

MICHIGAN TRADESMAN

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Thirty-First Year

GRAND RAPIDS, WEDNESDAY, MARCH 4, 1914

Number 1589

The Road to Success

The road to success is a pathway
That many believe far away.
They believe that by accident they will
Come suddenly on it some day.
They think that Dame Fortune shall find them
And single them out of the crowd,
And show them the highway to glory
On which but a few are allowed.

And so in complacency's manner
They sit by the highway and wait
For the day they shall wake up some morning
To find that they stand with the great.
They deceive themselves into believing
The mysterious path of success
They shall come to and reap all the glory
That those who have struggled possess.

The road to success is a pathway
That many think narrow and straight.
A pathway someone will discover
For them, if they patiently wait.
And the years come and go and they murmur;
"The secret we never can guess,
But to-morrow Dame Fortune may show us
The wonderful way to success."

But the road to success is a pathway
That's leading from every man's door,
It is waiting for him at this minute
As it was in the ages before.
It is there for the man who will tread it
With courage and honor to-day,
For the man who will toil without asking
That somebody show him the way.

The Perfect Man

O, what does it take to make man complete
From the crown of his head to the soles of his feet?
With naught to subtract and nothing to add—
A man not too good, and a man not too bad?

Is a man but an arm, a leg, and a boot?
An eye, and an ear, and a tongue, and a throat?
Is there nothing more in him to extol?
A brain; Or a heart; A conscience or soul?

Is the hunchback, the deaf, the mute and the blind
The only unfortunate the frail world can find?
The only sad creature whose makeup is weak
Enough for a tongue and a voice to speak?

Is the man that hobbles along as he goes
The only wreck in the tide of Earth's woes?
Is there no petrified heart? No brain out of plumb?
No conscience deep-seared and withered and dumb?

Is the miserable gristle in place of a spine,
The shrunken ideal, the hope out of line,
The twisted desire, the wish-washy will,
No cause to suspect that the makeup is ill?

Is there no vision to look through the skin
And see the deep voids that lie within?
The crack on the inside, where the outside is whole?
The warp in the heart and the limp in the soul?

Dudley Reid.

(The above poem was written by a man who was stung by
being reminded that he was a cripple.)

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
 YEAST



Not a Single "Kick" in a
 Million Cans

A TROUBLE-SAVER
 For the Busy Merchant

Distributed at Wholesale by
 Judson Grocer Co., Grand Rapids, Mich.

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, Cali-
 fornia 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.



Franklin XXXX Confectioners' Sugar

which is famous everywhere as the leading sugar for CON-
 FECTIONERS and BAKERS is also packed for family use
 in 1 pound FRANKLIN CARTONS with an inside bag of
 moisture proof paraffine paper. It's a handy package and a
 steady seller. It will pay you to push its sale because the
 more baking your customers do, the more they will buy
 cocoa, cocoanut, flavoring extracts, butter, eggs, raisins,
 flour and all other ingredients.

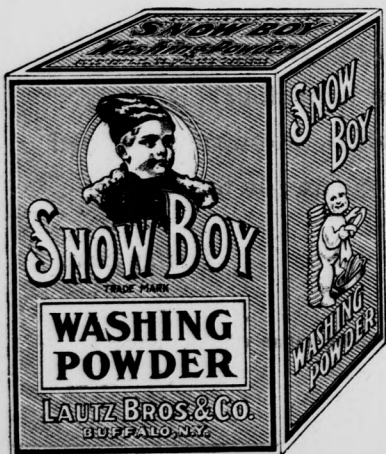
Packed in ONE POUND CARTONS—24 lbs. to the
 CONTAINER.

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

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

THE FRANKLIN SUGAR REFINING CO.
 PHILADELPHIA

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



SNOW BOY FREE!

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

through the jobber—to Retail Grocers

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

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots not less than 5 boxes.
 All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

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GRAND RAPIDS, WEDNESDAY, MARCH 4, 1914

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WASTING GOOD TIME.

The sixteenth annual convention of the Retail Grocers and General Merchants' Association, which was held in Grand Rapids last week, scored a decided success in point of attendance and enthusiasm. If a programme had been prepared for the event in keeping with the other features of the meeting, the convention would have been a complete success. What the organization needs, more than anything else, is a Programme Committee or an officer known as the "whip," whose duties are to see that the time at the disposal of the organization is profitably employed; that subjects are presented in proper order and discussed intelligently and effectively and that no action is taken which is at variance with common sense or statute or common law. With the time at the disposal of the convention ten times as much effective work could have been accomplished if a comprehensive programme had been mapped out in advance and definite time had been set for the discussion of each subject, so arranged as to prevent the waste of time and effort so greatly in evidence at the Grand Rapids convention—and even more so at previous conventions of the organization. Take the first session, as an example. It was called to convene at 2 o'clock. It was 2:45 before the chairman rapped his gavel, although there was a good attendance on hand and many things which could have been advantageously started, such as reports from the various associations of the State showing what has been and is being done by organized effort. Instead of having a clean-cut business man like William Judson or Guy W. Rouse deliver the address of welcome, that duty was assigned to our Gambler Mayor, who consumed fifteen minutes of valuable time with a rambling and meaningless harangue which was utterly devoid of interest to any one but himself. A business man could have sounded a keynote which would have set the hearts of his hearers tingling with pride and ambition. The address of the President and the reports

of the Secretary and Treasurer followed, at the close of which the convention adjourned for the day—about an hour after the meeting was called to order. The hall was well filled with delegates, many of whom had come from distant parts of the State. As the evening was to be given over wholly to enjoyment, two or even three hours could have been devoted to active work while the delegates were keyed up to the highest point of enthusiasm and full of new ideas which would have found expression if the opportunity had only been given them. To induce men to travel long distances at heavy expense and then give them nothing more in return than they received the first day of the convention is a matter of deep regret and humiliation. The presiding officer is not to be blamed for this condition, because he did exactly what his predecessor did and evidently did not feel like introducing innovations which might work his undoing. This condition will probably continue until the preparation of the programme and the handling of the proceedings at the meetings is taken out of the hands of the President and Secretary and placed in the hands of a Programme Committee.

The same general lack of purpose and laxity of system was apparent at each subsequent session. No meeting was called to order on schedule time and, because there was no well-defined programme to follow—and no whip to see that each topic was presented properly—matters drifted, as would naturally be expected. Remarks were made out of order; motions were entertained without proper support and debate; resolutions were presented which should have been carefully considered in advance by seasoned committees; precipitate action was taken on important matters before they were properly considered and digested and their effect on the future accurately ascertained.

The Tradesman believes in organized effort—always has and always will—but unorganized organized effort seldom accomplishes very much in this world. The Retail Grocers and General Merchants' Association is capable of indefinite expansion and enlargement. It can revolutionize conditions surrounding the retail trade of this State. It can make the retail business of Michigan as profitable and pleasant and dignified as that of the banker and wholesaler. All that is required is to observe the same rules and regulations which other organizations have adopted and pursue so successfully, thus building on a bigger and broader basis. The results are well worth the effort.

It is a wise merchant who keeps his stock book in such shape that he can tell something about the condition of his business without having to wait until he takes a complete inventory.

Manufacturing Matters.

Detroit—As a means of making provision for the retirement next year of \$75,000 of the outstanding \$1,700,000 of the company's issue of 6 per cent. first mortgage bonds, directors of the Acme White Lead & Color Works have decided to withhold the dividend on the company's common stock during the remainder of the fiscal year ending November 30. This action passes the March payment. The company has been paying 10 per cent. a year or 2½ per cent. quarterly on its common stock.

Bay City—The mill of the Richardson Lumber Co. is running day and night. This company, with its mills here, at Alpena and at Rogers City, has been doing a heavy logging business this winter. It is operating a steam log hauler day and night in Presque Isle county over an ice road twelve miles west of Rogers City. The company is also hauling fifteen carloads of logs a day into Rogers City over the Loud logging road. Last week the company bought 150,000 hardwood logs, which will be hauled to the Alpena mill. This mill has been in operation since January 15, and is expected to run the remainder of the year. The company is operating seven lumber camps.

Ludington—The stringing of the pipe lines from the Morton Salt Co. plant across Pere Marquette Lake to Buttersville, where the old salt wells of the Butters Salt Co. will be connected, for the purpose of bringing the brine over to the Anchor plant, is about completed. The two pipes are of four and six-inch diameter respectively, the smaller of the two being the compressed air pipe through which air will be forced from the Anchor plant into the wells across the lake, thus forcing the brine back through the larger pipe to the Morton Salt Co. plant where it will be made into salt. Each section of pipe is twenty-two feet in length and at each coupling a river clamp, weighing from 280 pounds for the four-inch pipe to 420 pounds for the six-inch brine pipe attached. Reinforced by these heavy clamps the wrought iron pipes adjust themselves to the uneven surface of the lake bed such as a cable would.

President C. E. Scott of the Citizens Bank of Bellevue is now in complete charge of the institution's affairs, this action having been taken following conferences between Attorney Elmer N. Peters, of Charlotte, and the depositors of the Bank, and between Mr. Peters and Mr. Scott. Plans are being made for a systematic campaign to liquidate the Bank's obligations. Notes when acceptable will be turned over to depositors and it is believed that within the next ninety days a great share of the Bank's affairs will be satisfactorily adjusted. After this arrangement has been

carried as far as practicable the remainder of the notes and other affairs of the Bank will be in such shape that a quick closing of the Bank can be made. Such a programme will expedite matters and has the approval of the depositors, who have explicit faith in Mr. Scott. At a meeting of the depositors Mr. Scott announced that he had put \$17,000 of his own money at the disposal of the Bank and it is known he cleaned up nearly \$3,000 of the Bank's paper held by a Charlotte bank, making a total of \$20,000 personally advanced to protect the good name and credit of the embarrassed institution. Of course if the Bank's paper is good eventually, Mr. Scott may get the full return of his money, but his promptness in handling the situation has shown to the depositors there is nothing to fear. Even the delay can result in no harm to their interests. Mr. Scott, President of the Bank, owns 1,000 acres of the finest farming land in the county in Walton township.

The entertainment features provided for the sixteenth annual convention of the Retail Grocers and General Merchants' Association in Grand Rapids last week were ample and satisfying to all concerned. The substitution of the smoker for a banquet proved to be a very agreeable surprise and was certainly much more enjoyed than any of the banquets ever given the organization, because the smoker permitted a degree of latitude not possible in the case of a more formal banquet. The entertainment provided for Wednesday evening was also very much enjoyed, especially on account of the introduction of a number of well-known grocers, who took quite prominent parts in the programme. With ample hotel facilities and excellent accommodations for the meetings of the convention, the delegates to the convention have every reason to look back upon their meeting in Grand Rapids with pleasure and satisfaction.

At the regular meeting of the Grand Rapids Retail Grocers' Protective Association, held at Whist hall last evening, there was an enthusiastic attendance of about sixty. One new applicant for membership was received and accepted. A case of condensed milk was disposed of by raffle. Michael Klunder received three dozen cans, L. Mulder captured two dozen cans and Frank M. Johnson carried home one dozen. A. Lee Smith was made a Press Committee to see that grocers are kept fully informed of the proceedings of the Association through the Tradesman. The selection is an excellent one and the arrangement will, undoubtedly, prove very satisfactory to all concerned.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, March 2.—Learn one thing each week about Detroit: The largest portable electrical vacuum cleaner factory in the world is in Detroit. The cleaners have never been used on the politicians.

In the last issue of the Tradesman Gabby Gleanings informed us about the first trolley line in the United States. What keeps the Grand Rapids citizens guessing is when on earth will the next trolley show up.

Thomas Richardson, dry goods and furnishing goods at 1010 Oakland avenue, has sold out his business to Joseph Kain.

Welcome to our clan! A new salesman added to our colony. No one but little "Artie" Rosenberg, just exactly one-half—plus a small mole—of a smiling rosy checked set of twins, and if it was not for the little telltale mole no one on earth could tell which twin was who and who owed the account. "Artie" has been cashier for some time for Weisman & Sons, wholesale jewelers. Although he has never had any experience as a traveling salesman we are willing to take the long end of a ten to one shot that Arthur makes good. He will represent the Mohawk Overall Co. in the city of Detroit.

Jack London has taken up the prohibition cause. Jack's doctor must have given him orders to desist.

S. M. Johnson, a member of the "old guard" of Detroit travelers, narrowly escaped an attack of pneumonia last week. Mr. Johnson, although weak, is able to be about emphasizing the old saying that "it is hard to keep a good man down." He has been on the road for over thirty years and under ordinary circumstances is as spry as most of the cub salesmen.

Many are the views held by married men in regard to the life they are shackled to. The other day Glenn Bowles, the live and really up-to-date druggist of Delray, was introduced to some new neighborhood citizens. After a friendly chat one of the new found friends spoke as follows: "Are you married, Mr. Bowles?" "Sh," returned Glen, "why speak of war in time of peace?"

Just a word of warning to those traveling men who might contemplate spending their vacation in Panama, and who, incidentally own automobiles. Gasoline sells for 40 cents a gallon down there.

That would worry us but a mere trifle. We do not drink gasoline.

