC Square Butters, Seymour Round, Soda, NBC Sodas, Premium Sodas, Select Sodas, Saratoga Flakes, Saltnes, Oyster, NBC Picnic Oysters, Gem Oysters, Shell, Sweet Goods, Cans and boxes, Animals, Atlantic Also Asstd., Avena Fruit Cakes, Bonnie Doon Cookies, Bonnie Lassies, Brittle Fingers, Cameo Biscuit Choc., (cans), Cameo Biscuit Asstu., (cans), Caramel Dice, Coconut Kraut, Coconut Waffles, Coco Macaroons, Coffy Toffy, Dainty Mints 7 lb. tin, Empire Fudge, Fudge, Pineapple, Fudge, Walnut, Fudge, Filbert, Fudge, Choco. Peanut, Fudge, Honey Moon, Fudge, Toasted Cocoa-nut, Fudge, Cherry, Fudge, Coconut, Kokays, Iced Maroons, Iced Gems, Iced Orange Jellies, Italian Bon Bons, Lozenges, Pep., Lozenges, Pink, Manchus, Molasses Kisses, 10 lb. box, Nut Butter Puffs, Salted Peanuts, Chocolates, Assorted Choc., Amazon Caramels, Champion, Choc. Chips, Eureka, Climax, Eclipse, Assorted, Eureka Chocolates, Favorite, Ideal Chocolates, Klondike Chocolates, Nabobs, Nibble Sticks, Nut Wafers, Ocoro Choc. Caramels, Peanut Clusters, Pyramide, Quintette, Regina, Star Chocolates, Superior Choc. (light), Pop Corn Goods, Without prizes, Cracker Jack, Giggles, 5c pkg. cs, Oh My 100s, Cough Drops, Putnam Mental, Smth Bros., NUTS—Whole, Almonds, Tarragona, Almonds, California, soft shell, Brazils, Filberts, Cal. No. 1, Walnuts soft shell, Walnuts, Chilli, Table nuts, fancy, Pecans, medium, Pecans, ex. large, Hickory Nuts, per bu., Ohio, Private Growth, Mandling, Aukola, Java, Santos, Maracaibo, Mexican, Guatemala, Cacaoanut, Dunham's, Baker's, Shredded, COFFEES ROASTED, Rio, Santos, Maracaibo, Mexican, Guatemala, Java, Private Growth, Mandling, Aukola.

SPECIAL PRICE CURRENT

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Soap, and various household goods.

Table with 2 columns: Item Name and Price. Includes categories like Pilot, Soldier Boy, Sweet Caporal, and various household goods.

Table with 2 columns: Item Name and Price. Includes categories like Faucets, Mop Sticks, Pails, Traps, and various household goods.

15 16 17

BAKING POWDER Royal. Includes image of a tin and list of prices for various sizes.

CIGARS Johnson Cigar Co.'s Brand. Includes image of a pack and list of prices.

S. C. W., 1,000 lots. Includes list of prices for various items like El Portana and Evening Press.

COFFEE Roasted. Includes list of prices for various brands like Dwinell-Wright Co's B'ds.

WHITE HOUSE COFFEE. Includes image of a tin and list of prices.

Window Cleaners. Includes list of prices for various sizes.

WRAPPING PAPER. Includes list of prices for various types of paper.

YEAST CAKE. Includes list of prices for various brands.

AXLE GREASE. Includes image of a tin and list of prices.

Distributed by Judson Grocer Co., Grand Rapids. Includes list of prices for various items.

OLD MASTER COFFEE. Includes image of a tin and list of prices.

Worden Grocer Co. Brands. Includes list of prices for various items.

COFFEE Roasted. Includes list of prices for various brands.

SAFES. Includes image of a safe and list of prices.

Full line of fire and burglar proof safes kept in stock by the Tradesman Company.

Conservative Investors Patronize Tradesman Advertisers.

