

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 25, 1914

Number 1588

Neglected

The little tin horn and the bright red drum
On the toy-store shelf looked blank and glum,
For the Christmas shoppers came and went,
Each one a chosen gift intent,
And all of them readily gave their pelf
For the brand-new things on the lower shelf,
But nobody wanted for any sum
The little tin horn and the bright red drum.

The little tin horn and the bright red drum
Watched all day long o'er the crush and hum
Of the struggling crowds, and saw depart,
The latest toys of the makers' art,
And heard the children clamoring, too,
For the trains that ran and the ships that flew,
And shrank in their corner abashed and dumb—
The little tin horn and the bright red drum.

The little tin horn and the bright red drum
As the days passed by grew yet more glum,
For the New Child sneeringly called them "slow,"
And the Modern Boy craved "things that go."
So still untouched by a buyer's hand
On the toy-store's high back shelf they stand
And wait for the calls that never come
For the little tin horn and the bright red drum.

A Hand on the Shoulder

When a man ain't got a cent,
And he's feeling kind of blue,
And the clouds hang dark and heavy,
And won't let the sunshine through,
It's a great thing, O, my brethren,
For a fellow just to lay
His hand upon your shoulder
In a friendly sort of way.

It makes a man feel curious,
It makes the tear-drops start,
And you sort of feel a flutter
In the region of the heart;
You can't look up to meet his eyes;
You don't know what to say,
When his hand is on your shoulder
In a friendly sort of way.

Oh, the world is a funny compound,
With its honey and its gall,
With its cares and bitter crosses—
But a good world after all.
And a good God must have made it—
Leastways, that is what I say
When a hand is on my shoulder
In a friendly sort of way.

Toward the Right

I FIND the greatest thing in this world is, not so much where we stand, as in what direction we are moving. To reach the port of heaven we must sail sometimes with the wind and sometimes against it—but we must sail and not drift nor lie at anchor.—

Oliver Wendell Holmes.

We Represent

J. Hungerford Smith Co.
Soda Fountain Fruits and Syrups (finest made.)
Fountain Specialty Co.
Soda Fountains and Accessories.

We Sell

Lowney's Fountain Cocoa, Coco Cola, Hire's Root Beer Syrup, Allen's Red Tame Cherry Syrup, Royal Purple Grape Juice, California Crapine. Also Soda Fountain Supplies such as Sanitary Soda Cups and Dishes, Straws, Cones, Ice Cream Dishes and Electric Drink Mixers.

May we have a share of your 1914 business?

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

**Good Yeast
Good Bread
Good Health**

Sell Your Customers
**FLEISCHMANN'S
YEAST**



Franklin Dessert and Table Sugar

"ONE OF OUR BEST SELLERS"

This sugar grades between POWDERED and FINE GRANULATED, dissolves quickly, sweetens thoroughly, can be used either with spoon or shaker.

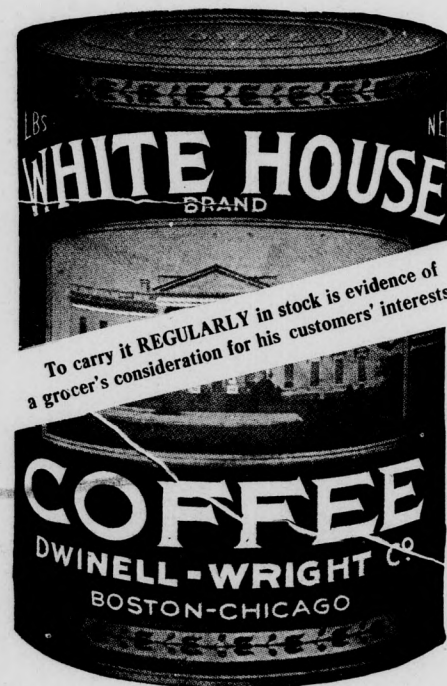
FRANKLIN DESSERT and TABLE is a fancy table sugar, made especially for sweetening cereals, berries, fruits, desserts and other foods which are sweetened at the table. Your customers will appreciate its usefulness, and if you start them buying it you'll have an increased sale of sugar. The FRANKLIN CARTONS save cost of labor, bags, twine and loss from overweight.

Packed in two lb. CARTONS—48 lbs. to the CONTAINER and 120 lbs. to the CASE. Other FRANKLIN CARTON SUGARS are packed in original CONTAINERS of 24, 48, 60 and 120 lbs.

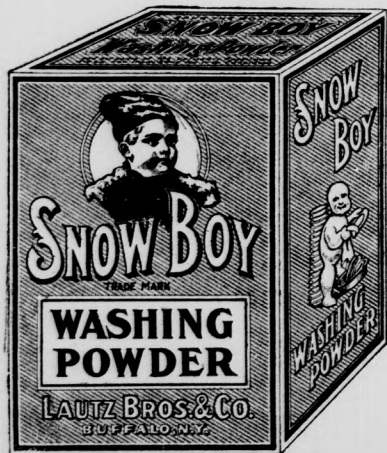
Franklin Carton Sugar is guaranteed full weight and refined CANE sugar.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

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



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



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 25, 1914

Number 1588

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Recent Changes Among Michigan Bankers.

Boyne City—H. T. Glezen has accepted the position of Cashier of the Cheboygan State Bank and will resign as Assistant Cashier of the First National Bank of Boyne City, to go to his new duties March 10.

Detroit—Irving H. Baker, Auditor of the First National Bank of Detroit since the consolidation of the Commercial Bank with that institution in 1908, has resigned the position and on March 1 will become Cashier of the First National Bank of Bay City, of which F. P. Browne is President. Mr. Baker was born in Boston and came to Detroit twenty-four years ago, acquiring his first banking experience with the former American Exchange National Bank, which he later left to join the Commercial National. He is a member and a former President of Detroit Chapter of the American Institute of Banking. Mr. Baker was married in 1912 to a daughter of Edward F. Rush and has one daughter.

Traverse City—A. Tracy Lay, founder of the Hannah, Lay & Co. Bank in this city, although nearly 90 years old, has again been elected President of the Bank, which was instituted fifty-eight years ago during which period he has been constantly an officer in the Bank.

Eaton Rapids—Forty years is a long time for a man to be identified with one particular line of business, but such is the record of Frank H. DeGolia, who has recently been promoted to the Presidency of the First National Bank of Eaton Rapids. Mr. DeGolia was born on a farm in Kent county, about ten miles from Grand Rapids, where he continued to live with his parents until attaining his majority, attending the rural school in the winter time and assisting his father in clearing up the new farm during the summer. Here he encountered all the experiences of the

sturdy pioneer, breaking up new ground with an ox team, swinging the cradle and making maple sugar. One of his playmates at the country school was Miss Mary Stringer, who became Mrs. F. H. De Golia several years later. Mr. De Golia's banking career was begun in the village of Middleville in a private bank where he was associated with A. J. Bowne, at one time President of the Fourth National Bank at Grand Rapids, and who at that time, was running a private bank at Hastings. After a few years which had been marked with success, the firm came to this city in the spring of 1877 and bought the private bank of Dutton & Williams, and in the fall of the same year the institution was organized as a National Bank with F. H. De Golia as Cashier which position he continued to hold until last month when he was promoted to the Presidency in recognition of his long and faithful service.

Jackson—If anyone in entering the Jackson State Savings Bank should see a phonograph with a large horn, he should not be peeved if he hears no music. It is not that the Bank is stingy. The instrument is not there for musical purposes. It was not received with the idea of giving concert entertainments, neither was it obtained just to look at. The fact is the phonograph is figured on as one of the real assets of the Bank, and the opportunity to procure it was seized upon with business acitivity. The instrument represents money fraudulently obtained from that institution, and that more or less cash will eventually be realized from this collateral is confidently expected. It will be recalled that a few weeks ago a Polander named Wilcenty Wrobel obtained from the bank \$460 that belonged to Julius Dombrowski. Wilcenty got hold of Julius' deposit book and taking it to the Bank, drew out Dombrowski's money and gave a forged receipt in return. When Police Constable Creech arrested Wrobel in Chicago he received about \$240 of what is alleged to be part of the \$460 that belonged to Dombrowski. Since returning home with the prisoner and the \$240, the police learned that Wilcenty while in Chicago, made a woman there a present of a phonograph he purchased with Dombrowski's money. This instrument has been forwarded on to the Bank at the demand of the police, and friends of Wrobel would like to settle the matter up entirely so that Wrobel may get off easy when his case is disposed of in Circuit Court. He was bound over to the March term yes-

terday morning. It is rather expected he will plead guilty. The phonograph is said to be a good one, and with the records plays "There's a Girl in the Heart of Maryland" and other popular songs.

Manufacturing Matters.

New Era—Westveld Bros. will soon start a box factory.

Shelby—The Claybanks Co-operative Creamery Co. will open its plant March 2.

Manistee—Max Piotrowski has opened a shoe repair shop in the Royal theater building.

Ida—Yeggmen dynamited a safe owned by the Amendt Milling Co. and obtained 2 cents for their trouble.

Ontonagon—Bergeron Bros. have sold their ice cream plant to W. C. Marley, who will continue the business.

Hastings—The Barnes Company has engaged in the manufacture of shower bath machines and vacuum cleaners.

Grand Haven—Jacob Smith and William Sloomaker have engaged in the baking business under the style of the Smith Baking Co.

St. Joseph—Cooper, Wells & Co. manufacturer of hosiery and knit goods, has increased its capital stock from \$250,000 to \$500,000.

Gaylord—The Gaylord Creamery Co. has engaged in business with an authorized capital stock of \$7,300, which has been subscribed and \$4,200 paid in in cash.

Manistee—Fred Thompson and Theodore Nelson have formed a co-partnership and engaged in the shoe repair business under the style of Nelson & Thompson.

Detroit—The Detroit Universal Wire Wheel Co. has been organized with an authorized capital stock of \$10,000, which has been subscribed and \$1,000 paid in in cash.

Detroit—The Automatic Drill Chuck Corporation has been organized with an authorized capital stock of \$25,000, of which \$15,000 has been subscribed and \$2,500 paid in in cash.

Hopkins—The Overton Creamery Co., of Allegan, has leased a store building here and will open a creamery here about March 2. It is reported the Hopkins Creamery Co. will presently establish a branch in Allegan.

Detroit—The Victor Electric Supply Co. has engaged in business with an authorized capital stock of \$15,000, of which \$12,500 has been subscribed, \$87.60, being paid in in cash and \$12,412.40 in property.

Withdraw 1912 Raisins From Market.

The California Associated Raisin Co., a million-dollar corporation, which controls about 90 per cent of all the available supply of raisins in the hands of growers on the Coast, is contemplating the disposal of the

left-over from the 1912 crop to the wineries in order that the value of the 1913 crop may be enhanced. It was stated that the remainder of the 1912 crop has not sold as freely as the 1913 raisins, and that in order to improve market conditions it was desirable to get rid of 1912 goods.

Packers outside of the California Associated Raisin Co. have been cutting prices from $\frac{1}{2}$ to $\frac{3}{4}$ of a cent a pound on seeded goods, and it is said that the Associated company had decided to bring about a large increase in the prevailing price by reducing the available supply.

Although the proceeds of the sale of raisins for manufacturing purposes are far less than those obtained from packed goods, the sacrifice is said to be "good business," for the enhancement in prices produced by the elimination from the market of a large stock of raisins will more than compensate the concern for the cut made upon goods sold to the wineries.

One broker interviewed said that he understood the Associated company would not only get rid of the 1912 holdover, but include from five to ten thousand tons of the 1913 crop in the sale of raisins to manufacturers.

No more comprehensive discussion of the various factors which are essential to the success of the retail grocery business was ever presented than the paper by J. A. Lake, of Petoskey, which is published elsewhere in this week's edition. The world is full of men who never succeeded who are willing and anxious to tell what they know about business success, but their admonitions and advice do not carry conviction with thinking people, because they write from hearsay, observation or imagination, instead of from the standpoint of actual experience. Mr. Lake is himself a successful grocer. He has long been regarded as one of the most thorough men in his line of business in the State. His position in the trade gives his words weight and his argument will meet with hearty acquiescence and approval in all quarters where business success is regarded as a passport to a respectful hearing.

We never know for what God is preparing us in His schools—for what work on earth, for what work in the hereafter. Our business is to do our work well in the present place, whatever that may be.—Lyman Abbott.

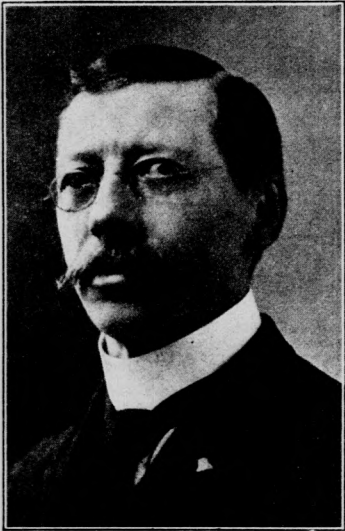
After a man finds himself in a hole it's surprising how many people there are who could have told him what path he might have taken to avoid it.

A word to the wife is sufficient—to start something.

SIXTEENTH MEETING

Of Retail Grocers and Merchants' Association.

The sixteenth annual convention of the Retail Grocers and General Merchants' Association convened at the city hall, Grand Rapids, yesterday afternoon, with an excellent attendance representing nearly all sections of the State. The convention was



J. T. PERCIVAL, Secretary.

called to order by President Smith at 2:45, when Mayor Ellis presented the address of welcome, which was responded to by Wm. McMorris, of Bay City.

President Smith then read his annual address, which is published in full elsewhere in this week's paper.

Secretary Percival then read his annual report, as follows:

In submitting my eleventh annual report, I wish to congratulate the members, wholesalers and manufacturers, for the interest they have taken in the Association.

It is pleasing to me to know that the work commenced by a few has grown to such proportions as the State Association at the present shows. In the coming year I can see that we will have a large increase in the number of associations and members and from what I can learn from the various secretaries, the attendance will be larger this year than ever before, the associations sending more delegates and the unaffiliated towns waking up and coming to the convention to take part in the deliberations of the meetings.

October 28 last, the Secretaries Association held a very interesting meeting at Lansing at which time there was representatives from almost every association in the State. Matters of importance in regard to collections, credits and secretary's duties were discussed and much good derived from the meeting. It was the opinion of all present that the Secretaries' meeting should be held at least twice each year and I should urge that some action be taken towards that end.

At the Secretaries meeting one matter was brought out that I wish to bring to your attention—the question of Sunday closing. The average merchant thinks that six days is long enough to keep his store open, but in most towns there are a certain class of men who believe in keeping open all the time. I think this Association should go on record as opposed to the keeping open of groceries or meat markets on Sunday and would suggest that the new Legislative Committee take charge of the matter and see that it is presented at the next session of the Legislature.

Through the efforts of my local As-

sociation I had the pleasure of attending the National Grocers convention at St. Louis last May. There was a large gathering of grocers from all parts of the Union and it was a very instructive meeting. My only regret was that there were not more representatives from Michigan. I think every local should send at least one delegate to the National. Michigan had three delegates and each one was honored with a place on some committee.

In the matter of new associations, I have to report the following who have or will affiliate at this meeting: Benton Harbor, Pontiac, Birmingham, Boyne City, Reed City, Maybee and Kingston.

Every year it is noticeable that we have quite a number of associations that are in arrears for their per capita tax that should have been paid at the convention for the coming year, but neglect to send it in on time, and are, therefore, a year behind with the tax. The per capita tax should be paid at each convention for the following year, which would give the officers an idea how much can be spent for organization and expenses. Now I would advise every local association delegate to see that his organization sends in its tax as soon as possible if they have not paid it here at this convention.

One of the most important subjects



GEORGE E. LEWIS, Treasurer.

to be presented at this convention is the question box. The committee in charge has prepared a large list of questions and every member is asked to take part in the discussion at the proper time.

In one part of the programme you will find the call for reports of associations, and I hope that each one called will be prepared to make an interesting report, so that the other fellow can learn what is being accomplished in other cities and towns, and that he may profit by it and take home the good gained thereby and use it in his association and to his own advantage.

The financial statement is as follows:

Receipts.	
Cash on hand, last report	\$305.61
Honorary members	380.00
Individual members, 1913	48.00
Individual members, 1914	60.00
Per capita tax, 1912	79.30
Per capita tax, 1913	329.60
Per capita tax, 1914	29.00
Total	\$1231.51
Disbursements.	
Salary voted to Secretary	\$300.00
Expense Legislative Com. G. P. Jenkins	12.00
President's expenses National convention	58.75
Telephone, telegram and express	5.86
Postage	70.51
Printing and stationery	125.25
Secretary's salary 14½ days	43.50
Secretary's hotel expense	17.50
Secretary's railroad expense	28.51
Total	\$659.88
Balance	\$571.63

The following associations have paid their per capita tax for the number of members in their organization:

Petoskey, 1912	9
Grand Rapids, 1912	103
Traverse City	26
Kalamazoo, 1912	42
Saginaw	60
Jackson	42
Detroit	300
Ypsilanti, 1912	5
Ann Arbor	31
Cadillac	30
Bay City	61
Wyandotte	16
Greenville	16
East Jordan	18
Ypsilanti	5
Lansing	70
Menominee	28
Port Huron	50
Grand Rapids	12
Flint	52
Pontiac, 1914	30

Total members	1006
Honorary members	43
Individual members, 1913	48
Individual members, 1914	60

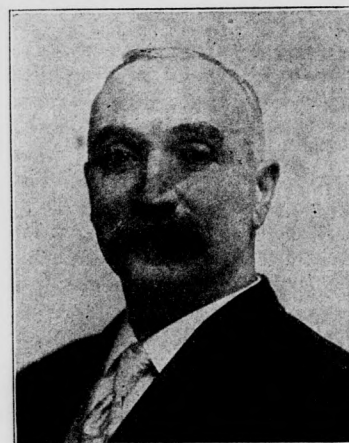
Association delinquent for 1913	1157
	358
	1513

This is the largest number ever enrolled as members of our organization.

At this time I wish to thank the wholesalers and manufacturers who have given us their assistance, also the trade papers which have always had their columns open for our use at any time, and to the different officers of this Association for their co-operation with me in the performance of my duties as Secretary.

In closing this report, I am filled with feelings of the deepest regret, inspired, as I am, by the knowledge that it will probably be my last one as Secretary of this Association.

For eleven years, I have annually appeared before you to render an accounting of the work accomplished dur-



WM. MCMORRIS, First Vice-President.

ing the preceding year, and while there are new faces present upon each occasion, there are always enough of the old guards here to take me back to the days when a few of us got together in Port Huron and formed the nucleus of this organization.

My work during this period has brought me in close touch with all of you and I have no friends who have been more loyal and considerate to me than those which I have made through this Association connection.

I have at all times endeavored to do what I thought was in the best interests of the Association and if I have made mistakes, I sincerely hope that you will all feel that they are mistakes of judgment and that my intentions have been to do what was right as I saw it.

An opportunity in a new field has been opened up to me requiring that I take up my residence in a far away section of the country. As I take up this new line of work, I will look back at these years which I have spent amongst you

and cherish the thought that possibly some of you will think of me and realize that while separated, my thoughts and best wishes are with this organization always.

If I may be permitted to express a recommendation, based upon the experiences which I have gone through, I would urge you from the bottom of my heart to once and for all at this convention take the bull by the horns and figure out some definite and adequate plan for financing this Association so that your officers will be able to carry forward the work in a manner which has been impossible in the past in view of the limited resources at their disposals.

I hope that before the convention closes, I will have the opportunity to shake you each by the hand and thank you personally for the courtesies and the many kindly acts extended to me during my term of office. I thank you.

Geo. E. Lewis, Treasurer, was not present at the convention. His report was presented by R. W. Scott, Secretary of the Jackson Retail Grocers' Association, as follows:

Receipts.

Balance on hand	\$305.61
Received during year	925.90

Total received \$1231.51

Disbursements

J. T. Percival	\$311.96
Trade	37.50
Herald Publishing Co.	5.70
Courtney Bros.	5.50
Fred S. Rauser	1.50
Rubber Stamp Co.	1.05
Trade	14.00
Herald Publishing Co.	8.00
Tradesman Company	5.00
Courtney Bros.	2.75
J. T. Percival	18.20
Geo. P. Jenkins	12.00
J. T. Percival	14.70
A. Lee Smith	56.75
J. T. Percival	41.88
Courtney Bros.	1.00
Trade	3.75
J. T. Percival	49.53
J. T. Percival	27.34
Trade	30.50
Courtney Bros.	8.75
J. T. Percival	2.27

\$659.63

Balance on hand \$571.63

President Smith announced the following committees:

Credentials—Chas. Christianson, Saginaw; J. H. Primeau, Bay City; F. J. Ottawa, Flint.

Ways and Means—J. C. Currie, Detroit; J. M. Bothwell, Cadillac; D. Glenn, Lansing; W. A. Wood, Grand Rapids; H. O. Whitfield, Pontiac.

Resolutions—M. L. DeBats, Bay City; Charles Wellman, Port Huron; J. A. Lake, Petoskey; P. Servatus, Menominee; H. J. Schaberg, Kalamazoo.

Auditing—F. D. Avery, Tecumseh; W. R. Van Auken, Big Rapids; R. W. Scott, Jackson.

Constitution and By-Laws—M. C. Bowdish, Lansing.

Press—J. A. Lake, Petoskey.

Rules and Order—F. C. Woods, Port Huron; John Altfeltis, Detroit; L. John Witters, Grand Rapids.

The convention then adjourned to visit the filtration plant. The trip was made by special cars and the visitation was very much enjoyed by all who spent the time to make the trip.

Backward, turn backward, oh, Time in your flight; give us a girl whose skirts are not tight. Give us a girl whose charms, though few, are not exposed by too much peek-a-boo. Give us a girl, no matter what age, who won't use the streets as a vaudeville stage. Give us a girl not too sharply in view. Dress her in skirts that the sun can't shine through.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

St. Joseph, Feb. 18.—The schedules of the Mohn Wine Co., bankrupt, of Bertrand township, Berrien county show the following creditors:

Debts Having Priority.
 County of Berrien Taxes \$216.99
 Charles Keltner, labor 7.96
 Adolf Mohn, labor 225.00
 Burkhardt Mohn, labor 124.98
 Hans Mohn, labor 124.98

Total \$699.91
Creditors Holding Securities.
 Warick & Thompson, lien on grape juice 200.00
 Adolph Mohn, Sr., real estate mortgage 12,343.73
 M. C. Miller, Jackson, Iowa, mortgage 7,800.00
 Charles Weidler, South Bend, Ind., chattel mortgage 3,736.25
 Merchants National Bank, South Bend, Ind., chattel mortgage 1,600.00

Total \$25,679.98
Unsecured Claims.

Chapin & Gore, Chicago	\$ 34.50
Wakem & McLaughlin, Chicago	93.01
Battle Creek Box Co., Battle Creek	53.16
Lannen & Hickley, Chicago	51.00
Warren & Co., Niles	10.60
Frank Starr, South Bend	9.00
Perfection Dynamo Co., Chicago	2.24
Ballard Bros., Niles	11.38
R. Kraetch, Chicago	9.10
Welch & Corbett, Chicago	30.00
L. H. Jacob, Chicago	32.75
Jos. Gehring, Chicago	50.00
Ziegler Huff Lumber Co., South Bend	60.00
L. A. Sidley, South Bend	7.78
C. G. Folsom Mfg. Co., South Bend	41.35
Armstrong Cork Co., Pittsburg	100.00
John Schmid, Chicago	37.90
J. C. Bullis & Co., Pittsburg	9.90
C. G. Johnson, St. Louis	55.10
E. F. Earl Estate, Niles	210.98
C. E. Meyer & Son, South Bend	58.42
C. N. Troger, South Bend	12.30
Leo Eliel, South Bend	14.15
H. Pershing, South Bend	36.00
William B. Burford, Indianapolis	8.25
Farney Coffey, South Bend	12.20
Indiana Lumber Co., South Bend	30.27
H. Eokler Mfg. Co., South Bend	39.05
McMaster Carriage Supply Co., Chicago	57.13
Loehr & Ransberger, Chicago	5.89
Indiana Engraving Co., South Bend	2.03
Columbia Printing Co., South Bend	10.86
O. C. Bastian, South Bend	13.38
Crown Cork & Seal Co., Baltimore	81.13
H. R. Gibbons Box Co., Chicago	76.50
Bradstreet Co., Chicago	17.50
Ed. Mussel, Chicago	34.07
Groomes & Ullrich, Chicago	6.66
Wagner & Co., South Bend	74.60
J. B. Haberle, Chicago	28.62
Jacobson Peterson Co., South Bend	35.62
Studebaker Corporation, South Bend	38.02
J. C. Moninger & Co.	49.57
Russwurm Bros., Chicago	12.65
Robert H. Kersey, Chicago	63.27
Staples Hilderbrand Co., Chicago	62.00
C. J. Rupp & Co., Chicago	181.91
Cuno Bros., Chicago	17.37
Tribune Printing Co., South Bend	8.00
Electric Service Co., South Bend	44.24
Grasselli Chemical Co., Cleveland	1.06
Suitcliffe Printing Co., South Bend	6.75
Wells Higan Co., St. Joseph	11.00
Vandalia Coal Co., South Bend	123.80
Cadillac Motor Sales Co., South Bend	3.00
Emil Greening, South Bend	22.65
Witeman Bros., South Bend	14.30
C. Q. Tappan, South Bend	22.00
Weissman & Rabinovitch, South Bend	2.00
Schmidt Costumers, Chicago	24.00
Mathews Steam Boiler Works Co., South Bend	10.74
Dave McGann, South Bend	.82
C. H. Defrees, South Bend	51.75
C. M. Montague, Niles	63.28
A. Mohn Sr., South Bend	4,987.64
A. Mohn, Jr., South Bend	264.30
B. Mohn, South Bend	1,078.61
H. Mohn, South Bend	977.71
South Bend Elec. Engraving Co.	6.00
William J. Farrel, New York	47.17
Niles City Bank, Niles	98.98
M. O. Dewey, Jackson	24.10
Mrs. E. Mohn, South Bend	200.00
M. C. Dugan, Chicago	2.74
William Deunen, Chicago	32.35
C. Schiemann, Chicago	65.25
C. H. Hoehn, Chicago	8.11
Louis Schaske, Chicago	92.35
Joseph Laschoeber, Chicago	42.50
Robt. Neumann, Chicago	53.69
F. Fink, Chicago	37.12
W. N. Burns, Niles	600.00
A. D. Harris, Chicago	250.00
Walter C. Miller, South Bend	13.15
Italian Vineyard Co., Chicago	320.76
E. B. Storm, Niles	23.93
Illinois Glass Co., Chicago	20.26
Michigan Fruit Exchange, Lawton	377.63
B. F. Earl Estate, Niles	40.00
A. Mohn, Sr., South Bend	875.00
St. Joseph, County Savings Bank, South Bend	253.90
Non Alcoholic Wine Co., Cincinnati	1,500.00
Charles Weidler, South Bend	625.00
Total \$15,310.17	

Assets.
 Real Estate \$12,000.00
 Promissory notes 70.07
 Stock in Trade 1,999.55
 Machinery Tools, etc. 2,723.50
 Other personal property 108.82
 Unliquidated claims 1,337.25

Total \$18,239.19

Feb. 18.—In the matter of the Michigan Buggy Co., bankrupt, of Kalamazoo, the adjourned examination of the officers of the bankrupt and others for the purpose of discovering assets was further continued for three weeks, at which time also hearings will be had on petitions for reclamation of property.

Feb. 19.—In the matter of Herbert Levey and Harry J. Lewis and Levey & Lewis, a co-partnership, bankrupt of Kalamazoo, the trustee sold the entire assets of the bankrupt for the sum of \$233.41. Certain perishable property was sold by the trustee from which was realized about \$65, making a total of about \$300. From the present outlook there will be no dividends declared to the creditors and just about enough funds to pay administration expenses.

Feb. 20.—In the matter of the Mohn Wine Co., bankrupt, of Bertrand township, the trustee filed his bond for the sum of \$100 and the same was approved by the referee. The appraisers appointed at the first creditors meeting have delayed making an appraisement of the assets, pending the advancement of the necessary costs to make the same by the petitioning creditors.

Feb. 21.—A voluntary petition was filed by Abel Schipper, of Kalamazoo, and he was adjudged bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt filed with the petition show no assets, except clothing of the value of \$25 and the following liabilities:

Secured Creditors.
 Henry Meyer, Kalamazoo \$1,550.00
 Kalamazoo City Savings Bank 250.00
 Wolf Sagner & Heller, Chicago 450.00
 American Slicing Machine Co., Dayton 90.00
 Toledo Scale Co., Toledo 15.00

Total \$2,365.00

Unsecured Creditors.
 Bernard Myerhoff, Kalamazoo \$400.00
 Menno Hoogrm, Kalamazoo 700.00
 Van Dana & Linbach, Kalamazoo 34.20
 Mike Matye, Alamo 9.60
 A. Leoch, Kalamazoo 33.00
 Armour & Co., Kalamazoo 95.00
 Patten & Sager, Kalamazoo 36.00
 Wm. A. Cochrun, Kalamazoo 13.00
 Samuel Burman, Kalamazoo 15.00
 Benjamin J. Coolry, Kalamazoo 26.50
 A. Nappen, Kalamazoo 110.00

Total \$1,472.10

Reasons Why Public Utilities Are Favorite Investments.

Written for the Tradesman.

The future success of public utility corporations depends upon the public recognition of honesty of purpose. The basis of this prosperity has already been laid by these corporations because the keynote of the policy of every one of them is "the public be pleased," and it is only a question of time when the public will come to fully realize this.

Unfortunately, there still lingers in the public mind a prejudice against corporations of all kinds, due largely to the muckraking mania which has about run its course. Heretofore the trouble has been that too few thought for themselves. They were accustomed to accepting the statement of their leaders as unqualifiedly true and adopting them as their own. Fortunately through the enterprise of the public press and the wholesome effect of general education, this situation is being changed and people are now beginning to consider public problems from an individual standpoint. This being the case, they will soon realize that it would be utter folly for a corporation to spread broadcast the doctrine of good service, reasonable rates and honest management unless they lived up to the policy thus announced. They are therefore accepting at its face value much that is being said in favor of honestly managed public utility corporations.

The public has seen that during a period of semi-panic public utility companies went ahead serenely, the demand for their products increased with the growth of the communities they served. This was reflected in the earnings and the holders of public utility securities reaped the benefit—in many instances by increased dividends and in others through the placing of the properties in first class physical condition to meet the demands of a growing country.

The policy of courtesy and efficiency now almost universally adopted by public utility corporations is making itself felt in the social and business world and it is for this reason that the securities of such companies as the H. M. Byllesby properties, the American Light & Traction, American Public Utilities Co., Commonwealth Railway, Light & Power, United Light & Railway, Commonwealth Edison and others of this character find a ready market at good prices. It is noticeable that among the first securities to feel the effect of the upward swing of the pendulum of prices were the stocks of utility corporations which are now looked upon as safe and profitable investments. Paul Leake.

Merry Musings From Muskegon.

Muskegon, Feb. 23.—George Hobbs has severed his connection with the Chase Hackley Piano Co. and is now with the Herrick Piano Co., of Grand Rapids. Mr. Hobbs claims to have been working overtime to get matters squared around to commence his new job.

The Jackson Clothing Co. is now in its new location in the New Elk's temple and is fully equipped with fixtures and, no doubt, has the finest clothing store in Western Michigan.

Harry Waters and Wm. Eyke were the two to learn about U. C. T.ism Saturday night. Welcome, brothers, to our fold.

Fred Shepard was down to Columbus, O., on a shearing expedition last week.

At the U. C. T. meeting Saturday night N. C. Lulofo was appointed organizer for a base ball team to go to Saginaw next June and win the cup.

The 5 o'clock a. m. car from Muskegon got into Grand Rapids at 10:15. We were one of the large party on the car who were minus a breakfast.

The Phelps Hotel, at Greenville, is certainly doing things right—long sheets, individual towels, fine chairs in the lobby and excellent service in the dining room. In fact, it is an ideal place at which to stay. E. P. Monroe.

"What has parcel post done for me?" did you ask? What have you given it a chance to do for you? It is as ready to work for you as for anyone. It plays no favorites.

Coming Conventions to Be Held in Michigan.

March.
 United Brotherhood of Carpenters and Joiners, Saginaw.
 Eastman Kodak School of Photography, Grand Rapids, 16-19.
 Michigan Association of Master Plumbers, Grand Rapids, 24-25.

April.
 Michigan Bowling Congress, Detroit, 9-17.
 Michigan Cost Congress, Saginaw.
 Greater Grand Rapids Exposition, Grand Rapids, 20-25.

May.
 Michigan Congregational Conference, Grand Rapids.
 Michigan Letter Carriers' Association, Detroit, 30.
 Degree of Honor, Flint.

June.
 Michigan Dental Society, Detroit.
 Knights of Columbus of Michigan, Detroit, 10.
 U. C. T. Grand Council Saginaw, 12-13.
 Eagles, Holland, 16-19.
 National Association Chiefs of Police, Grand Rapids.
 E. P. O. E., Petoskey.
 Annual Encampment of the Michigan G. A. R., Lansing, 17-19.
 Michigan State Bankers' Association, Alpena.
 Michigan Unincorporated Bankers' Association, Alpena.

July.
 Michigan State Barbers' Association, Flint.
 Michigan Retail Jewelers' Association, Grand Rapids.
 Michigan Association of Police Chiefs, Sheriffs and Prosecuting Attorneys, Alpena.
 Grand Circuit Races, Grand Rapids, 29-Aug 1.

August.
 Michigan Retail Clothiers' Association, Detroit.
 Grand Circuit Races, Kalamazoo, 10-15.
 Michigan Postmasters' Association, Grand Rapids.
 Fifth Michigan Veteran Volunteer Infantry Association, Saginaw, 26.
 American Pharmaceutical Association, Detroit, 24-29.

Michigan State Pharmaceutical Association, Detroit, 25-27.
 Michigan Pharmaceutical Travelers' Association, Detroit, 25-27.
 National Encampment of the G. A. R., Detroit, 31-Sept. 6.

September.
 West Michigan State Fair, Grand Rapids, 1-7.
 Michigan State Fair, Detroit.
 International Association for the Prevention of Smoke, Grand Rapids.
 Michigan Association of County Superintendents of the Poor, Grand Rapids.
 Michigan Association of Local Fire Insurance Agents, Grand Rapids.
 Michigan Constitutional Convention, Grand Rapids.

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

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

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

January.
 Michigan Tax Association, Detroit.

February.
 Michigan State Association of County Drain Commissioners, Lansing.

A Den.

What is a den?
 A den is when
 The broken chairs,
 The rugs with tears,
 The pictures cracked,
 The table hacked,
 A tickless clock,
 Desk that won't lock,
 Are gathered in a heap by ma
 And put into a room for pa.

"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?

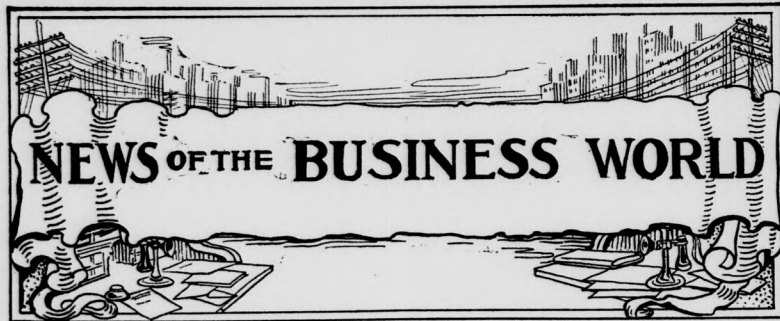


BROWN & SEHLER COMPANY

HOME OF SUN-BEAM GOODS

GRAND RAPIDS,

MICHIGAN



Movements of Merchants.

Cadillac—Axel Lofgren has opened a plumbing shop.

Kalkaska—W. Claspell will soon engage in the meat business.

Interlochen—Tony Wizkoski has engaged in the meat business.

Iron River—The Iron River Creamery Co. will open its plant March 2.

Pentwater—G. F. Cady has removed his grocery stock to the Mears building.

Fillmore Center—Wm. Kleis succeeds Kleis Bros. in the grocery and fuel business.

Niles—J. E. Wyant has opened a women's ready-to-wear store in the Bliss building.

Ogdensburg—Charles Christopher has opened a grocery and school supply store here.

Kalamazoo—J. L. Mondey has opened a cigar store at 125 South Burdick street.

Detroit—The Briggs Dental Co. has changed its name to the Briggs-Kessler Co.

Bear Lake—Fire destroyed the Hotel DeMars Feb. 20. Loss, \$6,000; insurance, \$2,000.

Conklin—E. B. Baker, recently of Middleville, has engaged in the harness business here.

Fremont—H. S. Sayles succeeds Sayles & Powers in the men's furnishing goods business.

Plainwell—Wm. H. Johnson & Son, furniture dealers and undertakers, are succeeded by Ray R. Johnson & Co.

Marshall—John H. DePew, recently of Battle Creek, has purchased the Herndon hotel. Consideration, \$14,000.

Clarendon—George C. Ballentine & Bro. lost their store building and stock of general merchandise by fire Feb. 21.

Tustin—W. M. Budge has sold his drug stock to H. C. Goldsmith, formerly of Marion, who will continue the business.

Escanaba—Henry Wilke, formerly engaged in trade at Green Bay, Wis., will open a grocery store here about March second.

Alto—James Brutton has purchased the A. Nichols & Co. stock of dry goods and groceries and will take possession March 1.

Chelsea—Fire damaged the store building and stock of the H. S. Holmes Mercantile Co. Feb. 22 to the extent of \$30,000.

Cadillac—Altice Woolpert has resigned his position as manager of the Cadillac Drug Co. and sold his stock to E. H. Leiphart.

Eaton Rapids—Earl D. Smith, who conducted a feed store here, died at his home Feb. 20 as the result of drinking carbolic acid.

Kalamazoo—The Slover & Huber Drug Co. has remodeled its store building and added a soda fountain and ice cream parlor.

Bay City—Herman Meisel & Sons, wholesale grocers, sustained a severe loss by fire Feb. 18. The stock was fully insured.

Plainwell—L. W. Ehle has sold his stock of hardware to William Humphrey, recently of Saginaw, who has taken possession.

Westwood—Frank Hodgkin has sold his stock of general merchandise to D. J. Chase, recently of Peacock, who has taken possession.

Newaygo—Alki E. Bower & Son have removed their feed, flour and produce from Wood's Hill to the Surplice block and will continue the business.

Battle Creek—Charles M. Sheldon has purchased the Burgett store building at 385 West Main street, and will occupy it with his stock of groceries.

Stanton—The A. Benow Co., dealers in dry goods and clothing, have dissolved partnership, A. Benow taking over the interest of his partner, K. Gittleman.

Kalamazoo—N. H. Rank, grocer at the corner of East and Charles avenues, has sold his stock to Chauncey Bates, who will continue the business at the same location.

Hart—George Powers has purchased an interest in the Platt Collins clothing stock and the business will be continued under the style of Platt, Collins & Co.

Tecumseh—James McCann has sold his interest in the McCann Bros. clothing stock to Percy Bowen and the business will be continued under the style of McCann & Bowen.

Kalamazoo—Edward Wildermuth has taken over the grocery stock of the East Side market and will continue the business in connection with the Peter Vleig meat market.

Rumely—Sam McFarlane, of the firm of McFarlane & Crawford, general dealers, was operated on last Monday at Marquette for appendicitis. He is making a good recovery.

Marion—The Willet & Rule Co. has engaged in business to conduct a general store, with an authorized capital stock of \$5,000, of which \$4,000 has been subscribed and paid in.

Gladwin—R. Heth has sold his interest in the meat and grocery stock of R. Heth & Son to Leo Stickel and the business will be continued under the style of Heth & Stickel.

Detroit—The Michigan Tobacco Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 paid in cash and \$400 in property.

Mt. Pleasant—Samuel May has sold his stock of clothing and men's furnishing goods to Morrison & Dains, who will consolidate it with their stock of groceries, shoes and bazaar goods.

Onaway—L. A. Cline has sold his interest in the Onaway Elevator Co. to his partner, C. M. Bullock, who will continue the business under the same style.

Sparta—Edward Spicer has purchased the Maynard & Andrus bankrupt stock of men's furnishing goods and shoes and will consolidate it with his stock of musical instruments and continue the business.

Ontonagon—Mahaffey Co. has sold its potato warehouse and stock to E. J. Tousignant, who will take possession March 2, and continue the business, adding lines of building material and fuel.

Grand Ledge—Morrell Brown and Herbert N. Jewell have formed a co-partnership and purchased the Bert Bice restaurant and cigar stock and will continue the business under the style of The Owl.

Pontiac—The first dividend of the defunct Clarkston State Bank, it is expected, will be declared before the last of the month. Receiver E. E. Webster says it will be 20 per cent. and amount to \$44,000.

Battle Creek—A new company has been organized under the style of Neale & Pulsifer Co. to conduct a haberdashery store, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in cash.

Flint—Fire destroyed Chimavitz Bros. store building and stock of general merchandise Feb. 20. Loss, about \$16,500; insurance, \$14,000. The Flint Box Lunch Co. sustained a loss of about \$1,000, with insurance of \$500 in the same fire.

Houghton—The Portage Lake Hardware Co., Ltd., has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000 of which \$20,000 has been subscribed, \$1,000 being paid in cash and \$19,000 in property.

Harbor Beach—Joseph J. Leszcynski, conducting a general store, has merged his business into a stock company under the style of Leszcynski & Co., with an authorized capital stock of \$10,000, which has been subscribed, \$4,600 being paid in cash and \$5,400 in property.

Kalamazoo—The Spot Cash grocery store has a novel window display which has been attracting considerable attention since the proprietor, S. O. Bennett, worked out the plan. The word welcome is spelled out of oranges, a bundle of nails, hammers, and saws, stands for hardware, and the word men is spelled by oranges.

Pewamo—Organized a year ago as a co-operative concern, the Pewamo Farmers' Elevator Co. has come to the conclusion that the co-operative part may be all right in theory, but not in practice, and at a meeting of the directors and stockholders it was voted to change the articles of incorporation to make it into a purely stock company. A first annual dividend of 6 per cent. was paid and 12 per cent. surplus turned back into the business.

Detroit—Frank J. Roehrig, hardware dealer and plumber, died recently at his home, 1098 East Grand boulevard, of cancer. He was 54 years old. For more than a quarter of a century Mr. Roehrig was the junior member of the firm of Hunt & Roehrig, hardware and plumbing, at 620 Grandville avenue. Some time ago the partnership was dissolved and Mr. Roehrig, with one of his sons, started a plumbing business under the firm name of F. J. Roehrig & Son.

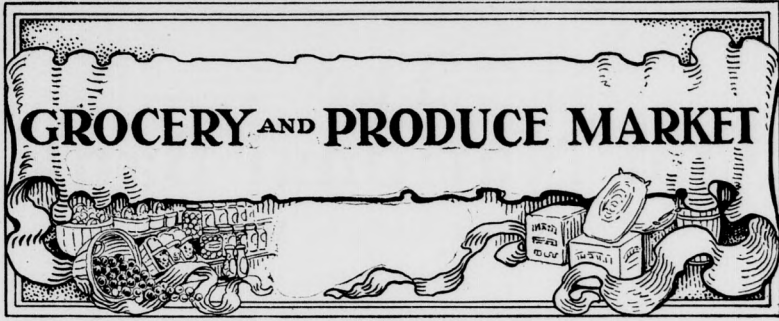
Saginaw—J. H. Brimson, proprietor of the millinery store at 106 Genesee avenue, is the patentee of an important improvement in automobile attachments, which may revolutionize a portion of the gearing of all road machines run by gasoline or other power. The shifting lever works a rod running through the transmission underneath the car, moving it back and forth much as a locomotive engineer controls his steam valve and just as easily. The lever can be worked with one finger.

Baldwin—Clyde Morris was given a sentence of from one to five years in the Circuit Court, the minimum time being recommended. Morris purloined a purse containing considerable money from D. J. Peacock, a Chase merchant, while the latter slept. He gave as his excuse that he was intoxicated at the time and when he sobered up he gave the purse and money back to Peacock. Owing to his past record and the fine list of names signed to a testimonial as to his past life the judge gave him the lightest sentence possible.

Saginaw—The Saginaw Hardware Co. recently tendered its annual banquet to the fifty-five employees of the company. Following the banquet, Treasurer and Manager William Seyffardt assumed the role of toastmaster and called upon a number of those present for remarks. Among those who responded were Peter Herrig, Vice-President of the company; C. F. Schienberg, C. H. Nye, of Grand Rapids, C. J. Clement of Deckerville, W. W. Grobe and others. Representative O'Meara of the Sheldon School of Salesmanship, also gave a talk on Efficient Salesmanship. The lady employees added to the enjoyment of the evening by singing several selections, following which dancing was enjoyed until 12 o'clock.

While trade is quiet, try to get customers' impressions of your store. You cannot do it on the inside, so mix with people and get an outside view. Does it stand out from the other stores? Does it look bright and inviting? Does it convey the right impression of you and your store methods—the goods you carry and the service given? If not stir your stumps, move that careless look and ask yourself real often "How does my store look?" and don't be satisfied with it until the answer comes, "The very best in this town." Less than that is not leading the procession, and if you want to lead in profits, you must get out of the back ranks and become a leader in every modern idea of merchandising.

Most of us would feel pretty well if it wasn't for our imaginary ailments.



Review of the Grand Rapids Produce Market.

Apples—The market is active, Greenings and Baldwins are strong at \$5@6 per bbl. Northern Spys and Jonathans, \$6@6.25.

Bananas—Are strong at \$3 per 100 lbs. or \$1.50@2 per bunch.

Butter—The market is about the same as a week ago. Storage butter is dull and unchanged, with a light demand at ruling figures. The market is sensitive, and if there is any falling off in the demand, prices will decline. 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.

Cabbage—2½c per lb.
Carrots—75c 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—Receipts continue liberal and the supply is increasing as the season advances. The weather is causing some interruptions, however. The consumptive demand is good, considering prices, and the slightest increase in the supply will probably cause a further decline in the market. Storage eggs are cutting almost no figure now. The supply is very light. Local dealers have reduced their paying price to 25c for fresh, with every indication of still lower quotations before the end of the week; some of them expect to see the price touch 22c by Saturday.

Grape Fruit—The market has declined to \$4.50 per box.

Grapes—Malaga, \$6 per keg.

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

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

Lemons—California and Verdellis are steady at \$3.75@4 per box.

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

Nuts—Almonds, 18c per lb.; Butternuts, \$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—\$1.75 for red and yellow; white are out of market; Spanish, \$1.85 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.

Poultry—Receipts are not very heavy on account of the cold weather. Turkeys and ducks have been quiet, but there has been a fair demand for geese with no supplies. Local dealers now offer 13@13½c for fowls and springs; 8c for old roosters; 9c for for geese; 11c for ducks; 14@16c for No. 1 turkeys and 12c for old toms. These prices are live weight. Dressed are 2c a pound more than live.

Radishes—30c per dozen.
Spinach—\$1.50 per bu.

Strawberries—40c per qt. for Floridas.

Sweet Potatoes—Delawares in bu. hampers, \$1.10.

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

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

Eleventh Annual Convention.