Herb Meyers, city salesman for Burnham-Stoepel & Co., is the proud possessor of a new R. C. H auto.

W. L. Chase, 259 Holden street, has had his store remodeled and a new front put in. Mr. Chase has also had a new hat case placed in front of the store, the hats making a new line which he has added to his stock of dry goods and furnishing goods.

Impossible for some fellows to swell up—couldn't swell up any more without busting.

Walter Swasey, of Central Lake, has purchased the interest of Mr. Burgess in the hardware business of Burgess & Emmons, of Redford. Both Mr. Swasey and "Bud" Emmons should drive double in good shape, both being popular and hustling merchants. The only blot in their otherwise pure lives is that both at one time were traveling men.

A. G. McE, and others: Many thanks, but we shall continue as long as we work to live at 211 Columbus avenue, where it would please us to receive more items of interest for these columns.

We shall expect a bottle of spring medicine from the editor, else we are liable to break out with a spring poem.

Joyful smiles, howls and cigars is the order at Charley Schroen's home

in Ann Arbor—that is, as much order as can be expected on the arrival of a bouncing baby girl in a dry goods merchant's home. Mr. Schroen is a member of the firm of Schroen Brothers, but ever since it happened last Tuesday, he doesn't care whether business keeps up or not. In a few years he will find out that it will be necessary that business keeps up to keep the little girl toggled up in the latest style. Detonations extends congratulations to Mr., Mrs. and baby Schroen.

Right here in Detroit, the greatest automobile manufacturing city in the world, are twenty-three carriage and wagon factories. Many people who howl about the expense of a baby cab are driving around in an automobile. John Schram, Secretary of Cadillac Council, No 143, and Mrs. Schram were called to Cleveland last Friday on account of the death of Mrs. Schram's brother, William Hart, which occurred on Friday morning. The cause of Mr. Hart's death was cancer of the stomach.

Like a happy family is that little bunch at the C. Elliott & Co.'s branch of the National Grocer Co.—from the manager down to the office boy. Last Saturday an informal luncheon was given in the store sample rooms in honor of the new salesman, Harry Brown. Harry has been a member of the office force for some time and, after looking over the expense books of the boys so often and being a red blooded young man, full of life, he decided that a traveling man's life was the life for him and, from the way the manager grasped at the opportunity of having Harry as a member of the sales force, there is no doubt as to his future. "Tom" Elliott acted as toastmaster at the luncheon and, despite his modest declarations that he couldn't fill the bill in that capacity, a better toastmaster was never heard by the boys in attendance. Mr. Elliott called on every one present and showed remarkable faculty of getting every one to say a few words and say them well and, as our clairvoyant tells us, he was like a huge magnet, simply drawing the words right from their mouths. The fine spread was gotten up by George Rowe and George Rudell and just to show the real family traits of the bunch, they all sneaked off, leaving "Uncle" Lou Thompson to wash the dishes. Mr. Thompson is one of the department managers.

The most interesting part of a newspaper is always found by a man when a woman is standing in front of his seat in a street car. Sometimes a fellow with a shady character may have a sunny disposition.

The friends of John Oxnard, who can be counted in every nook and cranny in Michigan and throughout the East, were inexpressibly shocked to hear of his sudden death in Detroit on February 23. Mr. Oxnard was one of the department managers for Burnham, Stoepel & Co. He traveled through Michigan for a number of years for the old firm of Strong, Lee & Co., later being placed in charge of the notion department. When that firm liquidated, Mr. Oxnard entered the employ of Burnham, Stoepel & Co., later becoming department manager for that firm. While in the capacity of department manager he made many trips through the State, constantly keeping in touch with his friends among the trade. Very few men can pass through life without incurring the enmity of at least a few and Mr. Oxnard belonged to that "very few." Aggressive and a hustler in every sense of the word, he always managed by his honest and manly dealings to make and hold many loyal friends and customers. No one ever had dealings with him that did not receive a "square deal." Mr. Oxnard had been in ill health for

Even though the Sherman House, of Mt. Clemens, does not furnish its patrons with individual towels, as required by the law, they will do so shortly—because the law will be enforced.

Here's a chance for those traveling men who are not satisfied with their present positions: There is some talk of the President of the American Telephone & Telegraph Co. resigning. The present incumbent draws a salary of \$100,000 a year.

W. R. Niegarth, of Boyne City, was in Detroit last week purchasing an entire new stock of dry goods and furnishing goods, which were shipped to Reed City where he will again engage in business, after an absence of a few years. He formerly conducted a large department store in Reed City. While in Detroit Mr. Niegarth was accompanied by his wife.

H. B. Ludington: We have a good reason to offer for not again appearing before a large audience—No one would accept our services to produce an act. However, we had not forgotten the event and never will as long as H. L. Proper, of Grand Rapids, Eddie Sovereign, of Detroit and Louis Firzloff, of Manistee, live.

Most men think that a mother-in-law is all right if it is the wife's mother-in-law.

R. T. Steadman, at the head of the plug department of the American Tobacco Co., was in Detroit last week, going over the local situation with the district manager, C. W. Reattoir.

Never put off for to-morrow what you can pay to-day.

Walter Swasey, of Central Lake, has purchased the interest of Mr. Burgess in the hardware business of Burgess & Emmons, of Redford. Both Mr. Swasey and "Bud" Emmons should drive double in good shape, both being popular and hustling merchants. The only blot in their otherwise pure lives is that both at one time were traveling men.

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some time but apparently was on the road to recovery. His death was caused by a stroke of apoplexy. He leaves a bride of but a few months and hundreds of sincere friends to mourn his loss.

From the loss of our friends teach us how to enjoy and improve those who remain.—Channing.

J. B. Sheehan, well-known grocer, 2327 Woodward avenue, met with an accident, breaking an ankle which will cause him to be confined to his home for some time. Mr. Sheehan was manager of the grocery department of the old firm of Partridge & Blackwell, when they conducted the department store in the Majestic building, later going into business for himself.

March coming in like a lion at least will give the paragraphers something to write about.

F. P.: De are pleased to hear that Richard is trying to memorize the poems printed on the Tradesman covers. If you wish more poems we will send you the addresses of Fred C. Richter, Ura Donald Laird, A. F. Rockwell and Charles Foster, all of whom would be only too pleased to write some special verses for Richard to memorize.

The hall in which the party was given by Cadillac Council, No. 143, last Saturday night, was packed nigh to suffocation. Being a member of the other council, but not with malice aforethought, we wish to mention that the party was free to all members and their friends. One of the features of the evening was the drawing by the ladies for one of "Tom" Burton's hobbies, a Lisk aluminum baster, which was won by Mrs. Thomas. A splendid lunch was served and diverting from the usual routine of the dancing parties, some special features in the way of entertainment were given.

The less people say the more others want to hear them.

According to newspaper reports regarding the Mexican situation, one Briton is worth several Americans.

Very true, the population of Detroit is increasing rapidly but all of the increase is not caused by "outsiders," to which George Rowe, of the National Grocer Co., will cheerfully acquiesce. At George's house a handsome (ask him if you don't believe us) chubby little baby girl has made its appearance—also a regular advertising smile on George's countenance. Our compliments to Mr. and Mrs. Rowe.

A half pint bottle can cause a bushel of trouble.

More aluminum is cast each year in Detroit than in any city in the world, not counting those cast by the housewives.

G. C. Meisel, of Port Huron, was in Detroit last week in the interest of his dry goods store.

E. P. Rowe, of Bad Axe, who has been closing out his general stock via the sale route, put the finishing touches to his "close out" by selling the balance of the goods at auction.

Pullen & Son, Bellville; E. H. Cranston, Springport; Dusenbury & Summers, Utica; L. Glaser, Kalkaska; Mallet & Walker, St. Ignace; Mrs. Dehn, Brown City, and H. Adams, of New Boston were represented in Detroit last week in quest of new goods and new styles.

Being a good fellow is often a bad mistake.

Ed Collins, Carson City, and Glen Begole, Detroit, have traveled together now for nearly two months and no casualties.

Plugging hard for plug tobacco led C. P. Chick into the managership of the Northern district for the plug department of the American Tobacco Co. Mr. Chick, up to the time of his promotion as manager, traveled from the Detroit office. The new territory over which he will have jurisdiction embraces the Upper Peninsula and the Northern portion of the Lower Peninsula. His many

friends will be pleased to hear of his good fortune and it is their firm belief that the same efforts that caused promotion will also be the cause of his success in his new work.

Jess Simmons, of Armada, representative for Burnham, Stoepel & Co., nearly frightened the Detroit citizens stiff last week. He drove through the city in a big red Cartier which he had just purchased. At first sight the car looked like one of the leading characters in "Faust."

F. C. Larsen, who recently suffered the loss of his store and stock of goods by fire, was in Detroit on a business trip last week. Mr. Larsen is rebuilding on the old site and will, undoubtedly, carry a line of merchandise as before the fire.

Gone (somewhere) but not forgotten. Ura Donald Laird and Guy Pfander.

Received a letter from A. M. G., a Michigan merchant, saying he was in Chicago for a few weeks' visit. He intended, he says, to go on a pleasure trip, but after thinking it over carefully, decided to take his wife with him.

J. I.: Expostulations via parcel post.

When the undertaker is called, it is a sure sign the heavy drinker will never drink another drop.

R. D. Smith, for some time connected with John T. Woodhouse & Co., wholesale dealers in cigars and cigarettes, has organized the Michigan Tobacco Co. and will act as Secretary and General Manager of the new company, which temporarily will be located at 261 Cass avenue. Mr. Smith is well acquainted with many dealers in Detroit and throughout the State and his knowledge of the business, coupled with his executive ability, should go a long way toward making a success of the new company.

In other words, March coming in like Roosevelt, will go out like Taft.

In behalf of all the traveling fellers Who get the wrong train

All aboard! J. M. Goldstein.

Cannot Get Along Without Tradesman.

Grand Rapids, March 3.—I have been quite lonesome without the Tradesman for the past five years. I was a subscriber for the paper from the first issue for about twenty-five years in succession and I considered it the best trade paper I ever saw, especially for Michigan people. I had nearly or quite all of the copies preserved and considered them quite valuable. There was about an eighth of a cord of them. My folks, not knowing the value of them, thought they took up too much room and sold them to a junk dealer for 50 cents (I would not have taken \$25 for them.) They probably would be worth much more than that, for I notice that you advertise copies one year old or more at 25 cents each and I think many of them are worth more than that. At the time I first subscribed for the Tradesman, I was engaged in the drug and grocery business (Case, Smith & Dietz) in Cadillac. Afterwards I was in the grocery business alone for several years. After I sold out the grocery business I thought I could get along without the Tradesman and I discontinued my subscription, but, as I said before, I have missed the paper very much. I don't see how anyone engaged in any kind of merchantile business in Michigan can afford to do without the Tradesman. Albert E. Smith.

Hopeless Tightwad.

"He's a mean man."
"How so?"
"When the little girl begs for an ice cream sunda, he asks her is she wouldn't rather have a gold watch when she's nineteen."

BANKRUPTCY MATTERS.

Bankruptcy Matters in Southwestern Michigan.

St. Joseph, Feb. 23.—In the matter of the Mohn Wine Co., bankrupt, of Berrien county, an adjourned first meeting of creditors was held at the referee's office and the officers of the bankruptcy sworn and examined by the attorneys present. The examination of the officers of the bankrupt disclosed there were several secured claims of doubtful validity. Claims were allowed and the meeting further adjourned for one week.

Feb. 24.—In the matter of the Sanitary Laundry Co., bankrupt, of Kalamazoo, the trustee has filed his final report and account showing total assets of the sum of \$122.34 and no disbursements. The trustee also filed a petition requesting allowance of \$100.50 for services and expenses.

Feb. 25.—In the matter of Herbert L. Levey, Harry J. Lewis and Levey & Lewis, a copartnership, bankrupt of Kalamazoo, an order was entered by the referee confirming the trustee's report of exempted property, thereby allowing the bankrupts each the sum of \$250 as their specific personal property exemptions. An order was also entered by the referee confirming the trustee's report of sale of the property of the bankrupt estate.

Feb. 26.—In the matter of Abel Schipper, bankrupt, of Kalamazoo, an order was entered by the referee calling the first meeting of creditors at Kalamazoo on March 11, for the election of a trustee, proving claims, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of the Mohn Wine Co., bankrupt, of Berrien county, the trustee filed a report showing he had received an offer of \$100 from Secondo Guasti for the sale to the said Secondo Guasti of all the trustee right and interest to the real estate of said bankrupt, which real estate is subject to certain liens and judgment of \$8,629.32. An order was made by the referee directing creditors to show cause on or before March 9, why the bid should not be accepted or such other bids as in the meantime may be received.

Feb. 27.—In the matter of Isaac Shingberg, bankrupt, of Kalamazoo, the trustee filed his supplemental final report and vouchers showing distribution of all the assets of the bankrupt estate and for the purpose of closing the estate.

In the matter of the National Gas Light Co., bankrupt, of Kalamazoo, the trustee filed petitions objecting to the allowance of the claim of the John Dunlap Co. for the sum of \$2,222.73 and the claim of the Kalamazoo National Bank for \$3,000; also petitions requesting that certain claims heretofore allowed the Kalamazoo National Bank amounting to \$15,332.24 and the claim of Oscar Gumbinsky for \$10,159.39 be reconsidered and rejected and disallowed.