Public Seating for all Purposes. World's Largest Exclusive Manufacturers.

American Steel Sanitary Desks. Built of steel to withstand strain.

Motion Picture Theatre Seating. Highest in quality, lowest in price.

The only 5c Cleanser. Guaranteed to equal the best 10c kinds.

SOAP. Includes list of prices for various brands like Lutz Bros. & Co.

Proctor & Gamble Co. Includes list of prices for various items like Lenox and Ivory.

Tradesman Co.'s Brand. Includes list of prices for various items like Black Hawk.

Soap Powders. Includes list of prices for various brands like Armour's and Babbitt's.

Soap Compounds. Includes list of prices for various brands like Johnson's Fine.

Scouring. Includes list of prices for various brands like Sapolio.

American Seating Company. 218 S. Wabash Ave., Chicago.

Lodge Furniture. We specialize Lodge, Hall and Assembly seating.

American Seating Company. Includes image of a chair and list of prices for various items.

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—Good, new, clean stock of dry goods and millinery in a good town. Enquire of Box 156, Dimondale, Mich. 835

We are going to open fifty branch clothing stores in Michigan and want fifty managers in towns from 1,000 inhabitants up. You must have \$500 cash as security. A big money-maker for you. Preference given to merchants who are already in business who can divide their store space with us. Our big advertising system will bring thousands of customers to your store. Address Francis C. Lindquist Stores Co., Greenville, Mich. 719

For Sale—About \$6,000 general merchandise in good condition, well located in town of 800, on "Katy" railroad, ten miles south Missouri River. Good proposition for cash. Lock Box 25, Pilot Grove, Mo. 888

For Exchange—Three residences in Kansas City, no incumbrance, price \$8,000, for merchandise or good farm. H. J. Grundmeier, Barnard, Kan. 884

Okmulgee, Okla., Property For Sale—One of the best rooming houses in a live oil and gas town of 8,000; house is a two-story brick, 27 x 68 feet, with 16-inch walls, built to carry two more stories; lot is 35 x 123 feet; some shade; 4-room cottage in rear that rents for \$25 per month; house has 19 rooms, including bathrooms; strictly modern and has both gas and electricity; furnished throughout; a bargain; investigate, Mrs. G. W. Weekley, 807 S. Grand, Okmulgee, Okla. 885

Blacksmith shop for sale, county seat town, 45 miles of Kansas City; invoice tools and stock and lease property. Address Wm. Lowler, Paola, Kan. 886

Jewelry store, doing good business, \$500. Look this up. A. De Moisy, Madisonville, Ohio. 883

For Sale—Clean stock grocer's hardware and queensware, \$1,000 cash. Balance on easy terms. Address M. J. Ridder, Fairbury, Ill. 881

For Sale—Very clean stock general merchandise, about \$4,000, in absolutely the best town of 1,000 in Central Michigan. Excellent farming country. Can reduce stock. No agents, no trades. Address No. 880, care Tradesman. 880

For Sale—Twenty-three acres of land near railroad, joining a village of 1,000 population in Clark county, Wis. All clear, good soil, will make a splendid truck farm. Will go at a bargain if taken soon. Address Alex. A. Kriewaldt, Birmingwood, Wis. 878

Business Builder—That's what you will say about my book of 52 grocery advertisements. An advertisement for every week in the year from this book. Price \$1. Send your check to-day. Geo. F. Johnston, Montezuma, Iowa. 876

For Sale—Buyer wanted for general merchandise business located on the best corner of Broadview, Montana. Stock of \$12,000; good clean merchandise of good quality and staple styles. Turn stock four times a year. Salesroom is 50 x 60 feet; just enlarged and remodeled, attractive and convenient interior, airy and with abundance of light. Building has full basement and warehouse on same floor as salesroom. But one competitor in town. About half a million bushels of grain shipped from Broadview this season. Will be nearly double that amount next year. Reason for wishing to sell such a good business, I have organized another business which will enable me to be out of doors more and it needs my entire attention. Address J. E. Muzzy, Broadview, Montana. 875