Detroit, Feb. 24.—The eleventh annual convention of the Michigan Poultry, Butter and Egg Association will be held February 27 at Hotel Griswold, Detroit. The following programme will be observed:

10 o'clock.

- Call to order by President.
- President's address.
- Secretary's report.
- Treasurer's report.
- Reports of committees.
- Election of officers.
- Good of Association.
- General address.

1:30 o'clock.

For the Good of the Association—F. J. Schaffer, Detroit.

What Has Been Done Buying Eggs on a Quality Basis—J. O. Linton, Agricultural College.

The Cold Storage To-day—W. T. S. White, Fort Wayne, Ind.

The Foreign Situation—G. G. Urner, New York City.

B. L. Howes, Pres.

Henry A. Gerbers and Cornelius Vandembout have begun operations as cigar manufacturers under the style of the Gerbers Cigar Co. at 610 West Fulton street. Gerbers was previously engaged individually in the same line.

Fred Osterle (Rindge, Kalmbach, Logie Co.), who has been ill since Christmas, is recovering so completely that his friends on the road may expect to see his merry twinkling eyes and smiling countenance in the near future.

The Grocery Market.

Sugar—The market is in a somewhat chaotic condition, due to varying conditions with the different refiners in the East. Federal is quoting 4.05c for granulated, f. o. b. New York, prompt shipment. America and Warner are quoting 4.10c for prompt shipment and Warner is offering to accept orders at 4c for shipment after March 2. Ar-buckle and Howell are quoting 4c for shipments prior to March 16. There will be heavy purchases of sugar March 1, as the new tariff regulations go into effect on that date. In spite of the fact, however, that the tariff reduction is material, the reduction to the trade has been in effect for some time, and prices are abnormally low.

Tea—While the market is not particularly active, yet prices are well maintained and sales are steady, especially in Japans. The shortage of last season's drop is expected to produce a higher opening market for this year's crop. Ceylons and Indias are growing in favor with American consumers and good drawing teas are quickly bought up. Javas and Formosas are firm and the China teas are showing more activity.

Coffee—Rio and Santos grades are dull and rule unchanged. Milds are in better demand and are steady to firm but without change for the week. Java and Mocha dull and unchanged.

Canned Vegetables—In spot tomatoes the movement is comparatively slow for the season, but packers are not disposed to force business and are holding No. 3s firmly at 70c f. o. b. factory and No. 2s at 50c inside of packers' label. For buyers' label at least 2½c above these figures are demanded. The tone of the market on spot 2s seems to be even firmer than in 3s, few packers now seeming to be willing to book orders at anything less than 52½c. Some holders of spot 3s are asking up to 75c f. o. b. Baltimore. A steady jobbing business is being done in the standard grades of corn, the market for which is firm, with an upward tendency. Spot peas of standard and good off standard grade are cleaning up and, although the demand is lighter than a week ago, the market has a strong tone. Medium and fancy stock remains quiet and in futures little business is reported. String beans on the spot are in small compass and firm, although demand is on the hand-to-mouth order.

Canned Fish—Not much demand is noted for salmon of any kind, but there is no pressure to sell and the tone of the market is steady. Sardines of all kinds are in light supply and firm, although quiet at present. A satisfactory business in new packed lobster at the opening prices is reported. Japanese crab meat is fairly active and firm on the best stock. Oysters are quiet and unchanged.

Cereals—The trade has been stocking up for Lent and prices have been very easy with the exception of certain grains which are on an advancing market. Rice, graham flour and corn meal have been in active demand. The best grade rice is offered at higher prices due to the shortage. Lower grades, however, are being sold in some cases considerably lower than usual.

Dried Fruits—Prices on California dried fruits are very high and there have not been very heavy sales made, as the trade considers quotations exceptionally strong. There have been only enough stocks kept on hand to take care of immediate needs. Apricots, however, are offered at very reasonable prices, and in view of the fact that there are very short stocks on hand, it is expected that prices will advance before long. Peaches are also offered at very low prices. Prunes are very firm and supplies are very low.

Spices—The spice market is quiet and firm, especially peppers and cloves, which are in moderate supply. Quite a good business has been done of late in spot and nearby parcels and the trade is feeling quite encouraged over the outlook.

Rice—The movement has been somewhat better of late for both domestic and foreign, but the price of Japans is heavy. Brokers report that the offerings of fancy heads are still light and held at too high a level to bring business. Competition of foreign rice still prevents much activity in the medium grades of Honduras.

Syrup and Molasses—Glucose shows no change for the week and compound syrup is, accordingly, unchanged. Sugar syrup is dull and unchanged. Molasses is fairly active at ruling prices.

Salt Fish—The market for all descriptions is firm owing to increasing demand, but the movement in the various lines is confined within limits reflecting immediate needs of consumption. Norway mackerel is firmer. The general tone of the market is steady in other salt fish and no quotable price changes of consequence have occurred during the interim. Scotch herring are getting more attention, but prices are in buyers' favor. Holland herring are quite active and prices are steady. Codfish remains in small supply and with a steady consuming demand prices are held closely up to previous quotations.

Provisions—Smoked meats are without change. Pickled meats, however, are reported higher in the West, and if this is maintained it may mean higher prices for all smoked meats in the near future. Pure lard is firm at an advance of possibly ¼c. The consumptive demand is fair. Compound lard is dull at ¼c off. Dried beef is in fair demand at unchanged prices. Barreled pork and canned meats are quiet and unchanged.

Johnson & Barnes succeed Robert S. Johnson in the grocery business at 757 Oakdale street. The firm is composed of the former proprietor and Mrs. F. D. Barnes.

Bennett Bros. & Bender, 1265 Plainfield avenue, are succeeded by J. B. Walsh in the grocery business.

W. J. Brown, of the hardware firm of O'Brien & Brower, Mancelona, was in town one day last week.

H. Scheffer succeeds W. E. Worden & Co. in the grocery business at 609 Lyon street.

D. D. Alton, the Fremont druggist, is convalescent from a run of typhoid fever.



Two things are observable in the present point of view of the business community. One is that we have entered on a constructive period in finance and industry. But the other is that some part of the recent attitude of expectancy, as to immediate return of better times in trade, must be modified. It is felt that while the tide of prosperity is running in, the rapidity of the rise is likely to be more in line with predictions of the more conservative element, than with the prophecies of last month's enthusiasts.

This new position embodies natural reaction from overdone optimism, just as the recent outburst of financial enthusiasm was a reaction from over-done pessimism in 1913. When, in the middle of January, the whole world was taken off its guard by the suddenness with which the clouds lifted from the money markets, it was natural that there should be instantaneous response on the Stock Exchanges. It was felt that, since tight money, with the embargo on new security issues caused by the unwillingness of investment capital to take them, was the primary cause for the depression of 1913, and that, therefore, the signs that those conditions were so far altered as they seemed to be in January, ought to reverse the trade position as completely and as speedily as the money and investment situation itself had been reversed.

But it is now beginning to be felt that, while the January markets may have fairly foreshadowed the extent of future recovery in business, inferences as to the rapidity of such recovery may have been exaggerated. It will apparently take longer to convert easy money, and moderate-priced capital, into terms of industrial activity, than most people had imagined. This brings up various considerations, new and old.

No one is disposed to overlook the sound foundations which are being laid for return of greater activity in the commercial world. Even now, according to the record of check transactions, volume of business is very satisfactory—even though, to those accustomed to measure progress in any line by ability to break all previous records, it is disappointing. But with all the great European money markets in a condition more comfortable than any witnessed in two years, and with banks in this

country in a strong position, it is admitted that at least the facilities for expansion are at hand. That is to say, sound business revival could now be financed, where formerly it was crippled by inability to secure funds at reasonable interest rates.

Our bankers expect that these improved conditions will continue for some time longer. They expect to see the money markets remain comparatively easy throughout the greater part of the next six months, with the exception, perhaps, of some little hardening during the weeks of the planting season. Abundance of money will give opportunity to do some much needed corporate financing, and to collect in corporate treasuries funds for future expansion. Their only fear on this score is lest the cheap-money facilities of the moment should be abused.

The bearing of the present easy money conditions on the general course of the security markets is obvious. Its continuance would naturally lead to continued movement of capital into high-grade bonds, and into stocks as well. There are, however, other factors to consider than the mere influence of cheap money. Having perhaps, foreshadowed trade revival by the January rise in stocks, careful people are now watching for that revival to materialize, and the slowness of that process has caused much disappointment.

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

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



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

Fourth National Bank

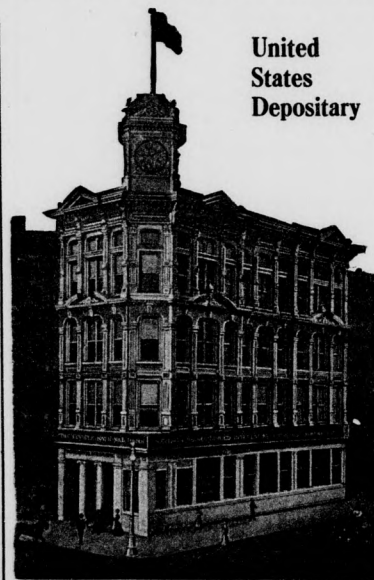
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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



United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

It would be difficult to describe in a single phrase this business situation. The movement is certainly irregular. It varies in different trades. Reports of improvement in one place seem to be offset by new setbacks elsewhere. Reports from the steel trade have indicated a steady although gradual improvement in conditions, and that industry is usually considered "barometric" of the others; yet even in steel, the railway orders are held off. That is largely attributed to delay in the decision as to an increase in freight rates. On the other hand, however, it must not be forgotten that since large buying of material, even by those roads enjoying the highest credit, has been long curtailed through sheer inability to get capital at a reasonable rate, the easing of the money markets, in itself, should be an important factor in bringing many railroads back into the market for commodities, whatever be the tenor of the rate decision.

There are those who say that real improvement must wait on developments in the crops. A really good harvest promise, if it were to come along with continued easy money, would do much to stimulate revival. A favorable rate decision would have great effect, sentimentally and tangibly. These possible influences must be considered along with the admittedly reassuring attitude of Washington towards legitimate business.

Back of all these considerations stands the impending process of testing the actual working influence of the new currency and tariff acts. The country is still in process of readjusting its affairs to these two great changes, and they must, however quietly, continue to exert some restrictive influence on business for some months to come.

Kelsey, Brewer & Co., operators of the American Public Utilities Co., have closed a deal whereby they now

control practically all the public utilities rights in the Mississippi Valley between La Crosse, Wis., and St. Paul, Minn., thus furnishing an outlet at the twin cities for the immense capacity of the Mississippi Valley between the cities mentioned, a territory exceedingly rich, prosperous and growing. In addition to the already extensive holdings of the American Public Utilities Company in Minnesota, the new deal takes over all the trolley properties of the Chippewa Valley Railway, Light & Power Co. which operates the street railway in Eau Claire and Chippewa Falls, together with the interurban line between these two cities, a distance of 22½ miles; the Chippewa Falls Water Works and Light Co., the Menominee Electric Light & Power Co., the water power plant at Menominee, and rights along the Red Cedar and Chippewa rivers with a capacity developing approximately 100,000 horse power of electric current, together with other public utilities in Menominee, Elmwood, Spring Valley and other small towns which represent extensive gas and electric plants and manufacturing interest. The deal covers an approximate investment of \$3,000,000. These new holdings will be operated by Kelsey, Brewer & Co. in addition to those already controlled in Minnesota and Wisconsin.

L. M. Vincent, formerly Vice-President of the Auto Equipment & Supply Co., has bought the Orient cafe, at 1202 South Division avenue, and has changed the name to the American cafe.

Straub & Bieberly succeed Philip Dohn, at 1029 Walker avenue, in the grocery business. The partners are Hierman Straub and Rudolph Bieberly.

Allen & Gotstin succeed Edmund Pachowicz in the bakery business at 925 Watson street. The partners are Abraham Allen and Ed. Gotstin.

You can get from us
**Real Estate Mortgage
Bonds**

paying 5% semi-annually, free from state, county and local taxes for the investment of any sum from \$100.00 upward.

Telephone or write
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.

United Light & Railways Co.

H-S-C-B

H-S-C-B

Write us for quotations on First Preferred 6% Cumulative Stock of the United Light & Railways Co. This stock is exempt from the normal Federal Income Tax to the holder, for the reason that the Tax is paid at the source. Send for circular showing prosperous condition of this company.

Howe, Snow, Corrigan & Bertles

Citizens 445 and 1122
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Grand Rapids, Mich.

Fifth Floor
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BUY BONDS NOW!

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

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- 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

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

February 25, 1914.

THE INCOME TAX.

The clumsy and intricate administrative features of the new law establishing an income tax are now attracting so much attention that the more pernicious fundamental principles of that curious act scarcely receive the consideration they deserve. Individuals and firms required to act as unofficial collectors of revenue have apparently valid claims against the Government for compensation, which should be presented in due time.

But more vital considerations are involved. Varying estimates of the number of persons liable to this tax have been made, but all agree that it is a small fraction of the whole number of taxable citizens. For such wholesale exemption there is neither constitutional authority nor ethical justification. Taxes too small to pay for collecting may properly be remitted, and for the relief of poverty approaching destitution some leniency is permissible, but only very small incomes can be excluded for such reasons. No exact limit is assignable, but any exemption of incomes exceeding \$500 per annum would be at least suggestive of improper motives. And if an inferior limit of exclusion may be arbitrarily fixed by Congress, it must have power to fix a superior limit also.

Upon what basic principle of equality has the "additional tax" been adjusted? Is it anything more authoritative than the whim of some political quack?

That the provisions here referred to are in open defiance of the spirit of the Constitution there can be no doubt whatever—they are precisely the sort of thing the Constitution was designed to prevent. They would seem to be equally in literal violation of that instrument, although no man can predict what the Supreme Court may discover when the day of the trial comes. Is it not, therefore, the patriotic duty of every citizen liable to this tax to file with his return of income a formal protest, alleging the invalidity of the act, and declaring that his compliance therewith is made under duress? If the Constitution really authorizes Con-

gress to select a few citizens who are obnoxious to a sufficient majority of its members, and, by means of cunningly devised restrictions, to impose a heavy burden of taxation exclusively upon such persons, it is time we knew it.

TRADE REVIVAL SLOW.

February, which is traditionally a "between-seasons month" in trade, with conflicting signs as to the course of things, has this year lived up to its reputation. An undoubtedly mixed situation exists regarding money market and business, where a few weeks ago opinion seemed to be almost unanimous in favor of continued expansion.

Some considerations, overlooked last month, are now playing their part. With completion of annual inventories of many industrial and other corporations, it has been found that profits last year were disappointing. In fact, financial assistance was necessary in many cases, and some have been helped out by the banks, of which cases nothing has been publicly heard. This statement is made by a well-known banker, who is unusually conservative, and is careful in giving out information.

People of this sort do not share in the opinion recently expressed by many bankers and business men, that we are in for a boom. He looks for business to move along quietly until there is a complete readjustment to the new conditions of tariff and currency legislation—which will take some time. Every few days, some interest discovers that the new tariff is not working out as well as expected, and fresh adjustment is needed where it was thought to have been already accomplished.

It is strikingly noticeable that the anticipations of a big revival in trade, which were so widely expressed when the Currency bill was passed, have not been fulfilled except in a moderate way, even in the steel industry. In the latter there has been an increase of 25 to 35 per cent, since the first of the year. But orders are not as large as recently, although keeping up at a liberal rate. Aside from the steel industry, a fair business is all that can honestly be claimed. Trade is still moving along in the hand-to-mouth way, with little disposition to anticipate future requirements at present, and with moderate stocks which need constant re-assorting to keep them up to requirements of consumers.

YOUR TRADE PAPER.

This is the season when renewals and new subscriptions are in order. We know some tradesmen who have "no time to read," and so decide this only a waste of money. There was a time when the country parson and doctor were too poor to invest in professional papers, but they would find themselves annually growing poorer if they failed to keep up with the procession, alert to improved methods and new ideas.

Do you fancy that the tradesman

is standing still? No, you well know that the methods of your grandfather, or even of your father would not stand a week in this rushing twentieth century. But you may not appreciate the fact that every week is bringing new innovations. The undulations of commerce are as changing as the waves of the ocean, observing certain rules of science in their conformation, but with ever-changing variations in color and side-lights. You cannot afford to miss the forecasts of the trade weather man, who is in as close touch with their pulsations as are Uncle Sam's agents with the storms which cross the continent. He is in a position to tell you what is coming; to post you in many ways which admit of profitable application.

Granted that you do not get a single new idea out of your trade paper—a preposterous premise unless there is a defect in your mental structure or you happen to take a trade paper which is edited with the scissors, as too often is the case—you need the paper for the enthusiasm which it gives. The reading of a single article may arouse you to real work, where you only half worked before. The goods which you had little faith in and handled in a half-hearted manner are now disposed of with vim, for what others can do, you can do. Better omit your daily than your trade paper, if you really cannot take and read both. What they are doing in China or Mexico matters not so much to you as what your fellow workers are doing in your own country—in your own community—and what you should and may be doing. A single number will serve to get you into the "swing," and this is worth a whole lot more than the price of a year's subscription to any one.

POST CARDS OPPORTUNITIES.

It is stated that there are a thousand and million post cards sold in the United States annually; and yet the larger proportion in some of the foreign countries, when size of the territory is considered, proves that we are not living up to our greatest possibilities. When the post card was first introduced many looked upon it as a passing fad, but it has gathered wondrous force in the passing and the end is far from view. In fact, it seems bound to stay; for in this busy age people will not cast aside so graceful and convenient a form of saying "Howdy" until something better is offered. Ingenious must be the brain to devise a more convenient, appropriate, or beautiful thing for the same outlay.

If your local views have become trite, get the home photographer to renew them. You owe this duty to the town and to yourself. Supervise the subjects covered and aim to secure artistic results as well as a comprehensive covering of your own neighborhood. Not even the smallest hamlet is devoid of some spots of picturesque beauty. There are industries to boost and various ways

to prove that you are active in your own locality. The regular holiday card is scarcely more in demand than those of a dozen other festive occasions. Every day in the year brings a demand for the birthday card. The humorous ones are a good medicine. But, above all discountenance those of doubtful propriety; the funny side of life is so broad that we can easily afford to cut out everything which tends to debase in thought or action. Every card should have its purpose in existence, and this should be uniformly elevating.

Why not place in your rack only one of each kind of cards, instead of cramming it with duplicates? Then when a selection is made, be ready to supply a clean card instead of trusting to luck in not discovering that the one sold has been soiled by the miscellaneous handling. Cards continuously handled are bound to be injured; and when the damage is noticed patrons will surely skip them and they will be ultimately left on your hands or else unintentionally sold to the unobserving and very likely reflect upon your stock in the end.

COMMERCIAL CELEBRATION.

New York city is to celebrate this year the 300th anniversary of the beginning of chartered commerce at that port. The committee making the arrangements includes as members more than one hundred prominent citizens of the State. The celebration will continue six months and will include features to commemorate the completion of the Panama Canal and the one hundred years of peace between English-speaking peoples.

Although the public has not yet been aroused to the celebration, the date of commencement is almost at hand. The opening date is Friday, March 27, when the programme calls for a "great universal religious service of praise and thanksgiving for the blessings of three centuries of progress," and another large mass meeting at which the keynote of the long celebration to follow shall be sounded. The date of March 27 is the 300th anniversary of granting of the first general charter for regular commerce with what is now New York by the States General of the United Netherlands.

During April and May the celebration will be confined to commemorative exercises in institutions of learning. During June, July, and August it is proposed to hold a series of exhibitions of the material resources of the various states of the Union.

The celebration will assume another broad phase during the week of September 14 with a musical festival on a large scale to commemorate the centennial of peace between the English-speaking peoples. The celebration will close on October 11, the 300th anniversary of the granting of the first special charter for trading to New Netherlands. This date falls on a Sunday, and will be given over to religious observance of the anniversary.

The employer whose salespeople are afraid of him will never get the best results from them.

PATERNALISM GONE MAD.

U. S. Plans Co-Operative Buying of Farm Implements.

That co-operative buying as well as co-operative selling by farmers is to be attempted with the aid of the Department of Agriculture is the astonishing assertion made by Walden Fawcett, the well-known Washington correspondent, in the accompanying article. Of vital interest to implement dealers and manufacturers is the further statement quoting the head of the Rural Organization Service as saying that one of the first commodities to be embraced in the scheme of co-operative buying is farm implements.

The situation calls for prompt action and vigorous protest by the dealers' and manufacturers' associations, as well as by individual trade factors; for although success of the scheme is impossible, demoralization of trade is sure to result from the Department's efforts. The plan is a direct blow to the interests of all retailers who handle farm equipment and supplies, and a menace to the welfare of the country town.

The United States Government has inaugurated a plan for the co-operative buying of farm implements; that is, for the distribution of such equipment and supplies through the medium of local farmers' exchanges, fostered by the Government but conducted by the farmers themselves.

What is more, the Department of Agriculture is about to ask manufacturers, bankers, representative farmers and others familiar with merchandising conditions in the rural districts to make a study of the plan which has been originated and to present criticisms and suggestions with a view to enabling the Department to perfect the working method ere an effort is made to introduce the innovation in all parts of the country. More than 10,000 letters are being sent out asking advice along the lines mentioned, from which fact an indication may be gained of the importance which the Federal authorities attach to this new departure.

This scheme for co-operative buying is the first product, it may be called, of the new Rural Organization Service, the most recently created division of the Department of Agriculture. Many persons in trade circles and elsewhere have received the impression that the sole function of the lately created Rural Organization Service is to facilitate the marketing of farm products with a view to securing better prices for the farmer and cutting the cost of transportation.

As a matter of fact, this selling end, if it may be so called, is only half the story. The Rural Organization Service is no more concerned with promoting co-operative selling than it is with promoting co-operative buying by the farmers, and indeed it is significant of the importance attached to this that an attempted change from the present system is the first aim of the new institution.

Wants to Try It on Implements.

L. H. Goodard, the investigator of

the Rural Organization Service, who is in direct charge of the project to induce co-operative buying, in a statement to the writer declared that farm implements, in conjunction with seed and fertilizer, should, in his estimation, be the first commodities to be embraced by the new method of distribution. He stated that there are especial possibilities in the case of farm implements.

The Department of Agriculture has been keeping very quiet about this new purchasing scheme because it was desired that the subject be fully investigated in advance of a general announcement to guard against any false moves. But this is by no means a mere plan on paper. On the contrary, the plan which the Department experts are said to have evolved is based on the results of experience in the actual conduct of just such a purchasing system in a farming community. The officials are not saying that the plan they now put forth is the only one for such work or even that it is the best one under all conditions, but they do assert that it has been tried with satisfactory results in a community which is said to be typical of American sparsely settled farming districts.

An Experiment in Pennsylvania.

The territory adjacent to Schellburg, in the Southern part of Pennsylvania, has been the scene of this try-out. The Schellburg district was picked as an experimental field notwithstanding a previous effort to establish a co-operative system in this community resulted in complete failure.

A. B. Ross, an expert from the office of farm management of the Department of Agriculture, was the volunteer executive who organized and piloted the Farmers' Exchange of Schellburg, as this particular buying organization is designated. From the outset it has been operated along extremely simple lines and every effort has been made to satisfy everybody concerned—that is, the manufacturers or wholesalers, the farmers, the city and country banks through which the transactions are cleared, and the railroads which carry the freight.

A feature of the system is the order form bill of lading. This is negotiable, represents ownership of the property and must be surrendered (properly endorsed) to the railroad before the property will be delivered. Long in advance of the time when any given line of farm supplies will be needed the market is canvassed, especially with reference to new models or new varieties and regular quotations of grades, prices, etc., are then mailed to each member of the exchange. All this, of course, is some time in advance of the time when supplies will be needed so that there is ample time for the farmer to study catalogues and advertising literature and canvass his own needs.

Details of Plan.

Purchasing farmers who are enrolled in the exchange are divided into groups, a common railroad station being the nucleus for each group. The

farmers in each respective group are advised that if they wish to assemble their orders—so as to take advantage of carload lots—for a certain class of goods they must have the orders and the money in a certain bank at or before a certain date. It is customary for several neighbors to combine, one of them securing the goods for all (if the articles are not too bulky) and hauling them to the several farms.

When, under this plan, single or group orders are taken to the local bank, money to pay for the order is deposited, or credit arranged for, and the bank certifies that the money is there awaiting shipper's draft. The order and certificate are then forwarded to the Farmers' Exchange. In due season the exchange repeats the facts to the shipper, asking the shipper to ship to his own order, attaching draft to the endorsed negotiable bill of lading and also an invoice showing unit price, weights and totals of shipment. The member's order states his postoffice address and the shipper is requested to fill in, in the bill of lading, the proper entry requiring the railroad to notify the ultimate consignee at the postoffice address, which is given.

The order that is sent from the exchange to the shipper encloses in each instance a postal card form which it is requested shall be filled out with full shipping information and mailed to the exchange just as soon as shipment goes forward. When such a postal is received at the headquarters of the purchasing agency a postal card notice is sent to the farmer directly concerned, giving the details as to the shipment and advising him that if the shipment has not arrived by a certain date to advise the exchange promptly so that a tracer may be started and the shipment located. In addition to this the exchange is supposed to keep close tab on all pending orders. A carbon copy is kept of each original order and these records kept on a clip file, are gone over every day in order to detect any undue delay in shipments.

The Farmers' Exchange handles no money and is incapable of making any contract or of buying supplies except for cash in its hands. The fee for the order goes to the secretary and not to the exchange and the membership dues paid by the farmers are used to pay postage and office expenses. Consequently the exchange keeps no books except such as are necessary to record the disposition of the money received in membership dues. Likewise it extends no credit. No orders are accepted unless accompanied by a certificate of deposit in the member's local bank. Thus there is no liability on the part of a member except for his own purchase.

Displays of Implements Part of Scheme.

An annual or semi-annual display of farm implements at every railroad station which serves as the nucleus of a farmers' exchange is a development of this new order of things that is predicted by the experts of the Department of Agriculture. Their plan is to induce manufacturers of farm

implements to send samples of their goods for display at exhibitions which will be held at stated intervals in warehouses or other buildings which the farmers' exchanges will rent for the purpose near the railroad stations.

The farmers of the entire countryside will visit the exhibit made for their benefit and are expected then and there to place orders through the medium of the exchange for all the equipment and supplies needed for the ensuing season.

The tentative plan is to hold these displays well in advance of the season when the implements will be required for use so that there will be ample time for the factories to turn out goods and make deliveries.

As soon as the Rural Organization Service is convinced that the plan tried at Schellburg is successful, it is planned to introduce it throughout the country through the efforts of the county agricultural agents and other field workers of the Department. Already there are in the field more than 1,000 of these county agents and the number is being increased at the rate of about five a week.

Walden Fawcett.

Charge of the Bargain Brigade.

Half an inch, half an inch,
Half an inch onward—
Into the bargain rush,
Shoved the nine hundred.
"Punch up the Willow Plume"—
"Say—can't you make more room?"
"We want to get inside,"
Cried the nine hundred.

Ten cents the most they paid,
Was there a one dismayed?
Not though they saw and knew
Several had fainted.
Theirs not to stop the quest—
Theirs not to mind arrest—
Theirs but to hunt with zest,
Bargains, fright painted.

Hatpins to right of them—
Hatpins to left of them—
Stiff quills in front of them
Jabbed, poked and mangled—
Yelled at by mad police,
Still, do you think they'd cease?
Not though torn piece by piece.
Bruised, maimed and strangled.

Oh, wondrous bargain raid!
Oh, the wild dash they made!
For pans and glory—
'Ray for the fight they made,
Five and ten cent brigade!
Victors, though gory.

Philip Vinkemulder, proprietor Ideal Grocery, Holland: "I do not feel that I can afford to miss even one copy of your paper. If ever a thing is worth its money, certainly the Tradesman is. It more than pays for itself."

L. E. Courtright succeeds George Watts in the grocery business at 1505 Plainfield avenue.

The Lawrence Rulison Tailoring Co. has discontinued its store at 87 Monroe avenue.

James Burns has engaged in the woven wire business at 407 Quimby street.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 23.—For some time the U. C. T. banquet committee have been negotiating with Gov. Woodbridge N. Ferris with the view of securing him as the principal speaker of the evening at the banquet to be given in the banquet rooms of the Association of Commerce Saturday evening, March 7. Now Chairman Wilbur S. Burns informs us that His Excellency has consented to favor us with his presence and will give us an address on that date. Those who have heard Mr. Ferris speak will agree that he is an orator of rare ability, always presenting new and original ideas in a scholarly and eloquent manner and we should feel ourselves fortunate in being able to listen to him. In fact, his talk alone is worth the price of the banquet tickets. Then we are also to have our able and esteemed fellow townsman, whom all know and delight to hear at all times, Rev. A. W. Wishart, of the First Baptist church. Tuller's orchestra will furnish the music and Jandorf will do the catering. The committee has other stunts up its sleeve that alone will be worth the time and price, so that altogether this banquet, with Wilbur S. Burns as toastmaster, whose fitness for this position we are all familiar with, promises to eclipse all similar efforts in the past. If there are any who contemplate attending this banquet and have not yet secured their tickets, we advise them to do so at once, as they are going rapidly and already over two-thirds the limited number are sold.

For the last few weeks a whole lot has been said about the hotels, and their proper deportment relative to the traveling public. Laws have been enacted and—where necessary—are now being enforced, to make the hotels more sanitary, safe and comfortable than in times past. It is altogether fitting and proper that it should be so, but are we, as traveling salesmen, sure that we, in turn, are doing our part toward making things agreeable for the hotel proprietor? Hotel men, whose veracity we have no reason to doubt, inform the writer that there are traveling salesmen who will go into a hotel, use the lavatory, writing desk, stationery and newspapers, and when meal time comes go to a nearby restaurant to eat. Others will step up to the desk at 6:45 or 7 o'clock in the evening, register for a room at an American plan hotel, and leave the following morning before breakfast, getting both evening and morning meals at some cheap eating house and use the hotel as a convenient place to get a bed. We cannot believe a large percentage of traveling salesmen are so unreasonable as this, but it seems quite evident that there are some who follow this cheap skate method of doing things. Then there is the class who come into a hotel after meal hours and kick because the victuals are cold or stale when it was merely a matter of accommodation on the landlord's part that they got into the dining room at all. The writer has had personal observation in more instances than one of a guest being forced to wait from five to ten minutes extra time for his meal because, after taking the order, some traveling man at an adjoining table intercepted the waitress to talk wishy washy trash to her, and it is a ten to one bet that before she returns she has forgotten half of the order, which causes others to kick on the dining room service. Most of the boys, so the landlords report, are strictly on the square, gentlemanly and polite, but it is only fair to the hotel keepers that we present through these columns a few of the grievances they have and place our stamp of

disapproval on this small percentage of traveling salesmen who are not on the square and who insist on annoying everybody around the hotel.

The executive committee of Grand Rapids Council met last week and adjusted the following claims: J. C. Seving, Chicago, Ill., ankle sprained on sidewalk; C. A. Young, Grand Rapids, injured falling down stairs; E. L. Knapp, Jamestown, Pa., ankle injured on sidewalk. All were partial disability, which, under the new indemnity laws, allows \$12.50 per week for a period not to exceed five weeks. Bro. Young, in addition to the partial, received one week's total, which is \$25 per week for a period not to exceed 104 weeks.

The little town of Bellevue, Eaton county, is certainly getting its "bumps" these days. Some time ago its biggest factory, the cement plant, closed down until March 1. One of the banks closed its doors and gave depositors 100 scares on the dollar. Next the schools closed down on account of small pox and are still closed and on one day last week fire broke out in the business section and did considerable damage before it could be gotten under control. That is worse than the U. P.

The financial success of Sister Saginaw in holding the Grand Lodge convention is already assured, judging from the skilled tactics in high finance of its representatives at the Michigan Hardware Dealers' convention at Kalamazoo last week. It may or may not be known to our readers that those Saginaw chaps have an automobile to dispose of a la ticket invisible. F. H. Sargeant, who stirs around some selling teas and coffees, also is some stirrer when it comes to letting loose of tickets. In fact, he has tickets in every pocket. We thought nothing of his soliciting the men around the hotel to buy tickets, and not very much of his attempt to extract a few tips from the waitresses, but when the Salvation Army ladies passed the tambourine and he proceeded in turn to divest himself of a generous supply of auto tickets on them, every one in the hotel took off their hats and pronounced him the J. Pierpont of modern times.

B. A. Hudson, secretary of the banquet committee, is in receipt of the following postal card from Portland, Oregon: "I will attend the banquet and will want twenty-three tickets. I may be a little late, as the walking is bum on part of the 2,500 miles between Portland and Grand Rapids. I hope you will have the time of your life.—Ed. S. Rohr."

Bro. Hammell, when you send a delegation over to Centerville to inspect the Capitol, just have them drop off at Sherwood. They are both on the same railroad and both need fixing up.

In a column of rebuttal, Sunny Jim comes back and says he is "far from being convinced" and he calls our production a scholarly one. Well, James, we give it up, but, thanks for the advertising you are giving the big show. It all helps.

Every little while somebody says, "Write up a good word of Wm. Epley, the hotel man at Paw Paw." Well, we have been saying good things about him. Why don't you read the Tradesman? The boys are all well pleased with what you are giving them, Mr. Epley, and we wish to congratulate you. When a landlord pleases the boys so well that we don't hear a knock, and they are tumbling over themselves to get us to write nice things about him, he could, it seems to us, put his formula in a book form and get rich selling it to some others at \$5 per volume. Mr. Epley runs the Dyckman House at Paw Paw.

Jesse Martin and Miss Ada Bowen were united in marriage at Grace church Wednesday morning, Feb. 18. After the marriage ceremony the wedding party went to the home of Mr. and Mrs. John E. Bowen, 510 Fuller avenue, S. E., where an elaborate wedding breakfast had been prepared. The happy couple left on the noon train for Chicago and later went to Aurora, Ill., where they will make their temporary home. In deference to the bridegroom's father, John D., the male contingent of the wedding party, at Jesse's request all wore white carnations, that being John's favorite flower. It is unnecessary for us to state that Jesse and his bride both have a legion of friends who wish them a long and prosperous period of connubial bliss and happiness.

It is with deep sorrow that we announce the death of Bro. C. A. Young's daughter, Mrs. Wm. Widdicomb, who, after a lingering illness, died at her home, 422 Fountain street, Saturday morning, Feb. 21. Her death followed closely on the death of Mr. Widdicomb's brother, Geo. R. Widdicomb, who was buried Feb. 10. Mrs. Widdicomb was a talented, cultured and highly educated young woman, a graduate of the Ann Arbor high school, and an advanced student in the University of Michigan School of Music. She was born in Leavenworth, Kan., July 14, 1899, coming to Grand Rapids three years ago, where she married Mr. Widdicomb April 19, 1911. Funeral services were held at the family residence at 2 o'clock Monday afternoon.

Already famous for their dash and brilliancy the fifth of the U. C. T. series of dancing parties given at Knights of Columbus hall last Saturday night demonstrated that they have lost none of their charm and splendor. About 100 couples were present and measured off the notes peeled out by Tuller's famous orchestra until the usual hour when those who expect to catch the owl car begin to think about going home. The next and last party of the series will be held March 21.

Only ten more days before the U. C. T. annual banquet in the Association of Commerce banquet rooms Saturday evening, March 7. The election of U. C. T. officers will also be held on that date, beginning at 10 o'clock a. m.

E. R. Carpenter, with Dwight Paper Co., took the consistory and shrine degrees at the meeting here last week. He tells us the sand was pretty hot.

The first electric trolley car operated in the United States ran from Port Huron to Fort Gratiot, Oct. 16, 1886. The car was No. 8 and left Port Huron at 3 p. m. in charge of Conductor O. D. Conger. Later the Grand Trunk tunnel station was instituted for the arrival and departure of electric cars. The first car to arrive at this station was car No. 20 in charge of Motorman C. Durnet and Conductor Albert Marks, and it arrived at the station Sept. 29, 1892, at 3:30 p. m.

The U. C. T. Ladies 500 club met at the home of Mrs. R. A. Waite, 104 Quigley boulevard, last Thursday afternoon, Feb. 19. It was a Martha Washington party in honor of George Washington's birthday and each lady was appropriately costumed for the occasion. The house was artistically decorated with flags and little hatchets and each lady was presented by the hostess with little silk flags as souvenirs. Refreshments consisting of Boston baked beans and brown bread and sandwiches and other appropriate eatables were served and after the games the following prizes were awarded: First, Mrs.

Harry Hydorn; second, Mrs. C. W. Hall; consolation, Mrs. Harry McIntyre.

Only twenty days more before the seventeenth of Ireland.

Rules of Rhum: Draw, pay, discard.

Has anybody seen Guy Pfander? Income tax returns March 1. Grand Rapids knows how.

Allen F. Rockwell.

Honks From Auto City Council.

Lansing, Feb. 23.—R. E. Fair, (Postal, Fair & Co.) of Detroit, a former resident of Lansing and a member of our Council, has been discharged from Harper hospital and is again calling on his trade.

C. C. Benson, of Ludington, sales manager of the Ludington Salt Co., and a loyal member of our Council was a welcome visitor in our city last week.

John Newton (Perry Barker Candy Co.) spent the week end with his family visiting at Detroit.

James Jonas, for several years a member of our Council, has made application for transfer of membership and will hook up with Detroit, No. 9.

Guy Garber, (Buick Auto Co.) another non-resident member of our Council, will soon transfer his membership to Saginaw.

Saginaw is getting in line for the Grand Council meeting and wants all she can get.

B. E. Dickey is the newly installed manager for the Aultman-Taylor Machinery Co., succeeding the late A. E. Krats.

The new seventy-five room addition to the Hotel Wentworth is nearing completion. Third reading.

The woodchuck showed mighty good judgment when he went back for another long nap.

We notice that Pub. Com. writes in a recent letter that in one of the Northern hotels he was obliged to break the ice in the water pitcher to cool his fevered brow. Wonder how he came to have a fevered brow in the morning after a long refreshing sleep in a cold room?

Our Ladies' Auxiliary will meet with Mrs. Fritz on Thursday of this week, provided the weather moderates.

F. H. Hastings is preparing to advertise extensively the Acme Torison springs for Ford cars. Brother Hastings has had the exclusive agency for the sale of these springs in a large portion of this State and is making good with them without interfering in the least with his coffee trade. Success to you, Fred. They take ounces out of the bounces. Nothing but "B" left.

Guy Pfander, of Battle Creek Council, and a brother scribe for the Tradesman, made us another visit last Wednesday. Brother Pfander says he is going to put Lansing on the map as one of his regular stops just as soon as warm weather comes.

H. D. Ireland, another prominent member of Battle Creek Council, was registered at Hotel Wentworth last Wednesday. How in the world an Englishman came to be named Ireland is more than we can guess.

H. D. Bullen.

Wallace Waalkes is succeeded in the meat business at 1269 Grandville avenue by Polder & Wiersma, the firm consisting of Lamber Polder and Sidney Wiersma. They were formerly employed by Waalkes.

J. A. DuByn succeeds Kryger & Oom in the grocery business at 1253 Broaway. Kryger & Oom have been in business at that location for the past thirty years.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, Feb. 23—Deputy Pure Food Inspector, John T. Rowe, who called on official business last week, made one arrest at the Soo on the charge of selling process butter as creamery, the offense coming within the jurisdiction of the Circuit Court. We are somewhat surprised to learn of such a happening at the Soo, as we supposed the great revival held here sometime ago had a better affect upon the merchants.

Our stenographers at the Soo are taking in the report made by the Escanaba girl in writing 915 words in fifteen minutes, as sixty-one words per minute on new matter is going some, and is being taken with a grain of salt here. We have numerous stenographers who have been speeding on the contest, but if the report is true regarding the Escanaba girl, we will be tempted to send our stenographers to Escanaba for practice.

The many friend and admirers of Russell A. Norton, formerly principal of the Soo high school, now chief editor of the Preferred Life Insurance Company at Grand Rapids, are pleased to note his success as editor and poet, and have read his last edition with much interest. If he continues, Longfellow will not have much over him. We all knew that Russel was the champion triptist, but it was a surprise to his many friends to see him display such great writing ability and we wish him every success in his new vocation.

The ice crop put up at St. Ignace this year will be a record breaker, as last year there was a shortage which seems to have had its affect upon the harvest this year, and St. Ignace is now prepared to care for all the ice business that comes her way next season. It is understood, nevertheless, that some of the leading butchers are contemplating putting in a refrigerator plant, which may be installed this season.

The many friends of Wm. Perry, son of Frank Perry, one of our local coal dealers here, will be pained to hear of his sudden death in St. Paul last week. Deceased succumbed to an attack of pneumonia. The remains were brought to the Soo for interment. The funeral services were conducted by Rev. H. Alling, pastor of St. James church, assisted by Bishop P. T. Rowe. Mr. Perry was an old Soo boy, having lived here the greater part of his life, and went West on account of his health a few years ago. He returned on a visit last summer, looking hale and hearty, and the change seemed to have built him up. His sudden death came as a great shock to his many friends and acquaintances here.

W. H. Lewis, Superintendent of the Pittsburgh Coal Company, at DeTour, also proprietor of one of the leading stores at DeTour, called in the city on business this week. He reports fair activity at DeTour in business circles this winter and much lumbering being carried on. The docks are being fitted up in shape for the opening of navigation.

James McDonald, of the firm of Goetz & McDonald, grocers at DeTour, passed through the city on his return from Cincinnati, Ohio. Jim denies the report that he got married while there and as several of his friends saw him alone going home, we are giving him the benefit of the doubt, but Jim has promised, however, to give us due and timely notice, so that we can give him a proper write-up, as soon as we have official notice to do so.

Some of our Soo ladies are having their troubles with the Canadian customs, with the feathers on their hats. Under the new law in Canada, the prohibited feathers are forfeited to the customs officers, and it would be well for the traveling public to know that the regulations are about as follows: The moment the prohibited plumage is worn into Canada it cannot be brought

back into the United States, no matter where it was originally purchased. In paragraph 347 of the present tariff act is a provision. "The importation of aigrettes, egrets, plumes or so-called osprey plumes, feathers, quills, heads, wings, tails, skins or parts of skins of wild birds, either raw or manufactured, and not for scientific or educational purposes, is prohibited; but this provision shall not apply to the feathers or plumes of ostriches, or to the feathers or plumes of domestic fowls of any kind."

Robert J. Wynn, former proprietor of the Hickler House here, being the inventor of the new puncture-proof automobile tire, is at present in Akron, Ohio, superintending the manufacture of his first lot of tires. It is expected that an assortment of the tires will be shipped to the Soo soon to be used for demonstration purposes. The company consists mostly of Soo people and much interest is being taken in the matter here.

Bishop Rowe, of Alaska, was a Soo visitor last week and numerous receptions and banquets were given in his honor. The Bishop gave some very interesting lectures on Alaska and tells us it is a wonderful country and has a very bright future. He believes in home rule for the territory and predicts wonderful possibilities for the Great Empire of the North. He does not think that it is right that Alaskans should be compelled to pay \$25 per ton for Australian coal when it could be purchased for \$6 or \$7 per ton if mined in Alaska. He also predicts that the United States will have to look to Alaska for their meat supply in the near future, as there are large herds of reindeer to be had when the time comes which will help to a large extent in furnishing meat for the United States, providing the cattle supply runs out, as is predicted.

Saturday was naturalization day in this county, and fourteen aliens applied for citizenship.

Fox hunting is still carried on in Chippewa county by some of our sportsmen and the latest report we have is from Edward Nauma, of the Soo, who succeeded in bagging five fox so far this year. While there is no bounty on killing fox, the hides are quite valuable. It is also reported that Mr. Nauma did not catch his fox in a trap, but shot every one of them.

Word has just been received in the Soo that a 9 pound boy was born to Mr. and Mrs. Sidney O'Loughlan, of DeTour. Sid. is an old Soo boy and his many friends are sending congratulations by wireless and otherwise, as it takes two days to call and shake hands with DeTourites during the winter months.

Word has been received here that the hotel inspectors expect to look over the Soo hotels this spring to see that the new law is enforced. The new Food Inspector will also call on the merchants regular hereafter and it is expected that there will be no further merchants caught napping, as was the case on his last visit.

A. Nicholas, for a number of years one of the leading grocers at Algonquin, has sold his stock to Papass Bros. and is going to devote his entire time to his largely increasing wholesale fruit business. Mr. Nicholas has been one of the successful merchants at Algonquin and his numerous competitors will miss Nick's smiling countenance and jovial disposition. Papass Bros. come highly recommended and undoubtedly will make a continued success of the business.

Attorney General Fellows' recent ruling prohibiting ordained ministers who have ceased to be regular pastors from legally performing marriages, hits the Soo, as Rev. T. R. Easterday, of this city, has performed 2500 marriages and probably hold the marrying record in Michigan. Mr. Easterday will continue to officiate for all qualified applicants and is ready to contest the ruling of Mr. Fellows in the Supreme Court if necessary, as he has been a regularly

ordained minister of the gospel for fifty years and since retiring from an active pastorate has frequently preached sermons in the various churches and more frequently officiated in a ministerial capacity at weddings and funerals.

Another factory was added to the growing list of industries at Manistique this week, when the Commercial Club, of that town, closed a deal with Lower Michigan parties to install a wood-working plant there. This is the second factory Manistique has secured in the past month. W. G. Tapert.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Stationary engineers of Michigan will hold their annual meeting in Muskegon July 15-17.

The Saginaw Board of Trade is boosting its membership and hopes to reach the 1,000 mark on the date of the annual banquet, Feb. 24.

The Otsego County Improvement Association met at Gaylord and laid plans for an active campaign this year. Officers were elected as follows: President, Axel Becker, Johannesburg; Vice-President, J. B. Scott, Gaylord; Secretary, J. H. Goldie, Gaylord; Treasurer, J. P. Hamilton, Gaylord.

Under leadership of the Chamber of Commerce Cheboygan is setting out to secure at least four new manufacturing industries during 1914.

The new Pere Marquette station at St. Joseph is the best on the line between Grand Rapids and Chicago.

Allegan is giving hoboes who apply for free lodging the stony stare now. Grand Haven has been trying the experiment of making its jail tramps work on the streets, after outfitting them with rubbers and mittens. One tired Willie sneaked away and sent the sheriff a post card saying he would return the boots and mittens as soon as he got through with them.

The Eaton Rapids Commercial Club has closed a successful year and has \$280 in the treasury, besides the sum of \$125.79 which was cleared through the Chautauqua. This year the Club will try to secure a new hotel and sanitarium, more paving, better street lighting, a fountain at Library corner, a Carnegie library and the commission form of city government.

Bay City and Saginaw may unite in the erection of a garbage reduction plant to take care of the refuse of both cities.

Newly chosen members of the executive committee of the Holland Business Men's Association are Bert Slagh, H. Van Tongeren, George Van Landegend, Gerard Cook and M. A. Sooy. Officers for 1914 will be named by this committee.

The Ravenna Improvement Association is working on a plan to develop the water power there.

Niles has opened a rest room for country folk and transients.

Flint has appointed a smoke commission and is working on a smoke ordinance. Instead of trying it out on the other fellow, the city is equipping its own boilers with smoke consumers in order to give the plan a test.

Through the Board of Health Flint has signed a three-year contract with a private party for collection and removal of garbage, fixed charges for households to be 75 cents a month for the summer and 25 cents for the winter.

Galvanized iron cans are furnished by the collectors.