Feb. 28.—Burt A. Hatch, of Kalamazoo, one of the district managers for the Workingman's Mutual Protective Association of Benton Harbor, filed a voluntary petition and was adjudicated bankrupt by District Judge Sessions and the matter referred to Referee Banyon. The schedules of the bankrupt filed with the petition show no assets except those claimed as exemptions of the value of \$325 and the following liabilities:

Walter W. Lang, Kalamazoo	\$115.80
DeBower-Elliott Co., Chicago	22.50
Kalamazoo Nat. Bank, Kalamazoo	185.00
R. S. Hopkins, Kalamazoo	59.96
Moore McQuigg, Kalamazoo	190.00
Lizzie K. Dickie, Boise, Idaho	300.00
R. B. Brown, Kalamazoo	25.00
Glenn H. Doughty, Kalamazoo	150.00
Edith L. Hatch, Kalamazoo	1,000.00
Byron Findley, Vicksburg	50.00
Dallas Boudeman, Kalamazoo	25.00
Samuel Deal, Kalamazoo	61.75
Wm. H. Harrison, Kalamazoo	45.00
Charles Koehler, Kalamazoo	32.00
Dr. George H. Snow, Kalamazoo	15.00
Edwin J. Amos, Kalamazoo	10.20
Drs. Fletcher & Britton, Kalamazoo	10.00
Cutting & McMahon, Kalamazoo	34.40
Telegraph-Press, Kalamazoo	5.60
A. E. Underwood & Co., Athens	3.00
Pvl & Ykel, Kalamazoo	6.50
Fr. Frank Tyler, Kalamazoo	31.50
Bert Kenyon, Kalamazoo	9.48
Henderson & Ames Co., Kalamazoo	8.00
C. H. Barnes & Co., Kalamazoo	20.00
Kalamazoo Label Co., Kalamazoo	3.00
Charles E. Gray, Kalamazoo	10.00
Gilmore Bros., Kalamazoo	700.00
Dr. B. W. Ostrander, Kalamazoo	14.50
Dr. W. W. Lang, Kalamazoo	43.20

Total \$3,047.19

March 2.—In the matter of the National Gas Light Co., bankrupt of Kalamazoo, orders were entered by the referee for the Kalamazoo National Bank, the John Dunlap Company, and Oscar Gumbinsky to show cause on or before March 13, why their claims, in accordance with the petitions of the trustee, should not be rejected and disallowed.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, March 2.—A firmer feeling prevails in the spot coffee market and it has been a good long time

since this could be said. Sympathizing with the option market Rio No 7s are quoted now at 9¼c and Santos 4s at 12c. Maybe the latter is a little extreme, but the rate has been made and it indicates more interest in coffee. In store and afloat there are 2,109,779 bags of Brazilian coffee, against 2,414,004 bags at the same time last year. It is to be noted that receipts of coffee in Brazil keep up well and to date the total from July 1, 1913, amounts to 11,926,000 bags—almost 2,000,000 bags more than last year. Mild coffees are practically without change and good Cucuta is quoted at 137½c.

Refiners say they will accept 4c for granulated to be shipped as soon as practicable. Several big refineries in Philadelphia are to start up soon. The trade seems to be well stocked and at the moment business is rather light.

The tea market shows improvement every week and holders seem to be very confident as to the future. Not a few orders are coming to hand and prices are very firmly sustained.

Spices show a firm tone and, while orders usually are for rather small lots, there are a good many of them and the total is satisfactory. Pepper and cloves attract most attention and the range of value is strongly maintained, Singapore black, 11½@115½c.

Molasses is steady and last week developed a most satisfactory condition. Quotations are unchanged. Good to prime centrifugal, 35@40c. Syrups are steady and unchanged as to rates.

The demand for canned foods is picking up and when the streets here can be available for traffic there will be a big movement of stocks. Orders are coming in in a satisfactory manner and indications are the grocers are pretty well cleaned up. Of all lines, tomatoes seem about the heaviest and the reason is that buyers think the asking price too high. Several cars of standard three were sold at 70c f. o. b. factory, with Baltimore rate of freight. Peas selling for less than 70c seem well absorbed, but there is less call for top grades. Corn of the better sorts is moving with quite a degree of freedom. Other goods firm and steady.

Butter has been advancing slightly as supplies have lessened and bad roads have interfered with deliveries. Creamery specials, 31½@32c; firsts, 28@31c; held extras, 29@30c; imitation creamery, 21½@22½c; ladles, firsts, 20½@21c.

Cheese is firm. Supply is fairly plentiful. Best New York State, whole milk, 18@18¼c; Wisconsin, 17¾@18c.

Eggs are firm for best Western, the range being 30@32c.

Every one who toils in shop, office, store or mill has the right to demand clean, healthful working quarters. As affecting both their health and efficiency, employes should have the very best of hygienic surroundings. It is beginning now to be understood that employes working in clean, light, attractive and well ventilated work rooms, take more interest in their work and therefore turn out more work and of a better quality than will those whose surroundings are dark, dirty, poorly ventilated and with ugliness and unsightliness all about them. In the ideal work room the surroundings are health giving and inspiring; in the other they are disease breeding and depressing. And because this is true it should be easy to see the dollars and cents side of this particular health problem. Like most other health problems too, when properly solved, they pay big, generous dividends on the time, labor and money spent in their solution.—Chicago Health Bulletin.

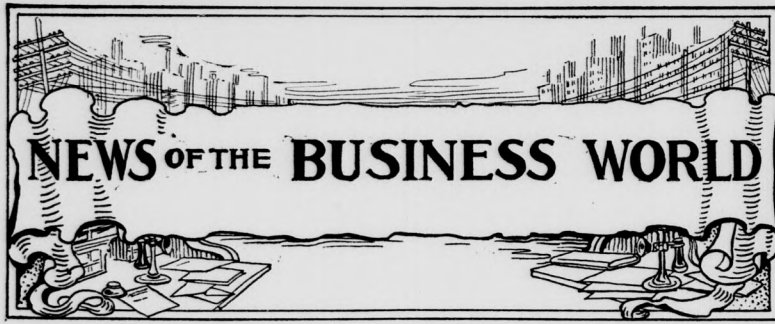
Next Fair Will Break All Records.

The West Michigan State Fair, which will be held in Grand Rapids, September 1, 2, 3, 4, 5, 6 and 7, promises to be better than any fair ever given in this section of the State. President Joseph H. Brewer, while a successful business man, is also a highly successful farmer and he is deeply interested in agricultural matters and especially in the welfare and prosperity of the farmers of this great commonwealth. It was for that reason that he consented to take the Presidency of the fair. It being his earnest desire to build up to a high state of educational efficiency, he has surrounded himself with men who are inspired with a similar ambition.

It is acknowledged to be a fact that the products of West Michigan, either in poultry, livestock, horses, fruits, grains and other products of the soil, cannot be excelled by any State in the Union. This knowledge should be widespread and one way to advertise the superiority of these products to the world is by exhibiting them in a place where they will be seen by a large number of people who, in turn, will tell others about it, and the press will spread broadcast the fame of the State. The management of the West Michigan State Fair therefore earnestly solicits the active co-operation of the farmers of Western Michigan. The men who are now devoting their time and energies to building up the West Michigan State Fair are not receiving one dollar for their efforts, the President, Vice-President, directors and members of the committees giving all their time and energy to help develop Western Michigan. For that reason they are entitled to and should receive the hearty support of every resident of this district, both in the making of exhibits and in giving moral support to the enterprise. Entertainment features will be fine, but will not overshadow the educational part of the Fair. It is altogether probable that there will be a National good roads exhibit. A course of lectures on agriculture will also be given during the Fair. These and other interesting features are now being worked out with a view of making the Fair one which will break all records.

A Mother's Creed.

I believe in the eternal importance of the home as the fundamental institution of society.
I believe in the immeasurable possibilities of every boy and girl.
I believe in the imagination, the trust, the hopes, and the ideals which dwell in the hearts of all children.
I believe in the beauty of nature, of art, of books, and of friendship.
I believe in the satisfaction of duty.
I believe in the little homely joys of every-day life.
I believe in the goodness of the great design which lies behind our complex world.
I believe in the safety and peace which surrounds us all through the over-brooding love of God.
I believe in the will of God as the one and only law of human life in all its relations.
I believe in training my children to be faithful children of God and disciples of Jesus Christ.



Movements of Merchants.

Buckley—C. Grindell has opened a confectionery store here.

Greenville—Ida E. Van Wormer has engaged in the grocery business.

Martin—Freeman G. Hall succeeds C. C. Murray in the drug business.

Grant—The McKinley Hardware Co. has been succeeded by J. E. Sharp.

Ravenna—Fred Griswold, formerly of Moorland, succeeds the Ravenna Grocery & Livery Co.

Hastings—Budd Floyd has opened a garage under the style of the State Street Garage.

Kalamazoo—The N. C. Tall Co., jeweler, has increased its capital stock from \$10,000 to \$15,000.

Suttons Bay—F. B. Clark, who conducted a general store, is succeeded by Husby, Hansen & Co.

Freeport—Barnhard & Co. have added a line of millinery goods to their stock of general merchandise.

Nashville—Martens & Martens are succeeded by Marshall & Martens in the elevator business.

Saginaw—William Hyman has opened a women's tailoring establishment at 123 North Franklin street.

Conklin—Mrs. G. Inman, formerly of Detroit, will open a millinery store here about March 14.

Durand—T. M. Euler, recently of Owosso, has engaged in the implement and vehicle business here.

Bay City—Fire destroyed the John Peterson store building and grocery stock March 1. Loss about \$10,000.

Eaton Rapids—J. J. & D. G. Vaughan, undertakers and dealers in furniture, have been succeeded by Hale & Pettit.

Parmelee—W. H. Van Avery lost his store building and stock of general merchandise by fire March 2. Loss about 3,000.

Evart—Spencer F. Postal, recently connected with the Postal Hardware Co., will carry on the business on his own account.

Coral—Abram N. Shook and Thomas Kain have engaged in the auto repair business under the style of the Coral Auto Co.

Auburn—Becair Bros. lost their store building and stock of general merchandise by fire Feb. 26. Loss about \$4,000.

Lansing—Alex Kaperonis & Co. will open a restaurant March 25 at 203 South Washington avenue under the style of the Lansing Cafe.

Stanton—Clyde J. Archer and Harry Weidenhoft will open up a general store about March 15 under the style of Archer & Weidenhoft.

Manistee—Theodore Nielson and Fred T. Thompson, have engaged in the shoe repairing business under the style of Nielson & Thompson.

Jackson—Burglars entered the Finch, Rowley & Bower hardware store Feb. 26, but were frightened away before much damage was done.

Grand Ledge—Harry P. Alvord, who conducts a restaurant, has purchased the P. M. Hotel of Hodge & Hodge and closed it.

Mendon—George Knowles has sold the Burdick Hotel to J. Secord, recently of Muskegon Heights, who will open the hotel about March 9.

Holland—E. C. Lincoln, recently of Grand Rapids, has opened an office supply store here under the style of the Lincoln Office Supply Co.

Saginaw—S. Goldman, grocer at 911 Janes avenue, has sold his stock to Mrs. Bertha Arnold who will continue the business at the same location.

Gilchrist—Dr. J. W. Prentice and son, Lloyd, recently of Engadine, have opened a drug store here under the style of Dr. J. W. Prentice & Son.

Coldwater—A. M. Smith & Co., produce dealers at Eaton Rapids, have opened a branch store here under the management of Claude E. Marshall.

Negaunee—Thomas Collins, grocer and meat dealer, has purchased the grocery stock of the late Victor Parkkanen and will consolidate it with his own.

Lansing—A bursted water pipe damaged the Rork & Price stock of dry goods and men's furnishing goods to the extent of about \$1,000.

Sparta—Charles C. Friz has opened a plumbing establishment under the management of Fred Campbell, in connection with his hardware store.

Athens—N. E. Hoffman, recently of Colon, has purchased the Underwood & Co. furniture and undertaking stock and will continue the business at the same location.

Harbor Springs—The Ottawa Lumber Co. has engaged in business with an authorized capital stock of \$30,000, of which \$21,000 has been subscribed and paid in in cash.

Shelby—G. W. Thomas, who conducted a dry goods store at Hart for the past twenty years, has removed his stock to Shelby and will continue the business here.

Kalamazoo—The Kalamazoo Label Co. has purchased the patent rights, machinery and equipment of the Kalamazoo Kase Co., of Chicago, and will remove it here.

Port Huron—The Michigan Egg & Poultry Co. has been organized with an authorized capital stock of \$5,000, of which \$3,100 has been subscribed and \$1,100 paid in in cash.

Buchanan—F. L. Raymond, who has conducted a meat market here for the past twenty years, has sold his stock to Cook & Sands who will continue the business.

Chassell—Fire destroyed the Chassell Mercantile Co. store building, stock of general merchandise and warehouse, also the Martin drug store, Feb. 25, entailing a loss of about \$35,000.