For Sale—My stock groceries and fixtures at price that is right. B. E. Townsend, 711 Portage St., Kalamazoo, Mich. 874

Free—The Mining News, devoted to an exceptional mining investment, and mining news, will be sent three months free, to get acquainted. The Mining News, 2510 W. 37th Ave., Denver, Colo. 895

Do you want to sell your business for cash? Send us a brief description and we will advise you if we can handle it. Our charges are less than 1 per cent. Our system of service means quick results. System Service Co., Kenton, Ohio. 893

For Sale—Excellent chance to buy stock dry goods, groceries and shoes, thriving town 1,500. Investment \$5,000. No agencies answer. Address No. 894, care Tradesman. 894

For Sale—Grocery, market and general merchandise store, 45 miles from Chicago. Last year's sales amounted to \$4,000. Will sell building and store or store alone. Invoice \$8,000. W. S. Sippel, Sippel-Tress Paper Co., 607 W. Randolph St., Chicago, Ill. 896

For Sale—Store building opposite depot, with small stock groceries. Good location for lunches and soft drinks. West End Grocery, Fremont, Mich. 890

For Sale—A good, well-established grocery and meat market, stock and fixtures about \$3,000, in one of the best locations in Kalamazoo, Mich. Address E. R., care Tradesman. 889

Send four cents for bulletin of hardware stock for sale or exchange, giving owner's name and address, amount of stock, business, fixtures and terms. Advice choice of State. V. D. Augsburg Co., Kenton, Ohio. 892

Wanted—To rent, a good vacant store in a wideawake town. Address Lock Box 72, Corunna, Mich. 870

For Sale—Clean stock of general merchandise in Kent county, gravel road to Grand Rapids. Stock will invoice about \$3,000. This store has paid big for 19 years. Located in good farming section, small competition, splendid chance for good man to step right into paying business. Will rent or sell reasonable. Could use unincumbered real estate. Other business. Address No. 873, care Michigan Tradesman. 873

For Rent—Modern store with sales-basement, 46 ft. front 120 deep; best location; suitable for ladies' and gents' ready-to-wear dry goods, etc. Population doubled last ten years; now 20,000. Nearest larger city 200 miles away. Country and climate the best. Geo. Ludwigs, Walla Walla, Wash. 854

WANTED—EXPERIENCED SALESMEN FOR SILK AND DRESS GOODS DEPARTMENT IN LARGE GRAND RAPIDS DEPARTMENT STORE. ONLY MEN OF EXPERIENCE IN THESE LINES, ABLE TO FURNISH GOOD REFERENCES, NEED INQUIRE. PERMANENT POSITION FOR THE RIGHT MEN. ADDRESS, GIVING EXPERIENCE AND SALARY EXPECTED, M. CARE TRADESMAN. 879

For Sale—A new Oliver typewriter, cost \$100, will sell for \$65. Has never been used. Address Chas. J. Wack, Little Falls, N. J. 860

For Sale—Do you advertise locally? I am not an advertising man. I'm a grocer, just like yourself. But I have a series of thirty advertisements, written for me at a pretty steep figure by an expert and I'd like to sell them to some grocer. They have done mighty well for me and they will do the same for you. You can have ten, twenty or all of them at \$1 each. Write C. S. Schlosser, Morrilstown, Pa. 857

I want a hardware stock for a farm, want a farm for an elevator in a good railroad town. Address Phillip Lippert, Stanton, Mich. 856

For Rent—Brick store building, equipped with shelving, counters, electric lights and water. Good farming vicinity. Write Mrs. H. P. Lindberg, Mantion, Mich. 868

Drug Store For Sale—Invoice about \$3,000. Only store in town. For particulars address Box 122, Grand Junction, Mich. 866