The Allegan Board of Trade held its annual meeting with attendance small and enthusiasm large. The Treasurer has a balance of \$307.68 in his hands. Lots in Highland Park addition will be sold and the Board will use the money to assist in securing right of way for an electric railway, either to Saugatuck or South Haven. The new officers are: President, Dr. J. H. Van Ness; Vice-President, John C. Stein; Secretary, Walter W. Miller; Treasurer, Earl W. E. DeLano.

Plans for the new postoffice building at Big Rapids have received the o. k. of the local Board of Trade.

A total of 4,386 pupils are enrolled in the public school of Muskegon, a gain of 253 over last year.

Grand Ledge has plans for opening a public rest room.

The Acme Belting Co., a new industry at Niles, is running full force and is working its men overtime, with a year's business on its books.

Marquette has cut down its saloons to twenty-three and has segregated them downtown. The social clubs are curbed and must install locker systems.

The South Haven Board of Trade tried the plan of inviting the farmers to attend a meeting and to tell them what should be done to make South Haven a better city from their standpoint. It worked and South Haven has some things to think about.

Flint has awarded the contract for a new Y. M. C. A. building, to cost \$54,000, exclusive of plumbing heating, wiring and hardware. Almond Griffen.

New Gasoline Substitute.

Professor Vernon Boy's has recently invented a new substitute for gasoline. He heats a heavy waste oil in contact with steam at 600 degrees Fahrenheit. The steam thus carburated is then passed through a series of nickel rods in heated tubes. This causes a reaction between the steam and oil, which leads to the liberation of hydrogen. The hydrogen combines with the oil, and transforms the latter into a light spirit suitable for use in gasoline engines. Forty per cent of the oil is recovered as motor spirit and the remaining products are said to be commercially useful. In view of the comparatively limited supply of waste oil, Professor Boy's method seems of more curious than practical interest, although the time is not far distant when even limited supplies of gasoline substitute may assume importance.

A paper said the other day that a ball player "made a base hit and stretched it out to a two bagger." That is he made out of it all that there was in it, and did not stop at "first" to pat himself on the back that he was able to hit the hard pitching, but kept right on. Many a man is so satisfied with his day's work that he spends his time throwing bouquets at himself, and it is quite a time before he is ready to start another day's work.

It takes the better half to see the worst side of a man.

MERCANTILE SUCCESS.

Methods Employed by a Prosperous Petoskey Merchant.*

It shall be my aim to place this important subject before you for your consideration and reflection as I see it. I do not for one minute believe that all subjects outlined are absolutely necessary as mentioned here, yet I do believe that these principles mean success when carefully followed out. So I will give them to you for what they are worth and I sincerely hope they will cause some unfortunate merchant, who is having his struggles, to take an inventory of his clerks, his stock, his community and, lastly, but most important, himself, and see where his troubles lie and then remedy them.

Let me say here that the first and most important part that enters into the success or failure of any business is the man who operates the business. Other elements may enter in that influence it more or less, but the real power—the real cause of a business being a success or failure comes back to the man, his honor, his activity, his business ability, and his foresight that enables him to meet emergencies that arise and enables him to come out victorious.

If you have failed at everything else you have tried, don't consider entering the mercantile business, because you can't and won't succeed. We don't need you. We don't want you. Pick up something where failure is not so easy, where you don't involve other people's money or, worse still, their good name. What we do need, however, is "men." Men whose influence, honesty, word, action—yes, their very name—stands for success. Success and Business—Business and Success—combine them—stand for both or get out and let a better man have the room. We need him, but we don't need you. We need success, but not failure. They say about 90 per cent of us fail in business or receive no adequate compensation for our efforts. Let us change that disgraceful figure. Let us increase the percentage of successful merchants by encouraging better men to enter the business. Better men means better methods. Better methods mean better profits. These are essential to the happiness of ourselves and families, so let us labor for better men in every walk in life and especially ours. We need the man who will succeed and succeed honestly, but not the man who won't and can't succeed, who won't use business principles and who is and ever must be a thorn—yes, worse, a harpoon—in the flesh of those who can and will succeed. We don't want the man who sells goods at cost or less one day and the next plays a game of robbery on his unsuspecting victims by juggling with his scales and measures, or by lowering the quality of his goods in order to make up for his foolish generosity. Let us banish the merchant who spins

*Paper read at annual convention Retail Grocers and General Merchants' Association, by J. A. Lake.

such a web and then stands outside and as people pass by interrupt them with the old song, "Come into my parlor, said the spider to the fly." It is the duty of every manufacturer, jobber, and honest retailer to crush such business methods and to crush them hard.

I will here say that the honest, upright, generous merchant is a moral political and humane influence in every community. We need him and we need him badly. The other is the opposite—a disgrace to the business—a disgrace to the community. There is only one place for such a merchant and that is on the payroll of a catalogue house as an advance advertising agent, for such men are their best advertisements. We should feel grateful as people become more enlightened that such men are on the decline and with proper laws on the bankrupt, pure food and advertising question, together with their enforcement, only their memory will remain with us.

When you choose your vocation, choose it for three reasons: First you should love it. Second, both yourself and those with whom you deal should be made better by it. Third, it should make money for you. If you cannot see this in any business, keep out of it. If you can—honestly now—you are a fit candidate for the mercantile business and ready for your initiation.

After the inventory of yourself, the next is the great question of finance. If you have not money enough to carry on the business, get it on favorable terms or wait until you can. Make plans for discounting all bills and do it in time. Don't take fifteen days on ten day bills. Keep your credit. It is your great asset in time of need.

No banker would loan 25 per cent on your stock of goods. It is in the man the investment lies and it is not an investment of dollars and cents, but one of ability and honor. Keep it, prize it, protect it. If you don't need it now you will some day when greater things are in store for you. Treat your wholesaler as you would your banker. Be prompt. If your capital is limited, use care in your business in buying, in your expense account and on extending credit, but pay your bills at any cost and save the discount. This discount is twice or three times what bank interest would be, besides you get better goods and better prices by discounting your bills. I will say this, that our jobbers need some criticism for allowing merchants' bills to run over time. It creates carelessness on the part of the merchant, not only with the wholesaler, but in his own business methods. This carelessness in time undermines his business, causing loss. This loss must be made up and it can only be made up by those who pay for what they buy. I hope to see this remedied in the near future. When it is done, I believe one of the greatest obstacles in the path of successful merchandising is removed. The fellow who needs

this extension of time is usually on the downward path and the termination is always greater than had he been stopped in the middle of the hill. Not only to himself, but to others engaged in the same line of business will this hold true.

Our next step is a suitable location. If possible, pick a good modern building with room for expansion and as near the path of the greatest traffic possible. A building facing north or east has many advantages, as you get less sun in the afternoon when most people are on the street. Your neighbor has much to do with a location, also, as women are the greatest traders and many hesitate to enter a store, no matter how clean, if situated near some other store where a crowd of men assemble to cover the walks with tobacco juice and discuss the passersby. Select good modern fixtures, such as will best harmonize with your building and display your goods. If old, a coat of paint or varnish adds wonders but, above all, keep them clean. Plain fixtures of good quality display and bring out goods much better than those that some people call fancy. Scales, cans, scoops, etc., should be modern and arranged so as to create haste and accuracy.

Now comes the selection of a stock. This is one of the most important duties connected with a retail business and a place where so many fail. No store can sell better goods than they buy and each article purchased is, in turn, sold to some customer and is subject to their criticism. The criticism is the making or unmaking of a business. Nothing brings trade like the goods. No store ever continued in business long without them, therefore, buy to sell and buy good goods. It may cost a cent or two more, but it pays. It is true that in canned goods, tea, coffee, etc., you will have to handle two or more grades, but in such cases give the people the best you can for their money. Sample your goods, know what they are before buying. Be your own judge and learn to judge well. If you are looking for a 10 cent corn, look for a good one, one that will please—but educate your trade to buy goods and keep them as uniform as possible. Deal with reliable houses yourself. Don't let your store be the dumping ground of any wholesaler simply because he has a bargain.

Be careful of the amount you buy also. Keep fresh, active stock. Don't load. You may save 5 cents per box by buying ten boxes of soap and, perhaps, the interest on the money invested will be three times that before the goods are all sold—penny wise and pound foolish. Many merchants follow this method. When placing an order always consider how long it will take to sell the amount purchased. Figure depreciation and interest on the investment and buy accordingly.

Then comes the important part of marking your goods—important because it determines, to a great extent your probability of remaining in busi-

ness. Always use a cost mark of letters or characters and a retail mark in plain figures. This ensures uniform selling prices among your clerks and confidence in your store from the public. If anything demoralizes a business, it is slipshod methods and clerks selling at different prices. Nothing conduces to this condition like unmarked goods. Mark everything that stays on your shelves any length of time before sold. Take no chances. Such things as breakfast foods, soaps, flour, etc., can be kept on cards arranged and hung near the selling place of such articles. Canned goods, pickles, etc., sent to the basement should always be marked on the outside of the case.

Your cost of an article is not only what the article cost at your wholesaler, but all freight cartage and every other item of expense before it is offered for sale in your store. Add these to the wholesale cost and you have your proper cost. Your retail price must cover these, together with every item of store expense, plus a margin for yourself. No merchant can properly mark goods unless he keeps an accurate expense account which should include salary for himself. In order to do this, an accurate inventory is necessary at least once a year. This gives you your cost of doing business. Thus, if your gross profit is 19 per cent, your expense account 14 per cent and your net 5 per cent and you wish to equal that the coming year, you must mark your goods so that your profit will average 19 per cent, not on your stock but on your sales. This 19 per cent must be figured on your selling price also and not on the cost of your goods. This is made absolutely necessary from the fact that all items of expense are figured on your selling price and not on your cost. Don't let some salesman talk you into believing that if you pay him \$1 per dozen for an article and sell it at 10 cents each you are making 20 per cent. You are not. You are making 16⅔ per cent and the chances are if interest, breakage and other items of expense that do not enter into an expense account are added, you are selling below cost and that such an article is a drag on your business. Figure your profits yourself, don't let your salesman figure them for you. Remember, also, that your freight, cost of doing business and all other expenses connected with the sale of an article is just as much the cost of the article as what you paid the wholesaler for it. Thus, if an article costs you \$1.15 from your wholesaler and it costs you 14 per cent to do business the article actually costs you \$1.31 before it reaches the consumer and any sale for less than \$1.31 is a sale below cost. A sale at \$1.31 is a sale with no margin to you and a sale above \$1.31 pays you a profit of the difference between \$1.31 and the price you sold it for. That is, providing it has not been held in stock to a point where interest and breakage figure against that profit. Avoid selling

any staple article three for 25 cents or two for 25 cents if the 25 cents does not exceed the cost of the goods, plus your expense of making the sale. The longer you have to hold goods in stock during the process of selling the better margin they should pay. Goods turned often can be handled closer. I welcome the change in our merchants of to-day over those of a few years ago, whereby sugar and flour are usually sold at a margin instead of at cost or even below. Let us try and work our business toward that point where each article shall bear its own selling expense and yield a fair margin to the business.

Now with your goods properly marked and placed upon your shelves in the most tasty manner possible, you are ready for your clerks. Select only such as will be a credit to your business—those who are honest, manly and whom you can trust. Remember your store is not a reformatory. Insist upon good morals and good language and permit no remarks to be made about customers after they have left the store. Don't allow smoking while on duty. This is dirty around a place of business, as ashes don't always fall on the floor and it is distasteful to many ladies. It gives your goods an odor that is not appetizing or becoming a clean modern grovery. See that they appear clean and furnish them fresh, neat aprons. See that they come on time, morning and noon, and let that time be early enough to get your store in first-class shape before the morning and afternoon shopping hours begin. Permit no knocking at each other or at the place of business. A clerk who cannot comply with the rules of successful business should be immediately removed. You may ask how a person can train clerks in such a way. First set the example and second follow it yourself and then if you cannot do it, you better quit the business. Remember that no place of business can rise much above the level of the men who do the work and take care of the trade, so be sure that your salesmen are the best you can possibly obtain. One \$15 per week clerk is easily worth two \$10 clerks if he actually earns his money.

In the extension of credit to your customers, use a little judgment. Look up their salary, habits, etc., and make them better customers and surer pay by encouraging and helping them to live within their income. Insist that they pay in full each pay day. By doing so you are helping them as well as yourself. Mail out your statements to everyone the first of each month and teach them that you are looking for—and by right should have—your pay. All this can be done nicely and without offense to your most sensitive customer if you use a little tact. There is no more reason why you should loan out your goods for a long time on a small net margin and with no interest and no security than that a bank should do likewise with its cash. Imagine what a bank's depositors

would say if it used such business methods. Your wholesalers have as much right to criticize you. Check and re-add all accounts every day or so and notice the money you will save by correcting mistakes. Try this. I firmly believe that the money we have saved this year through checking our accounts will pay for a good adding machine. Besides, we have the satisfaction of knowing our accounts are right.

Your business owes you a stated salary just the same as it owes your clerks one. Draw it and pay for everything you take from the business, just as you ask your clerks to do. If you want a cigar, charge it to yourself. If you were working for someone else you would have to do this. There is no more reason why your business should furnish you or your clerks free cigars than that it should furnish you or them free tickets to the theater. Cut out such foolishness. It is a relic of the past and has no place under the commercial conditions of a modern business. Use economy in all lines, but not to a point where the saving of a few cents or dollars will cost you heavily and, in time, make your business obsolete. Keep it alive and modern. This does not mean be extravagant.

Run your own business. Stand on your own feet. If you have a competitor who is foolish and is making mistakes, it is he, not you, who must suffer in the long run. Do not pay any attention to or notice his prices. When he sees his methods are not making him any money, he will quit and get down to business or sell out. If you enter the same game, the chances are both of you will go. Times have changed. People are not attracted by poor goods at a bargain as they once were. Good goods and good service are the weapons to use against such a competitor and people will soon find that your goods, even at a cent or two more, are the real bargains and then the day is yours.

The above subjects are touched but lightly, as each one is a full topic in itself. They all need the utmost study. Each store, clerk, customer and stock requires your constant attention and fortunate, indeed, is the business where manager, clerks and stock are all of the best, for such is assured of success. They are the three great "pulls" and when pulling together their course is always right and that course is the road to success. Travel it. It may be a little more rugged in the beginning, but when once upon its well beaten path, it is easy to follow to an end that is a pleasure to its master, for what man does not find his greatest happiness in looking back over a successful and well spent life?

With my closing remarks let me remind you that we, as retail merchants, are engaged in a great and noble business; a business that always has and always will exist; a business that stands a just share of

share of all charity work; a business whereby mankind in general is benefited and usually far more than we ourselves; a business where the toil is as great, the hours of labor far longer and the compensation as low as any labor or business within the realms of our great commonwealth.

It is a business that has been criticized, abused and even slandered as few businesses ever have been and yet it has emerged unsoiled from this sea of criticism and to-day it stands as an everlasting tribute to the good judgment and honor of the men who have made up its ranks in the past. The only right any business has for an existence is what it contributes to and does for its community and its patrons and I appeal to you as men to be worthy of the great business we are engaged in and to continue to conduct your business so fairly, so honorable, and so above board that they who contribute this unjust criticism in the future must perish and be forgotten, as has been their case in the past. I assure you that when this is done and the troubled sea has calmed, you will see the retail mer-

chant and his business standing benefited by what criticism may happen to be just, just as you see one of our great light houses standing after a great storm. Standing high and dry, its foundation unshaken, its outside cleanly washed by the storm, its interior shedding light—the real object of its creation—unchanged—standing, serving and ready to stand and serve mankind unto the end.

It Was All a Dream.

A certain young couple who were married some months ago never had a cloud to mar their happiness until recently. One morning the young wife came to breakfast in an extremely sullen and unhappy mood. To all her husband's enquiries she returned snappish answers. She was in no better frame of mind when he came home that evening for dinner, all of which mystified the young husband.

Finally, late in the evening, in reply to his insistent demands to know what the matter was, the wife burst into tears and replied: "Henry, if ever I dream again that you have kissed another woman I'll never speak to you as long as I live."




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

SERVICE

Service to our customers means delivering to them at all times and under all conditions the kind of goods for their trade that will make satisfied customers and bring repeat orders. We give service. 

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

The Prompt Shippers

THE YEAR'S WORK.

What Has Been Accomplished by Associated Effort.*

Another year has passed as we meet here in this, our sixteenth annual convention. It is my pleasant duty to present to you my annual address.

As I look over the audience I see many familiar faces—faces of those who have been in the habit of attending our annual convention heretofore; also the faces of a number who are attending our convention for the first time. It certainly is pleasing to me to see that more merchants are realizing that our Association is a benefit to them and to see that they are willing to come forward with a helping hand.

We hold our annual conventions for the purpose of discussing problems which confront us in our daily occupations and try to find remedies for existing evils; also to look forward and try and prevent new evils from coming forward. Our committee has arranged a programme from which, I hope, every merchant present will derive some particular benefit.

Our Association has prospered in the past year, many new members having been secured, of which our Secretary will tell you in his report.

Our Treasurer will tell of our financial condition, which is very gratifying.

Our organization has taken an active interest in legislation during the past year, having been instrumental in securing the defeat of the amendment to our garnishment law. Among the bills which we worked for and secured are the pure advertising law, a law regulating the packing and branding of apples in barrels and a new sealer of weights and measures law. We have secured a National law regulating the size of all containers, in which all fruits and vegetables are shipped in interstate commerce. This is a measure for which our Association has worked for several years.

As President of our Association, I attended the National convention of retail grocers last May, but as our National Secretary is to talk to you to-morrow, it is unnecessary for me to try to tell you what our National Association is doing for us.

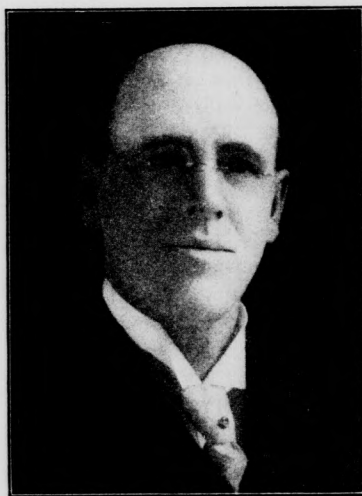
As a result of the continuous agitation against the middlemen, the consumer has been led to believe that the retailers are parasites living upon the fruits of the laboring man without giving any adequate return. Therefore, I would recommend that this Association have a standing Publicity Committee, to refute any and all unjust attacks upon the retailer.

I would recommend that this Association go on record as favoring an amendment to the Sherman anti-trust law, legalizing the fixed re-sale price, which gives the manufacturer of an article the right to say that his

product shall not be used by the cut-rate dealer as a drawing card.

I would recommend that this Association go on record as favoring an amendment to the parcel post law, taking away from the Postmaster General the power of extending parcel post without the consent of Congress.

I would recommend that this Association try to secure an amendment to the barbers' Sunday closing law, so as to include grocery stores and meat markets.



A. L. Smith, President

I would recommend that this Association go on record and oppose all State and National legislation limiting the sale of patent or proprietary medicines to druggists.

I would recommend that this Association go on record as favoring the abolishment of free deals and quantity discounts, as being detrimental to the small dealer.

I would recommend that this Association go on record as favoring one cent postage.

In view of the fact that the wholesalers of this State have been loyal to our Association and have given their unlimited support, both morally and financially, I would recommend that this Association go on record as favoring the purchase of all goods, so far as possible, through the wholesale dealers of this State.

Our Association has grown to such a size, the duties of the Secretary are such, that I believe it would be advisable to have a Secretary devote practically the whole of his time to the work of the Association and I would recommend that our Ways and Means Committee try and devise means by which we could employ such a Secretary and report at our next annual convention.

At this time I wish to thank the officers and members of this Association for their faithful co-operation with me in the past year. Also I wish to thank the trade papers, the Michigan Tradesman, of Grand Rapids, and Trade, of Detroit, for their loyal support; also the wholesalers for their generous help in the past year.

I thank you for your kind and courteous attention and hop that you will receive enough benefit from this

convention so that when you return to your homes, if you have no local association, you will proceed to organize one at once and return to our convention next year with a goodly representation. Our officers are ready and anxious to aid any and all to organize.

What Fool Thing Will California Do Next?

Poultry men of Central California, who since the beginning of Chinese egg importations have been protesting their entrance into this country, have appealed to the State Board of Health to investigate the quality of the offerings from across the Pacific. Representation was made that these eggs might spread disease and to determine their quality the Board ordered Professor Jaffa, of the State laboratory, to make an investigation. No report yet has been made.

Some indication of the importance of China in the imported egg situation is given in current United States consular reports noting exports of 21,866,000 pounds of eggs from the port of Hankow alone. This includes dried and frozen as well as fresh eggs, but figured against the average weight of a case of eggs—around fifty pounds—these figures show that vast quantities of fresh stock can be shipped to the Pacific Coast whenever there is demand for it.

The city of Petaluma has sent City Attorney Gil P. Hall to Washington to protest against the entrance of Chinese eggs in this country as a unit of food, and Congressman Kent is in the fight with his sleeves rolled up, even though he is a free trader and assisted to take the duty off eggs. The Department of Agriculture has already ruled that they could not prohibit Chinese eggs from entry into the United States so long as they were fresh.

Then the State Board of Health ordered Prof. M. E. Jaffa, the pure food expert, to look for germs inside the shells, and Dr. W. H. Sawyer, of the State Laboratory, is making an analysis.

Julius Levin Company and M. Katz & Co. have sold large lots of these eggs in California, and now comes E. Block, who controls the egg market in China and who made the shipments to the Julius Levin Company, with a suit against Levin for \$11,000 for eggs not yet paid for. The suit is not only for the protection of Block's financial interests, but the vindication of Chinese eggs against the attacks of the Petaluma farmers, he says. The Petalumas, have been slandering the Oriental hens, calling them scavengers. He says the Oriental hens eat nothing but rice, corn, wheat, cocoanut and chop suey.

"The United States consumes but a small proportion of the eggs that are candled, assorted and shipped from my establishment," said Block. "Most of them go to Europe. I sell eggs by the pound. I have been besieged with orders from local merchants, but I doubt that I shall ever

send any more eggs to this country.

"Chinese eggs will never affect the price here. Your native eggs might rise in price to 70 cents a dozen, and the Chinese eggs would not cut the price.

"I would like to say this to the Petaluma poultry farmer, that if they can pick an egg out of a bin and tell me where it is born they are dandies. The way these men talk you would think there was a movement on foot to settle the United States with Chinese eggs. An egg is not an alien anywhere. It is a world citizen, a cosmopolitan. Eggs have no race. They have age, and when a Petaluma egg gets old and gray haired and feeble it is no better than an old Chinese egg."

Shetland Pony Free.

A merchant in a small Missouri town recently had every boy and girl in town working for him. He accomplished this by offering to give a \$150 Shetland pony to the most industrious boy or girl. Here was his idea: Tickets were given to every boy and girl who wished to enter the contest. The contestants distributed these tickets among their friends, and requested them to go to this store to buy their merchandise. When the customer made a purchase at this store he stated that he wished to credit a boy or girl friend, and a duplicate ticket was given him. When a customer completed his or her purchase this ticket was turned over to the clerk, the amount of purchase written on the back and the ticket was placed in a lock box. A committee selected by the contestants counted the amount of purchases from time to time, so that the standing of the contestants could be published; thus any boy or girl knew his or her standing in the contest. This plan was said to have proven very successful, and brought a great deal of extra business to the store.

Getting at the Root of Things.

Kalamazoo, Feb. 23—I want to thank the Tradesman for giving us merchants such authentic information on the status of the trading stamp business in last week's issue. I felt enough interest in the subject to expend a half dollar in telephoning to ascertain your authority for the statements made in reply to the enquiry from a Manistee grocer and was greatly pleased to learn that the article was actually written by ex-Attorney General Wykes, who looked after the interest of the State when the matter was before the courts and is still looking after the interests of the people in the matter. I venture to assert that no other trade journal in the country would have expended so much effort as the Tradesman did to get at the bottom facts in the controversy and make the situation so clear that every merchant knows where he is at. When I think of the way the immediate competitors of the Tradesman come out week after week with nothing but scissored matter dealing in glittering generalities—actually giving us less brain matter in a year than the Tradesman does in every weekly issue—I wonder why every merchant in the United States is not enrolled on your subscription list.

Retailer.

A self-made man is one who can eat with a table knife without cutting his mouth.

*Annual address of A. Lee Smith, President Retail Grocers and General Merchants' Association, of Michigan, read February 24, 1914.

The Price Maker

Nine out of ten retailers—ten out of ten, perhaps—will admit they are not making a satisfactory profit on their investment.

The trouble, in most cases is: (1) too much stock in some items; or (2) not enough items. The first condition causes the second.

What they need—what *you* need—is more items, so they can make more profits with practically the same investment expense. You need to buy these items in one bill, so you will not buy too much.

This makes you need “Our Drummer,” the catalogue that has, by common consent, become *America’s Price Maker* in General Merchandise—the catalogue that gives you right prices without forcing you to buy quantities.

The monthly coming of this book keeps you in touch with the markets of all the world. It gives you the services of Butler Brothers—the world’s leading General Merchandise specialists. It insures you against overbuying and overpaying.

If you haven’t the current number handy, you’d better send for it.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

CHICAGO	NEW YORK	ST. LOUIS	MINNEAPOLIS	DALLAS	
SAMPLE HOUSES:	Cleveland	Kansas City	Milwaukee	Omaha	Seattle

THE DEEP WOODS.

They Invoke a Sense of Restfulness and Peace.

Written for the Tradesman.

To the man who spends his time amid sweltering city streets and in a hot office in some tall steel building, where the only sounds assailing his ears are the rumble and grind of street cars, the clang of the motor-man's gong, monotonous pounding of drays and tradesmen's carts on hard cobblestones, and the raucous voice of hucksters, the influence of the deep, green summer woods is most soothing to the nerves and tired brain.

It is in the stress and tense conditions of city life that business men break down and become nervous wrecks at a time when the countryman or the village man is still in his prime. This is largely due to the sharp, merciless competition of business life, the harsh noises of cities and the absence of the quieting influence of nature. It is to supply the latter need that all wide awake municipalities attach so much importance to public parks as near the business center as they can be located.

Especially to the man who grew up on a farm the woods, the green sylvan scenery and the giant trees have a strong appeal after he has spent many years in the city with its nerve racking noises, its dust, dirt, smoke and naked burning sidewalks and pavements. Such a man needs frequent vacations in the country, even if short ones. They give him composure, restore his mental balance, and bring back his buoyancy, enthusiasm and youth to a great degree. Therefore they enable him to live longer on the earth than he would if he never saw the verdant fields and far, green vistas of woodland.

I have seen several men brought back from the grave almost, merely because they ran away from work that was clamoring to be done, and took an occasional short vacation in the woods. Even a half hour's rest in a city park every day during the summer, preferably in the early morning, will work wonders for a man who is wearing out at monotonous, grinding toil in a hot office, store or factory. This half hour of breathing amid the green foliage of trees, shrubbery and flowers is better than a dose of medicine to instill new life and brace with new energy.

One hard working business man of my acquaintance, a bachelor with no domestic ties, who boarded near a beautiful little park, held a hard position, with long hours and great responsibility, where the conditions were most trying, all of which was familiar to me, as I had a subordinate position in the office with him. It was during a long, hot summer, and the office where we worked was poorly ventilated, and the nervous strain under which this man worked gave him a more and more haggard, strained, tense look, and made him irritable and fault-finding, although he was not by nature an ill tempered man. I had a high regard for

him, for he was in many ways a man to inspire respect, and I sympathized with him on account of his difficult position, long hours and hard work.

I could not help noticing his gradual decline in health, and saw plainly that he was getting worse every week under the strain. But about the middle of August, just when the weather was hottest, and while he was working hardest, I began to see a change for the better in him. He became less irritable, more even tempered, more patient and kindly in his manner and tone of voice to his subordinates, and at times quite companionable. This improvement continued for weeks, until I spoke to him one day about it, and how glad I was to see him standing the strain of his work so well.

"Yes," he replied, "I've made a valuable discovery. I find it a benefit to get an early breakfast and on my way to the car line I stop and spend forty minutes in Fountain Park near my home, and it is most soothing and restful to me. It fits me for the day's work. It carries me back to my boyhood days on the farm when I didn't know what work was, although I thought I did. I sit in the park and read until 7:40, which gives me twenty minutes to walk to the car line and ride down to the office. And I don't read daily papers either. I read instructive religious booklets or something else of a serious nature.

"I find this forty minutes in the park, while it is cool and not crowded with gangs of commonplace people as it is in the evening, is the best part of the day for me. It really seems to give me more strength and power than my breakfast does. I know it is good food for my nerves."

As I had grown up on a farm myself, and had a countryman's love of nature I could readily see that this was what made the improvement in the man. Communion with nature does bring a healing balm which is peculiarly soothing to the nervous business man in the city. Great trees and green foliage show God's handiwork, and lead tired humanity back towards God as the author of all good, because the trees are as God made them, untouched by the hand of man. Therefore people who live in country districts, or in villages and small towns dwell amid the most healthful, normal and natural surroundings, and should be happier and live longer.

But as men must live in cities let them take advantages of any beautiful parks near their homes, or between their homes and their places of business. And municipalities which foster the establishment of parks in different portions of the city are not only beautifying it. They are making the lives of citizens happier, more healthful and normal. Numerous small parks in different portions of the city, and as near the business section as possible, will exert a more beneficent influence than a few large ones in remote residence sections. The more they can be used by nervous, over worked business people during the week the better returns

they will make for the expense of establishing and maintaining them.

The effect of deep woods on tired minds and nerves is even stronger, for trees in the deep woods are generally larger, taller and with wider spreading branches, and therefore more inspiring than park trees. The primeval forests are untouched by the vandal hands of presumptuous man, while the average park is a living evidence that man thinks he is able to improve on God's work.

Last May I spent a Saturday half holiday in the woods with this same business man whose habit it was to stop for forty minutes in the park, for as we were both lovers of nature there has grown up quite a sense of comradeship between us. We went out to a small river fifteen miles from the city, reaching there about one o'clock, and stayed until six o'clock. It was the first time I had been in the real woods for two or three years, and it was a keen pleasure to see the great white-stemmed cottonwoods five and six feet in diameter growing along the river bank almost in the edge of the water, some of them two hundred feet high, although most of them were massive and noble because of their large diameter rather than their height.

It gave one a peculiar sense of restfulness and peace, of calm and balm, a sense of being in harmony with the Creator and His creation, to walk through the somber river bottom, under these great trees, while overhead the wind rustled the tender young leaves, making a sort of soulful music I had not heard for many years. This was in the latter part of May, but during a period of rather hot weather for this month, and just at the time the staminate and pistillate flowers were decaying and falling off the trees, and the air was full of these, coming down and covering the earth with a soft, thin carpet of lemon green or light buff brown, mixed with the green grass.

Every wildwood bird, every quivering bow on the trees, every whispering wind, every ripple of the river or liquid stroke of an oar in the water, every squirrel that ran with bushy tail through the grass, or barked from its tall den tree, even the croak of the bullfrogs, had its message of balm for the nerves and temperament of the business man from the city, and it is wonderful how a man will go back to work renewed in spirit, courage, strength and fortitude, even after a half day's vacation in the woods. The thrushes, cardinals and other wildwood birds seem to prepare a concert especially for his benefit, and the yellow sunshine sifts down through the green leaves and spatters the ground with gold, as if glad the air is pure and clear, and that it doesn't have to struggle through smoke and dirt to reach the earth, as it must in the city.

Isaac H. Motes.

Don't let the man across the street spring all the surprises in the way of new goods and better fixtures. Do a little something yourself to open the eyes of the public.

NEW YORK MARKET.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 23.—Spot coffee is reported by some to be in better request, but the usual reply to the query is that just about the same conditions prevail that have ruled for a long time. Buyers take small lots and are simply floating with the tide. In an invoice way Rio No. 7 is quoted at 9¼c and Santos 4s, 12c. In store and afloat there are of Brazilian coffee, 2,083,678 bags, against 2,530,035 bags at the same time last year. Mills remain on the same level as last quoted, good Cucuta being worth 14½c.

Quite a good run of orders were received Friday and Saturday for refined sugar in anticipation of the closed holiday, but stocks are sufficiently large to meet all requirements and quotations remain about unchanged, with the range 4.05@4.10c.

There has been for some time a slight but steady improvement in the tea market and the same report is made now. This applies to almost all varieties and holders are firm in their views as to the range of values.

Rice, too, is showing a rather firmer feeling, and there is even more strength in the demand for foreign than for domestic. Prime to choice domestic, 5½@5¾c.

A better demand exists for pepper, cloves and cassia, and grinders have sent in frequent orders. The situation favors the seller, but quotations are not notably advanced.

Molasses—steady. Stocks are fair and prices unchanged. Good to prime centrifugal, 35@40c. Syrups are steady, with fancy stock 20@25c.

The dreadful condition of our streets, notwithstanding the fact that 11,000 men are trying to clean up, makes it mighty hard for any sort of vehicle to move. This is one of the principal things that hinders an active trade in canned fruits. Prices are about unchanged and standard tomatoes 3s, remain at 70c, although 72½ is not infrequently named. Corn is in pretty good demand at 75@85c and up. Future Maine corn at 97½c has been moving with quite a degree of freedom.

Butter—firm and slightly higher. Extra creamery, 30½@31c; firsts, 27@30c; held stock, 27@29½c; imitation creamery, 21½@22½c.; packing stock 19@19½c.

Cheese—steady and slightly higher. Top grades of New York State are worth 18@18¾c; Wisconsin, 17½@18c.

Eggs are in fairly free supply and prices show little change. Best Western are held at 30@32c.

Anniversary of a Ludington Episode.

Ludington, Feb. 24.—The Knights of Pythias of Ludington pulled off their annual minstrel show Monday evening, Feb. 23. This event recalls the time, a year ago, when one of the Tradesman's most versatile correspondents broke into theatricals—then out again! The memorable act was entitled "Warr and Goldstein," vaudevillians.

Jim is a wonder in that sleight of hand stuff and a wizard in parlor magic, but stage fright sometimes plays havoc with a fellow's memory on his maiden attempt to do the act.

We believe a firm resolve was made then and there, should there be a future performance, to have a stage "super" arrange to have a lasso handy to aid in making an exit.

However, genius must have been nipped in the bud, as there is no record of Jim making a second attempt to electrify a big audience.

Ask Jim.

H. B.

THE MEAT MARKET

An Old Time Butcher to His Son.

Dear Ed—In my last letter I told you how important I think quality is to the man who is running a retail meat market and trying to make it more than just a wages proposition. And I know there wasn't a bit of exaggeration in all I said, either. Too much stress cannot be laid upon quality, but it won't do for the butcher to forget the other things in the market while he is trying to give his customers the best quality possible at the price he is charging them. Now, there is another thing in the meat market which is just as important, and that is the service that you give your customers. These two things—quality and service—are almost enough to make any butcher successful by themselves, so you can see for yourself how important they must be.

When I was in the business, service didn't amount to so very much. A woman came into my shop, told me what she wanted, I cut the meat, wrapped it up for her, took her money, and out she went, everything finished. There is a good deal more to a sale nowadays, though. People have been educated to demand service, extra attention, etc., and if you don't give it to them, why, you won't get their trade.

Service covers a multitude of things, just like charity covers a multitude of sins. There is delivery service, telephone service, credit service, and a dozen other kinds of service, all of which are demanded and all of which you must furnish, because you are a merchant and in business for that very purpose. And even though all these things cost you money, it's up to you to give them and get your investment back in the best way you can, for quality, and especially service, are the creators of good will, and good will is what you need in your business.

If a woman wants her meat delivered, you have to deliver it. If a woman telephones you a dozen times a day, you have got to do the best you can to satisfy her and escape antagonizing her. You can't afford to have one dissatisfied customer, no matter how large your market is, for one customer antagonized is liable to antagonize twenty more. Antagonism, once it starts, is like an endless chain, each customer becoming a center of further antagonism. A satisfied customer may be the best advertisement, but a dissatisfied customer works twice as hard in the opposite direction. And, I repeat, you cannot afford to have one of them going around and knocking you if it can possibly be avoided.

And service brings up the question of the difficult customer. She is always with us. She has been there, I

guess, ever since the first butcher sold the first piece of meat. And she will always be with us, giving us the job of our lives trying to discover the best way to handle her.

There is, of course, no general rule that I can give you. Each one of them is different and each one of them has to be treated differently. But there is one thing that is required in treating all of them and that is tact. Tact is the knowledge of the right thing to do at the right time. It is a quality that few possess without cultivation, but which almost every one can acquire if they will take the trouble to try and get it. I have run up against a good many difficult customers in my time, but I never yet met one that couldn't be handled, if the butcher would only take the trouble to try and find her weak spot and not lose his temper while he is doing it.

Talking about loss of temper makes me remember that there is another quality which is essential to every retail butcher. That is self-control. The butcher who flies off the handle at every little thing that happens, will never get very far in his business. He should leave his temper outside the door when he enters his shop in the morning. Bad temper always means loss of trade. I have seen a butcher get a grouch on in the morning and keep it until night, and during this day do more harm to his business than he was able to repair for ten days afterwards. I know because I was the butcher. When I first went into business, I used to do things like that until I found out that no one was suffering from my tempers except myself. Now I am afraid that you may do the same, for you have quite a bit of the old man in you.

Bad temper in the shop also has another bad effect. It gets you the hostility of your clerks, and prevents you from winning their co-operation. It's only natural for the butcher who is sore to vent his soreness on the men who are underneath him, for they as a usual thing will not come back, for they need their jobs. Of course, this sort of action is not commendable, but then none of us are angels. But the clerk who has got a calling down, which he does not think he has deserved has a good many ways of getting back at you without doing anything openly. And although two wrongs never made a right you can hardly blame him for making use of them. When he does, he hits you in the tenderest part of all, the pocketbook.

Then there is the effect which a nasty temper has on your trade. The people who deal with you won't stand it as long as your clerks do, for they don't have to. They are in a position to

tell you to go to the deuce, not for you to tell them to go. They don't need you, remember; there is probably another butcher right around the corner, so giving away to your temper is liable to prove a mighty costly luxury.

But I have gotten a long way from service, which was what I started to write you about. Give your customers the best of service that you can, and you will find that it is a great trade builder. People appreciate it and what people appreciate they will go a long ways to get. Drop me a line and let me know how trade is coming along, Regards from all the folks. Dad.

Making Sales on Stormy Days.

If I had a store located in a part of the country where there is much snow, I would arrange to have someone clean off the sidewalk in front of my store at frequent intervals, not waiting for the snow fall to stop. As you plod through the newly fallen snow on a sidewalk, to come to a space that is kept clear and made good walking is like finding an oasis in the desert. You will have a grateful feeling for the store that did it and you will unconsciously feel that it must be an up-to-date store. If it is a day of "slush," keep your sidewalk dry and ladies will make for it as for a haven of refuge. I know that this is true because I have experienced it. Now, to still further get the benefit of your clean sidewalk, try and fix up something that will coax people inside. Display in the window some "Stormy Day Bargains." These can be selected in various ways. Things that are reasonable, things that you wish to get rid of—slow sellers, etc. You can have some suggestive placards explaining that "We appreciate the difficulties of stormy day trading and wish to do our part." "Here are some rainy day bargains." It will become known after a while that there are always bargains to be found on stormy days at your store and people who will have to be out will swing around that way to see what there is this time. People seeing the announcement for the first time will have a pleasurable sensation at the idea of "Stormy Day Bargains."

"Umbrellas to Loan" might be another attractive sign for a rainy day. You could invest \$10 in umbrellas; at the wholesale price \$10 ought to buy quite a stock of plain but serviceable umbrellas. Now your plan will be to require a deposit of 50 cents or \$1 on each umbrella loaned, the money to be refunded on the return of the "bumbleshoot," less 10 cents for the use of it. This not only will be a great accommodation to many people that they will be grateful for, but it brings them into your store twice with the possible chance of a sale each time. Some umbrellas will never be brought back, and this constitutes a sale at a profit.

Looks as Good as New.

Mrs. Brinble—Now, Mary, I want you to be careful. This is some very old table linen; been in the family for over two hundred years, and—

Mary—Ah, sure, ma'am, you needn't worry. I won't tell a sould; and it looks as good as new, anyway.

How Little Traverse of Old Now Looks.

Cheboygan, Feb. 10 — Harbor Springs is located on the north side of a fine land-locked harbor formed by the projection of Harbor Point across the northern part of Little Traverse Bay. It is the best natural harbor upon the entire system of the Great Lakes and, being accessible, it is a magnificent harbor of refuge. This is a widely known and popular summer resort. It has a population of 2,000 inhabitants, has churches of several different denominations, excellent schools, water works, first-class hotels (in the summer time), boat works, a bank and a newspaper. Ships grain, produce, lumber, wood, maple sugar and fish.

The Emmett County State Bank has excellent quarters and its President, Mr. W. J. Clarke, is one of the oldest subscribers of the Tradesman, having been a constant reader since the first issue.

Jos. Warnock, the dry goods man, conducts a strictly up-to-date store and the mail order houses do not trouble him.

J. F. Stein, dealer in dry goods, clothing and carpets, has an exceptionally nice store and large stock of goods.

W. D. Carpenter, the shoe dealer, is prepared to fit the feet of every resident of the city.

Walrond & Friend, the hardware dealers, have a very complete stock of reliable goods.

Stewart & Wilson, grocers, have a nice store well stocked with everything to eat.

The Harbor Springs Bakery expects soon to install a Marshall-Middleby continuous fire oven and give the people of Northern Michigan first-class bread and first-class service.

The Ideal Pharmacy is kept strictly up-to-date by its enterprising proprietor, C. D. Lane.

J. L. Starr & Co., dealers in groceries and meats, are top notchers.

W. H. Cornell carries a complete line of fresh and salt meats of the best quality.

Duel & Reynolds, is the name of the firm that deals in law, insurance and real estate. Mr. Reynolds was taken in as a partner Sept. 1, having been in the office for some time previous with Mr. Duel.

A. F. Melching & Co., the furniture dealers, have a very complete stock.

V. R. Ludlum keeps a well assorted stock of bazaar goods.

C. E. Bullock & Co., the jewelers, will give you the correct time or sell you a diamond ring for your best girl.

M. J. Erwin conducts a first-class drug store.

W. A. Gibson is the up-to-date clothier and furnisher.

The Tradesman is a regular visitor to practically all the Harbor Springs merchants. W. R. Wagers.

Planting More Figs.

Two hundred acres of figs will be planted this spring in the vicinity of Seabreeze, Tex., and the Swedish settlement near that place, both of which are near the preserving plant of the Brown Fig Company. This will make a total of about five hundred acres of figs within two or three miles of the preserving plant. Rooted trees are being put out and it is expected that some figs will be gathered from them this fall. They should come into good bearing next fall. Although the growing of figs for commercial purposes is comparatively new in this section of Texas, the industry is flourishing and the acreage is increasing steadily.

Thoroughness plus ginger equals success.



The Trend of Fashion in Men's Clothing.

Sifting the drift of fashion for spring, it is still toward the compact-and-erect figure, but without the exaggerations which, in truth, were never seen in the best clothes. The whole trick of this season's tailoring is to make a garment seemingly tight and really loose. As foretold last month, many of the jackets cut expressly for wear at Palm Beach, Aiken, Pinehurst and other "rendezvous" of fashion have lapels that roll to the top button only, instead of the "all-the-way-roll" of a twelve-month ago. The high cut waistcoat, long in vogue, also seems to be tottering. The newest waistcoats are cut with a deeper front opening, about midway between the very high and the very low. "Skeleton-backs" and cutaway armholes of eyes are already well established. Trousers without bottom turn-ups are more frequent, as the heightening and tightening of trousers renders "cuffs" needless. More liberties are taken with pockets

this spring, and many old-time variations, like the vertical and slanting cuts, are seen on the advance spring jackets.

Discarding or reducing the lining in jackets has not worked out in practice, as garments do not keep their shape so well and soon gain a hang-dog look. Except confessedly hot-weather jackets, all the new models are lightly but fully lined. Among spring colors, green is conspicuous, usually in "mixes," and "lead," a cross between gray and blue, is another uncommon tint. Jackets are again cut to dip toward the back.

The mode for spring is committed to the spare-and-lithe figure and soft tailoring, and will not swerve from either. Stuffed shoulders, padded jacket-fronts and all their intolerable stiffness have gone not to come back. As foreshadowed here, the military influence is spreading in men's dress. It is noticeable in the clean-and-lean cut of coats, continued tightening of the waistline and the shortening and

narrowing of the trousers. In order to accentuate the figure-flexing pinch of waistcoats, the blind button at the bottom, like that on the "Tattersall" riding waistcoat has been restored. This allows long cutaway points that give the sharp forward flare necessary to define the waistline.

The newest evening suits for Southland wear are cast in the earlier and saner mould of fashion—close-draping, but not waspish-waisted, with trousers moderately high and waistcoats that fit without conjuring up an animated hour-glass. Evening fashions are veering back to London and away from Paris—that is clear as crystal.

In London, they are tolerant just now to the "double-breasted" cut in both the morning coat and the lounge jacket. A double-breasted single-button cutaway is often worn with a double-breasted waistcoat. It has quite an air and helps to stress that waist-pinch, which is almost a fetish of present-day fashion.

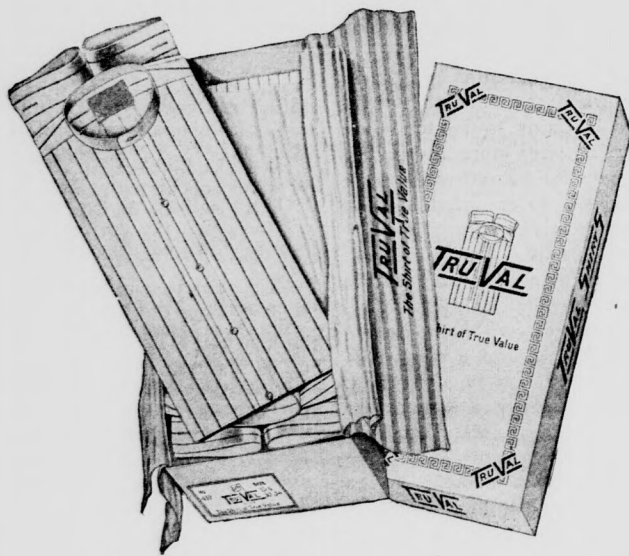
The kit bag, which has supplanted the uncouth dress suit case, is carried by seasoned travelers in preference to any other. It usually has a checked English lining, which soils and rips least. Fitted bags have lost caste, because most men like to buy their own fittings as they need them, and thus dispense with unnecessary bottles.

Motor car drivers will hail the new worsted cap and goggles in one piece. Each makes the other behave. Capital idea! A patented motoring dus-

ter of mercerized pongee is so constructed, that it can be folded and wrapped up like a music roll. Clasps take the place of the front buttons. When the duster is to be put away, you fold it in its creases and roll it up into a right-and-tight bundle that fits a small corner of trunk or traveling bag. Also for motorists is a patented cap of dustproof silk with an elastic band which fits any head and the same head at any angle.

The white flannel suit is typical of the sort of clothes and accessories worn for the Southland trip. The coat has patch pockets and undulating, rolling lapels. One often affects a narrow sash in place of a belt. Panama hats are always in vogue, but the simple "boater" or "planter" shapes are just as correct. Shoes are low-cut of white buck, and white lisle hose accompany them. Shirts may be of silk-and-cotton with soft double cuffs. Four-in-hands are of soft crisp silks, like crepe, poplin or foulard. Plain colors are preferred and the best dressed men go pinless. However the ordinary lounge suit may be cut, flannels, serges and the like for Southland wear should drape loose and free, though they should be curved enough to the figure to give a look of agreeable individuality to the wearer.