Three Rivers—J. W. Bulluck has sold his implement and harness stock to James Godshalk, who will add a line of hardware and continue the business at the same location.

Negaunee—A Heller has purchased the interest of his partner, A. Golden, in the plant of the Peninsula Hide & Rendering Works and will continue the business under the same style.

Charlevoix—The dry goods and clothing store formerly conducted under the style of M. A. Levinson & Co. has been succeeded by M. A. Levinson, who will continue the business on his own account.

Sparta—Hubert Finch has sold his stock of meats to A. A. Johnson & Co. who will continue the business in connection with their general store, under the management of Hubert Finch.

Battle Creek—J. J. Snyder has sold his interest in the Bentley & Snyder shoes stock to his partner, Murray C. Bentley, who will continue the business under the style of the Bentley Shoe Store.

Lansing—J. E. Nash, who recently purchased the Haite interest in the Elmer Jarvis Furniture Co., East Franklin avenue, died at his home in Plymouth Feb. 28, as the result of a stroke of apoplexy.

Wacousta—M. L. Garlock has purchased the interest of his partner, Mr. Rice, in the Garlock & Rice stock of meats and general merchandise and will continue the business under his own name.

Battle Creek—Edward M. Neale and William Pulsifer have formed a co-partnership and engaged in the men's furnishing goods business in the Post Tavern building, under the style of Neale & Pulsifer.

Charlotte—Edward Davis, who conducts a general store at Needmore, has purchased the Mrs. Josephine Parmelee store building and stock of general merchandise and will consolidate it with his own.

Sparta—S. C. Field & Co. have sold their stock of implements and hardware to J. C. Ballard, Sherre Ballard and William Rogers, who will continue the business under the style of J. C. Ballard & Co.

Saginaw—William F. Payne, an attorney, has been cited to show cause why he should not be disbarred. He is accused of appropriating \$1,200 to his own use while acting as receiver of the King Furniture Co.

East Jordan—E. D. Clouse, who conducts a new and second hand furniture store at Grand Rapids, has opened a branch store here under the style of the E. D. Clouse Furniture Co. and under the management of G. E. Johnston.

Carson City—The Gittleman Company, dealer in clothing and furnishings, has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—The Detroit Trust Co., as receiver in equity proceedings, will pay 10 per cent. to the creditors of the Farrant Co., the amount aggregating about \$80,000, and will pay a third and final dividend to the creditors of the New Process Steel Co., of Marshall, for which it has acted as receiver.

Detroit—Simons & Cooper, druggists, have been sued for damages by the executor of the late Elmer Kirn. The plaintiff alleges that in February, 1912, Kirn sent to have a prescription filled at Simons & Cooper's store, calling for one-sixth of a grain of heroin, but that the druggist put 12 grains into the compound and that Kirn died as a result of the mistake. The druggists deny the charges.

Manufacturing Matters.

Kent City—A. V. Holmes has opened a bakery here.

Detroit—The Capital Auto Lock Co. has changed its name to the Esco Mfg. Co.

Detroit—The Thermo-Electro Starter Co. has increased its capitalization from \$10,000 to \$100,000.

Vermontville—W. M. Kemp has sold his bakery to George Welch, who has taken possession.

Detroit—The Murphy-Potter Co. has changed its name to the Brass & Aluminum Foundry & Machine Co.

Traverse City—The J. E. Greilick Co., operating a mill and dealing in lumber, has increased its capital stock from \$75,000 to \$100,000.

Sandusky—The Sandusky Tile & Brick Co. has been incorporated with an authorized capital stock of \$24,000, of which \$13,000 has been subscribed and \$7,000 paid in in property.

Battle Creek—The Cement Products Manufacturing Co. has engaged in business with an authorized capital stock of \$30,000, of which \$22,000 has been subscribed, \$2,000 paid in in cash and \$17,550 in property.

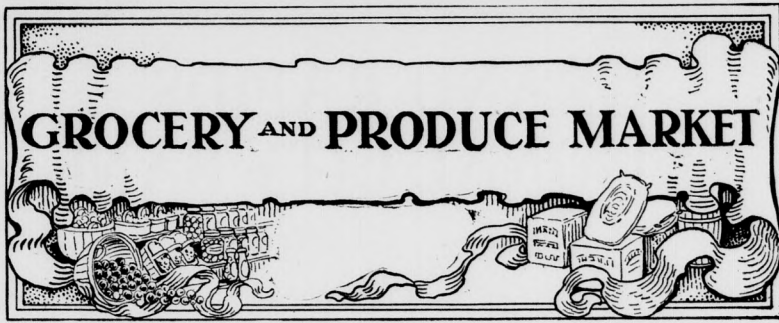
Charles—H. K. Loud, who with his father, H. N. Loud, took over the mill and timber holdings of the Sterling Lumber & Cedar Co. writes that the firm is hauling logs, getting out about 2,500,000 feet this winter.

Rapid River—The mill of the Jerry Madden Shingle Co. has entered upon its season's run. For the time being work is proceeding only in the daytime, with forty men employed. A double shift will be instituted in April or May.

Kalamazoo—The creditors of the Michigan Buggy Co. are about to receive a second payment of 5 per cent., amounting to approximately \$150,000, from the Detroit Trust Co., receiver in bankruptcy. A month ago a payment of 5 per cent. was made.

Boyer City—The machinery for the new automatic piano and musical instrument factory is arriving and being installed. The company says it will be running in a month. The big plant formerly used by the Badger Woodenware Co. is being remodeled to accommodate the new enterprise, which is backed by home capital.

Petoskey—The New Braun Hotel and restaurant has been opened for business by Petoskey's pioneer restaurant man, John George Braun.



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—Receipts have been curtailed by the weather, while the demand has increased. The result is that the expected decline did not materialize. Under grades and storage are in ample supply and the market is only steady. 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 16 for packing stock.

Cabbage—2½c per lb.

Carrots—75c per bu.

Celery—\$2.50 per crate for Florida.
Cocoanuts—\$4.50 per sack containing 100.

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

Cucumbers—\$2 per doz.

Eggs—The cold spell interfered with shipments everywhere and the market remained at 25c (paying price) instead of going to 22c by the end of this week, as was expected. A year ago today Grand Rapids buyers were paying 17c. The receipts up to now have cleaned up on arrival, and as long as the weather continues extreme the market will be firm. After conditions moderate and shipments begin to come forward there will probably be a decline.

Grape Fruit—The market is steady at \$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 \$4@4.24 per box.

Lettuce—Eastern head has advanced to \$2.75@3 per bu; hot house leaf is steady at 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 \$2 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—The cold snap placed an embargo on shipments to an extent that has forced prices of fowls and roosters up 1@2c per lb. Local dealers now offer 14@14½c for fowls and springs; 10@10½c for old roosters; 9c for greese; 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—25c per dozen.

Spinach—\$1.50 per bu.

Strawberries—40c per qt. for Floridas.

Sweet Potatoes—Delawares in bushampers, \$1.25.

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

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

The Grocery Market.

Sugar—All of the New York refiners are now on a 4c basis for both hards and softs. The American, Arbuckle and Warner are fairly prompt in filling orders. Federal is from seven to ten days behind. Howell is thirty days behind. Most of the refiners have shut down for a time or are working part time. Raw sugar was sold at a small fraction off during the week. The demand for sugar is light, as everybody seems to be expecting lower prices.

Tea—No large lots are moving, but buyers are taking stock right along for immediate wants. Prices are about unchanged, but as reported last week, low grade Ceylons are gradually working up by reason of scarcity, and this has strengthened low grade Congous, which are accepted as a substitute.

Coffee—Rio and Santos grades are unchanged for the week. Mild coffees are firm and, perhaps, a shade higher for the week. The demand is good. Java and Mocha are unchanged and quiet. Old style brown steamer Java is about exhausted and commands a premium.

Canned Fruits—Apples are higher and \$3 for New York State gallons, in a large way, is now about the best. California canned goods are unchanged and quiet. Small Eastern staple canned goods are unchanged and in seasonable demand.

Canned Vegetables—In tomatoes the feeling is a little more buoyant and most holders are expecting an advance later in the season. With the tomato market, however, it is never safe to predict anything. Some future tomatoes are selling on a basis about 5c below last year. Corn and peas, both spot and

future, are unchanged and in fair demand.

Canned Fish—Salmon of all grades are quiet at ruling prices. Domestic sardines are unchanged, firmly held and scarce. Imported sardines are still very high because of scarcity. There are still some for sale, but at very firm prices.

Dried Fruits—Peaches and apricots are quiet and unchanged. Raisins are where they were a week ago, with a fair demand. Currants and other dried fruits unchanged and dull. Prunes are unchanged for the week, but higher prices are not unlikely, as stocks are low. The demand is fair.

Rice—Fancy rice is very high in price, but the lower grades are offered at normal prices. Stocks are very short on all high grade rice and there will probably be another firming up of the market before long.

Syrup and Molasses—Glucose is unchanged for the week. Compound syrup is unchanged and seasonably active. Sugar syrup is dull and molasses fairly active at ruling prices.

Starch—Muzzy bulk and Best bulk and package have declined 10 points.

Cheese—The market is steady and unchanged, with only a moderate consumptive demand. A seasonable increase in the demand is looked for, but probably without any advance of consequence. Under grades are in ample supply and selling prices about unchanged.

Salt Fish—The opening of Lent has caused a firmer feeling in mackerel. Supplies are small. Cod, hake and haddock are unchanged and in fair demand; prices firm.

Provisions—Smoked meats are unchanged, with only a moderate consumptive demand. Pure lard is firm, with an increased demand at unchanged prices. Compound lard is only steady at a decline of ¼c. Dried beef, canned meats and barreled pork are in fair demand at unchanged prices.

M. Piowaty & Sons have leased No. 36 Ottawa avenue, S. W., the premises formerly occupied by Armour & Co., wholesale meats, and will add a butter, egg and poultry department to their wholesale and jobbing business in fruits and vegetables. The vacated Armour plant contains one of the best coolers in the city, with a capacity of eight carloads. In order to combine No. 36 with 38 and 40 much remodeling will have to be done. An archway will be cut through the north wall of 36 and make one store. The present offices of the company will be moved to the second story of No. 36 and the space they now occupy be used for produce. The frontage of the combined stores is 66 feet, with a depth of 118 feet, with two full stories. Remodeling will begin this week.

One of the pleasant features of the convention last week was the presentation of a beautiful inscribed purse and \$52 in gold to J. T. Percival, retiring Secretary. Mr. Percival was so taken back that he could hardly find words to express himself, but managed to say a word which showed how much he appreciated the gift and the spirit which inspired it.

Appreciation of the Late Simon P. Oosting.

The life story of most men can be written with about the same words, but there are occasionally men whose lives stand out as marked examples of courage.

Such a one was Mr. Simon P. Oosting, who died on Sunday, February 22.

The lives of most men are best recorded in the minds of their friends who appreciate their trials and successes and the effort made in meeting life's demands.

In view, however, of the retiring nature of Mr. Oosting, it seems fitting and proper to pay this tribute to the life of one who had a full measure of the misfortunes of life and possessed the courage to meet them so bravely.

During the latter years he had been cheerful through his sickness, hopeful in his setbacks, brave in his bereavements and faithful in the extreme during the whole time.

He gave to his employer the best that was in him at all times, did not complain of his bereavements, nor his ill health, and exemplified, to our mind, as brave and courageous a life as was ever lived by any man.

Guy W. Rouse.

Some Substitute for Merchants Week

At a meeting of the Wholesale Department of the Association of Commerce last Saturday evening, it was decided to replace Merchants Week with some more satisfactory event. A committee consisting of H. A. Knott, L. M. Hutchins, A. B. Merritt, W. B. Holden, William Logie, F. E. Leonard, W. F. Blake, H. W. Spindler, John Sehler and H. A. Sears was named to formulate plans for the extension of the idea. It is planned to add several new features during the coming year, and what these features will be has been left to the committee to decide.

It was also decided to hold three trade extension tours during the coming year. One will be of four days' duration and two will be of one day each. The dates and territory to be covered has been left in the hand of the committee.

The question of transportation was also taken up and discussed at length. Many complaints have recently been registered by local shippers, and an organized effort will be made to improve the shipping facilities in this city during the coming year.

The department also decided to get behind the Greater Grand Rapids Industrial Exposition, which will be held here in April by the U. C. T., and to boost the exposition in every manner possible. The jobbers see great possibilities in the exposition and nearly all of them will take part in the week's festivities and displays.

Frederick Gaiser, of the Gaiser-Brummeler Co., at Burton Heights, dealer in feed and mill stuffs, has filed a petition in chancery asking for a dissolution of partnership.

Mrs. Christian Vanderveen is to commence business in the dry goods and shoe line at North Park in about a week.