Hotel—For sale, lease and furniture of the only \$2 per day hotel in county seat; 3,000 population; main line of Burlington and cross road; 20 passenger trains daily; 3 story brick, 35 rooms; steam heat and electric lights; price \$4,000; terms. J. H. Tremain, Osceola, Iowa. 864

160 acre farm to exchange for hardware stock. Fine improvements; best of land; county seat five miles. One of the best farms in the Saginaw Valley. Price twenty thousand dollars. Will exchange for good hardware or general merchandise stock of ten to fifteen thousand dollars. Prefer good town in Southeastern Michigan. Address Land Co., 806 First St., Bay City, Mich. 862

For Sale—18,193 acres timber land in St. Landry Parish, Louisiana. 76,770,000 feet of timber. Land subject to cultivation after timber is removed. For particulars apply to J. E. Dunlap, Plaquemine, La. 861

Good growing variety business, invoice about \$1,600. Good manufacturing county seat town 5,000, Central Michigan. Failing health, reason for selling. Address D. C., care Tradesman. 844

For Sale—Practically new Hedfeldt separator. N. Martin Sons, 68 East South Water St., Chicago, Ill. 842

Exchange new house and barn, with large lot, for stock of shoes. Located in Hudsonville, Mich. Enquire John Gunstra, Lamont, Mich. 852

Stock men or others who want large tracts of land within fifty miles of Grand Rapids, good towns and railroads nearby can get valuable information by writing R. E. Oxford, Big Rapids, Mich. 851

Business Chance—For sale, general store in good factory town; have other business. Box 176, Yorktown, Ind. 850

For Sale—Good, new, clean stock of millinery in a good town. Enquire of Box 156, Dimondale, Mich. 835

Drug stock for sale. A \$1,200 or more, for \$1,000 cash; only drug store in two or three towns adjoining; am 68 years old, in poor health; must sell; a fine opening for middle aged or young man. Pioneer Drug Store, Waldo, Wis. 829

For Exchange—Farms, plantations, houses and vacant lots; for stock of merchandise or vice versa. We own our propositions. Maxwell Trading Co., 7th and Victory, Little Rock, Ark. 828

A good clean stock of dry goods for sale in live town in Central Michigan. Will inventory about \$8,000. No trades. Address No. 827, care Tradesman. 827

Acres—Exchange 158 acres Pecos Valley; well watered; good alfalfa; 7-room house; will trade for merchandise; price \$20,000; farm clear; offer clear goods only; best tubercular climate in U. S. W. B. Clark, Agt., Lakewood, N. M. 826

For Sale—A Star coffee mill, No. 18. Practically new. Write for price. Address C. C. Co., care Michigan Tradesman. 832

Wanted—A young man who is good accountant, to take charge of book-keeping and credit department of a local firm. Must be able to invest five thousand to ten thousand dollars in dividend paying stock. Address No. 823, care Tradesman. 823

For Sale—Good grocery business in town of 1,200, located in best farming section in Central Michigan. Invoices, including fixtures, \$3,000. Trade well established. Good opportunity. Don't write unless you mean business. Address No. 814, care Tradesman. 814

For Sale—Red Ball garage, 24 x 70 Kawneer plate glass front, good location on Waubonsie, Red Ball & Blue Grass trails, Bowser auto filtering station on curb line. Doing good business. Good reason for selling. Will sell my home property, hot water heat, hot and cold bath. Also 165 acres land in Colorado, will sell at bargain. Answer Lock Box 5, Donnellson, Ia. 811

For Sale—Best and only vacant business corner lot in best little town in Tuscola Co., Michigan. Splendid opening for general store or bank, or both, or small hotel. Wet county. J. P. Ryan, 928 Unity Bldg., Chicago, Ill. 805

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

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. Kauffer, 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 \$2,000. Write now and I'll send it six months free. H. L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

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

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

\$25 to sell your farm or business. Get our proposition or list. Pardee, Traverse City, Mich. 740

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

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

Wanted—Good paying hardware stock, about \$4,000, in good farming community. Address No. 869, care Michigan Tradesman. 859

HELP WANTED.