Gold, silver and leather trifles make quite a pocketful for evening dress, often detracting from the smooth fit of coat, waistcoat and trousers. This applies notably to practitioners of latter-day dancing, who must pirou-



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

ette, pivot and genuflect and keep themselves as supple as trapeze performers. Evening cigarette cases and wallets are now made of black moire, satin-striped, with gold corners to prevent curling. The cases hold half a dozen cigarettes. The wallets have compartments for visiting cards and theater tickets, as well as bills. Light, soft and flexible, these dainty appurtenances take up only a thimbleful of room and add elegance to evening dress.

A new "topper" which is having a spurt of vogue has the rolling brim and the narrow silk ribbons, as distinguished from the familiar flattish brim and wide silk ribbon or felt band.

From Paris comes a "smart" evening stick of burnished black ebony with a gold cap sunk into the top. This cap is not visible when the stick is held upright. It is engraved with the owner's monogram or coat-of-arms.

Brightly colored mufflers are worn this spring for motoring, golf, cross-country tramping, at all games and sports by both participants and on-lookers.

In boots, fashion tilts toward plain tips and no tips at all, so as to give the foot an elongated, attenuated look that chimes with the slim-and-trim cut of clothes.

Those fine-linked thread-like watch chains of pearl-and-platinum which accompany formal evening clothes, should be worn with plain waistcoat buttons. Stretched across jeweled buttons they convey an excess of elaborateness that is not pleasing to the eye.

Very wide-brimmed top hats shadow the face and dwarf the features. The felt band is preferable to the silk ribbon, and the conical crown narrowing toward the top tapers off the head better than either the straight or the belled crown.—Clothier and Furnisher.

Several Kinds of Girls..

On this interesting topic we give the following pointers to our young men readers:

- A good girl to have—Sal Vation.
- A disagreeable girl—Anniemosty.
- A fighting girl—Hittie Magin.
- A sweet girl—Carrie Mel.
- A very pleasing girl—Jennie Ros-sity.
- A sick girl—Sallie Vate.
- A smooth girl—Amelia Ration.
- A seedy girl—Cora Ander.
- A clear case of girl—Lucy Date.
- A geometrical girl—Polly Gon.
- Not a Christian girl—Hettie Ro-doxy.
- A flower girl—Rhoda Dendron.
- A musical girl—Sara Nade.
- A profound girl—Mettie Physics.
- A star girl—Meta Oric.
- A clinging girl—Jesse Mine.
- A nervous girl—Hester Ical.
- A muscular girl—Callie Sthenics.
- A lively girl—Annie Mation.
- An uncertain girl—Eva Nescent.
- A sad girl—Ella Gee.
- A serene girl—Molly Fy.
- A great big girl—Ellie Phant.
- A warlike girl—Millie Tary.
- The best kirl of all—Your Own.

Recall of Judges and Judicial Decisions.

Lansing, Feb. 24.—It may seem a little egotistic on my part to discuss questions which would better be left to lawyers and judges of law and I should not feel disquieted or abashed were some friendly critic to tell me I am not qualified to discuss the recall of judges or judicial decisions. My critic might go further and say I do not possess sufficient knowledge and intelligence to vote right upon these two widely discussed and cure-all ills of law and lawyers, without giving offense.

There has been such a long and persistent attack upon our courts and judicial decisions that it amounts to a kind of insanitation of the public mind and, as a worker in the interests of public health, we believe in political as well as physical sanitation. Now, we must have a Nation governed by law rather than by men. "The tyranny of the law" may work some wrong some ways, some times, but the tyranny of the majority over individuals and minorities is subversive of all government. If history does not teach this, I have very carelessly read it.

So it may be a good idea for us common men to study this old-made-new doctrine of recall of judges and judicial decisions, since the "muck-rakers" have undertaken to impeach our judges, courts and decisions. It is expected that the judges and lawyers will rush in where we ordinary fellows "bashful tread." The question of the recall of judges and of judicial decisions is not one of politics, parties or persons, but of sanitary science of government. In its discussion, light, not heat, is needed. All natural life—all human life—have their safeguards. Such is the order of life. A representative democracy must have its safeguards which resist like a rock or else there would be mob rule. Our courts are our safeguards, and these have stood the test of more than a century. Nearly every organizing government, since ours was organized, has approved ours by following our judicial model. As a student of governmental safeguards this suggests to me that the framers of our constitution builded well.

The framers of the constitution urged its adoption upon the colonial organizations because of the safety, independence and permanency, thus giving strength to the judicial department. Hamilton writing in the Federalist, said: "The complete independence of the courts of justice is peculiarly essential in a limited constitution." But we are now told that the very safeguards of our republic are outgrown, obsolete, and not progressive. That to be right we must destroy the independence Hamilton recommended by a law of recall of judges and judicial decisions; that the men who make the law shall

have the power of dictating its interpretation; that a judicial decision shall be within the power of recall of a mass meeting. Chief Justice Marshall said: "A judge should be free to act independently with nothing to control him but God and his conscience." Would our judges and courts be free under the tyranny of dictation of temporary majorities? It is time for every citizen voter to ask this question and honestly and squarely answer it with his ballot.

D. S. McClure.

Grasp Your Chances.

Grasp your Chances as they come.

For it's the looming of the Goal—just ahead—the turning of the Chance into the Achievement, that stirs and spurs the striving man to the fought-out fact of the thing dreamed about, planned about—and done.

Take advantage of the smallest Chance.

First see it. Then grasp it! Then bolt it to your very soul. Remembering that Chances seen—and secured—breed ideas, mold the characters of mighty men—and make success sure.

Master the trivial. And the big things will loom into deeds, perfectly plain, exact—undertakable. Especially is this true of the beginner of big things starting small. Deeds done determine the value of the Chance seized by the man.

The large tasks of the world lay hidden underneath the smallest chances sought for with calm patience and cool courage.

If past Chances appear neglected passed by, or not seen, the future Chances streak toward you from in

front—or maybe latent—but ready. Seek them, find them. Then hold them—"for keeps."

Success follows the Chances nailed down—things done.

You—to-day—go after the Chances. Take them, ruddy and new, and build from this day, things worth while and things for more than to-day.

Grasp your Chances as they come.

George Matthew Adams.

A Terrible Thought.

"Brederen, the old darky preacher said, "right in dis yeah connection I wants you to stop and consider what a good man de Lawd was, how he made de moments of time cawnsecutive 'stid of simultaneous, fo' bred-eren, if our ancestors and our posterity had a both a been bo'n on dis yeah yearth at de same time, think what a confusion dere would a been and whar would e a been at?"

When you have made a distinct success of your own business it will be time enough to take on that of others.

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Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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

Grand Rapids, Mich.



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Buffalo Trunk Mfg. Co.

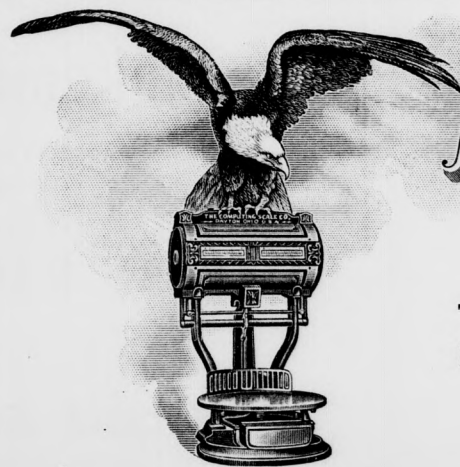
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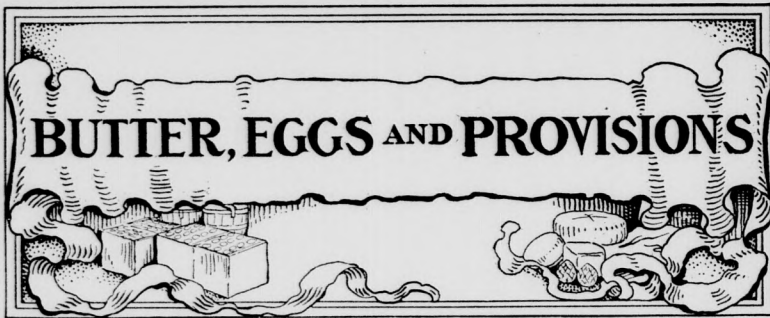
GENERAL DISTRIBUTORS FOR
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THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

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ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



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.

Facts About Winter Egg Production.

Written for the Tradesman.

Not many years ago—possibly twenty or thirty—it was an almost unheard of thing in Michigan for a flock of hens to lay eggs regularly in winter. From along in October or November until February or March no eggs were expected. It was supposed to be contrary to nature for hens to lay in winter except a few now and then when the weather was unusually mild.

In recent years a great change has taken place, not however, in nature nor so much in hens as in the methods of poultry keepers. Under former conditions hens were not given a fair chance. The average farm flock received little attention in winter; hens were not watered, not sufficiently fed, not comfortably housed and were constantly harried and excited by being driven from the barn, stable and other places where they sought necessary food. The subsisted mostly on grain snatched from the swine, scattered by the cattle or littered in feeding livestock.

The first experiments to secure new laid eggs in winter went beyond what nature required. Artificially warmed, double-walled hen houses were provided; warm water, warm mash, stimulating condiments were given in addition to meat, green foods and a variety of grains. This required expense, much time and labor which the ordinary farmer would not or could not spare from other duties. Some, attracted by the high prices, attempted winter egg production, with varying degrees of success, only to give it up on account of the "everlasting fussing" or because they concluded it did not pay.

Poultry keeping is emerging from a haze of problems, theories, fads, impractical and unprofitable methods, and is becoming systematized in all its various branches. It is a well established fact that winter eggs can be produced in abundance and that the business can be made profitable. All necessary information to this end is readily obtainable.

Then why—innumerable interested consumers ask—why, with the high prices obtainable, are not enough winter laid eggs produced to supply all who want and can also afford to purchase them?

There is a reason—perhaps sev-

eral. Hens are largely owned by farmers. Comparatively few are chicken specialists—experienced poultrymen. Feeding cattle, sheep or swine for market is far more simple business than producing winter eggs and the money comes in big bunches. The women folk can care for hens in summer but it is man's work in winter. To get eggs in winter comprehends an all-the-year-round plan. It begins with the right kind of breeding stock, includes the time of hatching, the growth, development and maturity of pullets, preparation of winter quarters and supplies of appropriate feed.

Besides all this there is one obstacle so serious that many who understand the difficulty will not undertake winter eggs production. The hens which lay continuously in winter become unfitted to produce desirable eggs for hatching when the season arrives. Their eggs are low in per cent of fertility and small hatches result. Of these chickens few are likely to be vigorous, healthy and thrifty growing. Hence, there is a loss which may fully offset all the profit on winter laid eggs.

The only sure way to obviate this difficulty is to separate the flock into two or more portions—one for laying, one for breeding—and to care for each differently. The poultryman and the farmer who makes a specialty of poultry may do this. Others are not prepared to do so and can not or will not give the additional time required.

Another reason: There are those who have had experience in producing eggs in winter who believe that the extra time and expense required in winter and the lessened output of eggs later on offset all the gain from high prices. They have dropped back to former methods and with reasonable care get eggs in paying quantities from early spring to late in the fall.

There is no question that winter egg production is steadily on the increase, but there is no immediate prospect of the supply becoming so plentiful as to materially reduce the cost to consumers or meet the demands. E. E. Whitney.

Knew What He Was About.

Johnny's mother had instituted a fine of ten cents for every spot made on the tablecloth. One day Johnny was observed rubbing his finger for a long time over the cloth at his plate.

"John, what are you doing?" said his mother at last.

"Nothing. I was just trying to rub two spots into one."

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.



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A LIVE PROPOSITION FOR LIVE DEALERS
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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

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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.

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Grand Rapids, Mich.

Poultry Combine Members Will Go to Prison.

Thirteen members of the poultry combine, otherwise the New York Live Poultry Dealers' Association, convicted of restraining trade in New York City, must go to jail. Their appeal was denied in a decision handed down last week by the Appellate Division, and their sentences of three months in prison and fines of \$500 each are sustained. The decision, which was unanimous, declares that the defendants, several of whom are millionaires, were in a pool that controlled 90 per cent of the poultry shipped to New York, and that the pool suppressed competition. Supreme Court Justice Rosalsky tried the case. The defendants convicted were Erving V. Dwyer, Arthur G. Dwyer, Charles Westerberg, William W. Smith, Charles B. Jewell, James N. Norris, William H. Norris, Charles T. Hawk, Charles Thatcher, Clennon Bishop, Samuel Werner, Solomon Frankel and Charles Werner. Their trial lasted from May 23 to August 16, 1911. There were eighteen defendants, but five of them were found not guilty. The defendants were indicted for violation of the old anti-trust act of the State, the offense charged being that they had conspired together to create and maintain, and had created and maintained, a monopoly of the supply of live poultry received for sale in the City of New York, and had conspired together to fix the prices.

After Wisconsin Cheese Dealers.

The State authorities are seeking the co-operation of the Federal officers in putting a stop to the practice of cheese manufacturers who wrap their produce in a mass of paper and tin foil thereby defrauding the ultimate consumer out of a considerable sum each year. F. P. Downing, Chief Inspector of Weights and Measures, has notified the City Inspector, to the effect that he is now seeking the services of a Federal man with the idea of bringing several actions against manufacturers of cheese who ship their product into the State. The State authorities have no jurisdiction in cases of that kind, the traffic coming under the rules of interstate commerce. Many of the wholesalers in the State may be reached by the Federal and State government, but the State authorities wish to get at the bottom of the practice and bring to justice the manufacturer who is the actual violator of the law. It has been shown that those manufacturers mark on the outside of the shipping cases the weight of the combined cheese and paper wrappings, this practice being in violation of the Federal law. The practice of using heavy paper wrappers means a heavy loss to the consumer. The retailer who purchases the product from the jobber refuses to stand the loss and he adds a few cents to the retail price of the cheese to cover the loss. The retailer pays for the paper at cheese prices, there being a vast difference between the two. In one box supposed to contain one hundred and ten pounds there has been discovered

paper weighing eight pounds which means the payment by the consumer of at least 22 cents a pound for ordinary manila paper.—Kenosha, Wis., Union.

Make Roads of Molasses.

Experiments are being made in Alabama looking to the use of molasses as a good substance to effectively bind the hard material of the wearing surface of a road. Crude oil, coal tar products, pitch, cement and many other things have been used. Then it occurred to a Southern engineer to try molasses.

In the making of molasses there is a residue, an extremely inferior product, although quite as sticky and quite as sweet as the best grade. A quantity of this was secured and mixed with lime in the hope of making a perfect binder of it, and for three quarters of a mile this sweet binder was spread over the road. Mixing with the dusty surface it seemed to harden and give promise of providing a good binder. But just as it hardened along came a rain storm, and the molasses part began to leave the lime and ooze steadily into the gutter. After the storm was over the road was flanked on either side by what was the sweetest and stickiest gutter in the United States.

Rain was something the engineer had not taken into consideration. He is now working to render this molasses as insoluble as tar, and when he does this he believes he will have solved the problem of cheap road service binder for such parts of the country as are near these molasses factories.

Snuff in North Dakota.

Food Commissioner Ladd of North Dakota is fighting for a law to prohibit the sale of snuff in that State. He says the sale of snuff is a menace to the community: that there are those whose health has been undermined by its use, whose mental balance has been disturbed and whose ability to make a livelihood has been taken away. He states that snuff is thrust into the hands of small children, and that many school children of eight to ten years are addicted to the habit. He also says the objection to his efforts comes mostly from the pool rooms, and that the whole State is flooded with samples to create a demand for the product. Mr. Ladd says that some day laborers have trembling and almost palsied hands from its use and are unable to do a decent day's work, and that hoboos and lumber jacks are among the largest users of snuff.

Two Deductive Reasoners.

A gentleman was taking a horse-back trip over the mountain one day when he became very thirsty. He stopped at the nearest cabin and asked for a drink. An old colored woman handed him a gourd-dipper full of sparkling water from the spring. The gentlemen turned the dipper around gingerly and drank from the wrong side. Old Aunt Milly beamed on him. "Boss," she said, "yu is de fust pusson Ah evah see drink from de same side of de dippah Ah drinks from!"

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

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.

We want Butter, Eggs, Veal and Poultry

STROUP & WIERSUM
Successors to F. E. Stroup, Grand Rapids, Mich.

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.

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

IMPORTANT

Retail Grocers



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

Baker's Cocoa and Chocolate

with the trade-mark on the packages.

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

MADE ONLY BY

Walter Baker & Co. Limited
DORCHESTER, MASS.
Established 1780

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



A Little Story of a Special Order. Written for the Tradesman.

Miss Knappen, the little dressmaker of Appledale, was faithfully trying to trade at home. She knew that the local merchants had lost a considerable part of their old-time patronage since the trolley line came through, making it possible for the ladies of the village to go in to X—the city some twenty miles away, to shop, with only forty minutes' ride and a low fare. She saw the effort the home merchants were making to hold custom and in the depths of her heart—a heart strong in local pride, and loyalty to local interests, she firmly resolved to send no dollar to X—nor to any other city that she could as advantageously expend at home.

On a bright Monday morning Mrs. Judge Downs came briskly into Miss Knappen's shop. Mrs. Downs is the grand lady of Appledale and Miss Knappen's wealthiest patron.

"Miss Knappen," that lady began, "the Judge and I are going on a little trip back to New York and I want you to put my wardrobe in shape. I must have quite a bit done and I'm sorry I couldn't give you longer notice. You see we start a week from Wednesday morning. I want you to make me a new evening dress of this," and she produced a lovely piece of cream satin charmeuse with expensive filmy lace and elegant accessories.

"And, Miss Knappen," Mrs. Downs continued, "my new gray suit needs a little alteration I find. The skirt is just a trifle long in the back and the coat needs some slight changes. I want a new kimono of this"—here she unrolled a handsome pattern of Japanese crepe. "And my lingerie needs a little alteration—not much made new, fortunately. Oh, yes! and I just must have a new silk blouse to go with my gray suit for traveling. Couldn't you see to getting the material for that blouse? I would trust to your taste and judgment, Miss Knappen, just as soon as to my own. I really haven't time to attend to it, you know."

There followed a long conference over the style of the evening gown and much consultation of fashion books, so it was nearly noon before Mrs. Downs swept magnificently out of the little shop.

Miss Knappen had a dress to finish that was promised for that afternoon. The work for Mrs. Downs, done in a way to meet the exactions of that fastidious customer and within the time allowed, would crowd the little dressmaker, but she could not well afford to refuse any part of it. Perhaps

she could get Mrs. Winkle to help a little on the plainer portions; or she could do it alone she calculated by working evenings. Miss Knappen never disappointed her customers. Tuesday morning bright and early she went down town to see about the silk for the blouse. She visited the three dry goods stores of Appledale but could find nothing that would harmonize with the shade of Mrs. Down's suit. But at Allwell and Clark's the salesman showed her some samples just gotten in, one of which would combine beautifully with the suit.

"Let us make a special order for you," persuasively suggested the salesman.

Miss Knappen hesitated. "Are you sure they would have the goods in stock?" she asked. "This is for Mrs. Judge Downs and it's very particular—"

"Oh, it could hardly fail. This is a new line they are just putting out."

Still Miss Knappen hesitated. Her friend, Mrs. Wharton, was going to X—Friday morning and would be perfectly willing to get the silk. Then the dressmaker thought of her resolution to trade at home. "If you can have the goods here by Thursday evening, you may make the order."

The salesman, Mr. Laughlin, assured her she could depend on them and Miss Knappen told him the amount. "Now if anything should happen that they can't supply the goods, telephone me at once, please," she called out as she left the store.

"Sure!" responded the persuasive Mr. Laughlin.

Miss Knappen hurried back to her shop and plunged into the cutting, fitting, alteration, adjusting and stitching necessary to get Mrs. Downs ready for her trip.

The attention of Mr. Laughlin, the ingratiating salesman who had taken Miss Knappen's order, was at once called to another customer. In fact he was very busy all the forenoon and it was not until after lunch that he got back to the office to turn in the special order for Mrs. Down's silk.

Miss Carter, who kept the books at Allwell and Clark's and also attended to the correspondence, had an afternoon off that Tuesday and the affable Mr. Laughlin is one of the kind of people who just naturally hate to write a letter, so the matter was postponed. The next morning the order for the silk took its turn with Miss Carter's other work and it was some time Wednesday afternoon before it had finally found its way into a mail bag and got started.

Thursday afternoon Miss Knappen telephoned Allwell and Clark's to know if the silk had come. Mr. Laughlin was called to the phone. "Not yet, Miss Knappen," he blandly replied, "but it is ordered and surely will be here to-morrow. It may get in on the 4:30 train this afternoon."

At 11 o'clock the next day Miss Knappen called up again. The imperturbable Mr. Laughlin was again summoned to the phone.

"I'm awfully sorry, Miss Knappen, but we have heard from the firm and they are all sold out of that piece." (Mr. Laughlin did not state that the letter had arrived at 4:30 of the previous day and they had not taken the trouble to call up Miss Knappen.)

"Good gracious! what shall I do?" exclaimed Miss Knappen. "You were so sure you could get it that I depended on you for it. I might better have sent in by Mrs. Wharton. It's too late for that now—I shall have to go myself and I don't know how to take the time—"

"Can't we get something else for you, Miss Knappen?" soothingly began Mr. Laughlin. "We are very sorry about this and I should be glad—"

"Trust you again!" replied the now thoroughly exasperated dressmaker. "I've trusted you once too many as it is. I must have that silk to-morrow and I shall depend upon my own efforts to get it. This is what comes to trying to buy in Appledale." She hung up the receiver.

How Miss Knappen had to spend four precious hours next day making


a trip to X—and finding a piece of silk suitable for Mrs. Down's blouse; how she worked until 11 or 12 o'clock every night and was fairly ill with the hurry and nervous strain when finally, late on the evening before the worthy couple's departure, she put the last stitch into Mrs. Down's wardrobe, need not be told here. What concerns us is mainly Allwell and Clark's side of the matter.

The special order often is offered as one effectual means of offsetting mail order house and large city competition. "We don't carry it in stock but we will get it for you" sounds very plausible as a method of keeping patronage at home. But a special order requires special care and discrimination and often involves a far greater degree of responsibility than the ordinary selling of goods. Getting a certain article at a certain time may mean much more to the customer than the profit means to the merchant.

The special order is all right if taken in the right way and handled properly. It often means a good deal of bother and some extra expense for the merchant. Be careful about promising what you may not be able to perform. Assurances that are not carried out to the letter and articles gotten on special order that are not suited to the customer's requirements do not hold patronage—they drive it away. Fabrix.

Don't stop with making a mental note of all valuable ideas that come your way. Make pencil notes of them.

"Two In One" Tubular Silk Neck Ties

Just received a shipment of new neckwear for men, and the "Two In One" at \$2.15 per dozen is one of the good items in the line. They are plain on one side with figures and stripes on the other. Our salesmen are showing samples. 



Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Grand Rapids, Feb. 11—In the matter of Albert Nichols, operating a general store at Alto, the trustee's report of the sale of the assets to Fred D. Vos, of Grand Rapids, for the sum of \$3125 has been confirmed, and the trustee ordered to complete the sale. The trustee has been requested to file his first report and account in this matter and it is very probable that the first dividend to creditors will soon be paid.

Feb. 12—In the matter of Maynard & Andrus, clothing and general merchandise, Sparta, the trustee's report of the exempted property of the bankrupts has been confirmed. In this instance the exemptions amounting to \$500 were turned over by the bankrupts in liquidation of the preferred claim of Charles and Frank Rice against the estate.

The involuntary petition of creditors against Guy C. Longcor, general store keeper at Elmdale, was this day referred to Referee Wicks for administration. The schedules of the bankrupt have been filed and the first meeting of creditors has been called for Feb. 27, at which time creditors may be present, prove their claims, elect a trustee and transact such further business as may properly come before the meeting. The bankrupt's schedules show liabilities aggregating \$4,121 and assets of the amount of \$2,030. The following creditors are listed:

Grand Rapids Shoe & Rubber Co.	\$ 18.78
Ideal Clothing Co.	12.83
Standard Oil Co.	46.11
M. Piowaty & Son	15.25
Herold-Bertsch Shoe Co.	103.24
Grand Rapids Dry Goods Co.	207.77
Great Western Oil Co.	1.75
Jennings Manufacturing Co.	23.55
Kuppenheimer Cigar Co.	12.25
C. W. Mills Paper Co.	11.83
W. F. McLaughlin Co., Chicago	33.95
National Biscuit Co.	37.75
Saginaw Beef Co., Saginaw	58.59
George H. Seymour Co.	6.60
Valley City Milling Co.	48.92
Watson-Higgins Co.	18.00
Yuille-Carroll Co.	37.10
Johnson Cigar Co.	33.65
Carroll-Huge Co.	25.44
Michigan Hardware Co.	92.78
W. S. & J. E. Graham	42.17
Osborn, J. H. Co., Lansing	151.00
Judson Grocer Co.	418.35
C. O. Smedley	75.00
Asphalt Roofing Co., Saginaw	24.00
Freeport Milling Co., Freeport	38.00
Melzer-Alderton Shoe Co., Saginaw	171.53
Hershey Rice Mfg. Co.	59.75
G. E. Conkey Co.	22.00
U. S. Rusky Co.	13.99
Grand Rapids Savings Bank	26.50
Crowley Brothers Detroit	246.78
Hewland Hat Co., Detroit	110.38
LaCross Rubber Mills Co., LaCross, Wis.	53.40
G. R. Visner	100.00
Vicksburg Clothing Co., Vicksburg	59.00
New Home Sewing Machine Co., Chicago	13.00
G. E. Lawrence & Sons, Lansing	11.84
American Linseed Oil Co.	17.09
H. Van Eenenaam & Bros., Zeeland	16.05
Tailor-Made Clothing Co., Chicago	16.50
Vinkemulder Co.	37.95
Alvin C. Race, Lowell	300.00
Walter Nash, Gladwin	150.00
J. M. Miller, Clarksville	125.00
John Bashore, Elmdale	200.00
Henry Klahn, Alto	40.00
James Longcor, Muir	400.00
Chris Kilgus, Alto	150.00
O. H. Longcor, Mt. Pleasant	50.00
Alec. Walker, Lansing	100.00
Dudley Paper Co., Belding	3.14
E. J. Knapp Co., Belding	12.50
Wolverine Sales Book Co., Lansing	11.00
Total	\$4121.06

The stock is covered by a chattel mortgage given to H. T. Stanton, of Grand Rapids, for the benefit of creditors on Oct. 16, 1913, and some complications are likely to arise because of payments made to some of the creditors.

A voluntary petition was this day filed by Edward Heimenga, contractor, Grand Rapids, and the matter has been referred to Referee Wicks for administration. The first meeting of creditors has been called for Feb. 25, at which time creditors may be present, prove their claims, elect a trustee and transact such other and further business as may properly come before the meeting. The schedules of the bankrupt show assets aggregating about \$1,800 and liabilities to the amount of \$2,821.

The following creditors, all located in Grand Rapids, are listed in the schedules:

Jos. De Boer	\$ 50.00
Grand Rapids Lumber Co.	1,612.00
J. P. Veon	50.00
H. Schaafsma	438.00
A. C. Slootmaker	243.00
W. P. Williams	28.50
Nick De Vries	243.00
Enterprise Electric Co.	50.00
Stadt Hardware Co.	40.00
Slager & Wagner	8.32
Toledo Plate Glass Co.	58.25

Feb. 14—In the matter of Maynard & Andrus, the trustee's report of the sale of the balance of the assets of this estate to G. E. Spicer, of Sparta, for the sum of \$600 has been confirmed by the referee. The assets of this estate

have now all been sold. The preferred claims are large and the dividend to general creditors, if any, will be very small.

In the matter of the estate of Ebenezer H. Vandenberg, of Grand Rapids, the schedules showing that the estate contained no assets, the estate has been closed and the files returned to the clerk of the court.

Feb. 16—In the matter of the estate of William A. Reynolds, an order has this day been entered confirming the sale of the assets for the sum of \$325.

In the matter of the Ludington Manufacturing Co., the bankrupt having failed to file schedules, the referee has ordered the same filed by petitioning creditors.

Feb. 17—The final meeting of creditors in the matter of Eugene D. Tangney is being held this afternoon. Claims were allowed and there will, no doubt, be a small final dividend for creditors. This estate has heretofore paid one dividend of 20 per cent.

St. Joseph Referee.

St. Joseph, Feb. 10—In the matter of the National Gas Light Co., bankrupt, of Kalamazoo, a special meeting of creditors was held at the latter place and claims to the amount of \$35,268.33 were allowed. A first dividend of 5 per cent. was ordered paid. The fees of the attorneys for the petitioning creditors, trustees and bankrupt were fixed and approved and certain preferred claims for wages allowed. A second dividend of 5 per cent. was declared and ordered paid, whereupon the meeting adjourned without day.

Feb. 11—In the matter of the Mohn Wine Co., bankrupt, of Bertrand township, Berrien county, schedules were filed showing the following liabilities and assets:

Liabilities.	
Taxes due, Berrien county	\$ 216.99
Wages due employes	482.92
Secured claims	25,679.98
Unsecured claims	15,310.17
Total	\$41,690.06

Assets.

Real estate	\$12,000.00
Promissory notes face value	76.07
Stock in trade	1,999.55
Machinery, tools and equipment	2,723.50
Other personal property	108.82
Unliquidated claims	1,337.25
Total	\$18,239.19

From the above statement of liabilities and assets it is very doubtful if there will be any funds upon which to declare a dividend to creditors or even pay the actual administration expenses, unless more assets are found.

Feb. 12—In the matter of William H. Evans, bankrupt, of St. Joseph, the bankrupt's attorney filed his brief on the matter of objections to the bankrupt's specific exemptions. The attorneys for the petitioning creditors, who are opposing the allowance of the exemptions, also filed a brief denying the bankrupt's right to exemptions. The referee has taken the matter under advisement.

Feb. 14—In the matter of Herbert J. Levey and Harry J. Lewis and Levey & Lewis, copartnership, bankrupt of Kalamazoo, an adjourned first meeting of creditors was held at the referee's office and claims allowed, and the meeting further adjourned for five weeks.

In the matter of James Ingersoll Lay, bankrupt, of Decatur, the adjourned first meeting of creditors was further adjourned for three weeks, at which time the hearing on the petition of the trustee to declare null and void certain chattel mortgages will be decided by the referee.

Feb. 16—In the matter of the Mohn Wine Co., bankrupt, the first meeting of creditors was held at St. Joseph. John St. Clair, of the same place, was appointed trustee, his bond being fixed at the sum of \$100. Looms A. Preston, of St. Joseph, and Luke J. Torney and O. A. Fuikerson, of Niles, were appointed appraisers. The examination of the officers of the bankrupt for the purpose of the first meeting was continued to Feb. 24 and the officers ordered to appear at said date, at which time the first creditors meeting was adjourned.

In the matter of the National Gas Light Co., of Kalamazoo, the trustee has filed objections to the allowance of the claim of the John Dunlap Co. of \$2,222.72, alleging as grounds for objections that within the four months period the claimant received certain preferences from the officers of the bankrupt.

Feb. 17—In the matter of William C. Snyder, bankrupt, of Baroda, the trustee has filed his supplemental final report and vouchers showing the distribution of all the funds of the estate. The trustee has also engaged counsel for the purpose of objecting to the bankrupt's discharge when the matter comes up for hearing before the district judge.

The merchant who waits for a pull to drag him into a business success will find that push and not pull is what produces and delivers the goods.

When the truth about the goods is not strong enough to make them sell, the trouble is with the goods rather than with the salesmanship.

STATE OF MICHIGAN.

The Circuit Court for the County of Ionia, 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.

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
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Use Tradesman Coupons

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.

THIRTY ANNUAL MEETINGS

Held by the Michigan Dairymen's Association.*

It will be impossible to write a history of the Michigan Dairymen's Association without being more personal perhaps than would seem warranted, but as the history of this Association has been made principally by the labors of its officers—a few men to whom I will try to give full credit as I progress—and as so many of the best years of my life have been devoted to it, I trust you will pardon the personalities that I am obliged to use in order to give you an approximation of the facts.

During the years between 1880 and 1890 there were many more successful cheese factories in operation in the State than creameries. This was no doubt due to the fact that these were the first in the field to manufacture the farmers' surplus milk into a merchantable article in a factory. Before this period, many cheese factories were in operation, paying their patrons a good price for milk. Compared to the old plan of setting the milk in pans, making butter and selling it to the country stores for such trade as they could get, this was an infinitely better plan.

From about 1880 to 1885 the State was overrun by creamery sharks. These were men who promoted stock companies to build and equip creameries. They organized companies and built creameries where there was no possible chance for success. They built the buildings, furnished all the machinery and a man to make the butter at a big salary, and last but not most important of all—collected the cash and took it all to pay for their outfit, leaving the company without a cent to do business with.

It was a new business. No one understood anything about it and it is no wonder that so many made utter failures of it, so soon after starting up. Some never turned a wheel, but went into bankruptcy at once. A few, however, where there were plenty of cows and good business men to help manage them, made a success from the start and have been in constant operation ever since.

The Michigan Tradesman and Michigan Dairymen, (now the American Cheesemaker), both published at Grand Rapids by Mr. E. A. Stowe, took up the matter and cautioned farmers against these promoters, but they still found easy marks in spite of all Mr. Stowe could do. He then wrote personal letters to the most prominent dairymen to get their views relative to organizing a State association and received so many favorable replies that he issued a call for a meeting to be held Feb. 25 and 26, 1885, in Grand Rapids.

Fifty-three people responded to a roll call and of these thirty-three joined the Association. About twenty-five were cheese men, eight were private dairymen, two creamery men, six manufacturers of dairy goods and one editor. A committee formulated a constitution and by-laws which were later adopted.

Hon. S. L. Fuller acted as chairman and E. A. Stowe as secretary.

Several papers were read and everybody entered into the discussions. An exhibit of dairy utensils was made as follows:

Five butter tubs, three churns, one milk setter, three cabinet creameries, one test churn, one barrel salt, one butter printer, one transportation can.

Six small crocks of dairy butter were scored on a fifty-five point score as follows: Quality, 10; flavor, 10; keeping quality, 10; salt, 5; texture, 10; color, 5; total, 55.

No. 1 scored 18½; No. 2, 14½; No. 3, 34; No. 4, 18½; No. 5, 19; No. 6, 32.

Annual meetings and list of officers to date are as follows:

*Paper read at annual convention by Samuel J. Wilson, of Flint.

1st. Feb. 1885, Grand Rapids, Hon. S. L. Fuller, president, E. A. Stowe, secretary.

2nd. Feb. 1886, Kalamazoo, Milo Wiggins, president, E. A. Stowe secretary.

3rd. Feb. 1887, Flint, George B. Horton president, E. A. Stowe, secretary.

4th. Feb. 1888, Adrian, George B. Horton, president, E. A. Stowe, secretary.

5th. Feb. 1889, Jackson, George B. Horton, president, E. A. Stowe, secretary.

6th. Feb. 1890, Allegan, George B. Horton, president, E. A. Stowe, secretary.

7th. Feb. 1891, Lansing, George B. Horton president, E. A. Stowe, secretary.

8th. Feb. 1892, St. Johns, E. N. Bates, president, E. A. Stowe, secretary.

9th. Feb. 1893, Flint, E. N. Bates, president, S. J. Wilson, secretary.

10th. Feb. 1894, Saginaw, E. N. Bates, president, S. J. Wilson, secretary.

11th. Feb. 1895, Adrian, E. N. Bates, president, S. J. Wilson, secretary.

12th. Feb. 1896, Lansing, E. N. Bates, president, S. J. Wilson, secretary.

13th. Feb. 1897, Charlotte, James N. McBride, president, S. J. Wilson, secretary.

14th. Feb. 1898, Ypsilanti, James N. McBride, president, S. J. Wilson, secretary.

15th. Feb. 1899, Grand Rapids, E. A. Haven, president, S. J. Wilson, secretary.

16th. Feb. 1900, Detroit, E. A. Haven, president, S. J. Wilson, secretary.

17th. Feb. 1901, Agricultural College, Fred M. Warner, president, S. J. Wilson, secretary.

18th. Feb. 1902, Agricultural College, Fred M. Warner, president, S. J. Wilson, secretary.

19th. Feb. 1903, Agricultural College, Fred M. Warner, president, S. J. Wilson, secretary.

20th. Feb. 1904, Lansing, Fred M. Warner, president, S. J. Wilson, president.

21st. Feb. 1905, Grand Rapids, Fred M. Warner, president, S. J. Wilson, secretary.

22nd. Feb. 1906, Jackson, Colon C. Lillie, president, S. J. Wilson, secretary.

23rd. Feb. 1907, Saginaw, Colon C. Lillie, president, S. J. Wilson, secretary.

24th. Feb. 1908, Battle Creek, Colon C. Lillie, president, S. J. Wilson, secretary.

25th. Feb. 1909, Grand Rapids, Colon C. Lillie, president, S. J. Wilson, secretary.

26th. Feb. 1910, Detroit, T. F. Marston, president, S. J. Wilson, secretary.

27th. Feb. 1911, Bay City, T. F. Marston, president, Ed. Powers, secretary.

28th. Feb. 1912, Kalamazoo, T. F. Marston, president, Ed. Powers, secretary.

29th. Feb. 1913, Saginaw, Fred Eldridge, president, W. H. Bechtel, secretary.

30th. Feb. 1914, Grand Rapids, Fred Eldridge, president, George H. Brownell, secretary.

Mr. Stowe was Secretary of the Association for the first eight meetings. These were fairly well attended, especially those at Flint, Adrian and St. Johns. But the people would not respond with membership fees enough to put the Association upon a paying basis. Mr. Stowe resorted to every scheme he could think of, but was always obliged to advance all the expenses from one meeting to another, depending upon the members' dues to reimburse him. Sometimes he got back enough, but more often he did not. We always patted him on the back and voted him a salary each year, which, owing to the condition of our finances, was never paid. He lived from one year to another in the hope that times would change and

that the next would surely pay out.

This became an old story and at the seventh meeting at Lansing he asked to be relieved of the office; but we re-elected him against his wishes and he served until after the next meeting, which was held in conjunction with the Stockbreeders and Woolgrowers' Associations of Clinton county at St. Johns. This brought out a large local attendance, but there was so much that did not pertain to dairying that our members did not take kindly to it. We were still indebted to the Secretary and he asked again to have some one else elected in his place. Taking him at his word, they elected James Slocum, of Holly. So little interest was taken in the election that only thirteen votes were cast—six for Stowe and seven for Slocum.

It was many years later before I knew how much hurt Mr. Stowe was over this action and I think it was one of the greatest mistakes the Association ever made. He had done all the work thus far, had furnished all the means to pay the expenses from one meeting to the next, and it hurt him more than one can tell to see how little the members appreciated his efforts. To him should be given all the credit for organizing and financing the Association during the first seven years of its history.

Mr. Slocum became disgusted because he could not obtain the stenographic report of the previous meeting for publication and resigned before he had any work to perform.

The next or ninth meeting was to be held in Flint. The President, Mr. Bates, appointed me Secretary to fill the vacancy and prepare the programme. I started on my duties at once, or about the middle of November, 1892.

We had a successful meeting, raised money enough to pay me for all that I had advanced the Association, and were even with the board for one of the first times in our history.

Mr. Stowe was present and we tried hard to induce him to accept the office again, but he would not. I was induced to assume the office with the understanding that, during the year, they would find some one else to take it. I was re-elected from year to year and served for eighteen years with varying success, as will be seen as I progress.

The tenth meeting, held in Saginaw, February 14 and 15, 1894, was the most discouraging of any in the history of the Association. The President, Secretary, his wife and his stenographer and the janitor comprised the audience at the first morning session. There had been a terrible storm and the trains were all snowed in. We adjourned until after dinner, when a few stragglers appeared, among whom was Prof. C. D. Smith, who was a new man at the Agricultural College and who proved to be a live wire in our meeting for years. He did more to help the dairy business in his time (both Association and throughout the State) than any other one man. We tried hard on many occasions to get him to accept the Presidency and to recommend someone at the College for Secretary, but he always refused both on the grounds that it was better to keep the Association out of politics, utterly independent of the State College or entanglement with any of the State Departments.

There were not over twenty-five or thirty people present at any session. The discussions were good, but the meetings were a dead failure, financially. No one wanted any office. All were discouraged. Some talked of not trying to have another meeting. A consultation was held and Mr. Bates agreed to take the office of President again if I would consent to continue as Secretary. I broached the idea of publishing a programme to help out the finances. No one had any confidence in its success, but it was arranged that I should under-

take it on my own account, providing I took the whole responsibility and expense. It was agreed I could have all I could make out of it.

With this understanding I accepted the office and Mr. Bates was re-elected President. I paid all the bills for this meeting and furnished my own stenographer, except about \$10 in membership fees, which was all that was paid in.

The eleventh meeting was held at Adrian February 5, 6, and 7, 1895. Vice-President J. N. McBride, with my stenographer and myself, arrived in the forenoon in a hard storm. We went to the hotel and sat around until after dinner. There was no one in sight on the streets and we felt about as discouraged as we had the year before at Saginaw.

At last we concluded we had better go to the court house and see if anyone was there. No one was in sight except the janitor out in the hall. We asked him if any one was there. He said "yes, a few," and showed us the room in which the meeting was to be held. When we walked in we were so surprised our hearts skipped a few beats. Such a sight! Every seat filled and people standing in all the aisles, the desks filled with potted plants and flowers, all waiting for us to begin. It took us a moment to fully recover from our shock. This meeting was the best in our history and it put a lot of ginger into us all. The bankers were to have given us a banquet but, through some misunderstanding of their own, gave it up. However, our former President, George B. Horton, took it upon himself, gave us the banquet at his own expense and invited all the bankers to it. It was a splendid affair and fully appreciated by all.

This meeting was a financial success. We had a good attendance at every session, and after paying all our expenses, showed a balance of \$53.81 in the treasury. I was voted \$25 for my previous services and, as this was the first time there had ever been any real balance to pay the salary voted, the book was given the credit for it, as well as for the good attendance. Much new blood was incorporated into the Association at this meeting and we all went home feeling good.

For this meeting I worked up the first issue of the Michigan Dairy Book as I called it. It was the first printed programme we had ever had and so well considered that the members gave me a rising vote of thanks and requested me to continue it. This I did until it was taken away from me by a vote of the convention in 1909, leaving it to the directors who, in turn, directed me to get it out and turn all the profits into the treasury of the Association. This I did.

At the fourth meeting held at Adrian, we could not get enough new members or enough renewals from the old members to meet our expenses and an appeal was made for life members on the basis of \$10. The first man to respond was D. M. Richardson of Detroit, who had made a fortune in the manufacture of matches. He was upwards of 80 years old at the time, but made a ringing appeal which resulted in several additions to the list, including S. J. Wilkerson, of Dundee, J. H. Monrad, of Winnetka, Ill., A. W. Wright, of Alma, and myself. Later Helmer Ribald, of Grand Rapids, took a life membership. These are the only cash life members. The others have been voted life members by the regular members, on resolution for service.

Legislation.

In 1887 Mr. Stowe prepared a bill to have our annual reports printed by the State. This was presented in the House by Hon. F. A. Wilson, of Clare county, supported in the Senate by Hon. E. N. Bates, of Allegan county. It was enacted and signed by Governor Luce, March 21, 1887. It gave us 3,000

copies for free distribution. In 1899 it was incorporated in the public printing act and the number cut down to 500 copies.

This is still in force. All that is necessary to get our reports the same as we used to is for the Secretary to prepare the matter for the printer and send it on in accordance with this statute. There is no expense to the Association attached to it.

After being elected Secretary I succeeded in procuring the stenographic report of the ninth meeting which caused Mr. Slocum to resign and had it printed with that of the tenth meeting.

At the eleventh meeting at Adrian we decided to ask the Legislature for an appropriation of \$1,000 per year. A bill was prepared and John I. Breck of Jackson, and myself were appointed to go before the Legislature to work for it. We found that in order to receive it we would have to be incorporated. We prepared a bill for that purpose and it was passed April 26, 1895. We were incorporated under it July 11 the same year.

The act appropriating \$1,000 per year for two years only was passed and approved June 1, 1895. It was spent in judging the butter and cheese, demonstrating the Babcock test and giving lectures at the fairs, but it did not meet our expectations and we did not ask to have it renewed.

In 1889 and every year thereafter we adopted resolutions asking for a Dairy and Food Commissioner. Bills were prepared but not passed and in 1893 when one did finally pass, the Horticultural and Fruit Growers' Associations, which had held meetings earlier in the season, asked us to join with them. The result was they claimed they were the originators of the bill. Mr. Stowe, however, showed through the press that we had been at it for four years before they had done a thing toward it.

We originally intended to have the applicants for inspectors pass an examination at the Agricultural College as to their ability, but the office has been used more as a place to reward political workers, many times without any regard to their fitness for the work.

In 1899 I formulated a bill for an annual appropriation of \$300 per year. By this we did not have to go before the legislature every two years and ask to have it renewed. It was passed and approved June 23, 1899. This was continued without any trouble, until in 1907, when our President, Mr. Lillie, thought we should ask for a larger amount. As a result Act No. 289, giving us \$500 per year for two years only was passed and our annual act repealed. I had cautioned against doing anything that would endanger this, as I felt it was better to have the \$300 right along without any fight for it, than a larger amount which we would have to go back and fight for every two years.

At the expiration of this act we did try to have it renewed, but it was cut down to \$300. We had the benefit of the appropriation for two years more by Act No. 263 of the 1909 Legislature.

This expired in 1911, since which time no effort has been made to procure State help. I believe that steps should be taken to secure the passage of an act for an appropriation of about \$300 annually to assist in the good work.

The Association has helped the enactment of an anti-color law both State and National. It has been instrumental in amending the dairy and food laws from time to time. It was through agitation in our meetings that the dairy building at the Agricultural College was built and that dairying became a regular course of study there.

In the eleventh and twelfth (1895-96) reports I secured the cuts of some of the prominent speakers and had them interspersed through the pages.

This was a great improvement, but after two years the State Board of Auditors refused to stand for the few pages extra expenses. I think this was a great mistake on their part, as the people like to see those who write papers and enter into the discussions.

I have said that the Association as originally organized was composed of cheese men and private dairymen and the papers and discussions were mostly along those lines. There were but few creameries and they were operated on the cream gathered plan. Shot-gun cans were used to separate the cream and the promoters argued that one inch of cream was just as good as any other.

The first separator discussion was at our sixth meeting and the prevailing argument was against them, as several had exploded and killed the operators and they were considered dangerous in the factories. The private dairies were too small to make them pay. This was before the day of the hand separator.

The first display of separators of any account was made at our twelfth meeting at Lansing. The DeLaval Separator Co. put up a working model factory, bought milk, separated it, churned and made the butter. It attracted a great deal of attention. Prior to this time cheese men and private dairymen had predominated in our meetings but with this meeting the creamery men took things in their hands and since then have had everything their own way. In fact, our meetings have become so nearly creamery meetings, to the exclusion of everything else, that the cheese men are losing all interest.