A year ago the Holland-St. Louis Sugar Co. sold its notes to its own stockholders to the amount of \$400,000. It now proposes to pay off these notes by an issue of \$500,000 6 per cent. second mortgage bonds which will be sold to the holders of the notes at 80. This will enable the company to operate its Decatur, Ind., factory all the year round, running on sugar beets two or three months of the year and on cane sugar the remainder of the time. Operating constantly will enable the company to absorb the differential of 10 points between cane and beet sugar which has heretofore been the custom, because with constant operation the company will not be compelled to undersell the Eastern refiners, as it has to do now in order to secure customers temporarily during the season beet sugar is placed on the market. The company has acquired the sole right to use a new process for whitening cane sugar for the four states of Michigan, Ohio, Indiana and Illinois.

The State Savings Bank of Lansing has made an application for \$15,000 of the stock of the Federal reserve bank.

The Citizens' Bank is the name of a new banking institution opened at Alanson by the Sleeper interests.

The Cheboygan State Bank announces the election of H. T. Glezen, Assistant Cashier of the First National Bank of Boyne City, as its new Cashier. Mr. Glezen received his first training in the Gaylord State Savings Bank; from there he went to Vanderbilt where he managed a private bank for men connected with the Gaylord institution. After the merger of the two banks at Vanderbilt, Mr. Glezen went to Boyne City as Assistant Cashier of the First National Bank there. Mr. Glezen's experience in the banking business has been thorough and he is eminently qualified for the duties of his position here. He is very highly recommended by his former employers, associates and acquaintances generally.

The Clearing House Committee, of New York, of which Albert H. Wiggin, President of the Chase National Bank, is chairman, held a special meeting recently to formulate a definition of commercial paper in response to the request which the Federal Reserve Organization committee has sent to all the Clearing House associations. The committee discussed the matter at length, but reached no definite conclusion, and its report will not be drawn up until further consideration has been given to the question. Secretary of the Treasury McAdoo and his associates on the organ-

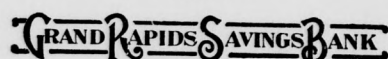
ization committee requested that the replies of the clearing houses be sent in by March.

It is felt that much depends upon the final decision of the Federal Reserve Board concerning the classes of paper which will be admitted to the discount facilities of the new reserve banks. The importance of the matter is heightened by the fact that the paper accepted for discount by these banks is to be used as collateral under the Federal Reserve notes for which the new law makes provision.

The point is emphasized in discussions among bankers that it is desirable to define commercial paper for these purposes as strictly as possible, providing no undue burden is placed upon business through too great or too sudden a departure from established practice. The question whether single-name paper is to be used as the standard or two-name paper issued against specific commercial transactions is the chief point at issue. Some bankers believe that the Federal Reserve Board may find it expedient to recognize both these standards under appropriate restrictions.

The Washington authorities have been trying to get some estimates of the amount of commercial paper in the banks. Leading bankers of the country have been likewise canvassed for estimates that would be valuable in revision of the Government tables. The Comptroller of the Currency in his annual report issued in December presents

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

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank in Western Michigan

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

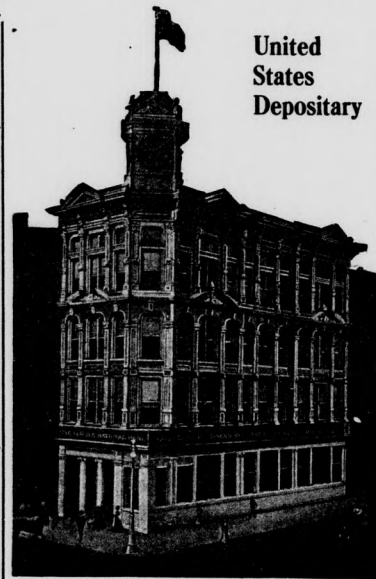
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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



United States Depository

Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3 1/2 % if left a year.

a table showing that on June 4, 1913, of the \$6,143,000,000 loans in the National banks 33 per cent., or \$2,032,000,000, were time paper with two or more individual or firm names. Single name time paper without other security was 20 per cent., or \$1,261,000,000. There were demand loans of \$603,000,000, with one or more individual names. There were times and demand loans on stocks and bonds or mortgages, or other real estate security amounting to \$2,245,000,000, or 36 per cent. If the demand loans are divided as between commercial and collateral loans, the commercial loans would stand at 58 per cent., or \$3,600,000,000.

A merchant with sufficient capital to do his own banking may have several hundred thousand dollars cash in the bank, owe no money and have a million dollars in accounts on his books or notes in his box representing commercial loans due him. His business expands and he desires to put a half million or a million into a new factory. Will he issue stocks or bonds or make any permanent borrowing for this? Certainly not. He notifies his bank he will want a half million or more money covering certain months. The bank's response is, of course, that he can have all the money he wants and give any kind of a note on time or demand. His cash balance is worthy of this credit. His borrowing is, therefore, not necessary commercial borrowing, but the commercial borrowing is forced by his construction.

The state banks and trust companies carry far less commercial paper than the National banks. On page 51 of the report of the Comptroller of the Currency will be found a record of not only 7,473 National banks, but of 18,520 state banks, trust companies, private banks and savings banks in respect to the

character of their loans. Out of a total of \$14,600,000,000 loans based largely on demand deposits, \$3,500,000,000 are secured by real estate and mortgages, and \$4,500,000,000 by other collateral—\$8,000,000,000 on fixed forms of property. The "other loans" are \$6,500,000,000, including, of course, the so-called \$3,600,000,000 commercial loans in the National banks as noted above. Of these, the real commercial loans are somewhere between three billion and six billion. Private estimates of bankers with far better knowledge of the real situation than is possessed by the Government officials vary all the way between these two figures.

It is estimated that the real commercial loans for the transaction of commerce in this country do not exceed five billions and that between nine and ten billions of bank loans are on fixed forms of property. This represents property in process of digestion by investors. When the amount is large, or the investment fund is light, it is termed over-investment or indigestion of securities. Nearly two-thirds of our bank loans represent constructive industry—stocks, bonds and fixed forms of property in process of digestion—and only one-third represents commercial transactions.

An Infallible Remedy.

The druggist was becoming wearied by a non-customer, who, with no intention to buy, kept asking questions, examining various articles, pricing them and demanding the manner of their use. Finally she picked up a bottle.

"Is this pest exterminator reliable?" she asked. "How is it applied?"

"You take a tablespoon every half hour, ma'am," the druggist replied, with more than an ounce of satisfaction, and the woman asked no more questions.

Real Estate Loan, Tax Exempt in Michigan

**We offer the unsold portion of \$110,000
First Mortgage 6% Gold Bonds**

Express Realty Company

**Denominations \$1000, \$500 and \$100
Maturing serially 1915 to 1934 inclusive**

The Bonds are a FIRST MORTGAGE on land (100 x 150 ft.) situated on the corner of Lyon St. and Bond Ave., in Grand Rapids, and the new Empress Building.

**Actual cost of land and building, \$216,000
approximately twice the total bond issue**

By the annual retirement of \$5000 of bonds the security will increase each year.

Legal investment for Michigan Savings Banks

Price and Circular upon request

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**

Responsible Banking

For 24 Years

The Michigan Trust Company has sold securities to its patrons.

No customer has ever lost a dollar through investments so purchased.

It is worth your while to consider that record.

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 4445 and 1122
Bell Main 229

Grand Rapids, Mich.

Fifth Floor
Mich. Trust Bldg.

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.

MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

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Five dollars for six years, payable in advance.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

March 4, 1914.

TEACHING SEX HYGIENE.

The vast majority of teachers in the public schools are women—unmarried women ranging from young misses just out of their teens to seasoned veterans of uncertain age who have long since left the frivolities of youth behind them. Their teachings, obviously theoretical, would lack convincing force with inquisitive Young America. On the other hand, physicians capable of setting forth the scientific facts of sex matters would probably fail in pedagogic ability, knowledge of a subject and ability to teach being quite distinct things. But, to tell the truth, more than a mere mastery of the subject is required; more than pedagogic ability is required. The one thing above all that is needed is a fatherly or motherly instinct in dealing with young people when discussing so delicate a subject. Outside of the actual father or mother, not one person in 10,000 has that faculty.

The underlying idea of sex hygiene societies is that young people will be sexually more moral if taught systematically matters connected with human sex. This theory seems to run counter to the teachings of experience of those who have most to do with young people. Take, for instance, a school room full of children and explain with diagrams and illustrations what would be the horrible results of swallowing a match, and the result is bound to be that a number of them—pupils who never thought of swallowing a match—will yield to the counter suggestion and do the very thing sought to be avoided. The child eternally warned not to play cards experiences a horrible fascination to do the forbidden thing. The sale of cigarettes in a given locality is increased by the active propaganda of boys' clubs pledged not to smoke cigarettes. Take a mixed school of say 1,000 pupils, boys and girls, instruct them in sex matters, with all the care and all the scientific apparatus possible, and the results—well, no man intimately acquainted with child nature can have the least doubt what the results would be.

Whether we American are growing erotic and sex-mad, as is frequently suggested may be doubted, but it is undoubtedly true that certain newspapers are following orders

said to have been given them by their owners: "Play up sex matters strong." It should seem as if we had about reached a stage of civilization where public opinion might insist by legal enactments that such public debauchery must stop.

Perhaps the greatest source of sex immorality comes from the unsupervised dance hall and unregulated amusements for young people of both sexes. Behind that stands that pre-eminently American practice of lax parental control which permits young girls to go without chaperon and alone or in company of a young man whose antecedents are but slightly known. The results are often disastrous to the girl.

Obviously the remedy is not in teaching the child, but in an awakened conscience and sense of responsibility on the part of the child's parents—less instruction in school as to how venereal diseases are contracted and more instruction at home as to suitable hours and companions for young girls at night. The reason why many girls go wrong lies in laxity of parental control and of public supervision of amusements open to the youth of both sexes.

Another prolific source of corruption of youth reaching the age of adolescence is the lascivious style of dress affected by women of good social standing. It is silly to argue that these women are unconscious of the effect they are producing on the opposite sex; they know to the fraction of a millimeter exactly how much display they are making. Working girls copy the "style." The results are not far to seek; the sexual appeal to the male is understood and answered.

It is firmly, humbly, and respectfully suggested that our social purists and sex hygienists who are concerned about the welfare of the youth of this country might well begin at the home by creating a public sentiment that would drive off the street and out of public places all indecently dressed women of whatever station of life, and thus remove temptation from the feet of our young men and women. The ostensibly decent women indecently dressed has ruined thousands of susceptible young men and women.

Eugene Field, the late poet and humorist, once wrote a bit of verse about the doodle bug, which he hailed as a harbinger of spring. The dictionaries have overlooked the doodle bug and fail to honor the insect with any mention. The Century says that a doodle is a trifle, a simple fellow, and to "doodle" is to "dandle." But a lady writes to the Tradesman that another lady who lives in the South declares there is a doodle bug and that when children bend over the ground and call, "Doodle up, doodle up!" the bug comes to the surface and disappears when the children tell it to "Go down, go down!" Probably Eugene Field knew all about the doodle bug, even if the men who wrote the dictionaries were not so wise.

THE McNAMARA SPIRIT.

The McNamara brothers—one a union printer and the other a union iron worker—are serving time in solitary confinement in San Quentin prison, but the McNamara spirit still lives in the heart of every union printer and iron worker. It found expression in this city last week in the planting of three sticks of 80 per cent. dynamite in the basement of the new Pensinsular Club. If it had been exploded before discovery it would have blown the entire block in which the Club is situated into Kingdom Come and if the explosion had occurred in the daytime, hundreds of pedestrians would probably have lost their lives. The iron work on the Pensinsular Club building was being constructed by open shop workmen who had so little regard for the McNamara gang that they frequently condemned it in public. This, of course, was treason to the union and had to be summarily dealt with. Whether the dynamite was planted by the union iron workers employed on the Pantlind Hotel or by some other representative of the McNamara spirit may never be disclosed, but every man who has ever had anything to do with unionism at any angle realizes that the crime was committed by a union man and—what is more to be regretted—that it finds justification and meets with commendation in the heart of every union man who holds a card.

When the building committee of the Pantlind Hotel went out of its way to award the contract to the Fuller Co., which maintains closed shop relations with union labor, the Tradesman uttered a note of warning, but it was disregarded. The Tradesman now repeats its former prediction: Much as the new Pantlind Hotel will mean to Grand Rapids, the circumstances under which it is being erected—introducing the blighting effect of union labor—will more than offset all the good the new hotel will ever do the city.

A local daily paper editorially condemned the planting of dynamite, yet it maintains closed shop with its union printers—and it was a union printer who planted the bomb which wrecked the Los Angeles Times building and murdered nineteen men.

THE TREND OF TRADE.

No rush of business is expected in the Middle West this season, but there is the basis for a healthy trade, with room for improvement later in the season, provided the winter wheat crop comes through as is at present promised. Those who study the business and financial condition closely are disposed to take a fairly optimistic view, although they are not expecting any great expansion. The fact stands out that the numerous little lulls that come in the trade after every spurt of active buying fail to last long, and that volume of trade does not fall off as much as it did after the similar movements during the closing months of last year. In other words, it is gradually working to a broader level.