Wanted—Experienced salesman for clothing, dry goods, carpets and shoes. Must come well recommended and best of reference. Address No. 891, care Tradesman. 891

A good paint and varnish salesman can always get a position at good salary. Learn how we help men to do this. Write for Book No. 1. The Cleveland School of Paint & Varnish Salesmanship, Caxton, Bldg., Cleveland, Ohio. 796

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

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. 591

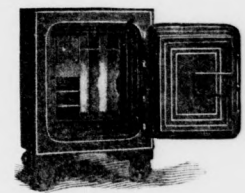
SITUATIONS WANTED

Wanted—Position as clerk in general store, country town preferred. Address Clerk, care Tradesman. 887

Position Wanted—Window trimmer and card writer. Experienced. Up-to-date stores answer. E. A. Whitman, 401 S. Detroit St., Bellefontaine, Ohio. 877

First-class grocery clerk wanted, permanent position and good salary to the right man. State age, experience, place last employed and salary expected. Lock Box 368, Soo, Mich. 863

Safes That Are Safe



SIMPLY ASK US

"Why do your safes save their contents where others fail?"

SAFE SAFES



Grand Rapids Safe Co.
Tradesman Building

GONE BEYOND.

Sudden and Unexpected Death of C. C. Philbrick.

Charles C. Philbrick, who was a member of the firm of Foster, Stevens & Co., was seized with an attack of heart failure while in Chicago Monday with Mrs. Philbrick with the intention of taking advantage of the excursion of the Chicago Athletic Club to the Panama Canal, and died immediately.

For the last fifty years Mr. Philbrick had been identified with Foster, Stevens & Co., for thirty-six years having been a member of the firm, which, for the last twenty years he had represented at the annual conventions of the National Hardware Jobbers' Association. He was well known to the hardware jobbing fraternity.

Born at Cassopolis, in 1844 he came with his parents to Grand Rapids in 1847, his father, Joel Philbrick, being one of the early contractors and builders here, and the family occupying a residence where O'Brien Brothers' undertaking establishment now stands at Ransom avenue and Fulton street, N. E. Mr. Philbrick had lived in the family residence at 40 College avenue, for twenty years.

After graduating from the local high school he entered the employ of Foster & Metcalf, who conducted a small hardware store on what was known as Grab corners, now Campau square. Beginning as a clerk he soon demonstrated his ability in a commercial way and was taken into the firm.

Mr. Philbrick was prominent in the Masonic fraternity, being a Knights Templar, 32d degree Mason and a Shriner. He had many business connections in the city.

Besides the widow and the son he is survived by a sister, Miss Addie Philbrick.

The funeral will be held at the family residence to-morrow afternoon. The store of Foster, Stevens & Co. will be closed all day.

Appreciation.

My personal acquaintance with Charles C. Philbrick covers a period of nearly fifty years. A more intimate acquaintance with him in a business and friendly way would cover the past thirty-five years of his life. I esteemed Mr. Philbrick highly because I had come to know him through this intimacy as only one can who has been given the privilege of near approach. To many persons he had a brusque manner and because of this many have had a right to consider him less genial and desirable as an acquaintance. My close personal touch with him enabled me to get down under this external coating of seeming unattractiveness and enabled me to find a man of sterling worth and boundless integrity. His capacity for industrial effort and labor was seemingly limitless. The larger the task, the more arduous the duty, the stronger his efforts to meet them. Any trust in his business or citizen life that was committed to him was sure to receive careful and considerate attention. He never shirked a duty or failed to meet an obligation. Strange to say, notwithstanding the vigor of his life otherwise, he was quite diffident in the part that