Our fifteenth meeting was held in Grand Rapids. The feature of the meeting was a complimentary banquet tendered the organization by E. A. Stowe. An amusing feature of the banquet was the action of a son of ex-Governor Hoard in monopolizing most of the evening with a fulsome eulogy of Hoard's Dairyman which disgusted all those present, although the speaker knew that the entire cost of the banquet was borne by the publisher of a dairy paper who was so modest that he did not even mention the name of his publication on the menu card.

Prior to the twentieth meeting at Lansing we always had plenty of room in an ordinary store for all our exhibits, but at this meeting we had to crowd them up and some ill feeling was created thereby. This was still further aggravated at the next meeting at Grand Rapids, when it became necessary to mark the room off in spaces and place each exhibit. This made some of our oldest exhibitors feel bitter towards me, as several wanted the same place and I had to decide between them. C. J. W. Smith, of the Creamery Package Co., suggested that hereafter the room be blocked off in spaces and sold to the exhibitors. This was a good suggestion, but was not acted upon until our twenty-fourth meeting.

At Battle Creek I had a diagram of the building prepared, showing the spaces, their size, and price. I sent one to each prospective exhibitor. The spaces were all sold and the exhibitors were all perfectly satisfied as they knew right where they were located and just how much space they were going to have. This plan has continued to give good satisfaction. Since this plan was adopted we have not made any solicitations for our premium fund, the cash received for exhibition spaces all going for that purpose.

No premiums were offered or given prior to the twelfth meeting, when some of the manufacturers offered special first premiums on butter and cheese made with their machines or salted or colored with their salt or color. This was continued for seven years and premiums to the amount of \$1,225 were offered. About one-third were actually secured. They were al-

ways offered as first premiums and could only be won by a certain few. Generally two or three persons won about the whole number. Many prizes were offered that did not get in at all. Only one separator could win first prize. Other companies did not have to pay, as the butter was not made with their machine. It was the same way with everything else. Everyone was disgusted. Even some of the manufacturers themselves proposed that we cut out all special premiums and take a cash donation in its place.

At our eighteenth meeting, held at the Agricultural College the following petition was presented: (found on pages 87-88 of 1902 report.)

We, the undersigned respectfully suggest that your Association adopt resolutions barring all special or side premiums at future conventions, believing that it would be more equitable and satisfactory to those entering butter for competition as well as to contributors, if all donations are made in cash to be applied to the general premium fund.

Creamery Package Co.
Worcester Salt Co.
Genesee Salt Co.
Wells & Richardson Co.

Prof. Smith moved and it was carried that hereafter no side premiums be accepted. Beginning with the next year (1903) we cut out all special premiums and asked the manufacturers and commission men to contribute to a cash premium fund and we secured \$150; 1904, \$200; 1905, \$225; 1906, \$325; 1907, \$325; total, \$1,225 for five years.

In 1908 at Battle Creek we sold the exhibition spaces for the first time and used this for premiums, instead of soliciting contributions. In 1908 we had \$450; 1909, \$500; 1910, \$500; a total of \$1,450 in three years and a total of \$2,675 in eight years.

Michigan Dairy Book.

I have explained how the book was conceived and received. Now I will tell you how it helped build the Association by increasing the exhibits and attendance. In the first book I succeeded in procuring only enough advertising to pay the printer, but nothing for my labor. I also secured a reduced fare on all railroads on the certificate plan and I advertised

our first banquet. Two thousand copies were printed and sent to all the creameries, cheese factories, dairymen, manufacturers of dairy goods and commission men of whose addresses I could learn. This brought out a large attendance.

For the twelfth meeting, in 1896, I published a list of factories and put so much non-paying matter in it that it nearly swamped me. In fact, I lost money that year. The Association had the benefit and I had the experience.

I also secured a nice list of special premiums (our first); also special rates on the railroads on the certificate plan. That is, I had to gather up the tickets until I had 100, then the special railway agent and I had to date and sign them and return them to the owners. This was continued until 1907 (eleven years), nine years I did the work all alone, as well as look after all the exhibits and the different sessions of the convention.

Many times I sat up until nearly morning to get them out, only to have a terrible time in getting them sorted and returned to the right parties. This made a lot of extra work for me and the last two years we had grown to such an extent that I had to have help. Since then we have not been able to secure any reduced rates and the future secretaries will not know what they have missed.

With the third book I began to make a little something for myself over the printing bill, but I never made any more than fair wages for the time spent by myself and stenographer upon it.

The first complaint on my publishing the book came in 1903. The meeting was held at the College and the exhibit was down town in a vacant store. We had more goods than space, so that I had to crowd up from my first allotment and one of our oldest exhibitors got mad. With a few others he raised a howl about the large amount of money I was making out of the book.

The next year at Lansing the Sharples Separator Co.'s advertisement occupied the whole front cover page and the same crowd raised another kick and threatened to withdraw and organize a buttermakers' association.

Mr. Store Owner More Trade is in Your Grasp

Does your business go on day and night? Is your store easy to find after dark? Or do you let the valuable night-time trade go to your competitor?

Why don't you adopt the best and cheapest form of outdoor advertising? A Tungsten Electric Sign will work for you incessantly. Weather conditions do not affect it in any way. It burns your trade message deep in the mind of EVERY passer-by, EVERY night.

Electric Signs Compel Attention

The pure white brilliance of a Tungsten Electric Sign makes it easily seen and read blocks away. A Tungsten Lamp gives 2½ times as much light as a carbon lamp using the same amount of electricity.

Why not let us send a man to talk this matter over with you and show you just how little a sign will cost you? Just phone Citiz. 4261 or Bell M. 797.

THE POWER CO.

These same kickers joined forces with Colon C. Lillie the next year at Grand Rapids to elect a new set of officers and virtually turn the Association over to the Dairy and Food Department by electing Lillie President and one of his inspectors Secretary. Their work had been done so quietly that my friends did not find out about it until after he had been elected President, when Mr. Breck spoiled his plans by getting up and making a nice speech nominating me for re-election. This was not as Mr. Lillie had planned. It brought him to his feet to nominate his protegee, Mr. Shellinberger. The two speeches opened the members' eyes to the real situation and when the ballot was counted I was elected by a vote of sixty to thirty-three. I never received so many congratulations. very few came forward to congratulate Mr. Lillie and many remarked that if the vote was to be taken again he would not have been President. For the next three years Mr. Lillie was so busy looking after his own re-election that he took no open part in opposing me. I kept right on in working up the book and making it and the meetings better each year. I always worked the manufacturers and commission men for their advertisements and urged them to exhibit and attend the meeting.

From 1903, the date we cut out special premiums, we had a steady growth in members and finances until the year 1910. This growth is traceable to the Michigan Dairy Book.

Due first, to the hundreds of letters written to the manufacturers and commission men to procure their advertisements and exhibits for our meetings.

Due second, to sending so many copies (2,500) broadcast over the State to all the creameries and cheese factories and most prominent dairymen and thereby inducing them to attend.

Due third, to the fact that we advertised and paid cash premiums offered in such a way that all stood a good chance to win something.

Due fourth, to keeping our word that our next meeting would be better and that we would have a larger exhibit than our last.

Nineteen ten marked the last issue of the little book I conceived and brought forth in 1895.

In 1911 Mr. Powers, the new Secretary, and the officers made a combined effort to hold the ground we had gained, but in spite of their efforts there was a noticeable falling off in members and exhibits.

Mr. Powers published a programme book, but from what I can learn it was a financial failure. In his announcement he stated, "It is not a very complicated matter getting up a book of this kind." Since then no attempt has been made to publish another.

There was more space taken and a larger exhibit of dairy machinery made at Detroit in 1910 than at any meeting in our history and I believe larger than at any State dairy meeting held before or since. While the memberships and exhibits of dairy products began to fall off in 1907, this was our banner year for display.

It will be seen from this that we reached our zenith in 1907 with 501 members, but as no report has been published since 1911, no figures are obtainable since that date.

This also shows that 749 out of a possible 972 shared in the premiums during those nine years.

Auxiliary Meetings.

At our 1905 meeting the following resolution was adopted:

Resolved—That it is the sense of this meeting that at least four meetings shall be held in different parts of the State of special interest to the dairymen and that the annual meeting be devoted largely to the interests of the buttermakers and cheesemakers of the State.

C. C. Lillie was elected President of the Association at this meeting. He was the author of the resolution and at our directors' meeting he was insistent upon holding the meetings. I opposed it on account of our limited means, but under the plea that we could secure enough memberships to pay the expenses I finally gave in. We started in August, 1906, at Fremont and held meetings as follows:

Place	Year	Expense
Fremont	1906	\$40.92
Alma	1906	34.54
Adrian	1906	38.09
Traverse City	1907	70.44
Brown City	1907	41.49
Coopersville	1907	36.67
Galen	1907	39.96
Mancelona	1907	67.83
Fremont	1908	70.10
Cass City	1908	45.77
Hesperia	1908	45.61
Tecumseh	1908	42.17
Salem	1908	42.17
Cranston	1908	44.98
Traverse City	1908	44.98

Total	\$447.05
Less Cr.	3.33
Total Dr. less Cr.	\$443.72

one else mentioned anything about membership fees to help pay the expenses, although Mr. Rozema sent me four from Fremont and I received fifteen from Traverse City. From then on no one would pledge anything and no more meetings were held.

I attended these meetings and did all the extra work for my actual expenses when away from home. I am still of the same opinion I was before we started, that our means did not warrant any such undertaking. I also think it is a mistake to have the Dairy and Food Commissioner or his deputies who are usually appointed to pay political debts spend their time running from one end of the State to the other at the expense of the tax payers to hold dairy meetings. I do believe, however, that these meetings should be held, but should come through such institutions of learning as the Agricultural College where politics do not play quite so near the front of the stage.

We spent \$443.72 more than we took in and this Association is simply out that much in trying to demonstrate that we could fly without wings.

Place	Year	Expense	Rec'd membership fees	Dr.	Cr.
Fremont	1906	\$40.92	23	\$ 17.92	\$
Alma	1906	34.54	21	13.54	
Adrian	1906	38.09	1	37.09	
Traverse City	1907	70.44	36	34.44	
Brown City	1907	41.49	40	1.49	
Coopersville	1907	36.67	40		3.33
Galen	1907	39.96	27	12.96	
Mancelona	1907	67.83	46	21.83	
Fremont	1908	70.10	4	66.10	
Cass City	1908	45.77	9	36.77	
Hesperia	1908	45.61		45.61	
Tecumseh	1908	42.17		42.17	
Salem	1908	42.17		42.17	
Cranston	1908	44.98		44.98	
Traverse City	1908	44.98	15	29.98	
Total		\$447.05			
Less Cr.					3.33
Total Dr. less Cr.		\$443.72			

In 1907 we passed a resolution that the town in which a meeting was called, must pledge us forty members. These meetings were well attended and, no doubt, resulted in much good. That they were a success can be accounted for by the fact that Mr. Lillie was Deputy Dairy and Food Commissioner, drawing a large salary, and all his expenses from the State and that he always had from two to four of his inspectors on the programme to help out. With this large salaried expense paid crowd, plus what help we obtained from the Agricultural College, we always had a good programme with a strong list of speakers and good meetings. I attended the first six and also those at Mancelona and Cass City to work up the memberships. At Fremont, Alma and Traverse City they responded fairly well, but at Adrian I only succeeded in getting one (Mr. Helme). The next year it was easier, as in most cases they came up to our requirements.

The meeting at Cass City was held during a hard storm. The attendance was small and I only secured nine. This was the last Auxiliary meeting that I attended and cannot see from the reports that the President or any-

Our Officers.

Mr. Fuller was an old man and took a great pride in being our first presiding officer, but his age and health prevented his attending any more of our meetings.

Mr. Wiggins was a cheese manufacturer and made a good President for the year that he served, but he has never attended any of our meetings since to my knowledge.

Mr. Horton was in the prime of his life when elected. His father was the pioneer cheese manufacturer in this State. He was brought up in the business and owned several factories at that time, so he was right in everyday touch with the business. His executive ability helped greatly when we were young and in the stage of incubation. During his five years as President he did everything he could to help us along.

Mr. Bates, who followed him for the next five years, had only held the office one year when the change was made in the Secretary's office, which made it much harder for him. With the poor meeting at Saginaw he was ready to quit and only through great persuasion was he prevailed upon to accept another term. His experience in the State Senate was a great help to him and to us. He was one of our best Presidents.

In 1897 and Mr. James N. McBride was our President. He was a young man, a private dairyman, who made fancy butter for a critical private trade. He was an optimist in the dairy business. He, like Mr. Bates, presided at one of our most discouraging meetings at Charlotte.

Mr. E. A. Haven, another young man, was elected and presided at our meetings in Grand Rapids and Detroit in 1899 and 1900. He was a

cheesemaker and an able man along that line.

Mr. Fred M. Warner followed for five years or until he was elected Governor. He was one of the largest cheese factory owners in the State and his interests were more along those lines. Still he was always interested in all the other branches and tried to bring out all there was in every question. By his courteous treatment he won many friends who helped nominate and elect him Governor of the State.

Mr. C. C. Lillie was elected in 1905 and served for five years. He was an entirely different type of a man from any of his predecessors. There is no question but that he was the best posted all around farmer and dairymen that had filled the office thus far. He was a capable and forceful talker along any line and entered into the discussions freely. He was aggressive and brought out all the points on every subject, but was acrimonious to the point of being abusive many times when things did not go just to suit him. He would abuse his best friend just as quick as any one else when crossed in debate or the fur was rubbed the wrong way. Still, with all his faults he made one of our best Presidents. His four years' service was during a portion of the time of our greatest prosperity and he takes all the credit for it himself.

At our meeting in Grand Rapids in 1909 he was not a candidate for re-election, but attempted to dictate who should be elected to all the different offices. He was doomed to disappointment as all his slate was defeated.

Mr. T. F. Marston was elected and filled the office for three years. He was a milk producer for city consumption and the first from that line of the industry to be elected to that position. He presided at the general meetings at Detroit and Bay City in a capable manner. At this time a new plan was adopted whereby a different presiding officer had charge of each session, thus relieving the President of a portion of his duties. His second year was spent breaking in a new Secretary and, owing to sickness in his family, he was unable to attend the meeting at Kalamazoo.

Mr. Fred Eldridge was elected to succeed Mr. Marston. He is a successful creamery man and is still holding the office. He has had a change of Secretary twice during his term and has managed to live through it and is still giving good satisfaction.

In the earlier period of our history the President and Secretary-Treasurer met and planned the programme and meetings, after which the Secretary did all the work, even to financing the Association from one meeting to another. Mr. Stowe did all of this and more too. He contributed a large amount of space in each issue of his papers to saying something good about the Association and urging people to attend the meetings. His columns were open to members all the time and many took advantage of his generosity to express their views. As I have previously stated he performed his duties as Secretary and financier in such an acceptable manner that he should have been continued in office indefinitely.

Mr. Slocum does not count in our history except to show how the office was handed down to me.

Of my own work I will say that attending our meetings was my only vacation from my business for a great many years and I have enjoyed them all. I have always looked forward to the meeting with the friends I have amongst you with a great deal of pleasure. The trials that once beset me are over. The sarcasm that was aimed at me by a few who could not run me to suit themselves did not penetrate me, but slid off like water from a duck's back. If there is any feeling left it is not on my part.

It is not necessary to say anything

Year	Members	Less auxiliary members	Members at auxiliary meetings	No. of exhibits	No. who secured premiums
1903	130			60	48
1904	144			60	55
1905	220			74	58
1906	285	204	81	141	135
1907	501	348	153	118	69
1908	396	368	18	124	117
1909	417			144	106
1910	397			154	99
1911	355			97	62
Total exhibits and premiums				972	749

more about my work, as I have explained it as I went along, but I can assure you that I always tried to do my best.

Mr. Powers, who followed me as Secretary, had belonged to the Association for a great many years. He had been an Inspector for the Dairy and Food Department for several years traveling over the State and had a large acquaintance. He had an idea that anyone could do the work and not interfere with his regular occupation, but he soon found differently.

The President and directors took hold at the next meeting in Bay City and did most of the work to make the meeting a success. The cheese men were to have had a session, but there was no one to go ahead and get them started off, so they gave it up and the stenographer who had the job under contract sat around all afternoon without doing a tap. There was lots of dissatisfaction amongst the exhibitors, many saying they would never exhibit again.

The next year at Kalamazoo the directors again stepped in and did nearly all the work. They had to take charge of about everything. The Secretary was invisible most of the time. No one could find him. No one seemed to know where he kept himself and, but for the directors, the meeting would have been a failure. At the end of the year the directors had a terrible time in getting any settlement. The Secretary went to the meeting to settle and forgot to take his books along and when they did get the records they were so jumbled that it was a hard matter to tell anything about them. He did not prepare his report for the printer, as was his duty, and no report has been printed. He was a much poorer man for the Association than Mr. Slocum, for the latter knew enough to resign before he began.

Mr. Powers was succeeded by Mr. W. H. Bechtel, who served last year at Saginaw. From what I could see and learn at the meeting he gave good satisfaction, although he was defeated for re-election. This, no doubt, was caused largely by his having changed his occupation. He did not publish any report of his year's work or try to obtain the copy for the previous year's work, so we are now two years behind with our proceedings.

At this writing it remains to be seen whether Mr. Brownell, who is the present Secretary, can hold down the office acceptably or not. I hope that he can, as it is an office in which a man can do more work and get more curses for the pay than in any other office I know of.

He should certainly publish his present year's work and procure that of the former two years, so as to have those also published and bound in the same book. All that is required is to get the matter in shape for the State Printer, send it on, get an order from the State Board of Auditors for it, read the proof as sent, make the indexes, and the State will do the rest.

Prof. Victor C. Vaughan, who discovered the active principal of milk and cheese poison, which he designated tyrotaxicon, attended every convention for the first six or seven years, including the initial meeting at Grand Rapids. He listened to the papers and discussions with much interest and always took an active part in the proceedings of each convention. His presence at the meetings was a source of satisfaction to the members, on account of his prominence as a scientist and his modest and unassuming manner.

I have mentioned the poor meeting we had Chalotte. It was a failure all around. But we had in attendance a bright young man, Mr. Azro Fletcher, who was manager of the Ypsilanti Dairy Association, which was the largest creamery at that time. He invited us to hold our next meeting at that place, guaranteeing any deficiency in our expenses. We accepted

and when the meeting was over did not have enough to pay our bills. He turned in the premiums his creamery had won and, together with myself, went out amongst the bankers and business men. We raised the balance, a total of \$20. Shortly after this he was killed in his creamery by the bursting of a large steam pipe. The Association lost a good man by his untimely death.

Another faithful member who has gone from us is Ira O. Johnson, who was Vice-President for five years during Mr. Warner's term of office. He was a faithful worker, always on hand and should have been elevated to the Presidency, but was turned down by the politicians who had been promised positions. This was a shame and he felt it as long as he lived.

Another man who is to be admired for sticking to the Association and for his constant attendance is our present Vice-President, Mr. F. H. Vandenoomb, of Marquette. It costs him more to attend than those who live below the Straits, but he is always on hand. If all the dairymen whose railroad fare would not exceed \$5 would be as faithful, there would not be a hall in the State large enough to hold them.

I have attended every meeting since we were organized but two, and it has been a strange sight to see some of these who make the most noise about how things should be run and the most enthusiastic in the discussions soon fall by the way and are never heard from again and when I see a man like Mr. Vandenoomb come so far at such a great expense, I admire him. He is with us while some of those who have done so much to divide and disorganize are home or laid on the shelf to dry.

There is an old saying that history repeats itself, that people do not take advantage of the experience of their predecessors. It would seem to be the case here.

We have passed through a period of accepting special premiums and adopted resolutions against them. Also we saw the bad effect of offering a first, second and third premium in the different classes and changed that. Still in the face of these resolutions and our former experience our officers are going back over the same ground again and we will soon be right where we were years ago with nothing but special premiums which so few can win, allowing a great majority to go home dissatisfied.

Perhaps a little advice from one who has had long years of experience will not be considered out of place at this moment and be accepted in the same spirit in which it is given.

1. When you find a man who has the tact to keep all the different dairy interests in line, working harmoniously together, one who has executive ability to manage the whole thing, and can keep pleasant, not letting unpleasant things rattle him, one who is willing to work for less pay than at any other job, and has pride enough to keep it up, keep him as long as he will stay on the job. The longer you keep him the better service he can render, as you can not raise a good Secretary in one year.

2. When you do find a man of this kind, let the Executive Committee meet, plan the programme and work for the next year, turn it all over to the Secretary and make him responsible for it. Do not attempt to do it yourselves, for too many hands in the kettle spoil the broth.

3. Have him get out a programme book, with all the advertisements he can get. The more the better. Give him a good large percentage of the profits for his labor. With an issue of 2,500 well distributed, your meeting would be well advertised and the attendance and exhibits increased.

4. Cut out all first, second and third premiums, all special premiums and cups and offer your premiums in

such a manner that as many may win as possible.

5. Unite all the different dairy organizations in such a manner that all the papers and discussions will be taken and turned over to our Secretary who will edit them and have them published in our annual report.

There is no reason why this Association should not be on a sound financial basis and be able to give from \$300 to \$500 in cash premiums each year offered in such a way that 100 or more members could win a portion.

In this way you will win back the buttermakers and cheesemakers and interest the private dairymen and milk producers, so that you will grow a little each year.

Do not be discouraged. We have passed through much worse times than these. You have more members now than we had ten years ago and are in much better shape to go ahead than we were any time in the first twenty years of our existence.

You have good officers and plenty of young men for more. Give them your support. Work unitedly. Divided you will fall.

Everybody becomes a booster and this Association will soon take its proper position at the head of all the state dairymen's associations.

Popular Priced Jewelry in a General Store.

Written for the Tradesman.

If success and shrewdness go hand in hand, there are few people who will not admit that the people back of the 5 and 10 cent stores have brains. The successful selling of 5 and 10 cent merchandise in the business district of a great city demands methods that are failure-proof. Rents and expenses are so high compared with the size of a single sale, that every department in a metropolitan 5 and 10 cent store must be a tremendous sales-maker.

To make this illustration clearer, let us say that the Woolworth store on State street in Chicago can be run only through miraculously rapid sales.

All this preliminary talk is just another way of saying that every department in a metropolitan 5 and 10 cent store must be a success.

And so, in such a store, where do you find the jewelry counter? Right up in front facing the main entrance or flanking it? Right up in front, because it is one of the stores best drawing cards.

It is in front because the popularity of the lines it shows draws people in to the store. Everybody who enters the store is forced to pass the counter of popular-priced jewelry because the profits on popular priced jewelry is so satisfactory that the 5 and 10 cent store wishes to multiply it as rapidly as possible.

But a 5 and 10 cent store has no monopoly on popular priced jewelry profits, they can clink into your cash

register just as merrily as into the cash register of any Mr. Woolworth.

Popular priced jewelry would feel every bit as much at home in your store as in the syndicate store.

Furthermore, you'd feel very much at home with it principally because its installation requires only a small investment. For a ridiculously small amount of money you can completely stock a display counter of popular priced jewelry and yet make a showing impressive enough to pull customers into your store. Don't dodge the idea of popular priced jewelry because of the fear that it will make your store "cheap." You'll be wrong if you do, because popular priced jewelry pretends to be nothing but popular priced jewelry. Popular priced jewelry does not try to be a weak imitation of high-priced wares. It is popular priced goods and nothing else. Of course it is just as showy as costly merchandise, but in no way does it attempt to be a poor imitation of those goods.

It is made to sell rapidly and to get out of fashion quickly. Each week, each month sees a new attraction in the line. Nearly every fad, also is mirrored in popular priced jewelry.

And were it not popular priced it would not be profitable for the 5 and 10 cent stores or for you to sell it. If people are going to buy new brooches every single week, they can't pay fancy prices. Popular priced jewelry aims directly at the class of buyers who desire, new neck pins, brooches, lockets, cuff pins, men's sets hatpins, mesh bags, and so on at frequent intervals.

When the fad is over the customer throws it away without a thought, and buys a new novelty at your store.

For the time that these popular priced jewelry novelties are in style, they look as well and wear as well as merchandise that costs many times as much. By outliving their usefulness in a hurry they simply make more sales for you, Anderson Pace.

Phases of Life.

To be, to do, and to suffer; this is life. And these phases of life may each have its distinct period, as childhood, maturity, old age. Again, the being, doing and suffering are inseparably blended, concurrent, co-existent. Therefore be somebody, do something worth while and suffer if you must, but not for wrong doing or impudence. E. E. Whitney.

Some men can evolve business success exclusively from their own brains, but almost any man can evolve it from the brains of others, if he will study good business literature.

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

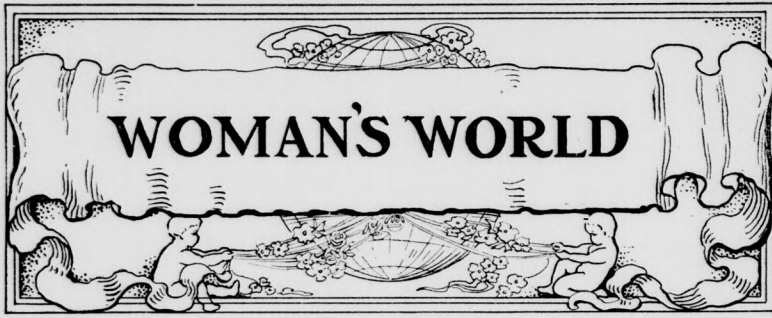
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MICH. TRUST BLDG.

Bell Main 229



Plea for Training in Thoroughgoing Efficiency.

Written for the Tradesman.

It is becoming apparent to even the kindly-eyed and charitably-minded of her friends and acquaintances, that Sadie Brown who was Sadie Parker until two years ago when she married Jamie Brown, is not making good as a housekeeper and home-maker.

Her house is at all times disorderly and, except for brief periods immediately after her spasms of "digging out," positively dirty. Even in these cleaning up times she never gets to the bottom of things, so it is not surprising that in a few hours or at most a day or so, the house is in about as bad a state as before.

She is wasteful and extravagant. She throws away enough to keep another family, but as most of her cooking is either scorched or else underdone, fully half of her concoctions are unfit to eat and so of necessity find their way to the garbage pail.

Since her marriage Sadie has become lamentably slack regarding her personal appearance. She can not sew—can scarcely run up a straight seam or darn a small rent decently—so, as she has no money to hire a dressmaker, she buys most of her clothes ready-made and wears them, without needed repairs, till they literally and actually fall to pieces.

Like almost every young married woman who becomes careless and slovenly in dress, Sadie gradually is losing her husband's affection and admiration. With a comfortable, almost squalid home and a slatternly wife, it is too much to expect of the average man that his love will endure.

The excuse put forth by her family and apologetic friends for all of Sadie's shortcomings is the baby—a very bright little fellow of ten months, whose general sorry state of unkemptness and many illnesses constitute, in the eyes of her critics, the very exponent and most tangible proof of his mother's insufficiencies.

The child seems to be blessed—or cursed—with a strong constitution, which has thus far enabled him to withstand the rigors of his mother's management—a peculiar system of child culture which is neither a consistent coddling nor a consistent hardening process, but is made up of a mixture of the two. For perhaps a whole week he is kept closely inside, in stuffy, superheated rooms, his cunning little nose getting no breath of outer air. Then of a sudden, often on a cold, stormy day, Sadie takes it into her head to go over to see the folks, who live in a distant part of the city. While she is out she does some shopping, so that all

told the baby spends two or three hours on the streets, in the stores, and in drafty street cars. As might be expected, the baby always has the croup on the night following one of these expeditions and the snuffles for several days afterward. Still he may pull through and grow up.

As indicated above, poor Sadie has critics as well as defenders. Roughly speaking, her defenders are her own folks and her circle of close friends, while her critics are Jamie's folks and their immediate adherents.

The marriage has thus far been a source of dissatisfaction and regret on both sides. The young people never have been quite able to make both ends meet financially, so the elder Browns and the elder Parkers always have to help out in times of sickness or unusual expenditure.

Jamie Brown was a little unsteady in his habits before he married, and somewhat given to losing his position. He has not changed for the better since he took upon himself the grave responsibilities of a wife and child. However, the house of Brown stoutly insists that had "poor Jamie only married the right kind of a girl, he would have braced up and done first rate."

The house of Parker can not extenuate Jamie's failings, and do not see that Sadie is in any wise to blame for her young husband's slips of conduct. They maintain that if Sadie had a man who could hold a job down three months at a time and bring money enough into the house to dress her decently and hire a little help when she needs it, that the poor girl wouldn't get so discouraged and balled up with her work. They are a little nettled over her housekeeping, but loyally contend that "with her hands tied by that sickly baby (in Mamma Parker's eyes little James Second is a very delicate child) she does fully as well as could be expected, a young girl so."

There stated briefly you have both sides of the case—a case which, sad to say, is by no means solitary and exceptional but has one or more duplicates in almost every neighborhood.

Of course it is perfectly natural for each side to stand up for their own and blame the other; but to give frankly my own opinion, I think that neither the Browns senior nor the Parkers have anything to complain of against the other. To use common parlance, both families "are getting just what is coming to them," the one for raising a son who is not quite able to shift for himself, let alone a wife and baby; and the other for allowing a daughter to grow up to womanhood entirely unfitted and unable to take a woman's

part in the great work of maintaining a home and rearing a family.

Inasmuch as it is the special province of this department to deal with the inadequacies of my own sex, setting the men right only indirectly and through the example of woman grown well-nigh perfect through its teachings, I shall not here attempt to show just how Jamie Brown might have become a different man had his home training been all it should have been.

Merely pausing to say that a man who is given to going the pace is seldom reformed entirely even by marrying a girl who is a model in every respect, we will proceed to consider what is the trouble in such a case as that of Sadie Parker Brown's, where a bright, intelligent, well-meaning girl who has had fairly good opportunities for an education, makes a deplorable mess of conducting a household.

Uncle Jonas Bixby, who is much given to knocking our present-day system of education, holds that if Sadie had been taught to cook pork and beans and fry potatoes instead of having her head filled up with Latin and German and geometry at school, that she would have been better qualified to take up the duties of a housewife. "If girls nowadays would spend more time practicing on the dishpan and the washboard and less banging on a piano, we should have fewer unhappy homes and divorce cases." This is Uncle Jonas' dictum.

Mrs. Mary Middleton, president of our woman's club and very progressive, stands up for our system of education, only she maintains that training in domestic science should be compulsory for girls in our high school course.

Aunt Jennie Salisbury, who is a very mild and soft-spoken old lady, but who rather lines up on the Brown side, suggests that "if Sadie's mother, instead of letting her take a place in a store the year before she was married, had kept her at home and just learned her to work, mebbe things might have gone better."

There is some measure of truth in what every one of these good people say. There is no question that our system of education is too much given over to the theoretical and the ornamental and too little to the practical. We spend our money in having imparted to our boys and girls abstract themes which they never can apply to use except indirectly; and we neglect to teach them homely common things they will sorely need to know in daily living and making a living. There can be no reasonable doubt that just the right kind of a course in domestic science, taken in just the right way under an enthusiastic teacher, might be a great help to such young women as Sadie. And if, instead of working a year in a store, she could have been taught how to take care of a home, the knowledge would have been worth far more than all she earned in her place as a saleslady.

But still, no one of these suggested remedies exactly fits the case, because no one of these self-constituted physicians diagnoses the case correctly.

The trouble with Sadie Brown need Parker is not that she learned too much Latin or German or geometry or an-

cient history in school. Sadie's school work always was done in a hasty and perfunctory way. She skimmed over. She crammed a few days before examination and so managed to pass the various subjects, or at least the most of them. I understand it took a little stretching of her standings to allow her to graduate. Her schoolbooks are now like a dream to her. Clearly an excess of book learning is not the trouble in Sadie's case. Indeed, had she done thorough work at school, the chances are that she would have been a better housekeeper and a more capable mother, even though she arrived at domestic efficiency by the indirect and circuitous route of conjugating foreign verbs.

As to a course in domestic science, had Sadie taken it in the same slipshod manner she has done everything else in her lifetime, it would have done very little good. As to her staying at home and her mother's teaching her to work, Mrs. Parker couldn't in twenty years teach any girl to do work as it should be done. Mrs. Parker is a very superficial housekeeper. She slicks things over and manages to keep the front of the house in fairly presentable condition. Since her children have grown up, things don't become quite so badly mixed up as they used to, but in reality Sadie's housekeeping is all of a piece with her mother's.

The trouble with Sadie and with many other such cases is that nowhere, neither at home nor at school nor in the store where she worked nor under her own roof-tree, has she learned efficiency—the beauty and the necessity of it. Never has she experienced the delight of concentrating her energies, mental or physical, upon the work at hand and bringing it to a successful issue, whether that work be an abstruse problem in higher mathematics or devising the best regime of care and diet for a teething baby.

It isn't so much just what a girl learns, so long as she learns to do something well. I have known teachers and business women, wholly untrained in domestic duties, who became most excellent housekeepers.

Is Sadie's mother to blame for her daughter's shortcomings? To some extent, yes, just as Sadie's grandmother was somewhat to blame for Sadie's mother's inadequacies, and Sadie's great-grandmother for Sadie's grandmother's and so on and so on. But Sadie's mother should not bear the whole blame and responsibility. There is something wrong with our standards and ideals, wrong with our educational institutions, when a young person can grow up untouched by any yearning for efficiency, having caught no glimpse of the dignity and glory and satisfaction that are the well-earned reward of the humblest task intelligently and skillfully performed. Quillo.

If the unexpected happens—why not expect it?

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.

The Most Popular Style of Sack

In Grand Rapids and vicinity is the one worn by Lily White.

Every day thousands of them are sent to the homes of busy housewives.

Year in and year out they are traveling from the mill to the grocer's and from the grocer's to the homes.

Here in the mill thousands of them are waiting their turn to be filled with flour; being anxious to get started on a useful career.

All over the land, in the grocer's store, on the grocer's wagon, behind the pantry door, being emptied into kitchen cabinets; always active, always in evidence are thousands of sacks of

Lily White

"The Flour the Best Cooks Use"

Only a certain kind of flour has the privilege of wearing these very popular sacks.

Silly, vacillating, indifferent, lumpy, weak, punk, changeable, ordinary flour is never found in them.

Only that flour which comes up to the high standard required by us for thirty years is allowed to be fitted to one.

So when one of these sacks is delivered at your house you may rest assured that the wearer is vouched for by us and is bound to behave in the most immaculately floury manner.

And when she gets her sack off she will make the most marvelous bread, cake, rolls, biscuits, pies and cookies you ever saw.

Invite her to your house. Leave invitations at the grocers.

Valley City Milling Co.

GRAND RAPIDS, MICH.

POORLY PACKED GOODS.

They Contributed to Joel Oldtimer's Downfall.

Joel Oldtimer had kept a general store in his native village for thirty years, and, until just before our story, was practically where he was when he started.

About three months ago Sam Modern opened a competing store on the opposite corner.

Joel had driven down to the railroad station for a cook stove for an old customer, Mrs. Sampson, whose present stove was so old and worn she couldn't cook with comfort to herself or pleasure to her family. You can realize how urgent was her need for the new stove.

When Joel walked into the station he flared up against the grinding, soulless corporation which did as it pleased with people's things. The agent "riled" up and told Joel he ought to have sense enough to buy stoves from a firm which would crate them, and then they wouldn't be broken up.

"Look at these stoves; they were shipped on the same day from the same city as yours; they were crated and got here all right."

As he looked at his broken stoves, in walked Sam Modern for his stoves, "What's the matter, Joel; anybody dead?" "No," Joel replied. "The pesky railroad's gone and broke up my stove. I'll make 'em pay for it, though," he added, brightening up some.

"You ought to buy from shippers who crate their stoves," suggested Sam. "See how mine came. I only had an order for one, but bought the other for luck."

Joel drove back to his store, dreading his interview with Mrs. Sampson, but cheered by the thought he would make the railroad pay for the stove and then it flashed on him that he could sell Mrs. Sampson another, so he would make a profit on two stoves instead of one. He chuckled over this and even felt "sorter" kindly toward the railroad for breaking the first stove.

"So you bought one for luck, did you?" he said to himself, grinning as he remembered the remark Sam had made. "Having the railroad break one is better than luck," he added, whipping up his horse.

Mrs. Sampson was waiting when he alighted. "Where's my stove?" "That worthless railroad broke it all up and I wouldn't take it. I am going to order you another."

"No, you ain't," she answered. "I am going to buy one somewhere else. Do you think I can wait forever for a stove?" At this moment Sam Modern drove up to his store with his two stoves.

Ten minutes later Joel saw Mrs. Sampson drive away with the stove Sam had bought "just for luck." "Well, anyhow," said Joel to himself consolingly, "I'll get my money from the railroad for the old stove, so I ain't any worse off."

But he was, and later he found it out.

It was Mrs. Sampson's first visit to Sam's and she was so delighted at getting such a stove, and his pleasant manner, and the cleanly attractive store, she ceased dealing at Joel's.

Mr Ratchell had ordered from Joel a handsome china closet for his wife's birthday. The day it was due he walked down to Joel's, who greeted him as he entered the store with, "I just want you to drive down to the station to see how that danged railroad broke up that closet, and I'm going to sue 'em good and hard."

"Why, Joel," exclaimed Mr Ratchell on their arrival at the station. "Why didn't the shippers have sense enough to box it? How could they expect it to come without being broken when put up in such a manner?"

"Box it!" ejaculated Joel. "I've never heard of such a thing."

"Well, it is time you did," answered Mr. Ratchell, turning away.

"Cancel my order," he called back as he left the station. He went immediately to Sam's store, as he did not want to disappoint his wife.

"Have you a handsome first-class china closet?" he asked. "I have," Sam answered. "Here is one just received. I know it will please you. I received it yesterday. I am sorry you did not see how securely it was packed. All the glass parts and polished surfaces were entirely boxed so as to prevent any possibility of being broken or scratched, which frequently happens when these parts are only crated, as in case of closet you ordered from Joel."

"I make it a point," added Sam, "to buy from firms which make an object of packing my purchases in a manner which will insure them reaching me in good order. Thus I don't disappoint any of my customers and don't waste any time making out claims against the railroads, and, what's more, I don't have any of my capital tied up in claims."

"You are a sensible young man, Sam and should stick to your plan. I have but scant patience with men like Joel, who are ready to damn and blame the railroads for breaking goods, when it generally results from their own cheap methods of preparing goods for shipment. I will take this china closet and you can depend on my trade in the future."

As Mr. Ratchell was the richest man in the village, Sam felt very happy and renewed, to himself, his determination to buy only from merchants who shipped their goods in strong, secure packages though it might cost a trifle more. Joel returned to his store and made out his claim against the railroad for the broken china closet. "Well," said he, "I'll make 'em pay for it, which is just as good as selling it to Mr. Ratchell; but I think he ought to let me order him another one."

The following day Mrs. Gordy came in to buy her old mother a comfortable rocking chair. Joel got out his catalogue and together they looked over the various styles, until she selected one which pleased her, and Joel sent a postal card ordering it shipped.

Mrs. Gordy, who had pinched and denied herself many things to save enough to buy this rocker for her mother, drove down to the station with Joel to get it, intending to drive directly home with it, which Joel had agreed to do.

She was a happy little woman driving down, as she thought what a comfort it would be to "Ma," and she pictured

her delight and surprise as they presented it to her.

The tears welled to her eyes as she saw the chair.

Joel stormed and cursed and he and the agent again had their usual argument, and the agent wound up by saying, "Why don't you buy from people who know how to ship goods? Look at this rocker that just came in for Sam; see how well it is wrapped and crated; not a scratch on it."

As he spoke, both instinctively turned and saw it. At this moment Sam entered the station. "Oh, what a beauty it must be!" exclaimed Mrs. Gordy, running over. "Is it sold?" she asked. "No ma'am," Sam replied.

"Then I'll buy it," she exclaimed impulsively, "if you will drive me with it right up to mother's." "Certainly, Mrs. Gordy, just as soon as I can uncrate it."

"No, no!" she cried. "I just can't wait. We can uncrate it up there."

Away they drove. The little lady's tears had disappeared and she was smiling and as gay as a lark. Joel gazed sourly at them for a few minutes and then drove to his store and sold his chair to the railroad.

Just as he finished making out his claim, in walked Mrs. Martin. She looked so spick and span and pretty in her clean new dress that Joel could not help smiling. Besides she was a newcomer in the village and this was her first visit to Joel's establishment.

"Here's a new customer," he thought. The pretty young woman picked her way daintily and somewhat hesitatingly across the dirty floor, her skirts held up for protection. "Have you any flour for sale?" she enquired.

"Yes'm," responded Joel. "There it is, mum, the best flour made. I've been buying it from the same folks for twenty-four years."

Joel's fingers pointed to the pile of flour bags.

"Oh, what soiled and dirty sacks," she exclaimed. "I wouldn't think of buying it," and she precipitately fled from the store.

Joel gazed in open mouthed astonishment, first at her, wending her way over to Sam's, and then at the silent sacks.

He had been plumped. He had been buying this flour for twenty-four years, and this was the first time anyone had refused to buy it because the sacks were dirty. Of course they were dirty; they had always been dirty. If the millers used white sacks they were bound to be more or less dirty when shipped. For once in his life Joel was actually defending the railroads. "Well, I'll be durned!" was all he could say, as he dropped in his chair by the door and watched Mrs. Martin enter Sam's store.

"Well, I guess I've got him this time," he muttered triumphantly to himself, "he doesn't get his flour boxed or crated, I reckon, and his sacks are as dirty as mine."

A few minutes after Mrs. Martin left he saw Sam's boy come out with a basket filled with her purchases, and

on top of them lay a 24-pound sack of flour, and the sack was spotlessly white. The boy came toward his store whistling unconcernedly. Joel watched him with wonder-growing eyes; nearer the boy drew; now he was passing and within four feet of Joel's staring eyes passed the bag of flour, as clean and white as the new driven snow.

Joel watched it until out of sight of his fascinated eyes, then turned and looked once more on his own soiled sacks—the sight he had been accustomed to for years.

The mystery was solved the following day when Joel saw Sam's wagon drive up from the station and watched him and his boy carefully unload a large bundle sewed up in heavy burlap. This is what he saw.

He watched intently as Sam ripped open the seams of the burlap covering and took out sack after sack of flour, as clean and inviting looking as the one he had seen in Mrs. Martin's basket.

The following morning Joel brought up from the station a box of assorted shoes. He had sold a dozen pairs, and remembering the stove which Sam had ordered for luck, he had ordered an extra dozen pairs, of sizes different than he had sold.

This trip had been peaceful, as to all outward appearances the box and contents had arrived in good condition. In fact Joel had sarcastically complimented the agent on not breaking up the box.

The box, however, was not strapped. When the top was taken off all the cartons were in place, and Joel was whistling when he picked up the first one. It felt so light he stopped whistling and hastily tore off the top. It was empty. The next one likewise was empty. In a dazed manner he opened the third; it had an old pair of worn-out shoes in it. Joel swore aloud and opened the next. It had a brick in it. Joel danced with rage. The next was stuffed with old paper. The next four were empty. The next contained a piece of torn cardboard

Dear Grocer:

Isn't it about time to cut your waste in two? I have told you repeatedly that more than 50% of your leaks occurred because of your out of date scales.

You should worry about this and investigate the claims I make for the 20th Century Standard Computing Scale.

WRITE FOR INFORMATION

W. J. KLING, Sales Agent

50 Ionia Ave., S. W. GRAND RAPIDS, MICH.
Demonstration without cost or obligation

FOR FINE WEDDING PARTY AND FUNERAL WORK TRY

Crabb & Hunter Floral Co.

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



on which was scribbled, "The Lord loves a cheerful giver."

Joel looked no further. Quivering with passion he rushed out of the store and with a heart murderously raging he ran to the station. And the time he and the agent had! The latter emphasized his remarks with the stove poker, which kept Joel at a fair distance.

"Yes," he shrieked, "you have formed a conspiracy with that Sam Modern to ruin me; you are not satisfied to break up everything I order, but you must rob me also; yes, rob me," he howled, dancing up and down. "Yes, you steal the ten pairs of shoes I had sold, and what do you do? You put bricks and paper, and this, too," he added, holding up the piece of cardboard.

The agent couldn't help laughing, which added to Joel's anger. "The box was all right when I delivered it to you. If you had the box strapped, it would not have been robbed," the agent said.

"Box strapped!" exclaimed Joel.

"Yes, like Sam's there," replied the agent pointing. I bet that box is not robbed," tauntingly cried the agent.

While Joel was away two customers had come in, and, tired of waiting, went over to Sam's and made their purchases. On his return he made out his claim, but somehow he did not altogether relish the idea of selling the shoes to the railroad, as so far none of his claims had been paid. The thought occurred to him to add up how much the railroad owed him. It was as follows:

A few old claims.....\$27.30
 Mrs. Sampson's stove..... 22.00
 Mr. Ratchell's china closet.... 40.00
 Mrs. Gordy's rocker..... 15.00
 Ten pair shoes..... 35.00

\$139.30

He was startled at the amount, and, when he suddenly remembered he had a note for \$100 due the next day, he wished he had the cash and not the claims.

Trouble after trouble followed, and customer after customer left him. One day it would be a pail of candy, the top of which was fastened quite poorly.

Some jar in transit would upset it, off would fly the poorly fastened top, and several pounds would spill out. The railroad would pay him, but there was the trouble and annoyance of the claim, and often the few pounds lost would mean the loss of a small order, and possibly another customer going to Sam's whose candy always came in well strapped pails.

Or it would be a piece of meat stolen out of a box.

Or a crate of poorly packed china-ware, arriving with a dozen or more pieces broken.

But why continue the monotonous and at the same time rather sad tale of the gradual downfall of an honest, well meaning man, who was too set in his ways to realize and avoid the many small, seemingly insignificant, items which worked gradually but surely to his ruin. A. C. Kenley.

PIONEER TRADER.

Archibald Travering, Fur Buyer on the Kalamazoo.

Written for the Tradesman.

The old time merchant would hardly succeed at the present time. His methods would, if in vogue now, seem crude and uninteresting. The particular one I now have in mind was even a little peculiar in his own day, and yet he was in a large measure successful.

Archibald Travering was of imposing presence, keen and interesting in observations of men, a capital storyteller, and, as he expressed it, "up to snuff with the best of them." He had traveled much. He was in his declining years when I first came to know him.

As a man Travering was the acme of integrity. He got his start as a fur buyer among the Indians, his first trading post being somewhere on the Kalamazoo River. It was here that he established himself when a young man and began bartering goods for furs with the Ottawas and Potawatamies of Michigan territory. His first helper and clerk was a young man from the East who was equally keen for trade as his employer. Fosdick was employed to seek the redman in his forest home, place goods before him and barter for his furs. This might not have been necessary had there been no rivals in the business seeking the riches of the forest and streams.

Travering had to compete with several French and English traders, therefore he employed Fosdick to go out among the Indians and gain first their confidence, then their trade. The squaws were very fond of finery, bright colors, jingling gewgaws and the like. Beads, calicoes and brilliant figures took the eye of these children of the forest and it is presumed that Travering, who had a smattering of Indian blood in him and was well versed in the Indian language, employed manufacturers to create fancy patterns for this same Indian trade.

At any rate Travering got his first start in business trafficking with the red men. Peleg Fosdick was his right hand man in securing this trade and was himself a man of importance in the business world in after years, finally reaching and distancing his one time employer.