A good deal of talk is being in-

dulged in about the shrinkage in buying of general merchandise. This is partly true in spots, as it always is in this season. There is seldom a rush of buyers at this time of year. Consumption is going on all the time and stocks are being used up, but new plans are in abeyance during March. Dry goods houses have not pressed their soliciting of business for fall and winter goods as hard as in previous years. Some of the largest houses have fewer men on the road, and buyers have not been particularly anxious to take hold; yet, within a few days, there has been an increase in this character of buying, and interior distributors are displaying more activity. This has its basis chiefly in the steady run of small orders. Sentiment is undoubtedly favorable to good business, and the adjustment of trade to the new order of things is going on steadily, and will do so for some time to come.

HOW IT WORKS IN SEATTLE.

Not as much as formerly is heard these days about the recall, but even so it occasionally finds its way into print and is talked about in the newspapers. The arguments pro and con on the theoretical side are of much less practical value than the lessons which can be learned from actual experience. Those who clamor for the recall, for the most part base their claims on what they represent or believe would be true. It is possible to paint a pretty picture about almost anything, but pretty pictures are not always true to life. Especially objectionable to most people is the proposition of recalling judges, since the practice would very certainly result in making the jurists altogether too sensitive to popular demand and would keep them guessing as to which side of a lawsuit had the more votes, rather than which side had the more facts and the better of the law.

Out in the city of Seattle, one Hiram C. Gill was Mayor in 1911. He was accused with favoring a wide-open town, and, being recalled, was succeeded by George F. Cotterill. In the row precipitated by some sailors on naval vessels he upheld the view taken by the Socialists. Following that and not long ago there was another primary in Seattle in which Cotterill was not in the race at all, and Gill led all competitors. Judged by the voting, he will be triumphantly elected, and yet it is only three years ago that he was recalled by a great majority. Candidates are subjected to the expense of frequent campaigns and so is the public as well, but that is not the worst of it. Suppose some judge had rendered an unpopular decision which a few months afterwards was found out to be right, and then public opinion would go over to that side, but meantime the jurist would have lost his office and perhaps a poorer man put in his place, who, having been warned by what happened to his predecessors, would consult opinion rather than the text books in deciding a suit.

BASIC PRINCIPLES

On Which Retail Grocers Rely to Succeed.*

We have arrived at a period when the question, "Am I my brother's keeper?" must be answered in the affirmative, when each shall be assured the same treatment, when favoritism shall cease, when the spirit of fairness shall be the bulwark of merchandising and the faker and the schemer shall take a back seat.

The grocery business has been made a football to create an impression that because groceries were advertised cheap all goods kept in the same establishment were likewise sold on the same margin of profit. Out of this season of fraudulent advertising has come the demand for the manufacturer's re-sale price. It was a bit of timely advice that was sent out recently from one of the women's clubs to the women of the United States telling them to keep away from bargain counters, for supposed bargains very often prove to be more expensive than goods bought under regular trade conditions.

The public has become suspicious and are demanding to know why it is that certain commodities can be purchased in some places at less than in some others, that her neighbor has been able to buy from some store at a less cost than her grocer can possibly sell the goods for.

The retailer has appealed to the manufacturer for protection, but under present conditions and the recent decisions handed down by the Supreme Court of the United States, finds himself unable to in any way guarantee the retailer a fair profit for handling his output or to protect himself from losing favor with the distributors who threaten to refuse to handle his goods unless a profit can be assured them.

Manufacturer, distributor and purchaser alike are perfectly satisfied where the re-sale price is named by the manufacturer. Whoever heard any complaint from the consumer about the price for an Ingersol watch, Douglas shoe, Gillette razor and a myriad of other things which are handled by retail dealers with perfect satisfaction? The public buy them or leave them. There are hundreds of other kinds, but the people want the acknowledged well-known reliable article with the guarantee of worth.

The excuse given by the price cutter that it is cheaper to advertise this way than some other way is not well taken. I challenge the right of any man to demoralize the trade on any commodity simply because it will suit his selfish purpose. A merchant may have a right to do as he pleases, but that right ends when it interferes with the right or welfare of others.

The re-sale or fixed price sentiment has grown with wonderful rapidity during the last five years. The grocery business has been gradually undergoing change. New methods of distribution have been introduced. Package goods have almost entirely taken the place of bulk. In fact, bulk goods have practically disappeared. Arguments which were formerly used by the salesman in favor of certain bulk goods can not be used when selling package goods. A package is the same in one store as another and here it is that the trade pirate or price cutter gets in his work. You could use many arguments in favor of your goods as against his, and there was practically no need of the re-sale price when bulk goods predominated, but you can not say that your package of the same brand of goods is any better than his. Nothing you can say will convince the purchaser, that you are not dealing fairly with them, when you ask more for an article than the advertised price of your neighbor.

So we see the grocery business going through a period of evolution.

When we shall have awakened to a full realization of our position and the morn of fair play, a square deal or one price to all, distributor and consumer alike, shall have dawned upon us, we shall have rid the system of much deception, fraud and throat cutting competition. Favoritism and corrupt practices will cease and the consuming public will look upon us as they look on any other professional man, whether he be doctor, philosopher or preacher.

When the retail grocer shall fully realize the importance of educating its members to handle nothing but the best and purest of food products, he will indeed be considered the most influential factor in the chain of food merchandising. It is his business (the retail grocer) to furnish that which builds up brain and brawn and on him depends very much the health of the Nation. There is no more exalting business or profession than his and the sooner he believes in himself to this extent the sooner he will come into his own.

I have taken the pains within the last three months to send to the Department of Labor the retail selling price of certain commodities on the 15th of the month and will continue to do so for the next ninety days.

Certain statements have appeared in the daily press, given out by the Department of Commerce and Labor that would

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

convey the impression that we can and did fix the price arbitrarily. I took exceptions to such statements.

We have made a mistake in allowing outside influence to furnish statistics. I believe we shall benefit greatly by publicity, but we must furnish the stuff that is published. We have everything to gain by publicity of the facts gathered and submitted by ourselves.

Among the many causes to which the failures during the past year were attributed by the investigators, such as Dun's, Bradstreet's and others, the following appear as the most frequent.

1. General lack of enterprise.
2. Faulty buying.
3. Injudicious advertising.
4. Poor accounting system.
5. Indifferent display.
6. Lack of cost system.
7. Careless auditing and collections.
8. Wrong figuring of prices and profits.

How many of you are responsible? When a retail merchant depends upon the generous manufacturer or jobber for his goods, buys regardless of knowledge of values, pays when the spirit moves him and collects his accounts when he gets time, he can never expect the comparative price through any channel of distribution. Financial suicide awaits the poor payer and poor collector and no medium of trade information can be of any assistance until reform is commenced at the source of his troubles. Many of the stocks of goods that are advertised for sale to-day set directly over a gold mine and only need the spirit of business reform and activity in developing them.

The merchant who does not discount his bills is not buying right. Sixty days, 2 per cent. ten, and without compounding, this means 14 per cent. a year, and yet only 40 per cent. of the retail trade to-day are enjoying this privilege.

A short time ago I was talking to the head of one of the large jobbing houses and he told me of the small margin on which they do business. He said that if his house did not take every cash discount that it could, there would be mighty little left at the end of the year with which to pay dividends to the stockholders.

After I had left him it occurred to me that perhaps some of our members did not give this matter of cash discount the proper attention, so that some information on the subject might be of interest and profit to them.

Now, what is cash discount? It is the premium that the seller is willing to pay as a premium for receiving his money on a certain date—a given time earlier than the due date. This means that the seller is willing to pay the buyer 2 per cent. of the amount of the bill for the use of the money for fifty days. Figuring this out by the year, we find that two off in ten; net sixty days is equal to 14.6 per cent. per year.

That is pretty good interest. To be sure there are some merchants who are not well enough supplied with working capital to be able to discount all their bills without borrowing money from the bank. But even with the prevailing rates of interest it is seldom that the merchant who is prosperous, has to pay to exceed 6 per cent. when he borrows.

At that there is a nice extra profit of 8 per cent. net on every dollar's worth of bills you can discount.

On An Average Business.

Now let us see what that amounts to in a year for a fair average store. One that I have in mind does an annual trade of about \$24,000. Its cost of doing business is around 18 per cent. and the owner figures that he should get 7 per cent. net profit in addition, on an average for the whole store; both percentage is figured on the gross sales. We then have:

Gross annual sales	\$24,000
Cost of doing business	\$4,320
Net profit	1,680 \$ 6,000

Annual cost of goods sold\$18,000
If all of the bills are discounted 2 per cent. there will be earned a net profit, on this item only of \$360. This means an increase in the profit of nearly 21 1/2 per cent.

From this amount would have to be deducted the interest that is paid the bank when money has to be borrowed to take the discount. When you figure it out, you find that \$360 interest would pay for a loan of \$4,500 for a year at 8 per cent.—an amount far in excess of what such a store as I have in mind would need, if the collections are carefully followed up as they should be to enable it to discount its bills.

In advocating the taking of every discount and, when necessary, borrowing the money in order to do so, I want to sound a very serious note of warning:

Never pay any attention to cash discounts when figuring the selling price of your goods.

Credit.

One of the worst practices in merchandising is the ease with which credit can be secured. In years gone by when a man was extended credit it meant that he was regarded as a trustworthy citizen, but to-day credit is obtained so easy that it is absolutely worthless as an asset. I fear that you have done your share in bringing about this condition.

Prevention is the order of the day. The silk worms of France became infested with a disease and threatened the whole silk industry of France. A solu-

tion was found by a celebrated chemist which had the effect of preventing the insect from affecting the silk worm. Antitoxin prevents diphtheria; spraying trees has enabled our farmers to increase their fruit crops wonderfully. Much attention has been given to the spread of crime along the lines of prevention. It is much easier to prevent the accumulation of bad accounts than to collect them.

It is a great privilege to meet as we do in conventions of this kind. By coming together you can get the benefit of the knowledge, the experience and the judgment of your associates. It will create a friendship that will last as long as life itself will last.

It is friendship—the good will of our associates—that lightens our cares, renews our courage and gives us a new grip on life.

Here are a bunch of fellows with like interests with ourselves. They have difficulties like ours and some are different. Some of them are reaping a large measure of success and they are glad to tell us how they are doing it.

At such times we get a look at our business from the standpoint of an outsider, a most desirable thing to do, for it gives us a glimpse at mistakes we are making before they are suddenly and forcibly brought to our attention through loss. As we talk and learn, our difficulties lose their grimmer aspects and we go home with renewed energy and full of enthusiasm, to try out new schemes for increasing trade and our business has lost all semblance of a grind to us and has become instead a most attractive occupation.

In reality, friendship, good will, reduced to its constituent elements is the golden rule at work. It is as effective in business as in social life. Friendship, if anything, lends substantiality. It becomes, in a word, co-operation.

If we were late in adopting the opportunities of co-operation and are just beginning to realize its benefits, as promoted by other factors, let us not be the last to investigate the principles of efficiency as it relates to retailing, and especially to that part which would aid in keeping trade at home.

If I have any message to-day as a retailer, I would that it might be to leave at least a trace of my feelings and sincerity in advocating the wisdom of merchants studying the broader principles of store policy and management, creating and directing the organization.

Let us no longer tell our trade why they should buy at home, but rather what they can buy at home. We can no longer advertise in superlatives and generalities, but in exact descriptions and specialties.

"Business is a strenuous game." This sentence is not original. We have heard it quoted time and again at conventions and other meetings of merchants. We have played the game ourselves and can add our own testimony from a somewhat eventful experience. We have heard this sentence uttered courageously by veteran retailers who are unmoved by the exigencies of business and who are cool and resourceful at all times. We have heard it repeated hopelessly by merchants whose nerve and courage were worn out by too long contending against impossible odds. Again we have heard it stated lightly by dealers who, having accumulated a fresh supply of strength and nervous energy by two or three weeks of hunting or fishing, were going back to their stores with enthusiasm in their very eyes. Once in a while some one tells about the good old days of the retail business, when the game was not so strenuous as it is now.

We have enquired of some of the fathers of the present generation of merchants about how business was when they started in and learned that the good old days were before their time. We have even talked with some of the grandfathers of the merchants of to-day and the story of their business troubles showed us that this elusive halcyon period of retailing was also before their time. A few months ago there came into our hands the ledger of a store-keeper who began business in 1788 and in the entries, the un-paid accounts, the memoranda and between the lines we read the same old story of retailing.

There is an impression abroad that the retail business is easy. A great deal of stuff is being published on "How to run a retail store," and the retailer is being criticised and called a back number and given all kinds of impracticable and nonsensical advice by writers who know absolutely nothing about the mercantile business. A good many people have gotten the idea that they can open stores, run them in line with such schemes and wipe the regular merchants off the map.

Business will be unsettled for a while, until people awake to the fact that retailing is a profession in which success calls for special fitness, exceptional ability and the greatest of industry. There will be a lot of weeding out done in the next few years. New conditions will make short shift with the weakling, the old fog merchant and the fellow who thinks business is a soft snap. We may have fewer merchants ten years from now than we have to-day, but the per cent. of capable ones will be much greater.

Ethics is playing an increasing part in business; business is no longer di-

voiced from ethics; and never again, as long as men in America shall conduct business enterprises, will any man venture to stand before the American public and state that any question can be looked at as purely a business question or purely a political question; it must be looked at not only as an economic question or as a political question but as an ethical question.