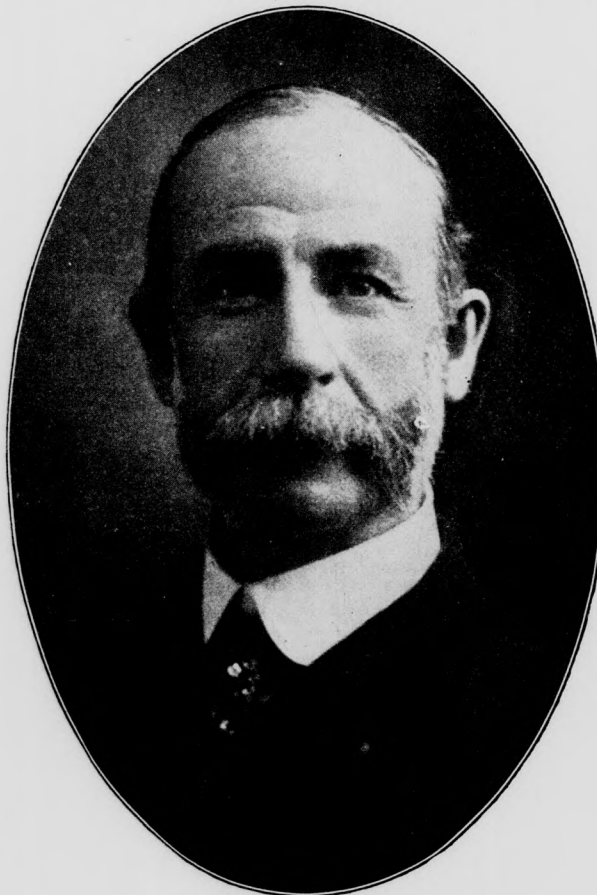
he took in public affairs. Whenever called upon by those who desired and needed his assistance in the interest of our common humanity, he cheerfully responded and always met the expectations of those who asked him to help. He was always intensely interested in any municipal or other governmental movement, striving to do his part in work required therein, so far as it was made known to him and he could. A man of a high order of intelligence and quite well read, he might have been perhaps more of a leader in civic movements if it had not been for this natural diffidence which gripped him whenever it was suggested that he might take a more prominent part therein. Yet to his credit it must be said that he was pleased when others led the way and was willing to go with them and help

one's religious nature was to be found in kindly deeds and quiet helpfulness. He belonged to a class of men, by nature noble, who disliked exceedingly the shams of life and delighted in the things that were pure and lovely and of good report. George G. Whitworth.

Newsy Nuggets From the Celery City

Kalamazoo, Feb. 16.—Kalamazoo Council held its regular meeting at the hall on East Main street, third floor over Hershfield's clothing house, Saturday evening. Twenty-two members appeared on the scene and a short but very enthusiastic meeting was held, at which time the transfer of C. W. Doak, the Calumet baking powder man, was accepted.

It is not a very long time until we go to Saginaw June 12, and 13 and the members of the baseball team are already making their preparations to defend the title to the baseball cup.



Charles C. Philbrick.

support them in movements which tended to the up-lift of humanity along the lines of civic righteousness. It was my privilege to know Mr. Philbrick in his home life, as well as in our business association. Domestic by nature, he loved his home. It was a pleasure to him to care for all the members of his family and provide well for their comforts and pleasures. While we, as intimate friends and neighbors, mourn his decease, yet upon the loved ones he has left behind, of course, has fallen this heart-searching bereavement. He will be sadly missed in business and fraternal circles, but not to the same pathetic extent that his presence will be missed in his own home. Mr. Philbrick's religious life was not as intense as it is in some others, yet he believed and had pleasure in the things which make for one's spiritual uplift. He was not bothered particularly by doctrines which sometimes confuse and darken one's spiritual vision, but believed the truest expression of

While we know Grand Rapids has a very nice case for this cup, we still feel that we would like to make them see that they should be willing to sell the case to us so that it might be placed where it was intended to go, namely, around the baseball cup. If they persist in keeping the case, they must make some arrangements with the Kalamazoo baseball team whereby the Kazoo boys can see their way clear to lose the claim to the cup. This the Kazoo boys stubbornly insist can

never be the case. According to reports there will be some base ball teams in the field at Saginaw that did not compete at Grand Rapids.