Travering made it a point to visit the Indians in person at least twice every year, in the fall and spring, thus keeping in touch with their varied needs. He supplied them with provisions, so that in time the little store on the Kalamazoo had to be enlarged and an extra clerk employed.

With his pack on his neck, Fosdick would strike out in the early morning of a winter's day, following Indian trails through the forest, stopping at the various Indian villages situated on the Kalamazoo, Grand, Muskegon and other rivers of the North. It is presumed that he kept well along the water courses of the Western part of the State, allowing the other traders to take over the Saginaws and streams on the East.

Travering was a native of Michigan, having been born on the Island

of Mackinac about the year 1812, of a French father and halfbreed Indian mother. His eccentricities were many. At times, when dealing with some people his actions were haughty and he would have done credit to a Sir Walter Raleigh in his palmest days. Reflections on his honor were bitterly resented. It is said that he once thrashed a white man, an English lord, for intimating that he—Travering—was part Indian. He prided himself on his French blood, scorning the other side of the house.

He was an interpreter for the Indians at Washington in the days of the treaty-making, and had been introduced to President Andrew Jackson, of whom he always spoke with pride, referring oft times to "Me and Gen'ral Jackson." He also visited New York and was, in fact, feted and looked upon with considerable awe as well as the utmost respect.

When I came to know him he was in his declining years, proprietor of a general store on the Muskegon. His intellect was unimpaired, yet the day of his best activities were over. He lived and pleased in the dignity of the past when he had for confreres men of political prominence in the councils of the Nation.

His store methods in these later years were not such as to conserve the great record as a trader he had made in earlier days. Nevertheless, having little opposition, he managed to do a fairly profitable business with the farmers and lumberjacks of the period. Usually he passed his leisure hours with pipe and reflection. He was not a reader; in fact, his education was limited to the signing of his name and the making of figures in which accomplishment he was extremely exact.

His women customers gave him the most of his troubles. He could not bear to have them handle his precious dry goods, fumbling them about, pinching and rubbing them to see if they were full of starch, asking if they would fade. It annoyed him, too, to have them remark that they could buy the same goods much cheaper in a neighboring town. "Well, madam!" exclaimed he to one such customer, who had been especially aggravating, "go to Muskegon and buy them then!" with which ejaculation he snatched the goods from the customer and replaced them on the shelf.

On another occasion when he saw a woman customer approaching the store for whom he held the utmost disgust, he turned the key in the lock and sneaked out the back way. After the customer had waited and fumed a while, Travering came suddenly into view jingling his keys, wiping his mouth, indicating by these signs that he had just returned from dinner.

Despite his eccentricities, Travering was a likeable man. He had the complete respect of the surrounding community. No man ever lived who thought more of his word, which once given was sure to be kept. Strangely irascible at times he was yet of a lovable nature and under different surroundings would have made one of the prominent men of the State and Nation. Old Timer.

Advertise Your Town



By Uniforming Your Band Boys

You can make no better investment

Buy Uniforms That Every Citizen will be Proud of

We make that kind

Style Plates and Cloth Samples Free

Mention The Tradesman

THE HENDERSON-AMES CO. KALAMAZOO, MICH.

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, Mdse. Salesman, Ionia or Bear Lake, 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.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

G. J. Johnson Cigar Co.

S. C. W. El Portana Evening Press Exemplar

These Be Our Leaders



THE QUALITY 5c CIGAR AMERICANO

Order from your jobber or A. SALOMON & SON MFRS. KALAMAZOO, MICH.

TWENTIETH CONVENTION.

Of the Michigan Retail Hardware Association.

Michigan, My Michigan.

Do you hear the tramp of busy feet,
Michigan, My Michigan?
It's the Hardware men, in annual meet,
Michigan, My Michigan.
They come from sections far and wide,
To plan for good that shall abide,
They're men in whom you can take pride,
Michigan, My Michigan.

They meet, experience to compare,
Michigan, My Michigan.
The best men in the line are there,
Michigan, My Michigan.
With all their trade, you'll find them
square;
To overcharge, they would not dare,
But don't you fear, they'll get their
share,
Michigan, My Michigan.

To give them trade you need not fear,
Michigan, My Michigan.
To serve you promptly, they're always
near,
Michigan, My Michigan.
Mail-order houses—what have they got?
Their printed stuff is tommy rot—
When sinners entice thee, consent thou
not,
Michigan, My Michigan.

The first session of the twentieth annual convention of the Michigan Retail Hardware Association opened at 2 o'clock, Feb. 17 in the convention headquarters at the New Burdick Hotel, Kalamazoo, with 155 delegates present. The conference opened with the delegates joining in the rousing chorus of "Michigan, My Michigan," in the revised chorus which the hardware men sang to officially open the session.

President Fred A. Rechlin, of Bay City, was presented with a gavel, a symbol of friendship and brotherhood and trueness, by the delegates. President Rechlin made a brief speech of acceptance.

Mayor A. B. Connable, in a brief to-the-minute address, welcomed the hardware men to Kalamazoo and officially turned over the keys of the city to the delegates. President James Grant, of the Commercial Club, followed the Mayor in welcoming the hardware men and complimenting them on the impressive and earnest manner in which the session was opened.

"All the doors of Kalamazoo are open to you," welcomed President Grant, "and the citizens extend their cordial hospitality to you, gentlemen."

J. H. Whitney, of Merrill, delivered a response to the two addresses of welcome by the Mayor and President of the Commercial Club.

"On behalf of the Michigan Retail Hardware Association, I thank you for your hearty welcome. I am sure that our sojourn in your beautiful city during the four days of our convention will be a pleasant and profitable one. I wish to thank you on behalf of the Association for your kind invitation to hold our convention in your city," said Mr. Whitney.

President Rechlin then read his annual address, which was published in full in last week's issue of the Tradesman.

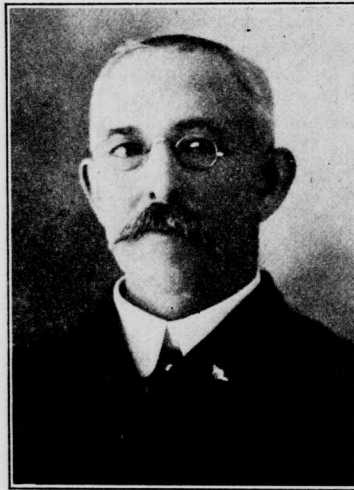
Secretary Scott then read his annual report, as follows:

The year which has just closed has been a profitable one for our Association from every standpoint, and in enumerating the various events which have transpired during that period, I will endeavor to be as brief as possible.

In the first place, our membership has again shown a healthy percentage of increase.

At our last convention, the Secretary's report showed 908 active members on our list. Of these forty-six have gone out of business; thirteen were dropped for non payment of dues and six have resigned, leaving 843 of our old members still with us. During the year, we have added 105 new members, making a total membership today of 948.

This places us within reaching distance of the 1,000 mark, and I am in hopes we will come to our 1915 convention with well over 1,000 members on our list.



J. H. WHITNEY.

I believe that we now hold second place amongst the State hardware associations of the country, in point of membership, being only exceeded by the State of Minnesota.

The 105 new members received this year were added in the following manner:

Sixteen joined at the last State convention; 27 have sent in their applications by mail; 39 have been brought in through the efforts of F. W. Davis, who has canvassed the State in the interests of the Hardware Mutual Fire Insurance Companies, while 23 have been brought in through the kind efforts of our associate members amongst the traveling men.

Not only has the membership grown in numbers, but from the nature of the correspondence received by the Secretary, it is apparent that a greater degree of genuine interest in the affairs of the organization exists among the members than at any time in our history.

While local associations exist in some of the larger cities, I believe that we are not taking full advantage of our opportunities in this connection and that in every section of the State, the merchants ought to get together and form some local or district association. There are a great many matters of purely local interest which could be handled by organizations of this kind and the possibilities which they would open up for the improvement of local conditions, can not be over-estimated. I hope that at this convention the members of the different local associations now in the field will tell us something of the actual benefits which have accrued to their membership and will offer suggestions calculated to help the dealers in other parts of the State to get together.

Our Bargain Sheets this year have attracted a great deal of interest and my attention has been called to a number of cases where members have saved considerable money by taking advantage of the special offers listed therein. While we have not published these lists as frequently as we did last year, we have been able to secure a larger response from the membership and feel that we can

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware



157-159 Monroe Ave.

:: 151 to 161 Louis N. W.

Grand Rapids, Mich.

Reynolds Flexible Asphalt Shingles

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

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

Detroit
Saginaw
Lansing
Jackson

Kalamazoo
Battle Creek
Flint
Toledo

Columbus
Cleveland
Cincinnati
Dayton

Youngstown
Buffalo
Rochester
Syracuse

Utica
Scranton
Boston
Worcester

Milwaukee
St. Paul
Lincoln, Neb.
Chicago

And NEW YORK CITY

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

IMPERIAL BRAND

Spraying
Largest Line



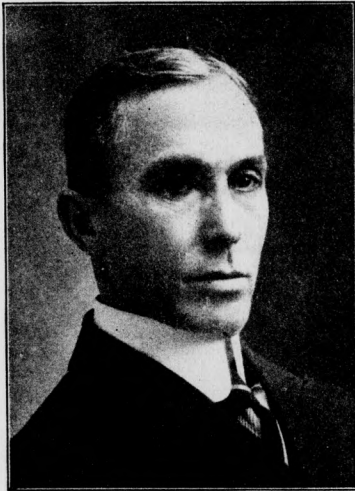
Compounds
Superior Quality

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

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

safely consider this one of the important permanent features of our organization.

You have all been advised of the inauguration of the Traffic Department to superintend the auditing of the freight bills of our members. While the returns from this depart-



C. E. DICKINSON, President.

ment may not have been as large as was anticipated, we have in a number of cases returned to members, amounts equal to many times their annual cost of membership.

One of the difficulties which has arisen in this connection is caused by the carelessness of railroad employes in making out expense bills. I think I am safe in saying that nearly 90 per cent of these bills are improperly made out, the trouble in most cases being that the point of original shipment is not shown.

By keeping continually after our freight agents and compelling them to see to it that full information is shown on each bill, the work of auditing will be greatly facilitated.

Much progress has been made this year along the line of improving the price situation and the Trades Relationship Committee of our National Association is entitled to a great deal of credit for the conscientious efforts which it has put forth in this connection. The National organization realizes that one of the most important problems now before the average retailer is, "How can I secure prices sufficiently low to enable me to meet all forms of competition?"

Through the National Bulletin our membership has been apprised of the efforts put forth in their behalf and we ought to keep closely in touch with this movement so as to take full advantage of the concessions which are being secured for us in various ways through the activities of our National organization. I will not enlarge upon this feature, as we will have with us both President Ireland and Secretary Corey, and I am sure that they will have some very interesting information to give us along this line.

We have received a number of complaints during the past year and have given our best efforts to bringing about a satisfactory settlement of all matters of this kind placed in our hands.

There is one thing which we must always take into consideration and that is, the fact that as an Association, we must be careful not to overstep the mark in our zeal to remedy trade evils.

The Sherman law is not as explicit as it might be in regard to the limitations placed upon an organization such as ours and we have been very careful to keep within the law in taking up with manufacturers and jobbers, matters affecting our mutual interests.

On December 18 a conference was held in Chicago, at which the officers of retail trade associations in a great

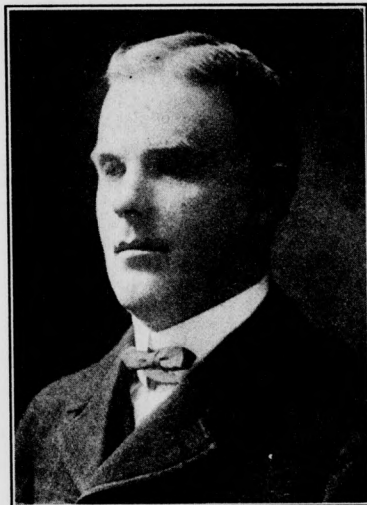
many different lines were present for the purpose of considering ways and means for securing an adjustment of our anti-trust laws, so that associations of retail merchants would be guaranteed the right to meet and consider problems affecting their business which, in view of present rulings, are liable to be construed as a violation of the Sherman law.

After going thoroughly over the matter, it was decided to send delegates to Washington to interview President Wilson and to present before him the cause of the retailers of the United States with a view to enlisting his support in the framing of legislation that will not prove a menace to the retailer's interest.

J. R. Moorehead, of Lexington, Missouri, and L. C. Boyle, formerly attorney general of the State of Kansas, were appointed as a committee to wait upon the President.

These two men made the trip to Washington the latter part of January, and in an exceedingly comprehensive memorial set forth the cause of the retailer in an able manner.

The gentlemen, among other things, suggested that legislation be framed



A. J. SCOTT, Secretary.

which would specifically give the retailers the right to disseminate truthful information among their members and further that it should not be considered unlawful to give the widest publicity to the business policy and purposes of all persons, firms or corporations doing an interstate business.

What the effect of this movement will be it is impossible to foretell at this time, but I believe it is a move in the right direction, and if the retailers as a class stand together, they should get the recognition to which they are entitled in the framing of new legislation and in the amending of old legislation bearing upon the subject of trusts and combines.

There have been some matters of State legislation in which we are interested during the past year, but I believe our Committee on Legislation will submit a report touching specifically upon these measures, and I will not attempt to do so.

The hardware mutual fire insurance companies have continued to confer great benefits upon our membership.

The fire loss ratio was exceptionally large over the United States during 1913, and I believe that we should each feel an individual responsibility devolves upon us in the matter of encouraging measures which will cut down this enormous waste. There are many ways in which we can assist in the way of fire prevention, and whatever we do along this line, we must remember is strictly in our own interests.

Upon previous occasions we have considered the matter of incorporating our Association and I now feel that the time has come when we

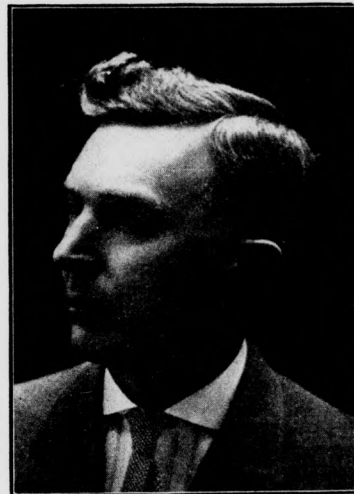
should take this action. This recommendation is based upon precautionary grounds, for I believe that we, all of us, ought to feel that the organization as a body and not the individual members should be responsible for its acts.

We have all been obliged to give thought during the past year to liability insurance, and this item of expense has in some cases appeared to be excessive.

I believe that it would be a good plan to have a committee appointed at this convention to look into the responsibility of concerns carrying liability insurance on a co-operative basis, secure the lowest rates that will be given to us as an organization and submit a recommendation along this line to our membership. I believe this has been done in some other states, and the result has been a saving to the members.

We have endeavored to work with the National One Cent Letter Postage Association, as our organization has gone on record as approving of the campaign which that organization has mapped out for cutting down the cost of first class postage. I believe it would be in order to again endorse this movement and I also feel that we should endorse the purposes of the American Fair Trade League, the objects of which are set forth as follows:

1. To aid in the re-establishment and continuance of fair competitive commercial conditions.
2. To promote honesty in manufacturing, in advertising and in merchandising, for the mutual interest of the consumer, the middleman and the manufacturer.
3. To bring to public attention the existing evils in merchandising methods which operate to the injury of society.
4. To act as a clearing house of information concerning trade practices and systems, and legislation relating thereto.



E. S. ROE, Ex-President.

5. To aid in securing the enactment and enforcement of laws, State and National, that will—

- (a) prohibit and penalize unfair competition;
- (b) prohibit and penalize dishonest advertising;
- (c) prevent the elimination of the smaller business man by unfair methods.

6. And to secure to the public the benefits and protection of stable, uniform prices upon all trade marked and branded goods.

Before closing my report, I would like to take the opportunity of commenting upon the improvement which has occurred in the National Bulletin during the past year. I feel that every one of us ought to read each issue of this publication from cover to cover and keep fully posted on the developments in association work which are accurately recorded therein.

I believe the associations are deeply indebted to the trade papers for the co-operation which they have extended to us and believe that we will all become better merchants if we do subscribe to and read these publications.

Through a Press Committee which has been appointed by President Rechlin, we hope to extend every possible assistance to the papers in securing a comprehensive report of this convention.

The work of preparing for this convention has made some heavy demands upon the time of those of our members who have acted upon the several committees, many of whom have been obliged to make heavy sacrifices to take charge of the responsibility placed upon them.

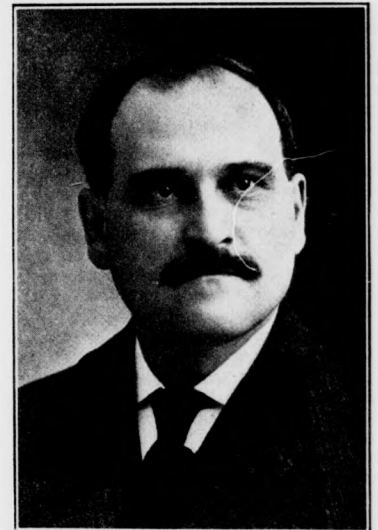
I am sure that this convention will take cognizance of the loyal and conscientious efforts which have been put forth by these committeemen in our behalf, for they are entitled to a world of credit for what they have done.

The Secretary's task has been made easier through the degree of co-operation extended to him by the officers and members, and I want to publicly thank you for the consideration that has been shown me in my humble efforts to work at all times for the good of the cause. I thank you.

Charles A. Ireland, of Ionia, President of the National Hardware Association, made an address in which he reviewed association work during the year from a National standpoint.

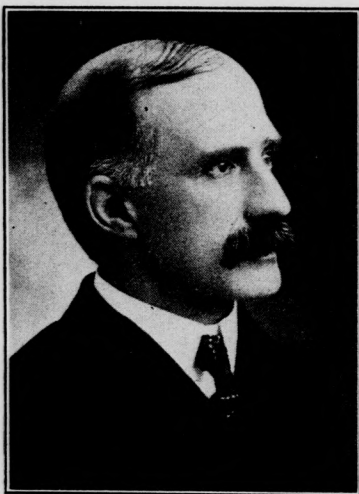
The next speaker was A. T. Vandervoort, of Lansing, Michigan, who presented the following paper on How to Make the Mail Order House Catalogue a Leader Instead of a Bleeder:

I think we are all agreed that a hardware convention that did not take a pass at the mail order proposition would seem like a Thanksgiving dinner without turkey; possible but not probable, therefore when your Programme Committee began to arrange for this twentieth convention and reached the mail order subject for the twentieth time, they took an inventory of their star performers, who had been on the firing line for a generation, and found that they had all been to bat. Besides foreign talent had been enlisted, for instance our friend Norvall, who came up from Missouri three years ago to "show us" how to put a crimp in Montgomery Ward without interfering with the bested rights of the jobbers, who up to that time had done nothing more serious along this line than to print in big red letters across their stationery "We Don't Sell Catalogue Houses." This bone thrown to the country dealer had mighty little meat on it, and I think had about as much effect on Dick Sears, George Thorne, the Harris crowd and Bill Gal-



CHAS. A. IRELAND, President National Association.

loway as the proposition of the devil on Christ when he took him up on a high mountain and pointing to the rolling scenery, that would not support a jack rabbit to the quarter section, and the lots in the new addition to Jerusalem that would break a man's neck to fall



C. L. GLASGOW,
Chairman Legislative Committee.

off from, said: "You can have it all if you only vote for me." The Committee concluded to impress new material and went out into the bleachers after some roter, who could come into the game. Well, I got the job, and if I fall down in the attempt, I hope you will have as much sympathy for me as the cowboy did for the bull which tried to stop the Pacific Express train, and, after it was all over, said: "The bull may have used poor judgment, but he sure did his damndest."

Now, I want to assure you that it is mighty embarrassing to tail after the men who have made the Big Noise in the past, and I feel a good deal like the Irishman, whom you have all heard about. Pat was going home one night with a load on, and, attracted by the music and light from a revival meeting, drifted in, sat down behind the stove and went to sleep. The minister was exhorting on the text of the Sheep and the Goats and, after describing the advantage of being a sheep, and what would happen to goats, brought his fist down on the pulpit and demanded, "Who will be a goat?" There was nothing stirring. Then he hit the pulpit and again demanded who would be the goat. Still no response. When he hit the pulpit the third time, Pat awoke and, rubbing his eyes, got up and said: "Your riverence, rather than see the meeting bust up I will be the goat." I accepted the offer in the same spirit, and if I don't tell you anything you don't know, or do tell you something you don't want to know, blame the Committee, as I am just the goat.

Seriously, gentlemen, I think that as we grow older and we get more bumps, our horizon broadens and we see farther and learn to look from the other fellow's viewpoints. This applies to us as individuals and as an organization. As a result, we have accomplished more in the past four years along this line than in the prior sixteen years, and the future promises far more than the past. We can all remember how we tried to meet mail order house competition, by refusing to sell goods handled by the catalogues. Now it did not get us anything to side-step on a saw, hammer, or anything else the catalogue offered; besides the boycott and black-list are crude weapons, beneath the dignity of such an organization as this. We only belittle ourselves to resort to them, and step backward instead of forward by such tactics. So far as I am concerned, I don't care who sells catalogue houses, but I am vitally interested in being able to sell at the same price they do and make profit. I can't help thinking that too much time has been wasted on the symptoms, and not enough on the cause,

which, if carefully and honestly analyzed, might suggest practical remedies.

During the past few years it has been my privilege to get in closer touch with the farmer and the mechanic than ever before. I know more about their viewpoints than I used to, and now realize that there are many angles to this matter, and if we only consider our own, we will fail to do ourselves or others justice. In the first place, conditions have undergone a wonderful change in the past generation, and more especially in the last very few years. The farmer, the primary producer, on whom the small town directly and the city indirectly depends, has been growing mighty fast. "Going some" doesn't express it. He drives an auto, lives in a modern house, buys the latest and best machinery and equipment, reads the daily papers. The Grange and similar organizations have taught him to do effective team work. He is in touch with every activity; he is a power in politics; owns the bulk of the deposits and a good deal of the stock in the country banks, and furnishes the majority of the college students, while our professions and industries are largely recruited from the farm. The country store-keeper of today has made small progress when compared with the farmer, who fifty years ago swapped produce for sugar and calico with the village trader and looked upon the man in business as away above him socially and mentally, but he has been sleeping at the switch and now wakes up to recover some of his lost opportunities that have gone past.

You can readily see how in this evolution the catalogue house came to get into the game. It started in an opportune time. The consumer was groping in the dark toward better economic conditions. The reformers and agitators were making their burdens seem heavier and their blessings lighter than they actually were. He had long had a suspicion that he was getting the worst of it and now he was convinced that he was actually being robbed. The catalogue, with its many illustrations, and prices that seemed, on the surface far lower than he was paying, interested him. Its iron-clad guarantee of "money back if not satisfied," appealed to his sense of caution, and it looked like a square deal. The whole family read it from cover to cover and discovered things they never heard of before and that they knew they needed now. The chance to cut out the middleman, who was looked upon as a useless expense, and the opportunity to do business like a business man, was another big factor in the development of the "direct to user" habit, which grew by leaps and bounds and diverted an enormous cash business to trade centers and left the home dealer to do the trusting and support the churches and every other public enterprise. The rural free delivery eliminated thousands of country post-offices and made no further excuse for the farmer to go to town every day; besides, he could drive his auto to a big town as easily and as quickly as he used to a few miles to the village; and with his mail delivered to his door his visits became less frequent and his interest in its developments naturally waned.

We must take the bull by the horns and meet this issue squarely and honestly. The revivalist always lines up his church and insists on his congregation getting right first and then getting after the sinners; and, say, you have got to get in right all along the line before you can expect to meet the proposition right. In the first place, good generalship demands that success in battle necessitates our not only knowing the real strength of the enemy, but what is more important the weak spots in our lines of defense or formation for attack, and the most of us are likely to be too prejudiced to figure it out alone. Better have a confidential heart to heart talk with your farmer friends. Avoid doing this in your store. Visit him in his home and he will be more apt to give you unconsciously information or advice when you are his guest.

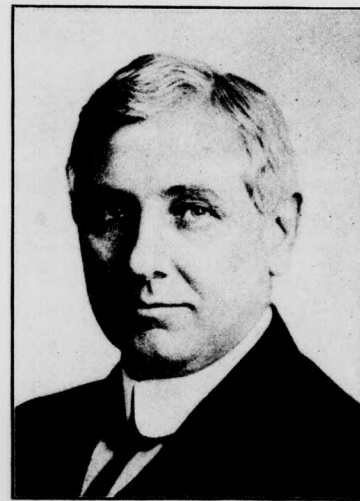
Ask him to tell you, as a friend, where you fall down, and in what respect the catalogue house offers any advantages over you. Is it on price, or quality, on service, on assortment? See where he thinks you are weak and find out where he thinks the catalogue house is strong. Don't resent what he tells you, as he will do you more good than hurt. Then, if possible, repeat this programme with some intelligent, thrifty mechanics, and get the same information from active, progressive women who are interested in social and economic problems. Then study the catalogues, compare their selling price with your cost, bearing in mind that they are figuring on anywhere from 15 to 100 per cent. gross profit on hardware, and I am informed they intend to make an average gross profit of about 30 per cent. on this class of goods. If a little figuring indicates that at least part of your goods are costing too much, you must manage some way to remedy this condition, as it is vitally important that you buy your goods right, for perhaps you are more to blame for trying to sell your wares too dear than your customers are in attempting to buy their wants too cheap.

Then look over the assortment of staple and profitable goods offered in the catalogue, see how many new goods they show that you do not carry. Go over your stock and see how much dead merchandise you own that the catalogues have discarded, because they don't list much stuff that don't move. Conditions are changing so fast that many goods considered staple to-day were unknown a few years ago, while goods that we used to sell readily are no longer wanted. Perhaps you are unconsciously compelling your best customers to order from catalogue houses by your failure to supply their needs, for I want to impress upon you that you can't sell an ox-yoke to a man who wants an automobile tire; his grandfather might have stood for it but he won't.

One of the weak points of the too conservative dealer is his neglect or refusal to keep his stock up-to-date and to clean out dead goods that no longer pay to own or sell. This point is brought home to me very forcibly. As I am located at a distributing point and have the reputation of carrying a big assortment, we get several telephone orders every day from hardware dealers in small surrounding towns to send them quickly by express some little item that there is absolutely no excuse for their not having in stock. In many instances the expense of the telephone message and the express charges is two or three times as much as the goods. This makes a big burden for the consumer in addition to his delay in not getting goods urgently needed when wanted. Of course, the country hardware dealer can't carry everything, but he can keep in closer touch with the conditions and demands than a good many of them do. A most serious problem, and one that I can give you the least advice on, is the matter of guarantees. The catalogue house takes a long shot because it inspires confidence, and they know that a man who is in urgent need of something that may not be at all satisfactory is not likely to repack and return it even if he has the option to do so, while the customer with the same guarantee would bring the stuff back to the local dealer. As a result, it is very difficult to give as unlimited and unconditional a guarantee as we would be called on many times oftener to make it good than the mail order house who was not within convenient reach. Still it is absolutely necessary to be fair and liberal. If we try to work the guarantee stunt at the expense of the manufacturer and allow unjust, unreasonable claims, and fall back on them to make it good, we get in bad and soon have a reputation that we have got to pay for indirectly, as no manufacturer will stand for continual unfair claims. Therefore, I say that every dealer must use judgment and diplomacy to meet this guarantee question, as there is absolutely no rule to be laid down for it. The matter of prices

is easier to meet, as it is not a difficult matter to convince a fair minded man that he should pay a little more for goods when needed, that he can select and inspect, and with the additional service that the home dealer can give him than to the catalogue house.

We find it an easy matter to make the same price that the catalogue does on the same item, on the same terms; that is, tell the customer that he can have goods at the same price as the catalogue, but he must lay down his money, wait perhaps one or two weeks for the factory to ship it to him. If he wants to take it out of stock we must add a small advance for freight, handling, etc. We have no trouble in working this system on saws, paints, stoves, building material and a good many heavy goods, with the result that we seldom make a factory shipment. I actually believe that the catalogues of the mail order houses have created more business than they have done harm, and that in the aggregate the retail dealers have done just as if the mail order houses had never been in existence, because they stimulate a demand for new goods and induce the consumer to want stuff that he could otherwise never know about, and that the local dealer ought to be able to largely supply. Be ready and willing to meet mail order house competition and you will be surprised at the amount of business you can save thereby. Don't attempt to discredit the goods sold on the method used by the mail order houses, as it will only create sympathy for them; besides their stock will compare very favorably with yours anyway. The better way is to keep all their catalogues on your front counter and when a customer asks if you buy from them say, "No, we use these catalogues to sell by." It will give the customer a better object lesson than any tirade against them. As example, last year a young farmer living ten miles north of us, who had married the daughter of a neighbor and was about to build a modern home, which the parents of himself and wife were able and willing to pay for, came in one day with a big roll under his arm, said that he had read our advertisement offering to meet mail order house competition and wanted to know if we meant business. I assured him that we did and asked him if he knew what he wanted, and he stated that he ought to, as he had been figuring for about three months on it, and to confirm his statement spread out a mass of correspondence, blue-prints, plans and specifications from several mail order houses, that must have cost them considerable money to furnish. He had a list made out of his initial order that he was ready to send in to Chicago. I suggested to him that we would duplicate any price that he had and add 10 per cent. for freight, privilege of exchanging goods not wanted, and such advice and service as we could give him from time to time. He said that was perfectly satisfactory and gave us his first order, which amounted to about



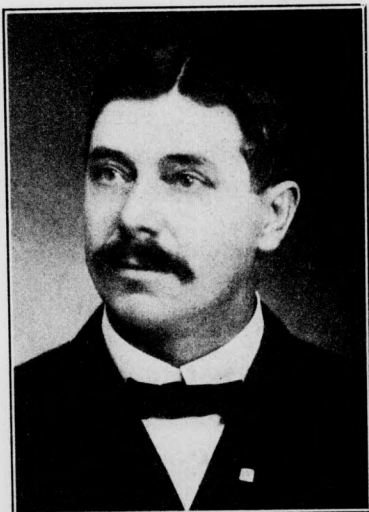
C. H. MILLER.

\$100, which was filled on basis of 10 per cent. advance; and from that time on until he had completed an elegant home there was little figuring against the catalogue. He knew what he wanted, knew what it was worth, and we knew what to charge him for it. We furnished him about \$700 worth of hardware, heating material, plumbing goods and paints, and have been doing business with him ever since, and he has been sending his neighbors to us.

We have done the same thing with others and I do not believe there is a dealer who cannot take advantage, to his own profit, of much business that the mail order houses are developing and working up. I believe that the farmer must be asked to co-operate with the business man in every activity that will tend to the betterment of their community. Show him that the prosperity of your home town will add dollars to every acre he owns and that anything that injures the town makes his farm cheaper. Show him how good roads and good schools financially benefit him. Take an active interest in your lodges, for in a small town they are largely made up of farmers. You can get in closer touch with them thereby. Bear in mind that you can't have a good town without good lodges, and it will pay you better returns for the time and money than anything else. If your lodges grow and thrive, your town will do the same, because men who make good lodges are progressive. If your lodge are losing ground, find out what is the trouble, as that indicates lack of co-operation and harmony on the part of its members, which will reflect in business and other matters. It is a bad symptom and needs prompt attention.

Be consistent, don't expect your customers to buy hardware of you while you are buying your dry goods and furniture in the larger towns, or possibly from a mail order house. Don't expect your neighbors to hold up your business while your wife is working up a Larkin soap club, and last but not least pay more attention to publicity—keep your town and your business on the map. It took printer's ink to make the mail order business what it is, and nothing else will enable you to successfully compete with it. Your local editor is the logical factor in the fight. His co-operation and assistance is needed and you should divert every dollar you can afford to spend for advertising to your local papers, as it belongs there and will give better returns than anything else you can use. Pass up the smooth fakers, who come along with rotten advertising schemes that take good money out of the town and leave little or nothing in return. Go slow on directories, programmes, hotel registers and other questionable and expensive schemes.

After experimenting with pretty nearly everything in the advertising line, we are spending over \$2,500 per year for advertising, nearly all of which is news-



JOHN POPP.

paper space and from which we get quicker and better returns than from any other medium. Of course, you must use judgment in preparing your copy and change it often. Make it readable and inspire confidence in the people who read it that you mean what you say. It is useless to advertise summer goods in winter or winter goods in summer. Emphasize seasonable merchandise and keep just a little ahead of the season in doing it. Do not wait until the season is over before you talk about stuff that your customers have already bought somewhere else.

Get better acquainted with your competitor and you will be surprised to find that he is a pretty decent fellow. In fact, I count to-day among my best friends my hardest competitors, but they are on the square and we can work shoulder to shoulder to the mutual advantage of both. Above all, don't knock your competitor. I believe that the solution of the mail order problem will be worked out in connection with other things and I have faith that it will come out all right in the wash, if we all do our duty and our part and assume our share in the blame for unsatisfactory conditions in this and other directions. Don't try to lay all the blame on the other fellows and knock, but let's all take our part of the responsibility and boost.

After a discussion of Mr. Vandervoort's paper, E. J. Morgan, of Cadillac, spoke on "Shop Relation to Store."

The Question Box occupied the remainder of the session, which adjourned at 12 o'clock.

A closed session for hardware dealers only was held at 7:30 p. m., the entire evening being given over to the Question Box Committee of which Porter A. Wright of Holly was chairman.

Thursday.

The session was called to order at 8:30 a. m. and P. J. Jacobs, Secretary of the Hardware Dealers' Mutual Fire Insurance Company of Wisconsin, read the following paper on How to Prepare Proof of Fire Loss:

Many merchants imagine that as long as they are in business alone there is no necessity of keeping a record of anything except an account with their customers. Some go as far as not even to keep a record of their purchases, and wait to pay their bills when they get a statement from the house of their salesman.

Our National Treasurer, Mr. W. P. Bogardes, in his address before the Missouri convention, a year ago, said that the merchant that is on the ledgers of the jobber and is carried by him, is in no position to make money. Discount your bills and keep track of them.

Most of us know little about insurance until after we have had a loss, and then it's usually too late. We buy insurance carelessly, leaving it entirely to someone else, often not even looking at anything but the amount. Have you ever thought when you turn the key in the door at night that possibly all there may be left of your entire assets in the morning, are the insurance policies, and you know nothing of them only to guess at what they may total?

A merchant should understand the insurance game himself from "A to Z" and not leave it to anyone else. Once you have mastered it, it's not necessary to think much about it again except to see from time to time that you are sufficiently covered. How many ever read a policy to really know what their contract is?

Let's take it for granted that a fire occurs right now at one of your stores while you are here. Your wife or someone phones you that the stock is partially destroyed and asks you what to do. How many know what to say? Very few. Tell them to go right ahead and protect the goods, as if you had no insurance whatever, empty the water out of all graniteware, pails, etc., be-

fore it freezes, and get extra help to clean up and save things, as I said before, as if you hadn't a dollar of insurance. You all know what you would do in a case of that kind, then go to it.

Notify all the companies of your risk by wire, if agents do not live in your home town, so that they may arrange for adjustment. It might be well to include the names of other companies on the risk with them. You will get a much better settlement, if, on the arrival of the adjusters they find that you have protected your property. Many have the wrong impression. They imagine that they should not touch anything until the adjusters arrive. Let's read lines 69 to 81 of your policy which tells you what to do.

"If fire occurs, the insured shall give immediate notice of any loss thereby in writing to this company, protect the property from further damage, forthwith separate the damaged and undamaged personal property, put it in the best possible order, make a complete inventory of the same, stating the quantity and cost of each article and the amount claimed thereon."

By having this done when the adjuster arrives, a speedy settlement may be effected and thereby enable you to resume business at an early date. During the fire, protect your property from theft, as the insurance companies are not responsible for loss by theft, only by fire or water.

Suppose we take, for example, a man who keeps a record of his affairs and make up a proof of loss. Say his inventory amounts to \$5,800. A great many merchants include everything they have, so we will deduct \$800 for horse, dray, furniture and fixtures, which were included in this amount. This gives us for easy figuring, a \$5,000 stock the first of the year. A fire occurs July 4.

He finds that he had three \$1,000 policies on stock and a \$200 one on fixtures, which makes it a total loss for the insurance companies while in reality it is but partial. Had there been an 80 per cent. co-insurance clause attached, the settlement with this same amount of insurance would be entirely different.

In the 80 per cent. co-insurance clause he agrees to carry insurance to the amount of 80 per cent. on the sound value of the stock which in this case would be \$4,000 and he becomes a co-insurer to the extent of such deficit, which is \$1,000. The settlement would therefore be on a basis of three-fourths of \$3,000 or \$2,250.

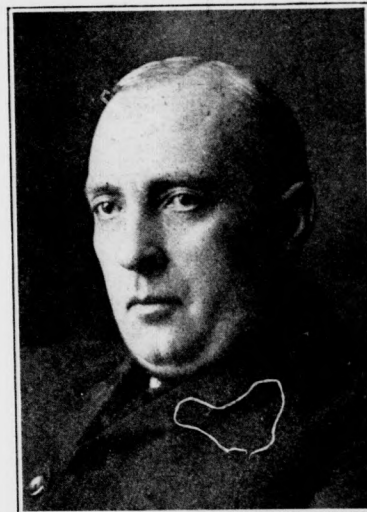
When you get home and find an 80 per cent. co-insurance clause attached to some of your policies written at the same rate as those without it, ask your agent to remove it. It doesn't belong there. A reduction in rate is given where the insured permits of the 80 per cent. clause.

Some imagine that if their stock is totally destroyed, all that is necessary is to make demand for your money, but this is not the case. The burden of proof is on your side, and without a record of purchases and all sales, cash and credit it would be impossible to arrive at a settlement of any kind. It would be all guess work and you would stand a good chance of getting the worst of the guess. If it did not increase the moral hazard, insurance companies would much rather see you all over-insured than under, for in the case of a partial loss it does not become a total to the companies on the risk. It is evident therefore, that without some system of accounting, an adjustment is simply impossible. It's merely a settlement and those usually are not very satisfactory. Remember, the burden of proof is on your side and without the necessary records how are you going at it to make a proof of loss?

Hugh Diamond, of Galion, Ohio, was the next speaker, his subject being "Pot Pourri." Those who have been privileged to hear Mr. Diamond at other conventions can understand the hearty manner in which his efforts were received.

Friday.

The final session, called to order at 1:30 p. m., Friday, February 20, was devoted to the reports of committees and other routine business.



WM. L. BROWNELL, Toastmaster.

Entertainment Features.

On Tuesday evening the delegates and their ladies were guests of the Kalamazoo Commercial Club at a theater party and filled the Majestic Theater to its capacity.

On Thursday evening a banquet at which W. L. Brownell presided as toastmaster was given. The speakers and their subjects were:

"The N. H. D. A.—Its Promises and Performances"—Response by Charles A. Ireland, Ionia, President N. H. D. A.

Music by Fischer's orchestra.

Song, "When You and I Were Young, Maggie"—By the Edwards & Chamberlin quartet.

"What Is Your Attitude Toward Restricted Prices?"—Response by Porter A. Wright, Holly.

"What is the Best Advertising Medium?"—Response by Richard Talbot.

Song—By Detroit Hardware Men.

"The Hardware Man—I See His Finish!"—Response by John A. Hoffman, Steward Michigan State Asylum, "up on the hill."

Snowball Song, "Lookout for Snowballs"—By Fischer's orchestra.

Some Vaudeville Stunts—By Majestic Artists.

"The Yellow Peril"—Response by Prof. Wang.

"M. O. B."—Response by W. J. Dullion.

Solo, "I Yump My Yob for You"—By Miss Alexandria Svenson, Soderhamn, Sweden, accompanied by the Edwards & Chamberlin quartet.

Menu.

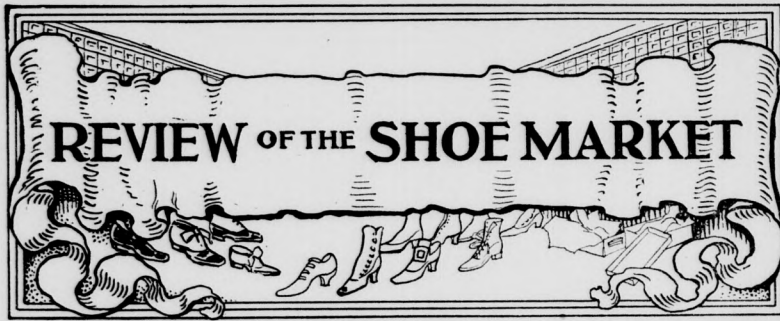
Oyster Cocktail
Hearts of Kalamazoo Celery
Radishes Pickles Olives
Roast Beef, American Style
German Potatoes Spinach a la Mode
Cabbage Salad Peanut Salad
American Nut Ice Cream
Cake Coffee

Fruits Nuts Raisins
Election of officers resulted as follows:

President—C. E. Dickinson, St. Joseph.

Secretary—Arthur J. Scott, Marine City.

Treasurer—William Moore, Detroit.
It was decided to hold the next convention in Saginaw.



Some Phases of the Shoe Polish Situation.

Written for the Tradesman.

A department manager of a large down-town shoe store told me the other day he was selling "loads" of shoe polish. "More than ever before," he put it: "I sometimes wonder where all the shoe polish goes."

"Maybe people are polishing their shoes more frequently than they used to," I suggested.

"Yes, I believe they are," he granted.

And that isn't such a remarkable thing when you stop to consider how persistently retail shoe dealers and their salespeople have emphasized the importance of keeping shoes well polished in order to prolong the life of the leather and keep the texture soft and pliant. It would be discouraging indeed if all this educative salesmanship hadn't produced some practical effects. That's what education is for.

Yes, indubitably people are spending more money for shoe polish now than ever before. And it is money well invested.

The sight of a lady in a shine parlor getting a polish used to be—and not so very long ago—something a bit out of the ordinary. So much so that some passing newsboy was apt to nudge his companion and observe: "Pipe de chicken gettin' d' shine!"

But the presence of womenfolks in shine parlors of the down town section no longer produces the slightest ripple of excitement. It has become an ordinary occurrence.

And most shops are provided with chairs or settees especially for their lady patrons.

It has often been observed that the abbreviation and contraction of skirts, which had the effect of bringing women's footwear into far greater conspicuity than used to be the case with the old-style lengthy and voluminous skirts, had an immediate and appreciable effect upon milady's footwear selections. In order to have the toilette ensemble as it should be, her shoes must be neat-fitting, adequately styled, and of the right sort of material to go with the gown worn.

And the same considerations that prompted the modishly gowned woman to select her footwear with discrimination also decreed that she keep her street shoes free from dirt, dust and grit. Which is only another way of saying that she must have them polished often.

Thus, in a somewhat indirect way, the popular shine parlors throughout the country profited by the vogue of the short and narrow skirt.

In view of the increasing momentum of the feminist movement, it is quite likely that a very large percentage of the patrons of the polishing emporiums, in coming days, will be women.

Girl Bootblacks in Chicago.

In Chicago, which is a city of advanced ideas, girl bootblacks have already arrived.

M. S. Sholl, 752 North Clark street, recently tried the experiment of employing three girls and set them to work polishing shoes. The innovation made a big hit, and it will doubtless be shortly followed by other shine parlor proprietors in all of our large cities.

Mr. Sholl says: "I regard the girls as good advertising, quite aside from the efficiency with which they do their work."

The Chicago girl bootblacks are being generously tipped; but the tipping process will doubtless dwindle as the novelty of the situation wears off.

I am at pains to cite this rather interesting incident to show woman's changed attitude towards the shine parlor.

In mid-summer of 1913 the price of a tan polish in all city shops throughout the country was advanced from five to ten cents.

Early in the fall, when dull and universal ten cent schedule went into effect, the ten cent schedule went into effect.

The man who gets his tan or gun-metal shoes polished two or three times a week feels that he is going a bit strong to pay ten cents a clip.

He is willing to stand for a ten cent polish at his barber's or at his hotel; but he doesn't relish the idea of paying ten cents every time he steps into a dinky little shine parlor to have his shoes brushed up.

And when I say "he" I am speaking of the average, modestly-prosperous, modestly-economical male citizen. It is of this class, largely that the clientele of polishing emporiums is made up.

The proprietor of a shine parlor that I often frequent, reluctantly admitted that his business had fallen off quite a lot since the new price schedule went into effect. He employs three or four less men than formerly. At that his present force isn't busy half the time. Early last summer you were in luck to get a seat without a wait.

An alert findings man told me he began aggressively advertising polish last summer just after the ten cent tan polish schedule went into effect. "And I certainly did clean up!" was his succinct remark.

In the fall he exploited polish for black leathers.

White polishing preparations he kept to the fore what time white shoes were in use.

He says his has increased to beat the band.

"And you'd be surprised," he commented, "to know how many polishing outfits we sell here."

From his point of view the recent Greek-Italian movement for increasing the price from five to ten cents per polish was a happy thought. He's for it.

Cid McKay.

Overlooking an Opportunity.

It may appear like getting back to the kindergarten days of the retail shoe business to advocate shoe repairing in retail shoe stores, yet the fact remains that this feature of the shoe business has been responsible for much of its success, measured from the standpoint of dollars and cents.

There are many readers of the Retailer who are well equipped to repair shoes, and who conduct the business on a profitable basis. But there are others who have allowed the business to be corralled by the specialty-quick-repairman without making any effort to stop him.

There is a profit in repairing shoes. If there wasn't the country wouldn't have been dotted with while-you-wait-repair-shops. There is perhaps a larger margin of profit to the specialty repairers than would come to the repair department operated in connection with a retail shoe store,

but to the latter there is also the unquestioned advantage of the department as a means of drawing people into the store to buy new shoes. Anything legitimate that will draw people into your store is worth something and the shoe repair department means just one more way of "getting them coming."

The argument has been occasionally advanced by retailers that the "free lunch fiends," or in other words, customers who expect minor repairs without paying for them, eat up all of the profits.

This isn't so. Those people who come back for some little job of free repairing are not, and shouldn't be considered "free lunch fiends." The shoe dealer ought to class them as friends. They come back to help him make good, and he ought to be delighted to have the opportunity, for those same people if they hadn't come back would very likely have nursed their grudge and gone elsewhere the next time.

Let us consider other advantages. First of course, (that is the usual way), is the opportunity of getting more profit. Then there is the repair department as a drawing card. There are probably other advantages, but those mentioned are quite sufficient.

Whenever the repair department is absolutely impossible, retailers are frequently enabled to make arrangements to have some shoe repairer handle their work and pay them a commission. The proposition is of too great importance to be overlooked.—Shoe Retailer.

When merit measures up to the price—then is a customer satisfied.

The "penny wise" dealer buys an inferior article with looks only, because of low price; but the next season finds that his "pound foolishness" has lost him many a profitable sale.

Your Profits

are measured by the real service you render to your customers in quality of merchandise and fair treatment.

In Rouge Rex Shoes there is strength in appearance that appeals, comfort that pleases, and a wearing quality that satisfies.

You can sell them at a profit, and you will sell them again.

Hirth-Krause Company

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



Meet the Issue Squarely Sell Hood Rubbers

Because the **PEOPLE** want them.

Because thereby **YOU can give** the **greatest VALUES**.

Because **you will** then **not be OBLIGED** to say, "we have a rubber that is just as good."