It is a most surprising and interesting thing and the most hopeful sign of all the signs that I know of in the business world to-day, that ethics is taking its proper place in the thought, and more than that, in the lives of American business men.

After all, you are usurping the position long held by the preachers, by the professors, by the professional men. The American business man to-day is becoming not only a world leader in business production, but he is becoming a leader in the embodiment of his own self and in his business relations of ethical considerations. Business is growing better because the men who are in it are growing better, because ethical considerations are dominating their lives and their relations.

It is men like that who are changing our ideals about business. The fellows with the clean moral fiber, the strain of decency and honesty and manhood in them who are taking up business seriously and honestly, realizing its moral implications—these are the men who are changing or helping to change business.

What brings you here? Faith in a common purpose, loyalty to a common idea, hope in a common cause, fidelity to a common idea. You expect still further to advance the purposes and to realize in still greater measure the ideals that lie at the foundation of your associated effort. You receive inspiration, viewpoint, vision, clear information, knowledge and outlook, that will make you more efficient and make you stronger and better men.

Who shall measure its influence for good? It is power for business efficiency, for the development of integrity, for the elevation of business standards and ideals and for the inculcation of that business righteousness which exalteth a nation.

Educational Advertising Not to Be Slighted.

Written for the Tradesman.

Educational advertising would save merchants time and perhaps unpleasant experiences. To discover that a customer is ignorant of some well-understood term, custom or method, and to be obliged to explain the details before a sale can be made or satisfy a customer that goods are strictly pure and wholesome is, to say the least, an undesirable situation. This information, if obtained from a printed advertisement is accepted without chagrin or offense by some who would not like the merchant to know or suspect their lack of knowledge.

It recently came to our knowledge that a customer had the idea that a blended coffee was not all coffee—rather an adulteration or a substitute. Therefore, such a one would not be attracted by any advertisement of a coffee blend, when in fact the blend might be one of the finest and most satisfactory coffee that a merchant had for sale.

An entire advertisement might occasionally be devoted to an instructive description of one kind or class of goods. There need be no dearth of subjects because there is a woeful lack of knowledge among consumers about some of the most commonly used goods.

E. E. Whitney.

A better term than "cheaper" to use in talking to customers is "lower priced." "Cheaper" sometimes has a tendency to intimate cheapness on the part of the buyer.

In every deal that is a square deal there ought to be some advantage for both parties. Any other kind of deal will have no permanent advantage for any one.

THE MEAT MARKET

An Old Time Butcher to His Son.

Dear Ed.—Well, I am mighty glad to hear that everything went off so well at your grand opening. You made a good start, and sometimes a good start is more than half the battle. All you have to do is to apply a lot of good hard work to the start and you will get there.

Don't worry about the fact that your neighbor is going around threatening to put you out of business. Even though he has already started to slash prices in order to make good his threat, I wouldn't allow that to bother me. Threatened men live long, as the old saying has it, and I think that they live especially long in the meat business.

This competition game all depends upon the angle from which you look at it, anyhow. There's a good deal more in it than just slashing prices. There's got to be, because there is more than price in every sale that you make.

You are running a good, square, open and above board business, selling quality meat and good values, and giving your customers honest service. Those are the aces in your hands if you have to fight, so don't lay them down just because you are frightened at the other fellow's prices. I learned that in a good hard school. It cost me \$1,500 in six months just for the one lesson.

There are a lot of fellows in the butcher business that ought to know all that, but who seemed to have failed to take it into account. And your friend, who is boasting about how quickly he is going to put you out of business, appears to be one of that kind. They always lose more than they gain by those sort of actions, for they seldom succeed in what they start out to do, coming out of the fight usually with nothing more than a depleted bank balance.

It is a blame sight better to make your customers think that they are getting the best meat to be had in the neighborhood from you rather than think they are getting the cheapest meat. If they think the latter, they are trade that is not worth having; if they think the former, they are people who will stick to you so long as you maintain your standard of value, and low prices will be no temptation to them. It's up to you to decide what class of trade you want. As far as I go, there isn't any choice at all.

A cut price war never benefits anyone except possibly the people who deal in the markets which are waging it, and in a majority of cases it doesn't even benefit them. That has

been my experience. For with a price war, there inevitably comes a deterioration in the quality of the meat which is being sold. That has to come in the very nature of things. Butchers aren't in business just for the fun of being in it. If they don't cut their quality when they start to cut their prices, they can kiss their profits goodbye, and nowadays very few of them are willing to do that. When they cut their quality they lose their trade and down goes their volume, so you see it is really six of one and half a dozen of the other.

If the other fellow cuts his prices that's no reason why you should. You are the man who is running your market, and you are the man who should set the prices you are willing to sell your meat at. Of course, I realize that there are some conditions which come up which will make you cut them for a temporary period, but competition isn't one of them. Maintain your prices and your quality and you will be O. K.

Another thing. You say that your competitor is losing no opportunity to knock you for all he is worth. Well, that doesn't hurt you, does it? If you came into a store and found the proprietor knocking the man who was his rival in business, wouldn't you immediately smell a nigger in the wood pile? Of course you would. You would figure that the other merchant was taking trade away from the man who was doing the knocking, and because he couldn't hold his place in the race for business, he was seeking satisfaction in taking it out by abuse. And that's the way that 99 people out of 100 would think and do think. So that's all there is to a knocking competitor.

You must expect to meet troubles in business. It never is smooth sailing. Knocking competitor and cut prices are the least of them, for they are both things that you can grasp and settle for yourself. The things to be feared are those which you know are wrong but which you are unable to discover and which cause the little leaks that eat up the profit in the business.

If you will concentrate your attention on these and not pay so much attention to competition you will find that you are getting ahead a good deal faster and doing a much better class of trade than the butcher who is going around the neighborhood telling how soon he is going to put you out of business.—Dad, in Butcher's Advocate.

We admire any woman who has the cheek to discard paint and powder.

COAST CURED MEATS.

They Do Not Keep Like Chicago Products.

Oakland, Cal. Feb. 17.—“The preserved meat supplied by the packers of Chicago are the best in quality for use on shipboard. The packers of the Pacific coast and of the old world have not acquired the science of the packers of Chicago, therefore their meats do not keep so well as the products of Armour, Swift and others in their line of trade. I have thrown overboard large quantities of meat that had been cured in Seattle and other points on the Pacific coast, because it was not fit to eat.”

The speaker was Capt. W. E. George, a British seaman, with a record of thirty-two years spent on the ocean, whom I met on a train traveling from Chicago to San Francisco. He is a cousin of Lloyd George, of the British cabinet, and a splendid type of the Welsh navigator. Late in January Capt. George arrived at a port on the coast of France, after a cruise that lasted eight months, and received a telegram from his employers, ordering him to turn over the command of his ship to another and proceed as rapidly as possible to Liverpool. Obeying the order, Capt. George learned that he had been chosen to proceed at once to San Francisco and take command of the ship Philadelphia and to sail her with all dispatch to Queenstown, Ireland. The crew of the ship had mutinied and, after reaching port, the captain resigned, thereby creating the emergency that Capt. George was called on to face. He crossed the Atlantic in six days and, after a stay of two hours in New York, a part of which was spent in communication with the Armour company in regard to a supply of meat for the Philadelphia, he took a train for San Francisco and crossed the continent in six days. Having provisioned his ship and obtained a crew he sailed out of the Golden Gate three days after his arrival and is now off the West coast of Mexico bound for the Straits of Magellan. He expects to arrive at Queenstown early in July.

“The cost of living” is not so high in several particulars on the coast as in our own beloved Michigan. A few items showing the cost of the substantial required for the table prove the above statement. Retailers furnish good porterhouse and loin steaks for 25 cents per pound; bacon and ham (Cudahy's Chicago brand) for 20 cents per pound; lamb and veal for 15 cents per pound; eggs 28 cents per dozen, etc. If but one-half of a dozen is ordered the price charged in 25 per cent more than is asked for an even dozen. Fruits and vegetables are sold by the pound. Naturally domestic fruits are cheap. Two dozen very good oranges sell for 25 cents at retail. Since the Underwood tariff bill became operative, a considerable quantity of meat has been imported from Australia and New Zealand and this business will grow rapidly when selling agencies shall have been established. Edmund Clifton, a trade commissioner representing these countries in the United States and Canada, is spending a month in San Francisco. “The cost of production is so much lower in New Zealand and Australia.” Mr. Clifton remarked, “that the United States and Canada, especially in the region known as the Western coast, would be able as a matter of fact, to obtain our commodities at retail much cheaper than the Americans now pay for their own products, but these benefits will not be apparent until other means than those that are now employed are devised for distribut-

ing the importations. Several heavy shipments of Australian beef have been cleared at ports on the Pacific coast, but the only persons who gained in the handling of the trade were the middlemen.” Mr. Clifton says the people he represents are greatly in need of what are commercially known as “Yankee notions.” This term includes everything manufactured from the products of the Standard Oil Co. to shoe buttons. At present there is an enormous business transacted in the importation of machinery manufactured in the United States. Among the machines that are in constant demand are those of Alexander Dodds, the Oliver Machinery Co. and Baldwin, Tuthill & Bolton, of Grand Rapids. Mr. Clifton will spend the coming year in America. He says the sales of Antipodean food products in America will be more than offset by the sale of Yankee notions in Australia and New Zealand.

Concerning several former residents of Grand Rapids:

Charles E. Linzee, formerly with the Houseman & Jones Co., is now in the employ of the Panama Pacific Exposition Association.

Harold N. Morman, a nephew of S. A. Morman, is an employe of the Pacific Electric & Gas Co. in San Francisco.

Frank W. Batdorf is in the restaurant business in Berkeley.

Miss Elizabeth Vanderwall, formerly of Wurzburg's and later with Herpolsheimer, is in charge of a section of the Capwell department store, in Oakland, for which she is also the buyer.

“Jimmy” Gray, a brother of Hugh I. Gray, is manager of the Hotel Shattuck in Berkeley. His wife is a daughter of Dad Greenely.

Arthur S. White.

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.

United Light & Railways Company

Chicago, Ill. Grand Rapids, Mich.

Preferred Stock Dividend No. 14.
Common Stock Dividend No. 5.

The Board of Directors have declared the usual dividend of 1% on the First Preferred Stock, 1/4 of 1% on the Second Preferred Stock, and 1% on the Common Stock, payable April 1st, 1914, to stockholders of record at the close of business 3 P. M. March 16th, 1914.

The Board of Directors have also declared an additional dividend of 1% on the Common Stock, payable in Common Stock, April 1st, 1914, to Common Stockholders of record at the close of business 3 P. M. March 16th, 1914.

February 14th, 1914.
Benjamin C. Robinson, Secretary.

ELEVATORS

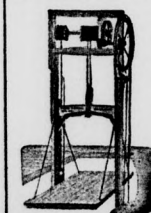
For All Purposes

We make

Hand Elevators
Power Elevators
Dumbwaiters
Invalid Elevators
Box Hoists, Etc.

Write for information and prices

SIDNEY ELEVATING MACHINE CO.
Miami St. Sidney, Ohio



MEN OF MARK.

Charles R. Sligh, President Sligh Furniture Co.

Charles Robert Sligh was born in Grand Rapids, Jan. 5, 1850. His father was a native of Scotland and his mother of Ireland. His grandfather came to Canada in 1833 and later removed to Rochester, N. Y., removing to Grand Rapids in 1846. His father was a captain in the Michigan Engineers and Mechanics' Regiment during the civil war and was wounded in battle and died in 1863.

Charles attended the common schools until he was 15 years old, when he realized that he would have to help support the family. He therefore learned the trade of tinsmith with the late Wilder D. Foster and, after that, spent one year as journeyman tinsmith, traveling through Michigan and Illinois. His life as journeyman

the Grand Rapids Freight Bureau was organized for the purpose of securing uniform freight rates and assisting in protecting Grand Rapids manufacturing against unjust discrimination. George W. Gay was President and Mr. Sligh Secretary and some excellent work was done by the Bureau. The work of the Bureau was finally absorbed by the Board of Trade, which Mr. Sligh helped to organize. He was its first Vice-President and has been a director for ten years.

Mr. Sligh was one of the earliest advocates of the improvement of Grand River and to his persistence and patience is to be attributed, in great part, the gradual change in public sentiment which has taken place during the past twenty years.

Mr. Sligh is a natural organizer and has taken an active part in several important movements. He was one of the first men in the city to advo-

gives his best thought and care. A man who has the respect of the community must possess qualities that go for the making of a man of affairs and an influential, highly respected citizen; and these qualities Mr. Sligh possesses to an eminent degree.

The Turn of the Tide.