Some of the candidates for initiation failed to appear at the last meeting and there were several applications in sight that the boys wish to get before the Council yet this year, so we have called a special session again this month to take care of those who did not get in at the last Saturday night meeting. There are also a couple of transfers that should be in by that time. The meeting will be held on Saturday evening, Feb. 28, at 6 o'clock. After the business sessions, the boys will entertain the ladies and their friends with music and dancing. The eats committee will be very much in evidence and we are assured of one of the usual good times we have always enjoyed at these informal parties. Bring your friends and those whom you have lined up for membership.

We have secured the present quarters and the unsettled matter of a hall is over. The Odd Fellows have taken the lease of the hall which we formerly used and have changed things so that you would hardly recognize the place. The dining room and the ladies parlor have also come in for their share of improvements and everything seems very homelike. We certainly appreciate the lease of the old hall again, as the location is central and very convenient for cars at the close of the late meetings.

M. N. MacGregor, 138 Farmers avenue, is on the sick list and, though he is not confined to the house all of the time, he is unable to continue his work on the road. He would be very glad to see any of the boys who have the opportunity to call.

Mrs. C. H. Smith is confined at Borgess hospital, following a serious operation. While her condition is now not what could be hoped for, there still seems to be an even chance for her. R. S. Hopkins.

The man whose credit is best is not the man who has the most money, but the man who always pays when he agrees to.

He is a near-thoughtless man who thinks only of himself.

BUSINESS CHANCES.

Drug and book stock. Find a bargain by writing to Box 75, Ypsilanti; reasons poor health and 80 years. 898

For Sale—Chance of a lifetime, blacksmith shop continuously for thirty years. Big paying patronage. Owner retiring after 17 years with ample profit. Will continue business for one month. Buy now and enjoy established business. Shop would rent at profit of 15 per cent. net as investment. Buy quick and have flying start. M. H. Donahue, Brooklyn, Mich. 897

For Sale—Cheap, terms if desired, elegant mahogany drug store fixtures complete, wall case, show cases (undivided bevel plate glass), scales, etc. Russell B. Thayer, Saginaw, Mich. 899

MORTGAGE ASSIGNMENT SALE

Variety, Bazaar, 5, 10 and 25c goods and fixtures, Dowagiac, Michigan. Best location in City—long lease if desired. Inventory about \$4,000.00. Sealed bids with check \$50.00 received on or before February 27, 1914.

CARL D. MOSIER,
Trustee and Mortgagee.

United Light & Railways Co.

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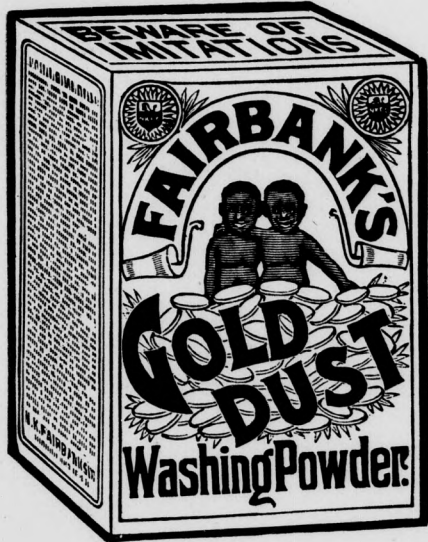
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is a harmless antiseptic cleanser. Finds a hundred and one uses in the Laundry, Kitchen, Nursery, Sick Room and Bath Room. It's absolutely pure, perfectly safe. Cleanses quickly, thoroughly, *hygienically*. Saves no end of time, trouble and work in 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.*

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TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

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