Meet the Issue Squarely, Buy Hood's

HOOD RUBBERS sell **LARGEST** in the **world's trade**, because of **MERIT**—because they bring the customer **back again**.

Build on **HOOD QUALITY** and you can make **your rubber business** not only **successful**, but a **pleasure** as well.

We **save** you **5%** on your rubber bills.

Get in touch with the livest Rubber proposition in Michigan.

HOOD RUBBERS and **Our Service** have made us the Largest Rubber House in the Central States.



Grand Rapids Shoe & Rubber Co.

THE MICHIGAN PEOPLE

GRAND RAPIDS, MICH.

Creating a Demand for Findings. Written for the Tradesman.

From a few simple, necessary and inexpensive commodities, retail shoe store merchandise embraced under the comprehensive term "findings" have multiplied and diversified, until now the lines have become as varied as they are numerous.

I know one concern that carries from twelve to fifteen thousand dollars in findings alone. And they have everything they can hear of in the way of findings. Their findings manager is a live wire.

"What's new in findings?" I hailed him the other day.

"Nothing particularly new that I know of," he deprecated; "wish I did know of something."

"Well, how's business," I enquired, "from a findings standpoint?"

"Good!" he responded.

"But what are you selling most of?" I persisted.

"Oh, I don't know," he reflected; "selling a little bit of everything!"

"Polish?" I asked.

"Loads of it!" he announced.

"Buckles and tango sets?" I ventured; "are they going?"

"Simply to beat the band!" was his way of putting it.

"What kind of buckles," I pursued, "are going best with your trade?"

"Cut steel," he said.

"Imported stuff? I queried.

"Sure!" was the rejoinder; "all cut steel is imported."

"Is that so?" I interrogated; "why don't they make cut steel in this country?"

"Seach me! Maybe it's because of the cheapness of labor in foreign countries," he ventured; "you know there's a lot of work on a cut steel buckle. Each little piece of steel is cut out separately and riveted onto a soft metal backing. If any American manufacturers turn out this sort of stuff I don't know who they are."

"What do you get for your imported steel buckles?" I questioned.

"Well, I get all the way to \$25 the pair," returned the findings man.

"Whew!" I exclaimed; "that's going some!"

"Well, they're worth the money," he snapped.

"Don't doubt it in the least," I granted; "only it strikes one as being a bit anomalous that womenfolks should be paying that much for slipper ornaments when so many people are clamoring hard times. How do you account for it? Or do you try to account for it at all?"

"Well, it's this way," informed the findings man; "in the first place the majority of the patrons of our store are people that have no experimental knowledge of what you call hard times. They perhaps read about it in the papers; but it doesn't touch them. They have plenty. They can buy what they want. And then, for another thing, women know how to economize and skimp and plan in order to get things they want, even when they can't afford them. If fashion decrees footwear jewels—as Dame Fashion is now doing—they'll manage somehow to get the wherewithal."

"And you," I exclaimed, bestowing on him a pseudo-censorious look, "you aid and abet these women in their extravagances, eh?"

"Believe me, I do," corroborated the findings man.

"And there isn't anything," I mused half aloud; "i. e. of a novelty-nature in the findings line that has gone big?"

"Who said it?" demanded the findings man.

"Well you didn't say it," I returned.

"Well have a look at this," and the findings man pulled out a desk drawer and produced a box about the width and length of a shoe carton, but hardly so deep. Removing the lid he brought out a Russia tan article, not unlike lady's card case—only a bit thicker. It was fastened by means of a clasp similar to a glove's. "What d'you think of that?" he said.

I opened it and found the inside lined with soft wool, making a square approximately 4½ by 4½ inches.

"Slip your hand in here," directed the manager of findings; and I found the glove-like opening between the outer leather and the sheepskin.

"Pretty nifty, eh?" he enquired.

"It certainly is," I beamed enthusiastically.

"Well, that's what I thought when I first saw it," confided the findings man.

"Sold well?" I enquired.

"Tip top," he said laconically.

"Some game—this findings game!" I remarked.

"Yes, it certainly is," acceded the manager of one of the most progressive findings departments in the Mid-

dle West. "It certainly is some game!"

"Growing?" I queried, knowing beforehand what his answer would be.

"By leaps and bounds," was the way he phrased it.

Talk Up Findings.

In view of the really big possibilities implicit in findings, I have discovered that a good many retail shoe dealers are not a bit hilarious about them.

"Oh, yes!" they'll often say, in a sort of apologetic way, "we carry some findings." And perhaps they'll point you to a findings case in an obscure nook somewhere on the floor. And you cannot escape the impression that they are doubting Thomases on the findings proposition.

But why? The trouble surely isn't with the merchandise; for it is, for the most part, good stuff; and strictly salable. Commodities in the findings line are attractive in themselves, they subserve legitimate purposes. They are useful. They are convenient. And some of them are really little bits of materialized luxury.

Why shouldn't they sell? And the answer to that conundrum is, They will sell; they do sell.

But of course they don't sell automatically.

Somebody's got to get behind them salesmanship. But that isn't a thing strange; for the same is true of everything else.

I am inclined to think too many retail shoe dealers are expecting the impossible of findings.

My advice is: either don't carry



NOW!

There's No Time Like the Present

Soon the snow will be melting, leaving wet fields and roads. Are you PREPARED?

CAN YOU GIVE YOUR CUSTOMERS shoes that will keep their feet dry—shoes that you can recommend, with the knowledge of giving the best satisfaction? We have 50 years of progressive experience backing our shoes. They are built right and the prices are moderate.

Our Rikalog No. 318, photograph shown above, are the shoes that will fill your early spring requirements. Both tops and bottoms are made of the best leather money can buy. They are as nearly water-proof as it is possible to make leather, and if kept properly oiled, will give excellent service at all times.



Rindge, Kalmbach, Logie Company

GRAND RAPIDS, MICHIGAN



EST. 1864



EST. 1864

them at all, or carry them in dear earnest—push them.

Why let the dust collect on the findings case? Why pile newspapers, catalogues, trade publications, and other objects on the findings case? It isn't fair to findings.

And why not keep findings to the fore in the window displays? The very presence of them there in the window will convince people that you think enough of findings, not only to buy them, but also to feature them. And you know how the featured article itself creates its own demand.

And talk up findings on the floor. And have your salespeople talk findings.

Findings are growing more and more in favor with people who know about them. And, as previously intimated in this sketch, findings are increasing year by year. Always new things in the findings line are coming out. And the merchandise carries a good line of profits. The profits on findings run ever so much higher than they do on your footwear lines. And such things admittedly belong in the shoes store rather than in other retailing establishments. They link up conveniently with footwear.

The people who produce such merchandise are certainly doing their best to get out new stuff and serviceable merchandise. But they can't create the local for it. That is up to you.

Cid McKay.

Hot Shot for the Firing Line.

It doesn't pay to be jocosely with a customer until you know him well.

It's the man of "go" who gets the "dough."

No man can rise who slights his work.

Nothing is so contagious as enthusiasm. It is the genius of sincerity and no victories are won without it.

No personal charm of manner on your part is going to land a customer when it becomes apparent to him that you don't know your business.

If you would reach any goal you must triumph over all obstacles. Obstacles were made to determine the true market value of success.

Work small opportunities and make them large.

This is a give-and-take sort of a world. Try to give a little more than you take.

Don't be too insistent on stopping work when the regular day's task is finished.

It pays to please a customer and keep him pleased. Every satisfied user of your product helps you sell more goods.

No salesman, however broad and varied his experience, can hope to acquire a monopoly of the ideas, arguments or convincing methods which may be profitably used in his profession. He will never see the time when he can assure himself that in his past experience all the difficulties or emergencies which may occur have been confronted and successfully overcome.

Two heads are better than one. Ought not thirty-seven men engaged

in the same profession to know more than one?

Knowledge has been, is, and always will be the lever with which a man may remove any obstacle.

More than one string to a bow is all right if you don't have so many that you cannot use the right one at the right time.

A store salesman is in honor bound to welcome all who come—that is his business. Those who come to look may be developed into buyers.

One thing a salesman or saleswoman must carefully avoid—the wearing of their own troubles on the outside. It does no good, but does much harm, to the customer, the employer, and yourself.

Indifference—callous, unresponsive indifference—is not a capital crime under the statutes, but it is so according to the code of salesmanship. A stolid, don't-care indifference at the sales counter is a business killer.

What employers do for their salespeople they do largely for themselves, but the interest is rarely wholly selfish. Did you ever take the trouble to express your appreciation of what the firm does for you?

The store salesman or saleswoman can with the simple effort of attention to and study of his or her line, make a valuable reputation and build up a personal trade, that is worth money to the firm and to the one who sells.

If employers would realize that attention to their methods of selling is more important even than their advertising, there would be less advertising waste. Too many people make the mistake of considering advertising as the sole factor in salesmaking. It is only one factor and not the largest at that.

Obeys the rules of the house without grumbling. Suggest an improvement if you can, but remember that rules are necessary, and that the house has carefully considered them and that there are good reasons for their enforcement. A store rule must be made general or order could not exist, and without order and system no work can be carried forward.

Sales are the life blood of business. The greatest assistance that a business man can receive is aid in increasing his sales. If he can't get business he can't do business. When sales power fails all the wheels of business stop, as every wheel, cog and spindle in a factory comes to rest when the engineer throws off the switch in the power house.

The head of a business is content to leave the work of office and factory departments to subordinates; but every business head wants to see the sales sheet of his house every morning as soon as he enters his office. The vital question with him—the problem that keeps him awake at night and disturbs even his dreams, is "How can I maintain and increase my sales?"

Don't get into a rut. It is a good deal easier to keep out than it is to get out.

Buy Enough to Secure Minimum Freight Rate.

What good will it do you to escape loss from deterioration through excessively small orders and then lose all you save on heavy freight charges?

Don't you know that a shipment of goods will cost you the 100 pound rate, no matter whether it weighs one pound, ten pounds, or seventy-five?

Aren't you merchant enough to be able to fill in from various lines until a 100 pound shipment is built up?

Suppose, for example, you want to order \$10 worth of dry goods, which is an extremely small amount. Ten dollars' worth of dry goods, as you know, is a retail quantity and not a wholesale quantity. But suppose you did order \$10 worth of dry goods; the shipment will probably weigh between thirty and forty pounds. Dry goods are "First-class freight matter" and we will suppose that your 100 pound rate on first-class freight matter is \$1. On such a shipment of dry goods you pay, therefore, \$1 for freight, or 10 per cent.

Now see what you might have done. You might have added \$10 worth of notions, weighing, perhaps, thirty pounds, \$10 worth of tinware, weighing, perhaps, sixty pounds and \$10 worth of hardware which would bring the shipping weight of your order up to something over 150 pounds, and would bring your freight cost well within the \$2 margin. On \$40 worth of merchandise your freight would cost 5 per cent, or just one-half of what it would amount to with a single order of dry goods.

Of course, this is an extreme case and your freight cost could be brought down to a much lower percentage.

Now it isn't at all necessary to overbuy in order to reduce your freight expenses, since the average merchant carries so many different lines that needs are continually crop-

ping up in many different places. We have merely cited dry goods, tinware, notions and hardware for the sake of example and do not wish any retailer to understand that the collection must always be made from these lines.

Base your orders only on those which need attention and you'll find that you not only escape overbuying, but that you reduce your freight expense to a minimum.

Anderson Pace.

To Plant Sugar in Place of Rice.

Is South Carolina to come to the front as a sugar producing State, with sugar cane supplanting the realm of rice culture, now that much of the rice acreage is no longer tilled profitably. A Georgetown, S. C., dispatch declares that within another year or two, one of Georgetown's agricultural products will be sugar cane. There are great areas of old, abandoned rice fields in this county, and it appears that some of the owners have just discovered that these old rice lands are well adapted to growing sugar cane. Experiments have been made on a small scale and thus far have proved very successful. It is very probable that a large crop will be planted this year.

C. P. VanGendren is about to commence business in the gas and electric fixtures line at 315 South Division avenue.

B. Burlingame has succeeded I. J. Cook in the grocery business at 333 East Hall street.



Supply your trade with the popular

SANDOW BOOTS

DUCK VAMP WITH PURE GUM UPPERS

This is one of the Famous
WALES-GOODYEAR BEAR BRAND

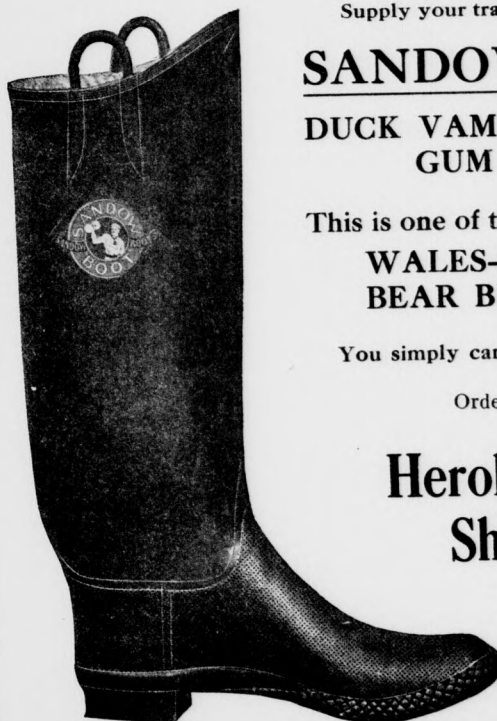
You simply cannot go wrong on it.

Orders Solicited

Herold-Bertsch Shoe Co.

Mfg. "Bertsch" and "H.B." Hard Pan Shoes

Grand Rapids, Mich.





Grand Council of Michigan U. C. T.
 Grand Counselor—E. A. Welch, Kalamazoo.
 Past Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—M. S. Brown, Saginaw.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—J. C. Witliff, Port Huron.
 Grand Conductor—W. S. Lawton, Grand Rapids.
 Grand Page—E. J. Moutier, Detroit.
 Grand Sentinel—John A. Hach, Jr., Coldwater.
 Grand Chaplain—T. J. Hanlon, Jackson.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.
 Next Grand Council Meeting—Saginaw, June 12 and 13.

Michigan Division T. P. A.
 President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornelius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

The Capital Stock of a Traveling Salesman.

That the credit man may have a message for the traveling salesman is entirely within the realm of possibilities, opinions to the contrary notwithstanding. As a matter of fact, the credit man comes into closer contact, more intimate relation with the traveling salesman and his woes than any other in the business, unless it be the sales manager.

There is a deep purpose in the application of the word "co-operation." To co-operate means that two or more persons will think, work and pull together in an orderly manner for their mutual benefit, and real co-operation means 98 per cent. agreement and 2 per cent. disagreement. Co-operation between the sales and credit departments of a business are so vital that if there is disagreement disaster must result.

It is almost impossible to make some salesmen believe that the credit man is not a disagreeable individual or has no grudge against them. They base this on the frequent reprisal of orders, some of them nice, big, fat ones, in the face of the fact that the salesman has written telling the credit man that the order is "all right," "good as wheat in the bin," "stands high in his community," etc. The salesman not aware frequently that the credit man has inside information of this customer coming from a confidential source, indicating that the customer in question owes 85 per cent. of his assets and can only be made to pay his debts through an attorney or through threats of litigation.

Competent, experienced men are a part of the capital stock of any business, and this competency and ex-

perience is also the capital stock of the man himself, because his labor helps propel the business and the business helps propel his labor. But there must be a profit on this man's labor; he must produce more than his salary and his expenses. Every branch of business must produce a profit, and at no point are the profits of a business more threatened than in the possible extension of credit to unworthy buyers.

Co-operation, energetic endeavor, systematic effort, constantly increasing knowledge coming from experience, are the foundation stones upon which, when intelligently laid, the structure of success must be built. The department of sales is naturally the keystone of this allegoric structure because it is the fundamental source of revenue, the back-bone of support, the main arch of any business. I feel justified in offering some facts on the sales department.

Much depends upon the material of which the working force of the sales department is made up. Every man is possessed of individuality and a sub-conscious personality. If properly directed this will usually develop self-confidence or self-reliance. There are others who have only what is termed "luck" and who succeed for a while on this, but the destinies of these two classes may be wide apart. Success does not depend upon mental ability alone, for there are certain phases of success which seem to be just beyond the reach of the majority of men.

Of the tens of thousands of traveling salesman, a great army of them, many drop out of the ranks early in the march; others cannot keep step, being unable to maintain self-confidence in themselves or faith in their work. Others lose their pluck and their ambition because they cannot see immediate success ahead. Others fall behind because they either do not apply themselves or do so in the wrong direction. Others do not view with seriousness their plans to be carried out. Still others are just, plainly speaking, lazy and incompetent.

The successful ones, those who stayed in the campaign, have started with vim and enthusiasm, with an ambition which pushes them to extreme efforts, with self-reliance which supports their belief in themselves. They have overcome failure by determination and resolution. These kind become the virile, result-getting salesmen, they get the orders, they establish a line of trade for their house and themselves, and they cast out lines, binding themselves to confidential business friendships. Let it be ob-

served that all of these have started out with an even chance.

What is the difference between these men which makes this great difference in their final results?

It is that wonderful gift of magnetism, which makes for results when it is combined with an evenly balanced disposition and other necessary qualifications.

It is a peculiar fact that the origin of a man has nothing to do with his final success except in the most incidental way. The boy who was born on the farm, whose education was obtained at the cross-road district school during the few months in each year, who worked from dawn to dark on the farm, who became clerk in the general store in the nearby town, sleeping on a cot, in the loft or back of the counter, working for his board and a dollar a week, may become a successful salesman and eventually the head of the business. So also with the boy who was born in the city, with all of the advantages of the city life and good surroundings and ample schooling, he, too, may become equally successful. Both classes do; it is not the early environment but the later determination to succeed and the magnetism of the man himself. The farmer boy has an equal chance with the city-bred lad, and vice versa, providing they have the same personality, and personality and magnetism mean the same thing.

Few men are born salesmen or inherit talent, and of those who undertake to become salesmen one-third fall down early, another third drops out in the middle of the fight, and the last third makes good, and of that third perhaps half will eventually advance beyond the grade of salesmen to the important positions in the house, eventually becoming perhaps heads of the house. Those are the men who have the overpowering personality and invincible magnetism.

The successful traveling salesman must have the tact to cultivate a common point of sympathy between himself and his customer, to bring him to an agreement with him so that there will be real enjoyment in both the selling and buying end of the transaction. The good salesman must have a willingness to work, a thorough knowledge of his goods; he must be a result producer, he must be the kind of a man who will wear on the band of his hat the word excelsior.

He must know several things well. (1) That he must keep the customers in good frame of mind with himself; (2) that he must keep them in perfect accord and confidence with his house; (3) he must be willing to lend advice and assistance to the experienced buyer; (4) he must be fair enough not to overstock his customers, and (5) more than all other things, he must have in his heart the very best interest of the house for which he is working, and in order to carry out this, it is absolutely essential that he must be in the most thorough accord with the credit department of the house and must understand that the house can be ruined by overconfidence, which leads to the injudicious granting of credit. A million exam-

ples of the failure of merchants who appear to be worthy of credit should tell any salesman why thousands of wholesalers and manufacturers in this country who had every opportunity to succeed have not done so. They have been injudicious in the granting of credit, and much of that injudiciousness has been because the credit department has placed too much reliance on the perfunctory recommendations made by salesmen as to the credit worth and standing of customers to whom they have just sold fat orders.

Remember the one thing, that the success or failure of the house for which the salesman is working is of vital importance to the salesman himself.

W. G. Sluder.

The Salesman's Creed.

To respect my profession, my company and myself. To be honest and fair with my company, as I expect my company to be honest and fair with me; to think of it with loyalty, speak of it with praise, and act always as a trustworthy custodian of its good name. To be a man whose word carries weight at my home office; to be a booster, not a knocker; a pusher, not a kicker; a motor, not a clog.

To base my expectations of reward on a solid foundation of service rendered; to be willing to pay the price of success in honest effort. To look upon my work as opportunity, to be seized with joy and made the most of, and not as painful drudgery to be reluctantly endured.

To remember that success lies within myself, in my own brain, my own ambition, my own courage and determination. To expect difficulties and force my way through them; to turn hard experience into capital for future struggles.

To believe in my proposition heart and soul; to carry an air of optimism into the presence of possible customers; to dispel ill temper with cheerfulness, kill doubts with strong convictions and reduce active friction with an agreeable personality.

To make a study of my business or line; to know my profession in every detail from the ground up; to mix brains with my efforts and use system and methods in my work. To find time to do everything needful by never letting time find me doing nothing. To hoard days as a miser hoards dollars; to make every hour bring me dividends in commissions, increased knowledge or healthful recreation.

To keep my future unmortgaged with debt; to save money as well as earn it; to cut out expensive amusements until I can afford them; to steer clear of dissipation and guard my health of body and peace of mind as my most precious stock in trade.

Finally, to take a good grip on the joy of life; to play the game like a gentleman; to fight against nothing so hard as my own weaknesses, and to endeavor to grow as a salesman and as a man with the passage of every day of time.

THIS IS MY CREED.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, Feb. 23.—Learn one thing each week about Detroit: There are seven boat manufactories in Detroit.

Incidentally, it keeps the retail stores busy putting on sales. Which is unworthy enough of being one of Walt Ryder's puns.

We wish to commend Mr. Puffer, proprietor of the Dresden Hotel at Flint, for the manly attitude in which he accepted our (for many others) criticism of the rates charged at his hotel. Mr. Puffer states that it is his object to cater to the traveling public whence he must derive his revenue. In the meantime he has reduced the price per day on the sample rooms. There never has been any occasion to criticize the Dresden for any other reason than what the traveling man termed were exorbitant rates charged, especially for those who were compelled to use sample rooms. For the benefit of those who do not go to Flint, we will say that nowhere in the State is there a finer equipped hotel.

Thomas Plues, member of Detroit Council, No. 9, is still seriously ill at his home on Philadelphia avenue, East. Tom's friends, who can be counted in large numbers, are all pulling for his speedy recovery.

R. J. Bailey, who until recently owned a farm near Capac, has traded it for the dry goods store known as Willoughby's store at Capac. Mr. Bailey will take active charge of the business.

If every farmer could trade his farm for a store for sixty days, there is no doubt that when they traded back the mail order houses would lose some good customers.

Don Comstock, of the C. A. Comstock Dry Goods Co., Ypsilanti, is in New York looking over the new spring styles. We really believe that there must be some other sights worth going to New York to see, otherwise Don would come to Detroit to see the latest styles.

Angus Pennefather, the original battler from Antietam, who is a firm believer in anything that is contrary, says that the world is improving (pronouncing improving in sarcastic vein). Says "Penney," Diogenes used a lantern in his quest for an honest man. Nowadays a blind man can see one—just as quickly as anyone else can.

Supreme Conductor Frank Ganiard, of Jackson, has given his promise to attend the next meeting of Council No. 9, at which time will be held the annual election and he will conduct the installation work. This visit will be a rare treat and will, undoubtedly, bring out a large crowd on that evening.

R. J. Scott has purchased a half interest in the store owned by Mr. McNair, at Brown City. The addition of Mr. Scott to the firm will do much to rejuvenate the business, he being a young and aggressive hustler.

There is going to be something doing in Imlay City. Two real live up-to-the-minute hustlers have decided to settle and make their fortune in the thriving little village. H. B. Fairweather, who conducted a general store in Imlay City for a number of years has decided to retire and has sold his store and stock of goods to Hazelton & Linekar. Mr. Hazelton, a former Imlay City boy, has been employed for some time by the Boyce Hardware Co., of Port Huron, while Mr. Linekar has been employed by Rothsburg & Muir for twelve years, during which time he made many friends and gained a first-hand knowledge of the business. The new firm has already started to remodel the

store and stir things up as only two live wires can do.

Bert Mead, manager of the dry goods store under the name of D. E. Burgess, of Allegan, and one of the hard workers of the prohibition party, says that the perfect women are found mostly in novels.

And you might add, Bert, that the most beautiful weather is found in poems.

"Jimmie" Jonas, well-known and popular salesman, now residing in Detroit, but still a member of Auto City Council, No. 305, visited Council, No. 9, at its regular meeting last Saturday night. Jimmie conveyed the glad news that he has written for his transfer card and will soon be a member of the local Council.

From the pen—beg pardon, we must tell the truth—the pencil of Angus McEachron and addressed to 211 Columbus avenue: "There are steins and steins, but no city in the State can boast of a Goldstein such as Detroit has." We coincide absolutely with Angus McEachron. In fact, we can prove he is right. Our better half says she never saw one like us—but it was nothing to boast of.

Here's a mystery someone writes Detonations to unravel. Harry F. Dorweld, member of Cadillac Council, No. 143, and member of the wholesale jewelry house of Luthis, Dorweld, Holler Co. is accused of buying up all the "beans" in sight and the writer is very anxious to know why it is thus. The matter has been handed over to the Tradesman detective for investigation.

Hirshfield & Rosenberg, who conduct a general store at Owendale, have purchased the stock of dry goods and furnishing goods of A. Goldstein & Co., 1091 Twenty-fourth street. They have added a line of ladies' ready-to-wear goods to the stock and have remodeled and enlarged the store. Mr. Hirshfield will have charge of the Detroit store, while the Owendale store will be under the management of Mr. Rosenberg.

We have received many letters, asking that we boost John Schram's candidacy for Secretary of Cadillac Council, No. 143. In reply, we wish to say that this will be unnecessary. Mr. Schram's faithful services in the past are all the commendations necessary. It would, indeed, be an ungrateful order that would not recognize such services.

Harry Marks, Secretary of Council, No. 9, will have a formidable opponent for the office he holds. The candidate to oppose him will be Harry Marks, of 50 Woodward avenue.

Bringing home a bun won't help a hungry family any.

The following traveling men were initiated at the last meeting of Cadillac Council, No. 143, the fastest growing council in the country: John McGinty, E. C. Savage, Henry Burnstein, L. V. Rohr, F. L. Taylor, S. E. Malotte, W. I. Wilson, Fred Miller and Wm. H. Hadtman. The above names were sent us through the kindness of one of Cadillac's members. We are willing at all times to boost the U. C. T. (any council) and would thank the Secretary of said council for any items that will prove beneficial to the order or to the council. Fortunately, the Detroit councils are well equipped with boosters.

T. N. Thomson, formerly of Hood, Foulkrod & Co., Philadelphia, will cover the territory in Indiana formerly covered by Phil Himmelein, of Burnham, Sotepel & Co. Mr. Thomson has had fifteen years' experience on the road and is well fitted in all ways to fill the vacancy caused by Mr. Himmelein's resignation.

A clock once owned by Abraham Lincoln was sold at auction in Columbus, Indiana, for \$260. Looks as

if the Pere Marquette might have done the bidding. They never did care much for time.

Chas. Behm, (Murphy's best friend) city salesman for C. Elliott & Co., met with a mishap while driving his automobile on Michigan avenue one day last week, which, luckily, did no more than damage the automobile. While trying to avoid driving toward a horse and buggy which was coming directly in his path, Mr. Behm's machine was hit by a street car.

The next dance given by Cadillac Council, No. 143, will be next Saturday night, Feb. 28, and will be entirely free to the members and their friends.

A. L. Osborn, of Osborn, Boynton & Osborn, has sold his interest to George H. Boynton and H. F. Osborn. Mr. Osborn is a veteran traveling man and, before becoming a member of the firm of Osborn, Boynton & Osborn, represented the Kinney & Levan Co., wholesale crockery, glassware, etc., of Cleveland. Mr. Osborn has announced that he has again affiliated with the Kinney & Levan Co. While the news is not authentic, it is rumored the Osborn, Boynton & Osborn Co. will merge into a stock company.

Then, again, some people who pray the loudest in church make the least noise on the collection plate.

Big and little doings were pulled off in Kalamazoo last week when, the Detroit contingent of the Michigan Retail Hardware Association stepped from the special cars onto the Kalamazoo pavements. One of the interesting sights of the city was the asylum. Alex Lenke, John Patterson, Jim Tyre and Walter Tyre (Tyre Hardware Co., spent some time looking over the inmates, expecting to find many of those has-been merchants who worried over the electric lines invading their territory, the mail order houses and the parcel post, respectively. Billy Moore's famous quartette, reinforced by twenty others rendered many selections. Several others rendered selections when they found out that the lid was securely fastened down at 10 o'clock p. m. However, another asylum (of refuge) was found in a neighboring club, and the reputation of Kalamazoo as a town of entertainment was saved. The Round Oak Stove Co., of Dowagiac, represented by the Michigan representatives, Miles Heath, of Detroit, and Fred Walsh, of Bay City, took their customers to Dowagiac and showed them through the factory, returning in the afternoon to Kalamazoo. The convention next year will be held in Saginaw.

For the above we wish to thank "Tom" Burton, who accompanied the party. Tom represents the Lisk Manufacturing Co., of Canandaigua, N. Y.

After viewing the picture of William Bellamy, of Bay City, candidate for the office of Grand Sentinel of the U. C. T. of Michigan, we wish to announce that these columns are for William T. Bellamy for Grand Sentinel.

It was with extreme regret that we read the article under the head of Merry Musings, in which our good friend Monroe went so far out of his usual style as to accuse an entire council of drunkenness. First, let us state that if Mr. Monroe believes that it is a disgrace to the order for a member to be intoxicated, he is in absolute accord with the very tenets of the order—temperance. However, how much better it would have been to have reported the matter to the council for investigation, instead of making such veiled accusations. A great many members of Council No. 9 visit Grand Rapids every week. Mr. Monroe at least could have spared the Council number, inasmuch as nothing but suspicion to all members

would be gained by the story. Possibly a helping hand might do more good than a rap in the back for such a member. Inasmuch as it is violating the obligations of the order to become intoxicated and the Muskegon scribe has taken the affair so to heart, we ask him kindly—aye, gently—why did he not report the matter to the alleged council and allow them to carry out the work that should be theirs in regard to investigation and punishment. If then, one member's actions are a disgrace, as our scribe states, to the entire fraternity, the act is much more enlarged by being published in a weekly paper. Why doesn't Mr. Monroe write up a few thousands upon thousands of good deeds that the traveling men are performing every day and which are making them a credit to the profession and community in which they live? We are sure if the Merry Musings' editor had given the article a second thought he would have written it differently, or better still, not at all. Incidentally, we wonder how he was so sure it was a member of Council No. 9.

Rather significant that an epitaph generally begins, "Here lies."

Ellison & Son, of Kinde, general merchants, are remodeling their store throughout. Mr. Ellison, Jr., recently acquired the interest of his father's partner, Mr. Stull, and it is through his progressiveness that the many up-to-date changes are being made.

The initial step was taken at the last meeting of Cadillac Council, No. 143, toward the organization of a burial fund association along the lines of the Grand Rapids organization. A large percentage of those present at the meeting signified their willingness to become members by signing the constitution. A. G. McEachron was elected custodian to serve until the annual election of officers when the March meeting takes place. This death burial fund association looks to be one of the best things ever organized in connection with the regular order of the United Commercial Travelers. While not wishing to go into detail at this time, we would ask that every member or officer of the U. C. T. look into this new benefit organization.

G. W. Buckingham & Co., of Flint, are remodeling their clothing store, with a view of having one of the finest stores of its kind in the State, which, by the way, will match up first rate with the proprietors.

L. P. Thompkins, of Jackson, member of the Grand Executive Committee of the U. C. T., has promised to attend the March meeting of Detroit Council No. 9.

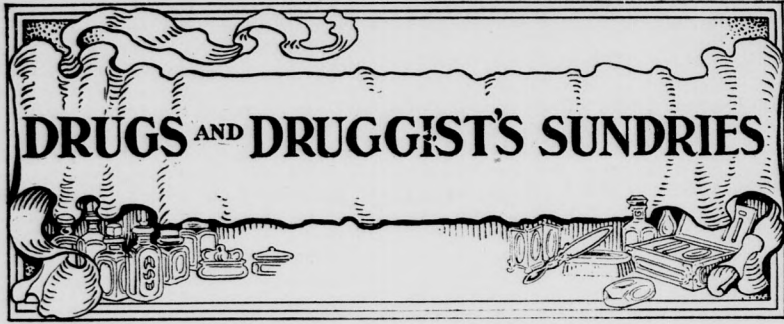
Pretty soft for some ginks sponging on others.

C. E. Alpern, department manager for Symons Bros. & Co., of Saginaw, is there with the sage sayings so long controlled by H. Leroy Proper, of the defunct village of East Lake. Mr. Alpern says: Before marriage it's one sweet dream, but after marriage it often develops into a nightmare.

The Nidermeyer Co., Richmond; Stark Bros. Northville; J. J. Pool & Son, Algonac; G. H. Becker, Montpelier, O.; C. H. Wright, Davis; Peter Matta, Windsor, Ont.; A. J. Christie, Anchorville, and Paul Czoloski, Jackson, were a few of the hundreds of merchants who were represented in Detroit's markets last week.

About 150 couple attended the annual ball given by Cadillac Council last Friday night at the Knights of Columbus hall. Everything was done as advertised and a few more thrown in for good measure. Everything from music to lunch was par excellence and the evening will long be remembered by those who attended as one of the most pleasant in their memory.

J. M. Goldstein.



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.

Sauce for the Goose.

At a recent meeting of one of the state pharmaceutical societies, there was considerable discussion, on various subjects, lasting several hours, but as usual, nothing of any consequence was done.

There was quite some talk regarding the twenty-four hour day of rest law, which applies to all mercantile establishments. Several druggists seem to think it was a very good and just law, but as pharmacy was so far superior to any other line of business, the registered drug clerk should not receive any of the benefits from this humane law. In other words, it was good legislation for all mercantile establishments except the drug store, and suggested making an extreme effort to have the drug stores exempt from this law.

If this were not a serious matter, it would be very laughable. I claim that every man who works for a wage, is a laborer, whether he works with his hands, or his brain, or like the registered drug clerk, with both.

As a comparison, a carpenter is employed eighty-eight hours in two weeks, for which he receives twenty-seven dollars and fifty cents (\$27.50) per week and receives double pay for overtime, Sunday and holidays, and can, if he desires in busy times, often earn forty dollars (\$40.) and more per week. I have an acquaintance (carpenter) whose earning capacity for the past three months has averaged forty-three dollars (\$43) per week.

The registered drug clerk, as we all know, is employed one hundred and thirty-two hours in two weeks—only forty-four hours more than the carpenter. The average pay of the drug clerk is twenty-three dollars (\$23) per week. Besides this, the car-

pen-ter is usually employed where he can breathe good air and see the sunshine, and I regret to have to state that a large number of drug stores are poorly ventilated and unsanitary and certainly do not contribute to the health of the clerk.

Still they say the carpenter is a laborer and entitled to his day of rest, but the drug clerk is not a laborer and does not require an entire day off once a week to spend with his family.

This comparison between the drug clerk and the carpenter is the same as applied to almost any other mechanic.

Some of the gentlemen present who were desirous of attacking this law desired to know who was responsible for a law which said a drug clerk is entitled to one day of rest in seven, the same as any other human being. For their information I will state that the sponsor for this humane law is an organization of gentlemen of intelligence, culture and wealth who are doing what they can to assist in the uplift of mankind in general and not the drug clerk in particular, and they will not stand idly by and permit any man or set of men to have any part of this just law annulled.

I am a friend of both the proprietor and the clerk, and have placed violations against every drug store, where it has been brought to my attention that they were not obeying this law. In doing this I claim I am doing a good act to both, by giving the employe his needed day of rest, and giving the employer a clerk whose mental and physical condition is such that he is more capable of attending to his duties in a satisfied manner and can, and does better work.

In conclusion, I would not care to have a clerk put up a prescription for me, or any of my family, who had been on duty for twelve to fourteen hours (as it often happens), for I know I would be taking a long chance, as these extreme long hours cause brain fag, and a man employed that length of time is not in a proper condition to handle prescription work. The clerk practically holds the life of the community in his hands and the time is not far distant when he will have an eight hour day, which he is justly entitled to. When the public understand conditions they will demand this.

A. Lincoln Strouse.

More things come to those who do not wait for them.

The Cigar Department in the Drug Store.

The drug store is one place where we may be sure of finding the material for a smoke, whether it be cigars, cigarettes or pipe that is the medium. And the cigar department is the section of the store where you have an excellent opportunity to make friends with the male portion of your community. I have before suggested the desirability of looking more carefully after the condition of the cigar case, to the end that there will be no deterioration in the quality of the cigar after you have purchased it. Smokers are fussy, but they have a right to be, and if we wish to hold their trade we must have patience with their whims, even when we know that is just what they are. Unless your store is a very small one, I would not be satisfied with keeping only standard brands of cigars. Have at least one brand of your very own, both at five and ten cents. Either a cigar that is made specially for you or one that you are given the exclusive sale of in your section. Take a lesson from some of your chain store competitors and have a little "Feature" from time to time. Something in the way of a bargain or something to which you call special attention for that day. Try and learn your customers and hand out what they want without their having to name it.

As the cigar counter is the place where you get the special attention of the men why not use it to call attention to other goods that especially appeal to them? Have, for instance, a small stand with a frame for a placard on which you can feature some special thing from day to day. One day it may be a shaving soap, or cream, a safety razor, military hair brushes, your own brand liniment, etc. If you put a special price on the article for that day only it will help to call attention to it. But make it attractive in some way and keep it changing.

For the Druggist Who Has No Time.

The druggist seems to be the hardest worked man of all the retail tradesmen. He travels a weary treadmill from early morn until late at night, seven days in the week, and "has no time." At least, that is the universal story. If I should estimate how many thousands of times I have heard it, I should be accused of exaggeration. There are stores of every size, of course, yet I believe the proprietors of each and every one of them could have some time for himself if he would plan things rightly. Now, don't get excited; let's study the matter for a long time, and I felt sure that I could see ways and means, but it was not until a few days ago that I found my ideas working out in a drug store, and now I can write about them. It was what I call a neighborhood drug store. I knew the moment I stepped inside that I was in a progressive store. The display bottles had all disappeared behind the prescription partition, and their place taken by shelf displays of more sal-

able goods. This arrangement, by the way, is taking place very rapidly. Throughout the store there was tasteful arrangement of price-ticketed goods. As you entered the store there was a very charming sales-lady who came forward to know your wants. She could sell you a postage stamp, serve you with soda or ice cream, display toilet goods—in fact, she was, to use a curbstome classic, "there with the bells on." If it was a prescription, she took it from you, handed you a check, enquired what time you would call for it, noted the time on the duplicate and handed it to the prescription desk. And when prescriptions were ready, if not otherwise engaged, she took them from the prescription clerk, wrapped them neatly, and delivered them to the customer. In fact she was the pervading personality of the front shop, although the proprietor and his registered clerk were there when necessary. Observe now how this relieves the situation. These three people can arrange hours that are not tediously long. As a result they were all in good spirits and there was an alertness and brightness about the store that will make for business. The modest salary paid the young sales-lady more than comes back in increased business, which she is responsible for directly and indirectly. She will also have opportunity to arrange displays of confectionery and other goods that will make for increased business. If you select the right person for your so-to-speak salesmanager, she will, as I have said before, earn more than her salary and you have at least achieved a little "time" to look about you, to get your health or your sleep, or look in your trade paper, and it would not be surprising if the opportunity thus afforded would show you other ways of improving your methods and adding to your profits. "All work and no play, makes Jack a dull boy."

After-Shave Lotion.

Menthol, 5 grains; tannic acid, 20 grains; phenol, 10 grains; glycerin, 3 drams; bay rum, 1½ ounces; water, to make 6 ounces. Dissolve the menthol and tannic acid in the bay rum, and add the mixture to the phenol dissolved in the water.

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.	74	75
Am. Public Utilities, Com.	50	52
Cities Service Co., Com.	96½	98
Cities Service Co., Pfd.	74½	76
Citizens Telephone Co.	75	80
Comw'th Pr. Ry. & Lt., Com.	58¾	59½
Comw'th Pr. Ry. & Lt., Pfd.	79½	80½
Comw'th 6% 5 year bond	97	99
Pacific Gas & Elec Co., Com.	45	47
Tennessee Ry. Lt. & Pr., Com.	15½	16½
Tennessee Ry. Lt. & Pr., Pfd.	68½	69½
United Light & Rys., Com.	82	83
United Light & Rys., 1st Pfd.	77¾	78¾
United Lt. & Ry. new 2nd Pfd.	74	76
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.	125	146
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	249	250
Old National Bank	203	206
Peoples Savings Bank	250	

February 25, 1914.

WHOLESALE DRUG PRICE CURRENT

Acids	Cubebs	@ 4 50	Digitalis	@ 60
Acetic	Erigeron	@ 2 50	Gentian	@ 95
Boric	Eucalyptus	75 @ 85	Ginger	@ 1 05
Carbolic	Hemlock, pure ..	@ 1 00	Guaiaac	@ 1 50
Citric	Juniper Berries ..	@ 1 25	Guaiaac Ammon...	@ 1 25
Muriatic	Juniper Wood ..	40 @ 50	Iodine, Colorless	@ 1 75
Nitric	Lard, extra	85 @ 1 00	Ipecac	@ 60
Oxalic	Lard, No. 1	75 @ 90	Iron, clo.	@ 80
Sulphuric	Laven'r Flowers 4	50 @ 5 00	Kino	@ 1 05
Tartaric	Lavender, Garden	85 @ 1 00	Myrrh	@ 70
	Lemon	4 25 @ 4 50	Nux Vomica	@ 2 00
	Linseed, boiled, bbl.	@ 2	Opium	@ 65
	Linseed, bld. less	55 @ 60	Opium Camph.	@ 2 25
	Linseed, raw, bbls	@ 59	Opium, Deodor'z'd	@ 70
	Linseed, raw, less	54 @ 2 3 00	Rhubarb	@ 70
	Mustard, true ..	4 50 @ 5 00		
	Mustard, artifi'l	2 75 @ 3 00	Paints	
	Neatsfoot	80 @ 85	Lead, red dry ..	7 @ 8
	Olive, pure	2 50 @ 3 50	Lead, white dry	7 @ 8
	Olive, Malaga,		Lead, white oil ..	7 @ 8
	yellow	1 30 @ 1 50	Ochre, yellow bbl.	1 @ 1 1/2
	Olive, Malaga,		Ochre, yellow less	2 @ 5
	green	1 30 @ 1 50	Putty	2 1/2 @ 5
	Orange, sweet ..	4 75 @ 5 00	Red Venetian bbl.	1 @ 1 1/2
	Organum, pure ..	1 25 @ 1 50	Red Venet'n, less	2 @ 5
	Origanum, com'l	50 @ 75	Shaker, Prepared	1 40 @ 1 50
	Pennyroyal	2 25 @ 2 50	Vermillion, Eng.	90 @ 1 00
	Peppermint	4 50 @ 4 75	Vermillion, Amer.	15 @ 20
	Rose, pure	16 00 @ 18 00	Whiting, bbl.	1 @ 1 1/2
	Rosemary Flowers	90 @ 1 00	Whiting	2 @ 5
	Sandalwood, E. I.	6 25 @ 6 50		
	Sassafras, true ..	80 @ 90	Insecticides	
	Sassafras, artifi'l	45 @ 50	Arsenic	6 @ 10
	Spearmint	5 50 @ 6 00	Blue Vitrol, bbl.	7 @ 6 1/2
	Sperm	90 @ 1 00	Blue Vitrol less	7 @ 10
	Tansy	5 00 @ 5 50	Bordeaux Mix Pst	8 @ 15
	Tar, USP	30 @ 40	Hellebore, White	
	Turpentine, bbls.	@ 55	powdered	15 @ 20
	Turpentine, less	60 @ 65	Insect Powder ..	20 @ 35
	Wintergreen, true	@ 5 00	Lead Arsenate ..	8 @ 16
	Wintergreen, sweet		Lime & Sulphur	
	birch	2 00 @ 2 25	Solution, gal.	15 @ 25
	Wintergreen, art'l	50 @ 60	Paris Green	15 1/2 @ 20
	Wormseed	3 50 @ 4 00		
	Wormwood	6 00 @ 6 50	Miscellaneous	
			Acetanilid	30 @ 35
	Potassium		Alum	3 @ 5
	Bicarbonate	15 @ 18	Alum, powdered and	
	Bichromate	13 @ 16	ground	5 @ 7
	Bromide	45 @ 55	Bismuth, Subni-	
	Carbonate	12 @ 15	trate	2 10 @ 2 25
	Chlorate, xtal and		Borax xtal or	
	powdered	12 @ 16	powdered	6 @ 12
	Chlorate, granular	16 @ 20	Cantnarades po.	2 50 @ 2 75
	Cyanide	30 @ 40	Calomel	1 20 @ 1 30
	Iodide	20 @ 3 40	Capsum	20 @ 25
	Permanganate ..	15 @ 30	Cassia	@ 3 50
	Prussiate yellow	30 @ 35	Cassia Buds	@ 40
	Prussiate, red ..	50 @ 60	Chalk	30 @ 35
	Sulphate	15 @ 20	Chalk Prepared ..	6 @ 8 1/2
			Chalk Precipitated	7 @ 10
	Roots		Chloroform	38 @ 48
	Alkanet	15 @ 20	Chloral Hydrate	1 00 @ 1 15
	Blood, powdered	20 @ 25	Cocaine	4 10 @ 4 40
	Calamus	35 @ 40	Cocoa Butter	50 @ 60
	Elecampane, p.wd.	15 @ 20	Corks, list, less 70%	
	Gentian, powd.	12 @ 16	Copperas, bbls.	@ 5
	Ginger, African,		Copperas, less ..	2 @ 6
	powdered	15 @ 20	Copperas, Powd.	4 @ 6
	Ginger, Jamaica	22 @ 25	Corrosive Sublm.	1 05 @ 1 10
	Ginger, Jamaica,		Cream Tartar ..	30 @ 35
	powdered	22 @ 28	Cuttlebone	25 @ 35
	Goldenseal pow.	7 00 @ 7 50	Dextrine	7 @ 10
	Ipecac, powd.	2 75 @ 3 00	Dover's Powder	2 00 @ 2 25
	Licorice	14 @ 16	Emery, all Nos.	6 @ 10
	Licorice, powd.	12 @ 15	Emery, powdered	5 @ 8
	Orris, powdered	25 @ 30	Epsom Salts, bbls	@ 1 1/2
	Poke, powdered	20 @ 25	Epsom Salts, less	2 1/2 @ 3
	Rhubarb	75 @ 1 00	Ergot	1 50 @ 1 75
	Rhubarb, powd.	75 @ 1 25	Ergot, powdered	1 80 @ 2 00
	Rosinweed, powd.	25 @ 30	Flake White	12 @ 15
	Sarsaparilla, Hond.		Formaldehyde lb.	10 @ 15
	ground	@ 50	Gambier	7 @ 10
	Sarsaparilla Mexican,		Gelatine	35 @ 45
	ground	25 @ 30	Glassware, full cases	80%
	Squills	20 @ 35	Glassware, less 70 & 10%	
	Squills, powdered	40 @ 60	Glauber Salts bbl.	@ 1
	Tumeric, powd.	12 @ 15	Glauber Salts less	2 @ 5
	Valerian, powd.	25 @ 30	Glue, brown	11 @ 15
			Glue, brown grd	10 @ 15
	Seeds		Glue, white	15 @ 25
	Anise	15 @ 20	Glue, white grd	15 @ 20
	Anise, powdered	22 @ 25	Glycerine	23 1/2 @ 30
	Bird, 1s	8 @ 10	Hops	85 @ 1 00
	Canary	9 @ 12	Indigo	4 35 @ 4 60
	Caraway	12 @ 18	Iodoform	5 40 @ 5 60
	Cardamon	1 75 @ 2 00	Lead Acetate	12 @ 18
	Celery	30 @ 35	Lycopodium	55 @ 65
	Coriander	12 @ 18	Mace, powdered	90 @ 1 00
	Dill	25 @ 30	Menthol	4 50 @ 5 00
	Fennel	@ 30	Mercury	75 @ 85
	Flax	4 @ 8	Morphine all brd	5 05 @ 5 30
	Flax, ground	4 @ 8	Nux Vomica	@ 10
	Foenugreek, pow.	6 @ 10	Nux Vomica pow	@ 15
	Hemp	5 @ 7	Pepper, black pow	20 @ 25
	Lobelia	@ 50	Pepper, white ..	30 @ 35
	Mustard, yellow	9 @ 12	Pitch, Burgundy	10 @ 15
	Mustard, black ..	9 @ 12	Quassia	10 @ 15
	Mustard, powd.	20 @ 25	Quinine, all brds	.25 @ 36 1/2
	Poppy	15 @ 20	Rochelle Salts ..	23 @ 30
	Quince	75 @ 1 00	Saccharine	1 50 @ 1 75
	Rape	6 @ 10	Salt Peter	7 1/2 @ 12
	Sabadilla	35 @ 45	Seidlitz Mixture ..	20 @ 25
	Sabadilla, powd.	6 @ 8	Soap, green	15 @ 20
	Sunflower	15 @ 20	Soap, mott castile	10 @ 15
	Worm American	50 @ 60	Soap, white castile	@ 6 25
	Worm Levant	50 @ 60	Soap, white castile	less, per bar
			less, per bar ..	@ 68
	Tinctures		Soda Ash	1 1/2 @ 5
	Aconite	@ 75	Soda Bicarbonate	1 1/2 @ 4
	Aloes	@ 65	Soda, Sal	@ 4
	Arnica	@ 60	Spirits Camphor ..	@ 75
	Assafoetida	@ 1 00	Sulphur roll	2 1/2 @ 5
	Belladonna	@ 90	Sulphur Subl.	2 1/2 @ 5
	Benzoin	@ 90	Tamarinds	40 @ 50
	Benzoin Compound	@ 1 00	Tartar Emetic ..	40 @ 50
	Buchu	@ 1 00	Turpentine Venice	40 @ 50
	Cantharadies	@ 1 00	Vanilla Ext. pure	1 00 @ 1 50
	Capsicum	@ 90	Witch Hazel	65 @ 1 00
	Cardamon	@ 1 20	Zinc Sulphate	7 @ 10
	Cardamon, Comp.	@ 80		
	Catechu	@ 60		
	Cinchona	@ 1 05		
	Colchicum	@ 60		
	Cubebs	@ 1 20		

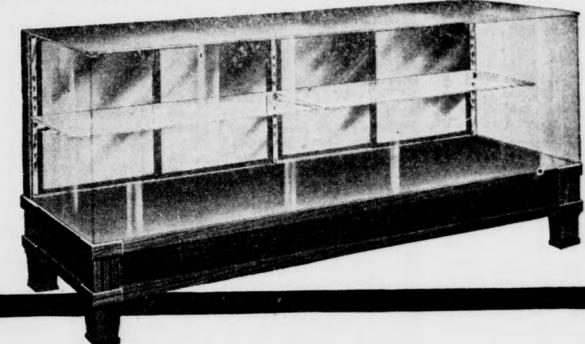
1914 Seasonable Goods

Linseed Oil Turpentine
 White Lead Dry Colors
 Sherwin-Williams Co.
 Shelf Goods and Varnishes
 Shaker House and Floor Paint
 Kyanize Finishes and Boston
 Varnishes
 Japalac Fixall Paris Green
 Blue Vitrol
 Lime and Sulphur Solution

We solicit your orders for above and will ship promptly.

Hazeltine & Perkins Drug Co.
 Grand Rapids, Mich.

FOOTE & JENKS' COLEMAN'S (BRAND)
 Terpeneless Lemon and High Class Vanilla
 Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
 FOOTE & JENKS, Jackson, Mich.



"AMERICAN BEAUTY" Display Case No. 412—one
 of more than one hundred models of Show Case,
 Shelving and Display Fixtures designed by the Grand
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 of goods, and adopted by the most progressive stores of America.

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 The Largest Show Case and Store Equipment Plant in the World
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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

3

4

5

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Wingold Flour

Cheese Peas

Index to Markets

By Columns

Table with columns A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y. Lists various grocery items like Ammonia, Axle Grease, Baked Beans, etc.

Table with columns 1, 2. Lists various grocery items like Beans, Blueberries, Clams, Corn, French Peas, etc.

Table with columns CHEESE, CHEWING GUM, CHICORY, CHOCOLATE, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED. Lists various grocery items like Acme, Bloomingdale, Beechman's Pepsin, etc.

Table with columns Mocha, Package, CONFECTIONERY, Specialties, CHOCOLATES. Lists various grocery items like Short Bean, Long Bean, H. L. O. G., etc.

Table with columns Chestnuts, New York State, No. 1 Spanish Shelled, Fancy H P Suns Raw, CRACKERS, BUTTER, Sweet Goods, In-er-Seal Trade Mark Goods. Lists various grocery items like Chestnuts, Peanuts, National Biscuits, etc.

6

Graham Crackers Red Label, 10c size	50
Lemon Snaps	50
Oysterettes	1.00
Premium Sodas	1.00
Royal Toast	1.00
Saratoga Flakes	1.50
Social Tea Biscuit	1.00
Uneda Biscuit	50
Uneda Ginger Wafer	1.00
Vanilla Wafers	1.00
Water Thin Biscuit	1.00
Zu Zu Ginger Snaps	50
Zwieback	1.00
Other Package Goods	
Barnum's Animals	50
Chocolate Tokens	2.50
Butter Crackers NBC Family Package	2.50
Soda Crackers NBC Family Package	2.50
Fruit Cake	3.00
In Special Tin Packages	
per doz.	
Festino	2.50
Nabisco 25c	2.50
Nabisco, 10c	1.00
Nabisco in bulk, per tin	1.75
Festino	1.50
Bent's Water Crackers	1.40
CREAM TARTAR	
Barrels or drums	33
Boxes	34
Square Cans	36
Fancy Caddies	41
DRIED FRUITS	
Apples	
Evapor'd, Choice bulk	10
Evapor'd, Fancy pkg.	
California	15@17
Citron	
Coriscan	16
Currents	
Imported 1lb. pkg.	8 1/2
Imported, bulk	8 1/2
Peaches	
Muir's—Choice, 25lb.	7 1/2
Muir's—Fancy, 25lb.	8 1/2
Fancy, Peeled, 25lb.	15
Peel	
Lemon, American	12 1/2
Orange, American	12 1/2
Raisins	
Cluster, 20 cartons	2.25
Loose Muscatels, 4 Cr.	7 1/2
Loose Muscatels, 3 Cr.	7 1/2
L. M. Seeded, 1 lb.	8 1/2 @ 9
California Prunes	
90-100 25lb. boxes	@ 6 1/2
80-90 25lb. boxes	@ 7 1/2
70-80 25lb. boxes	@ 8 1/2
60-70 25lb. boxes	@ 9 1/2
50-60 25lb. boxes	@ 10 1/2
40-50 25lb. boxes	@ 11 1/2
FARINACEOUS GOODS	
Beans	
California Lima	6 1/2
Michigan Lima	6
Med. Hand Picked	2.10
Brown Holland	1.65
Farina	
25 1 lb packages	1.50
Bulk, per 100 lbs.	4.00
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3.20
Hominy	
Pearl, 100 lb. sack	2.00
Maccaroni and Vermicelli	60
Domestic, 10 lb. box	6
Imported, 25 lb. box	2.50
Pearl Barley	
Chester	3.00
Empire	
Peas	
Green, Wisconsin, bu.	1.45
Green, Scotch, bu.	1.45
Split, lb.	4 1/4
Sago	
East India	4 1/2
German, sacks	4 1/2
German, broken pkg.	
Tapioca	
Flake, 100 lb. sacks	4 1/2
Pearl, 100 lb. sacks	4 1/2
Pearl, 36 pkgs.	2.25
Minute, 36 pkgs.	2.75
FISHING TACKLE	
1/4 to 1 in.	6
1 1/4 to 2 in.	7
1 1/2 to 2 in.	9
1 3/4 to 2 in.	11
2 in.	15
3 in.	20
Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20
Linen Lines	
Small	26
Medium	20
Large	34
Poles	
Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

7

FLAVORING EXTRACTS	
Jennings D C Brand	
Extract Lemon Terpeneless	
Extract Vanilla Mexican	
both at the same price	
No. 1, F box 7/8 oz.	85
No. 2, F box, 1 1/4 oz.	1.20
No. 4, F box, 2 1/4 oz.	2.00
No. 3, 2 1/4 oz. Taper	2.00
2 oz. Full Measure	1.75
FLOUR AND FEED	
Grand Rapids Grain & Milling Co.	
Winter Wheat	
Purity Patent	5.10
Sunburst	4.80
Wizard Flour	4.70
Wizard Graham	4.80
Wizard Gran. Meal	4.40
Wizard Buckwh't cwt	3.40
Rye	4.40
Valley City Milling Co.	
Lily White	5.10
Light Loaf	4.60
Graham	2.00
Granena Health	2.10
Gran. Meal	1.80
Bolted Med.	1.70
Voigt Milling Co.	
Graham	4.30
Voigt's Crescent	5.10
Voigt's Flourist	5.50
Voigt's Hygienic	4.30
Voigt's Royal	5.50
S. W. Columbia	5.00
K. W. Calla Lily	4.60
Watson-Higgins Milling Co.	
Perfection Buckwheat Flour	6.50
Perfection Flour	5.10
Tip Top Flour	4.60
Golden Sheaf Flour	4.20
Marshall's Best Flour	4.75
Worden Grocer Co.	
Wizard Flour	4.70
Quaker, paper	4.90
Quaker, cloth	5.00
Quaker Buckwheat bbl.	5.50
Kansas Hard Wheat	
Voigt Milling Co.	
Calla Lily	4.60
Worden Grocer Co.	
American Eagle, 1/8s	5.20
American Eagle, 1/4s	5.10
American Eagle, 1/2s	5.00
Roy Baker	
Spring Wheat	
Golden Horn, family	4.95
Golden Horn, bakers	4.85
Wisconsin Rye	3.70
Judson Grocer Co.	
Ceresota, 1/8s	5.50
Ceresota, 1/4s	5.60
Ceresota, 1/2s	5.70
Voigt Milling Co.	
Columbian	5.00
Worden Grocer Co.	
Wingold, 1/8s cloth	5.50
Wingold, 1/4s cloth	5.50
Wingold, 1/2s cloth	5.40
Wingold, 1/8s paper	5.45
Wingold, 1/4s paper	5.40
Bakers' Patent	5.25
Wykes & Co.	
Sleepy Eye, 1/8s cloth	5.40
Sleepy Eye, 1/4s cloth	5.30
Sleepy Eye, 1/2s cloth	5.20
Sleepy Eye, 1/8s paper	5.20
Sleepy Eye, 1/4s paper	5.20
Meal	
Bolted	4.20
Golden Granulated	4.40
Wheat	
New Red	93
New White	93
Oats	
Michigan carlots	44
Less than carlots	46
Corn	
Carlots	69
Less than carlots	71
Hay	
Carlots	17.00
Less than carlots	18.00
Feed	
Street Car Feed	33
No. 1 Corn & Oat Feed	33
Cracked corn	32
Coarse corn meal	32
FRUIT JARS	
Mason, pts., per gro.	4.10
Mason, qts., per gro.	4.40
Mason, 1/2 gal. per gro.	6.75
Mason, can tops, gro.	1.30
GELATINE	
Cox's, 1 doz. large	1.45
Cox's, 1 doz. small	90
Knox's Sparkling, doz.	1.25
Knox's Sparkling, gr.	1.40
Nelson's Acidu'd doz.	1.25
Nelson's	1.50
Oxford	75
Plymouth Rock, Phos.	1.25
Plymouth Rock, Plain	90
GRAIN BAGS	
Broad Gauge	18
Amoskeag	19
Herbs	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25

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HIDES AND PELTS	
Hides	
Green, No. 1	12
Green, No. 2	11
Cured, No. 1	13 1/2
Cured, No. 2	12 1/2
Calfskin, green, No. 1	15
Calfskin, green, No. 2	13 1/2
Calfskin, cured, No. 1	11 1/2
Calfskin, cured, No. 2	14 1/2
Pelts	
Old Wool	60@1.25
Lambs	50@1.00
Shearlings	50@1.00
Tallow	
No. 1	@ 5
No. 2	@ 4
Wool	
Unwashed, med.	@ 18
Unwashed, fine	@ 13
HORSE RADISH	
Per doz.	90
Jelly	
5lb. palls, per doz.	3.40
15lb. palls, per pall	55
30lb. palls, per pall	1.00
JELLY GLASSES	
1/2 pt. in bbls., per doz.	15
3/4 pt. in bbls., per doz.	16
3 oz. capped in bbls.	
per doz.	18
MAPLEINE	
2 oz. bottles, per doz.	3.00
1 oz. bottles, per doz.	1.75
MINCE MEAT	
Per case	2.85
MOLASSES	
New Orleans	
Fancy Open Kettle	42
Choice	35
Good	22
Fair	20
Half barrels 2c extra	
Red Hen, No. 2 1/2	1.75
Red Hen, No. 5	1.75
Red Hen, No. 10	1.65
MUSTARD	
1/4 lb. 6 lb. box	16
OLIVES	
Bulk, 1 gal. kegs	1.00@1.10
Bulk, 2 gal. kegs	95@1.05
Bulk, 5 gal. kegs	90@1.00
Stuffed, 5 oz.	90
Stuffed, 8 oz.	1.25
Stuffed, 14 oz.	2.25
Pitted (not stuffed)	
14 oz.	2.25
Manzanilla, 8 oz.	90
Lunch, 10 oz.	1.35
Lunch, 16 oz.	2.25
Queen, Mammoth, 19 oz.	4.25
Queen, Mammoth, 28 oz.	5.75
Olive Chow, 2 doz. cs.	2.25
PICKLES	
Medium	
Barrels, 1,200 count	7.75
Half bbls., 600 count	4.38
5 gallon kegs	1.90
Small	
Barrels	9.50
Half barrels	5.25
5 gallon kegs	2.25
Gherkins	
Barrels	14.50
Half barrels	7.75
5 gallon kegs	
Sweet Small	
Barrels	16.50
Half barrels	8.75
5 gallon kegs	3.50
PIPES	
Clay, No. 216, per box	1.75
Clay, T. D. full count	60
Cob	90
PLAYING CARDS	
No. 90, Steamboat	75
No. 15, Rival assorted	1.25
No. 20, Rover, enam'd.	1.50
No. 572, Special	1.75
No. 98 Golf. satin fin.	2.00
No. 808, Bicycle	2.00
No. 632 Tourn't whist	2.25
POTASH	
Babbitt's, 2 doz.	1.75
PROVISIONS	
Barreled Pork	
Clear Back	20.50@21.00
Short Cut Clear	19.00@19.50
Bean	18.50@19.00
Brisket, Clear	26.00@27.00
Pig	23.00
Clear Family	26.00
Dry Salt Meats	
S P Bellies	14 1/2 @ 15
Lard	
Pure in tierces	11 1/2 @ 12
Compound Lard	9 @ 9 1/2
80 lb. tubs	advance 7 1/2
50 lb. tubs	advance 7 1/2
20 lb. palls	advance 7 1/2
10 lb. palls	advance 7 1/2
5 lb. palls	advance 1
8 lb palls	advance 1
Smoked Meats	
Hams, 12 lb. av.	18 @ 18 1/2
Hams, 14 1/2 lb. av.	18 1/2 @ 17
Hams, 16 lb. av.	15 1/2 @ 16
Hams, 18 lb. av.	16 @ 16 1/2
Ham, dried beef sets	29 @ 30
California Hams	12 @ 12 1/2

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Plenic Boiled	
Hams	19 1/2 @ 20
Boiled Hams	24 @ 24 1/2
Minc'd Ham	14 @ 14 1/2
Bacon	16 1/2 @ 24
Sausages	
Bologna	11 1/2 @ 12
Liver	9 1/2 @ 10
Frankfort	12 1/2 @ 13
Pork	13 @ 14
Veal	11
Tongue	11
Headcheese	10
Beef	
Boneless	20.00@20.50
Rump, new	24.00@24.50
Pig's Feet	
3/4 bbls.	1.05
1/2 bbls., 40 lbs.	2.10
1/4 bbls.	4.25
1 bbl.	8.50
Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1.60
3/4 bbls., 80 lbs.	3.00
Caasings	
Hogs, per 1/2	35
Beef, rounds, set	18 @ 20
Beef, middles, set	80 @ 85
Sheep, per bundle	85
Uncolored Butterine	
Solid Dairy	12 @ 16
Country Rolls	12 1/2 @ 18
Canned Meats	
Corned beef, 2 lb.	4.65
Corned beef, 1 lb.	2.40
Roast beef, 2 lb.	4.65
Roast beef, 1 lb.	2.40
Potted Meat, Ham	
Flavor, 1/4s	55
Potted Meat, Ham	
Flavor, 1/4s	95
Deviled Meat, Ham	
Flavor, 1/4s	55
Deviled Meat, Ham	
Flavor, 1/4s	95
Potted Tongue, 1/4s	55
Potted Tongue, 1/4s	95
RICE	
Fancy	6 1/2 @ 7
Japan Style	5 @ 5 1/2
Broken	3 1/2 @ 4 1/4
ROLLED OATS	
Rolled Avena, bbls.	4.80
Steel Cut, 100 lb. sks.	2.40
Monarch, bbls.	4.50
Monarch, 90 lb. sks.	2.10
Quaker, 18 Regular	1.45
Quaker, 20 Family	4.00
SALAD DRESSING	
Columbia, 1/2 pt.	2.25
Columbia, 1 pint	4.00
Durkee's, large 1 doz.	4.50
Durkee's, small, 2 doz.	5.25
Snider's, large, 1 doz.	2.35
Snider's, small, 2 doz.	1.35
SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3.00
Wyandotte, 100 1/2s	3.00
SAL SODA	
Granulated, bbls.	80
Granulated, 100 lbs. cs.	90
Granulated, 36 pkgs.	1.25
SALT	
Common Grades	
100 3 lb. sacks	2.60
70 4 lb. sacks	2.40

SPECIAL PRICE CURRENT

Table with 12 columns: Smoking, Bull Durham, Buck Horn, Briar Pipe, Black Swan, Bob White, Brotherhood, Carnival, Cigar, Chips, Dills, Duke's, Drum, F.F.A., Fashion, Five Bros., F.O.B., Four Roses, Full Dress, Glad Hand, Gold Block, Gold Star, Gall & Ax Navy, Growler, Giant, Hand Made, Hazel Nut, Honey Dew, Hunting, I.K.L., I.X.L., Just Suits, Kiln Dried, King Bird, La Turka, Little Giant, Lucky Strike, Le Redo, Myrtle Navy, Maryland Club, Mayflower, Nigger Hair, Nigger Head, Noon Hour, Old Colony, Old Mill, Old English Curve, Old Crop, Old Crop, P.S., Pat Hand, Patterson Seal, Peerless, Peerless, Peerless, Plaza, Plover Boy, Plover Boy, Plover Boy, Pedro, Pride of Virginia, Pilot, Prince Albert, Prince Albert, Queen Quality, Rob Roy, Rob Roy, Rob Roy, S. & M., S. & M., Soldier Boy, Soldier Boy.

Table with 13 columns: Pilot, Sweet Caporal, Sweet Lotus, Sweet Lotus, Sweet Rose, Sweet Tip, Sweet Tip, Sun Cured, Summer Time, Summer Time, Standard, Standard, Seal N.C., Seal N.C., Three Feathers, Three Feathers, Three Feathers, Tom & Jerry, Tom & Jerry, Tom & Jerry, Trout Line, Trout Line, Turkish, Tuxedo, Tuxedo, Tuxedo, Twin Oaks, Union Leader, Union Leader, Union Leader, Uncle Sam, Uncle Sam, U.S. Marine, Van Bibber, Velvet, Velvet, Velvet, Velvet, War Path, War Path, Wave Line, Wave Line, Way up, Wild Fruit, Wild Fruit, Yum Yum, Yum Yum, Yum Yum, TWINE, Cotton, Cotton, Jute, Hemp, Flax, Wool, VINEGAR, White Wine, White Wine, Oakland Vinegar, Highland apple cider, Oakland apple cider, State Seal sugar, Oakland white pickling, WICKING, No. 0, No. 1, No. 2, No. 3, WOODENWARE, Baskets, Bushels, Market, Splint, Splint, Willow, Willow, Willow, Butter Pates, Ovals, Wire End, Churns, Round Head, Clothes Pins, Egg Crates and Fillers, Humpty Dumpty, No. 1, No. 2, Case No. 2, sets, Case, medium.

Table with 14 columns: Faucets, Cork lined, Cork lined, Cork lined, Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, Ideal No. 7, 12lb. cotton mop heads, Palls, 2-hoop Standard, 2-hoop Standard, 3-wire Cable, Fibre, 10 qt. Galvanized, 12 qt. Galvanized, 14 qt. Galvanized, Toothicks, Birch, 100 packages, Ideal, Traps, Mouse, wood, Mouse, wood, Mouse, wood, Rat, wood, Rat, spring, Tubs, 20-in. Standard, 18-in. Standard, 16-in. Standard, 20-in. Cable, 18-in. Cable, 16-in. Cable, No. 1 Fibre, No. 2 Fibre, No. 3 Fibre, Large Galvanized, Medium Galvanized, Small Galvanized, Washboards, Banner Globe, Brass, Single, Glass, Single, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Enough, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bowls, 13 in. Butter, 15 in. Butter, 17 in. Butter, 19 in. Butter, WRAPPING PAPER, Common Straw, Fibre Manila, Fibre Manila, No. 1 Manila, Cream Manila, Butcher's Manila, Wax Butter, short count, Wax Butter, full count, Wax Butter, rolls, YEAST CAKE, Magic, Sunlight, Sunlight, Yeast Foam, Yeast Foam, YOURS TRULY LINES, Pork and Beans, Condensed Soup, Salad Dressing, Apple Butter, Catsup, Macaroni, Spices, Herbs, Extracts, Chill Powder, Paprika, Celery Salt, Poultry Seasoning, Prepared Mustard, Peanut Butter, Rolled Oats, Doughnut Flour, AXLE GREASE, MICA AXLE GREASE, 1 lb. boxes, 3 lb. boxes.

15 BAKING POWDER Royal, 10c sixe, 1/4lb cans, 6 oz. cans, 1/2lb cans, 3/4lb cans, 1lb cans, 3lb cans, 5lb cans. CIGARS Johnson Cigar Co.'s Brand, S.C.W., El Portana, Evening Press, Exemplar, Canadian Club, 300 lots, Worden Grocer Co. Brands, Canadian Club, Londres, 50s, wood, Londres, 25s, tins, Londres, lots, 30s. COFFEE Roasted, Dwinell-Wright Co's B'ds, WHITEHOUSE COFFEE, DWINELL WRIGHT CO. SAFES, Full line of fire and burglar proof safes kept in stock by the Tradesman Company, Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. Public Seating for all Purposes, World's Largest Exclusive Manufacturers Church Furniture of Character, American Steel Sanitary Desks, Motion Picture Theatre Seating, Lodge Furniture, American Seating Company, 218 S. Wabash Ave., Chicago.

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.

Trade deals and farms, we have large number. Write us what you have and want. Deals closed, total cost \$15. Ketchum & Morse, Edmore, Mich. 919

My Loss is Your Gain—One horizontal full front tubular boiler, 20 H. P. complete with stack. One horizontal center crank engine 15 H. P. complete, good condition, nearly new, bargain, need the room. One deep well steam pump. Two, six, eight inch belting for sale. O. H. Freeland, Mason, Mich. 918

For Sale—A stock of general merchandise in Northern Michigan, invoices about \$12,500. Might consider a farm as part pay. F. E. Holt, 121 Sweet St., Grand Rapids, Mich. 916

For Sale—In Northern Michigan, a stock of hardware and farm implements, invoices about \$4,200. F. E. Holt, 121 Sweet St., Grand Rapids, Mich. 917

A Rare Opportunity—Must sell quick, a good paying little store, doing a cash business, established six years in a thrifty town of 2,000, thirty miles from Detroit. Ill health causes change of climate. Stock very staple, dry goods, groceries and shoes. A bargain to one wishing a location. Address No. 915, care Michigan Tradesman. 915

Wanted—A stock of hardware, invoicing four to five thousand dollars. Will pay cash. Must be in good town. Give amount of sales and full particulars in first letter. Young Bros. Realty Co., Citz. 3627, 536 Michigan Ave., E. Lansing, Mich. 914

Bakery for sale cheap, only one in town. Good reasons for selling. Apply A. Chard, Marlette, Mich. 913

Merchandise stock for sale at invoice, about \$3,500. Forty miles from Denver, best dairy section of state. S. E. Decker, Owner, Elizabeth, Colo. 912

The only bakery and ice cream parlor in town of 1,100 population. Rent, \$30 per month. Good location. Price, \$3,500 or invoice. Address C. O. Landwehr, Chatsworth, Ill. 911

Great Chance—Sick men, women, unfortunate girls; work for board and treatment. Sanitarium, Smyrna, Mich. 910

Ladies' ready-to-wear goods store for sale, located on the best corner in the best town of 60,000 in the Middle West; requires about \$15,000; secured lease; absolutely legitimate proposition. S. M. Robinson & Son, South Bend, Ind. 909

Wanted—To exchange good farm for stock of merchandise. Describe stock and give price. Phillips, Manchester, Tenn. 908

For Sale or Trade—Best meat market in one of best town in State. Investigate. Address Drawer C, Lake Odessa, Mich. 905

For Sale—Drug store, one of the best opportunities in Michigan. County seat town of 6,000. Good trade and no cut prices. Address No. 904, care Tradesman. 904

For Sale—By J. F. Wienke, 43 room hotel in Missaukee county, Michigan, doing a fine business. Price \$10,000. Seven room dwelling, two green houses, in city of 8,000 in Ohio, cheap. 274 acres of fine farm land in Southern Wisconsin. Part trade. Write me for details. Your property or business turned into cash. No matter where located, I bring buyer and seller together. Write to-day. J. F. Wienke, 365 Lincoln Ave., Woodstock, Ill. 903

For Sale—Splendid store property, St. Clair, Mich., suitable for light lunches, soda fountain, cigars, etc.; includes full line of fixtures; cheap for quick deal. John Breining, Marine City, Mich. 902

For Sale—F-P gas light machine, good condition, six lights, \$10 will buy. American typewriter, Model No. 8, good as new. Address C. F. Allen, Elsie, Mich. 901

For Sale—In small town, store and stock with house and feed barn. Stock consists of groceries, hardware, shoes and notions. Terms to suit purchaser. L. K. Sheetz, Havelock, N. D. 900

For sale or exchange for a small stock of merchandise, in a good location, 200 acres of land in Cheboygan county. Some improvements. Address Geo. S. Ostrander, LeGrand, Mich. 920

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

For Sale—Good, new, clean stock of dry goods and millinery in a good town. Enquire of Box 156, Dimondale, Mich. 895

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

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 moneymaker 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 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. Rider, 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

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 Broadway, 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 Broadway 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—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

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

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. Advise choice of State. V. D. Augsburg Co., Kenton, Ohio. 892

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

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, Morristown, 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

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

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

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 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—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. Kaufer, Milwaukee, Wis. 92

Free for six months, my special offer to introduce my magazine "Investing for profit." It is worth \$10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how \$100 grows to \$2,200. Write now and I'll send it six months free. H. L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

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. 334

\$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

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

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. 691

SITUATIONS WANTED

Position Wanted—By first-class clothing, furnishing and shoe salesman, also window trimmer. Best reference as to ability and character. L. C. Odell, 808 Lynn St., Cadillac, Mich. 907

Wanted—Situation as traveling salesman for wholesale drug or pharmaceutical house. Would do detail work if desired. Would consider proprietary line. Long experience on road. Good references. Address Salesman, 1619 Olivewood Ave., Cleveland, Ohio. 906

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

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Coupon
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BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

Grand Rapids, Feb. 18.—In the matter of the Grand Rapids Motor Truck Co., bankrupt, the special hearing on the order to show cause why certain of the stockholders should not be sued for unpaid stock subscriptions was this day held. The issues were argued and discussed by counsel representing the petitioners and respondent stockholders, and the trustee was directed to file a report showing on his best information the list of stockholders and their liability as shown by his records. The meeting was then adjourned to March 3.

In the matter of the Bailey Electric Co., the first meeting of creditors was held this day. Bankrupt corporation was present by Harold W. Woodcock, its President; creditors by attorneys. By unanimous vote of creditors present or represented, Hersell Rutledge, of Grand Rapids, was elected trustee, Edward Tannowitz, Bert Kenyon and Truman Smith, all of Grand Rapids, were appointed appraisers. The first meeting of creditors was adjourned to March 13.

Feb. 19.—In the matter of the Coronet Corset Co., bankrupt, a special meeting of creditors was this day held. The third report of the trustee, showing balance on hand at time of filing second report, \$6,140.40; receipts since filing second report, \$1,354.75, total \$7,495.15. Disbursements since filing second report as follows: Balance on priority claims and first and second dividend, \$3,763.06; administration expenses, \$525.83; and a balance on hand of \$3,201.32 was considered and the same appearing proper for allowance and there being no objection was approved and allowed. The petition of George C. Brown, trustee for extraordinary allowance of \$970 for services as attorney for the trustee was considered and decision on the same was reserved by the referee. A third dividend of 5 per cent. was declared and ordered to be paid to general creditors in accordance with the second dividend list.

A voluntary petition was this day filed by Nicholas Baker, of Grand Rapids, doing a grocery business at Madison Square, and the adjudication was made and matter referred to Referee Wicks. The referee has been appointed receiver and the stock and assets are now in the hands of George S. Norcross, custodian, Grand Rapids. The first meeting of creditors has been called for March 5, at which time creditors may be present, prove claims, elect a trustee and transact such other and further business as may come before the meeting. The schedules on file in this office list the following creditors:

State and county taxes	\$ 5.78
Wm. Tinkler, chattel mortgage	1,272.50
Madison Square Savings Bank	35.00
Armour Packing Co.	12.40
Brooks Candy Co.	21.33
Carroll Huyge Co.	34.80
John Doan	6.63
Casabianca & Son	19.00
Grand Rapids Paper Co.	10.05
D. M. Ferry & Co.	6.75
Consumers Ice Co.	9.56
Judson Grocer Co.	510.72
Jennings Mfg. Co.	10.15
Hekman Biscuit Co.	13.76
Van Driel & Co.	11.64
Washburn Crosby Co.	5.40
Wykes & Co.	2.50
Valley City Milling Co.	20.70
L. & L. Jenison Co.	10.05
Voigt Milling Co.	19.25
M. Morehouse & Son	8.41
Michigan State Telephone Co.	7.50
W. F. McLaughlin Co.	30.75
Johnson Bros.	9.65
Citizens Telephone Co.	2.37
C. W. Mills Paper Co.	27.99
National Biscuit Co.	25.28
Reid, Murdock & Co.	36.26
Vanden Berge Cigar Co.	19.00
Woodhouse Co.	8.67
Charles W. Walker	2.40
Warden Grocer Co.	85.88
Martin Zylstra	2.62
A. Hyde & Son	20.00
Foot & Jenks	19.54
Renfro Bros.	19.00
Matteson & Cook	4.00
Blue Valley Creamery Co.	3.48

Several enquiries have been had for the stock and it is very probable that a quick sale of the assets will be made. The stock is small and not of a high grade.

Feb. 20.—In the matter of the Holland Veneer Works, the trustee has filed his final report and account, which shows a balance on hand for distribution after payment of expenses to date of \$4,282.62. The final meeting of creditors has been called for March 12, next and it is probable that a very small dividend will be declared and ordered paid to general creditors.

Feb. 21.—In the matter of John E. Truman, an order has been entered directing the trustee to sell the assets of the bankrupt situated at Kenton, Iron county, to Huemantel Bros., of Traverse City, for the sum of \$800.

Feb. 23.—A voluntary petition in bankruptcy has been filed by Charles Vermulen, of Grand Haven, formerly in the saloon business, and the adjudication made and matter referred to Referee Wicks for administration. The schedules show debts aggregating \$1,318.35 and the

assets are very doubtful. The following are listed as creditors:

Peterson Brewing Co.	\$491.00
R. Dave McGann	67.94
D. M. Amberg	101.48
Theodore Hake	75.00
Ferdinand Westheimer & Son	72.25
Menter & Rosenbloom	16.00
Rex Bitters Co.	16.00
Squire T. Harvey	18.00
F. Van Zanten	18.85
Peter Dornbos	30.00
Enterprise Clothing Co.	25.50
T. Kiel	5.00
Bert Van Loo	24.00
Boomgard & Son	3.95
F. J. Bertchy	30.45
Van I. Witt	1.95
Central Clothing Co.	11.50
Grand Haven Bottling Co.	8.60
Beaudry & Co.	5.92
Cook Mercantile Co.	12.00
Juistema & Vyn	3.50
Wm. Ver Duin	12.10
Grand Haven Gas Co.	9.17
Martin Stap	2.43
Koolman Bros.	1.70
Anselm B. Fox	7.30
Fred Pfaff & Co.	2.00

The first meeting of creditors has not yet been called in this matter.

A voluntary petition has this day been filed by George H. Clair, barber, Grand Rapids, adjudication made and the matter referred to Referee Wicks, for administration. An order has been entered appointing Jay W. Linsey, of Grand Rapids, receiver and he has qualified. The business will be operated as a going business by the receiver, it is understood. The first meeting of creditors has been called for March 10 next, at which time creditors may be present, elect a trustee, prove their claims and transact such other and further business as may come before the meeting.

The schedules on file show assets aggregating \$1,525.00 and liabilities are listed at \$2,200.64. The schedules also show the following as creditors:

Marshall Byers	\$550.00
A. B. Knowlson	49.03
Westfall Connor	28.56
Holland Cigar Co.	7.75
Grand Rapids Gas Light Co.	5.76
G. R. Muskegon Power Co.	28.08
George Beelby	.75
Wm. Miller	4.50
Dierdorf Cigar Co.	11.75
Ethford Co.	1.75
Kugel Bros.	4.00
Wm. Miller	80.00
Chas. O. Smedley	1,075.00
C. Fitzpatrick	6.55
Henry Steinbrecker	55.00
M. A. Gelock	10.00
Kuppenheimer Co.	5.25
Geo. H. Seymour Co.	5.05
Rysdale Candy Co.	12.75
Woodhouse Co.	11.65
G. R. Cigar Co.	8.25
Ira M. Smith Co.	75.00
C. G. Kuennen Co.	44.02
Ben West	62.50
W. H. Silcox	15.00
Besemer & Cederquist	10.00
G. J. Johnson Co.	10.00
Carpenter Co.	29.97
Henry Electric Co.	8.00
Watson Beelby	1.75

A voluntary petition has this day been filed by Charles A. Konkle, of Grand Rapids, and the adjudication made and referred to Referee Wicks for administration. The schedules on file in this office show liabilities aggregating \$3,357.32 and assets of \$150. The first meeting of creditors has not yet been called. The schedules show the following to be creditors of the bankrupt:

Ackerman Bros.	\$ 36.86
B. Berman & Co.	21.94
Barrett & Scully	27.65
Diamond Rubber Co.	90.91
A. F. Dodge Shoe Co.	26.06
The Feder & Silberberg Co.	42.77
Chas. Goldsmith & Co.	176.29
Goodyear Rubber Co.	38.45
Hartman Trunk Co.	28.81
Hamberger Co.	104.86
Middleton Mfg. Co.	108.11
Morthrop, Robertson Carrier Co.	9.78
Symons Bros. & Co.	17.65
Syracuse Clois. & Co.	114.95
Spitz & Schoenberg Bros.	147.19
Grand Rapids Stationery Co.	15.36
G. J. Johnson Cigar Co.	7.78
G. R. Dry Goods Co.	56.51
Rindge, Kalmbach, Logie Co.	320.98
Otto Weber Co.	75.66
John Geitzen	1,009.13
Jos. Rademaker	1,184.62

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

Buffalo, Feb. 24.—Creamery butter, fresh, 26@30c; dairy, 20@25c; poor to good, all kinds, 15@18c.

Cheese—New fancy, 17c; choice, 16@16½c; poor to common, 6c; fancy old 17@17½c; choice, 16@16½c.

Eggs—Choice, fresh 26@27c. Poultry (live)—Turkeys, 18@22c; cox, 12@13c fowls, 18@20c; springs, 18@19c ducks, 20@21c; dressed chick 18@20c; turks, 22@25c; ducks, 20@22c; fowls, 18@19; geese 15@16c.

Beans—Marrow, \$3@3.25; Medium, \$2.10@2.15; Peas \$2@2.05. White Kidney \$3@3.25; Red Kidney, \$2.75@3.

Potatoes—70@75c per bu. Rea & Witzig.

WHAT FARMERS USE.

A prominent agricultural paper has made an extended list, with the assistance of its readers, of what farmers use; and the results are surprising, showing that the farmer is really the most generous of purchasers, and the goods he requires are of the most varied types. Nor are the goods purchased of the low priced order. Seventeen per cent of the number are prospective buyers of automobiles. Pianos, separators, jewelry, silver, articles of utility and of luxury appear in the list, although it will be observed that the former predominate; and that real service is usually a prominent factor in the demand.

What is true of this country as a whole, or of any distinct portion of it, is likewise true of your own neighborhood. Did you ever stop to think what percentage of your trade comes from the surrounding country. There is some portion surely going to the mail order houses—and a goodly one, too—unless you have made a personal effort in your own behalf.

Now is the time to anticipate the needs of farmers and their families for the spring purchases. In the household you may be sure that they will want the newer helps and touches as much as their city neighbors. Some of the newest kinks they may not have heard about. If you have a special window cleaner, it is easy to get it circulated among those who frequent your store; and in the town word is quickly passed along. Get it among the rural population in the same way, and the telephone will pass the word along. Study the wants of your people, and more than this, the things which they should want. Prove yourself a leader in the advancement of things useful and ornamental and the work will be appreciated. Bear in mind the fact that the farmers' needs are no longer restricted to hoes and blue jeans.

Boomlets From Bay City.

Bay City, Feb. 23.—E. L. Brown, formerly manager for the Columbia Manufacturing Co., of this city, is now sales manager in Canada, with headquarters at 52 Bay street, Toronto, Ont., for the Detroit Princess Manufacturing Co., Detroit.

R. T. Willoughby, general merchant at Capac, has sold his stock to A. J. Bailey.

Hotel Graustark, New Haven, is one of the neatest hotels in Michigan and it has the distinction of being the only hotel in this State having this name.

F. A. Moore, Crosswell, is one of the star salesmen in Michigan territory. Frank has been a traveling salesman only four years, but he has made good, as last year he stood third in amount of sales on the list of the large traveling force employed by the Woolson Spice Co., of Toledo.

F. O. Rockwell, manager of Bay City's U. C. T. base ball team is getting the boys in line, preparatory to winning the cup in the contest at Saginaw next June. F. O. has decided to secure this cup and he usually gets what he goes after.

Our base ball team made a good showing at Grand Rapids last year, but did not win the cup, because, unfortunately, Harry Perkins, one of our heaviest sluggers, was arrested three times by the U. C. T. police

force while he was going to the base ball grounds and this delay put him out of the game. Without Harry's hard hitting the team was badly handicapped.

I read in the Detroit Free Press last week that John D. Rockefeller had spent a short time shoveling snow at his home. This statement is too startling to be credited, but if true, the question arises, why was the public informed of this great event? A traveling salesman may spend every hour of Saturday shoveling the week's accumulation of snow, only to find his heroic act has been ignored by the public press. Why is this thusly? In other words, why do the editors love John D. Rockefeller more than others? Pub. Com.

In Better and Larger Quarters.

Chicago, Feb. 24.—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 Money-weight Scale Co., is about to move from its long-established headquarters at 165 North State street to newer and better quarters at 326 West Madison street, corner North Market street. 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.

You'll always have a dull ax if you wait for a volunteer to turn the grindstone.

BUSINESS CHANCES.

Having bought a department store in Ohio, must dispose of all or part of my dry goods stock and fixtures at Frankfort, Michigan, at once. Only two dry goods stores in town. Moneymaking stand. For particulars write to N. Danziger. 927

For Rent—At Leoni, eight miles east of Jackson, large store building with basement, Michigan Central sidetrack to dock and coal sheds. Practically no competition. See J. E. Martin, Leoni or address mail Grass Lake, R. F. D. No. 3, Michigan. 926

For Rent—In town if 1,200, 37 miles from Detroit, a new store furnished complete with all show cases, safe, vault, electric lights, furnace, etc. Good business center. Rare chance for first-class party wishing general store. Write O. H. P. Green, 21 Fairgrove Ave., Pontiac, Mich. 925

For Rent—Modern store room, 25 x 70, best location in Colon, Mich., used 15 years as a dry goods store. Chas. Clement, Colon, Mich. 923

For Sale—Cash shoe store, attractive opening for small investment, good town of 2,000. Three factories run year around. Big territory of rich farming country. Stock clean as a whistle. An investment of \$2,500 will handle. This is a real opening. R. G. Clement, Vicksburg, Mich. 924

The American Greenhouse Company offers a limited amount of common and preferred stock; no investment in the country offers surer and better returns to-day; our method of doing business makes this the best, surest and most profitable. Write for particulars, which will mail on request. Address P. O. Box 751, Neosho, Mo. 922

For Sale—General merchandise business, consisting of groceries, dry goods, shoes and rubbers, drug sundries, stationery, ice cream, etc., also postoffice in connection. Cash store, net cash gain last year, \$500. January inventory, \$3,200. \$3,000 cash will buy. Beautiful building with six large living rooms. No trades. No deals. Stock all paid for and bills discounted. Reasonable rent. Owner sick. Address No. 921, care Tradesman. 921

For Rent—Brick store building, equipped with shelving, counters, electric lights and water. Good farming vicinity. Write Mrs. H. P. Lindberg, Mantion, Mich. 868

For Rent—Splendid room 20 x 114 in fine brick block, good condition, suitable for grocery, drug or shoe store. Railroad town, 2,500. Robert Bowen, Eldon, Iowa. 928

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GRAND RAPIDS, MICH.
Best Beds That Money Can Buy

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ALL SIZES of Detroit ALL GROCERS

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HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

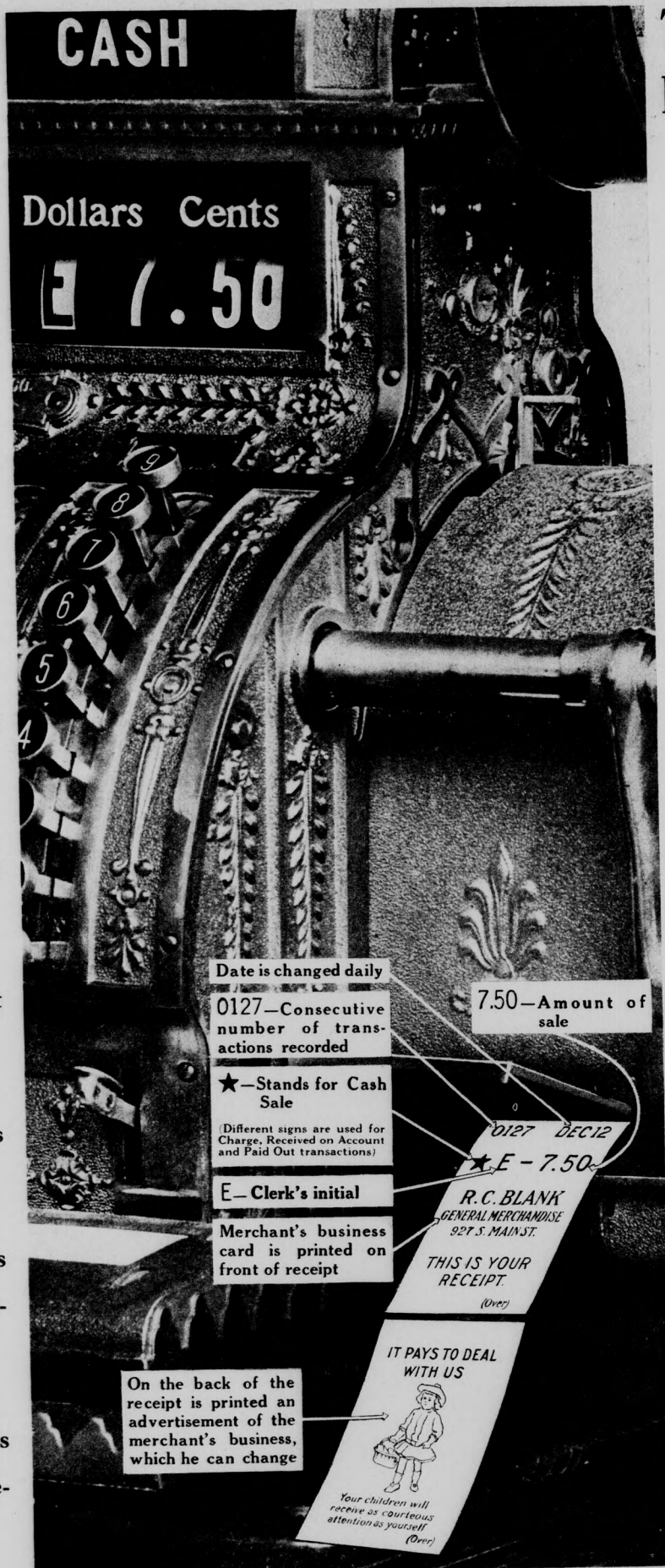
W. R. ROACH & CO., HART, MICH.

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The N.C.R. Receipt Benefits Merchants In 10 Ways:

1. It increases profits.
2. It stops mistakes and losses.
3. It advertises his business and increases trade.
4. It is plainly printed and cannot be changed.
5. It guarantees a printed record of every article sold.
6. It tells the date the sale was made.
7. It protects employees against temptation.
8. It shows which employe is most efficient.
9. It shows in dollars and cents the same amount that is recorded inside the register.
10. It enforces correct records which cannot be lost or destroyed.



The N.C.R. Receipt Benefits Clerks In 10 Ways:

1. It removes temptation.
2. It makes clerks more accurate.
3. It prevents unjust suspicion.
4. It helps clerks make good records.
5. It prevents disputes with customers.
6. It prevents forgetting to charge goods.
7. It enables clerks to wait on more customers.
8. It furnishes accurate records of each clerk's sales.
9. It prevents one clerk being blamed for another's mistake.
10. It helps to prove the clerk's honesty, accuracy and ability.

If merchants knew of these 10 benefits, they would give N. C. R. receipts for all money taken in.

We make cash registers for 286 kinds of businesses.

If clerks knew of these 10 benefits, they would want N. C. R. receipts used in all stores.

National Cash Registers print many different kinds of receipts.

They are a necessity wherever money transactions take place.

Considering what they do, National Cash Registers are the lowest priced machines sold in the world.

The National Cash Register Company, Dayton, Ohio