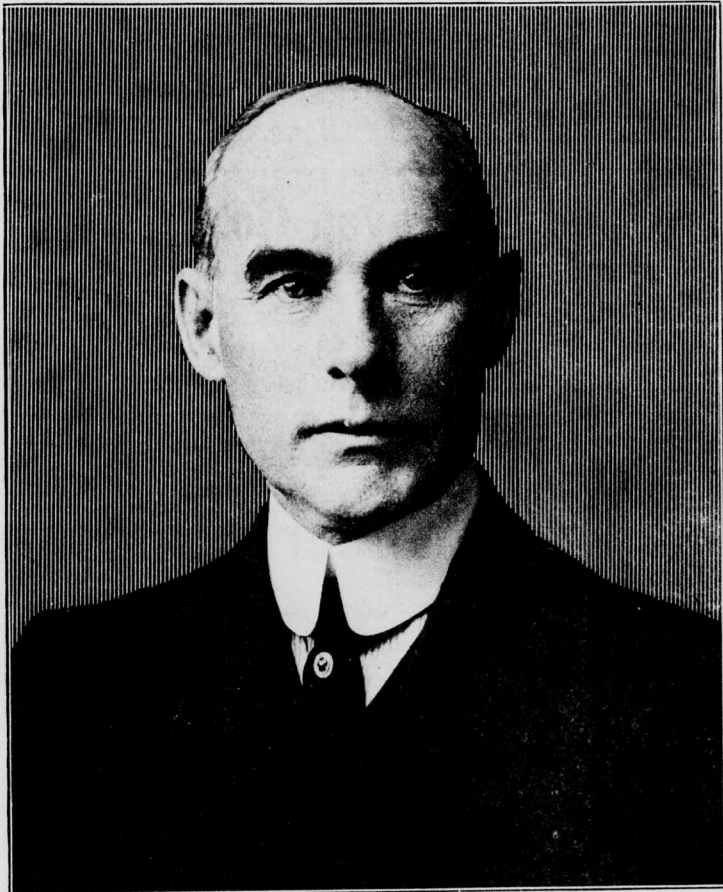
It is indeed a long road that knows no turning, and recent events have tended to encourage the foes of price cutting in the belief that it applies to mercantile and legislative matters as well as to anything else. Late occurrences are interpreted by close observers as suggesting that the popular clamor about fair profits and "the high cost of living" is about over, and out of it all has come a growing appreciation that there is something in favor of rational business and fair profits, as well as solely in behalf of the downtrodden consumer.

There isn't the slightest doubt that living costs have been high—unduly and dangerously high—but there appears to have been a turn in the tide which sought to explain it by laying the blame on the merchant. Prob-

ably it had to run its course, but the reaction has apparently set in and the public is realizing that all considered—better quality, better distribution, fairer trading and ethical ideals—there is really a comparative "low cost of living."

Any pendulum driven by public opinion is bound to move slowly toward the end of its swing, but if it operates in accordance with intelligence and truth it is certain to return to the normal. If the food trades have been unjustly accused of participation in the causes of increased living costs, their salvation was publicity for their side of the case, and fortunately it has been applied pretty effectively of late. Men who labored hard and amid discouragement a few years ago to set the merchant right in the eyes of the public and the legislator have reason to rejoice of late that the tide is apparently setting their way and coming along pretty fast.

You can't always tell by a man's actions whether he has blue blood in his veins or has the hookworm ailment.



CHAS. R. SLIGH.

was one of hardships which tested the Scotch-Irish metal in him and brought out all his powers of determination and perseverance. On his return to Grand Rapids he entered W. D. Foster's employ as a clerk, where he remained until he was engaged as traveling salesman by the Berkey & Gay Furniture Co. He remained with this house from 1874 to 1880, introducing Grand Rapids furniture farther South than it had ever before been introduced.

In 1880 Mr. Sligh organized the Sligh Furniture Co., which has steadily forged its way to the front and is now one of the foremost manufacturing establishments of the city.

Mr. Sligh has done much for the furniture trade in this city. In 1886

cate independent action on the telephone question and was one of the incorporators of the Citizens' Telephone Co., serving that corporation as a director for several years. He was for many years President of the Grand Rapids Furniture Manufacturers' Association and also President of the National Furniture Manufacturers' Association from 1888 to 1892.

Mr. Sligh's success can not be attributed to luck merely, but rather to a steady, clear mind, the ability to see all around a business proposition, and determination and persistency to carry out and make a success of what he has undertaken. His judgment and clear-sightedness can be safely relied upon. In all that pertains to the industrial interests of the city he

Nedrow Coffee

This is the name of the biggest selling popular priced coffee in this market.

It is bought by experts, roasted by experts, and packed with the greatest possible care.

Sell your customers Nedrow Coffee, and other Nedrow products as they appear.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

The Prompt Shippers

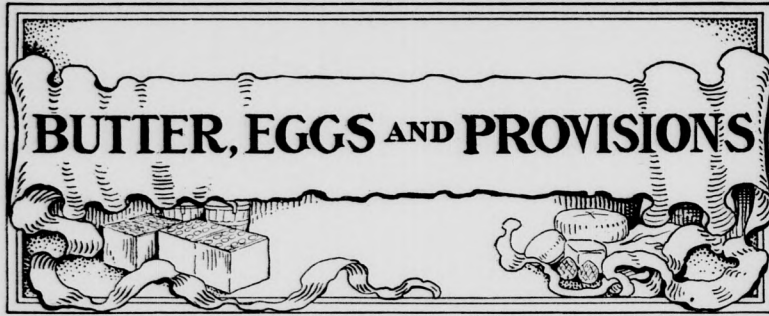


Tanglefoot

THE SANITARY FLY DESTROYER—NON-POISONOUS

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

POISONS ARE DANGEROUS



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

Text of Oleomargarine Bill Now Before Congress.

The new oleomargarine bill, introduced in Congress by Representative Buchanan, of Texas, is designed to do away entirely with the tax on that product and legalize the coloring of it. It is as follows:

Be it enacted by the Senate and the House of Representatives of the United States of America, in Congress assembled, that for the purpose of this act certain manufactured substances and certain mixtures and compounds, including such mixtures and compounds with butter, shall herein be known and designated as "margarin," namely all substances heretofore known as oleomargarine, oleo, butterine and all mixtures and compounds of oleomargarine, lardine, suine, neutral, lard extracts and tallow extracts, tallow, animal fat, suet lard oil, vegetable oil, annatto or other coloring matter, made and calculated to be sold as a substitute for butter.

Sec. 2. That every person who manufactures margarin for sale shall be deemed a manufacturer of margarin. Every person who sells or offers for sale margarin in "manufacturers' shipping packages," as hereinafter defined, in quantities of ten pounds or more at one time, shall be deemed a wholesale dealer in margarin. Every person who sells margarin in "manufacturers' original packages," as hereinafter defined in quantities of less than ten pounds at one time, shall be deemed a retail dealer in margarin.

Sec. 3. That every manufacturer of margarin shall file with the Secretary of Agriculture such notices and inventories, and shall keep such books and render such returns in relation to his business, shall put up such signs and affix such number to his factory, and conduct his business under such surveillance of officers and agents as the Secretary of Agriculture may, by regulation, require.

Such books shall be open to inspection of an officer or agent of the Department of Agriculture. Whoever fails to keep such books or render such returns in relation to his business, as may be required by the regulations of the Secretary of Agriculture, or makes a false entry in such returns, shall be fined not more than \$500, or be imprisoned for not more than six months, or both.

Sec. 4. That all margarin shall be put up by manufacturers in their manufactories in separate prints or bricks of one-half, one, two, three and five-pound, and in no larger or smaller divisions, in cartons, metal or fiber containers; and, first, there shall be indented upon the substance the word "Margarin," in letters the size of which shall be prescribed by the Secretary of Agriculture. Such cartons,

metal or fiber containers shall have printed or branded conspicuously upon them the word "Margarin," in letters which shall be not less than one-half inch square, and such cartons, metal or fiber containers shall also bear the name of the manufacturer and the number of the manufacturer and the state in which it is located; and such cartons, metal or fiber containers of margarin shall be sealed with a paper strip of such form as may be prescribed by the Secretary of Agriculture and there shall be printed upon such strip with which said containers of margarin are so sealed in the following: "Notice—The manufacturers of the margarin herein contained have complied with all the requirements of law. Every person is cautioned not to use this package again nor to remove the contents of this package without destroying this strip under the penalty provided by law." Every manufacturer of margarin who neglects to securely seal said cartons, metal or fiber containers of margarin with said strip having printed thereon the notice as above provided, and every person who fraudulently removes such strip affixed to any such package shall be fined \$50 for each package in respect to which such offense is committed.

Such cartons, metal or fiber containers in which such prints or bricks are inclosed shall be known as "manufacturers' original packages." Such "manufacturers' original packages" shall then be packed by the manufacturers thereof in wooden or other containers, each containing not less than ten pounds, which likewise shall be marked or branded in such manner as may be prescribed by the Secretary of Agriculture; and such packages shall be known as "manufacturers' shipping packages" henceforth.

The paper strip with which such manufacturers' original packages" shall be sealed, as hereabove provided, shall be so affixed to such one-half, one, two, three, and five-pound packages as to seal them securely, so that such "manufacturers' original packages" may not be opened without breaking or destroying the said strip affixed thereto; and all sales made by manufacturers of margarin and by wholesale dealers in margarin shall be one of the "manufacturers' shipping packages," of not less than ten pounds. Retail dealers in margarin shall sell only the one-half, one, two three, and five-pound "manufacturers' original packages," to which the said strips are affixed as herein provided, and in quantities of less than ten pounds at one time. Every person who knowingly sells or offers for sale, or delivers or offers to deliver, any margarin in any other form than in the packages above described, or who packs in any package any margarin in any manner contrary to law, or who falsely brands any package, shall be fined \$1,000, or be imprisoned not more than one year, or both. Provided, that nothing in this section shall apply to margarin manufactured and removed for export.

Sec. 5. That all margarin imported from foreign countries shall, in addition to any import duty imposed on the same, be subject to such rules and

We Are in the Market to Buy BEANS, POTATOES

What have you to offer? Write or phone.

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.



HAMMOND DAIRY FEED

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



Carrots, Parsnips, Beets, Turnips

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

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

Potato Bags

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

Quick Shipments Our Pride

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

Loveland & Hinyan Co. GRAND RAPIDS MICH.

We are in the market for car lots
 APPLES AND POTATOES.

BEANS—Car lots and less.

Get in touch with us when you have anything to offer.

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

The Secret of Our Success
 is in our

BUYING POWER

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

M. PIOWATY & SONS
 GRAND RAPIDS, MICH.

Western Michigan's Leading Fruit House

regulations as may be prescribed by the Secretary of Agriculture under this act. Whoever sells or offers for sale any imported margarin or margarin purported or claiming to be imported, not put up in packages in the manner herein prescribed and in accordance with the rules and regulations of the Department of Agriculture, shall be fined not more than \$2,000, or imprisoned not more than two years, or both.

Sec. 6. That all packages of margarin that shall be removed from the manufactory or offered for sale without the marks and strips, as herein provided and as may be prescribed by the Secretary of Agriculture, shall be forfeited to the United States. Any person who shall wilfully remove or deface such marks, strips or brands on any package containing margarin, or who re-uses such strips shall, for each offense, be fined not more than \$1,000, or be imprisoned not more than six months or both.

Every person who knowingly purchases or receives for sale any margarin which does not bear the marks, strips and brands herein provided shall be liable to a penalty of \$50 for each offense; and every person who knowingly purchases or receives for sale any margarin from any manufacturer who has not complied with the provisions of this act relating to manufacturers shall be liable, for each offense, to a penalty of \$100 and to a forfeiture of all articles so purchased or received, or of the full value thereof.

Sec. 7. That every person who shall export margarin shall brand upon each and every package containing margarin intended for export, the words "margarin for export," in plain Roman letters, not less than one-half inch square.

Sec. 8. That if any manufacturer of margarin, any dealer therein or any importer or exporter thereof shall knowingly or wilfully omit, neglect or refuse to do, or cause to be done, any of the things required by law in the carrying on or conducting of his business, or shall do anything by this act prohibited, if there shall be no specific penalty or punishment imposed by any other section of this act for the neglecting, omitting or refusing to do the thing required, or for the doing or causing to be done the thing prohibited, he shall pay a penalty of \$1,000; and if the person so offending the manufacturer thereof, or a wholesale dealer in margarin, all the margarin owned by him in which he has any interest as owner shall be forfeited to the United States.

Sec. 9. That the Secretary of Agriculture may make all needful regulations for carrying into effect the provisions of this act.

Sec. 10. That the act of Aug. 1886 (Twenty-fourth Statutes at Large, page 209), entitled "An act defining butter, also imposing a tax upon and regulating the manufacture, sale, importation and exportation of oleomargarine," and the act of Oct. 1, 1890 (Twenty-sixth Statutes at Large, page 621) and the act of May 9, 1902 (Thirty-second Statutes at Large, page 194), entitled "An act to make oleomargarine and other imitation dairy products subject to the laws of any state or territory or the District of Columbia into which they are transported, and to change the tax on oleomargarine, and to impose a tax, provide for the inspection and regulate the manufacture and sale of certain dairy products, and to amend an act entitled 'An act defining butter, also imposing a tax upon and regulating the manufacture, sale, importation and exportation of oleomargarine,' approved Aug. 2, 1886," be, and the same are hereby, repealed.

Sec. 11. That this act shall take effect on the first day of the month of July following its enactment.

Learn to Candle Eggs.

Written for the Tradesman.

Every grocer and every clerk in a grocery ought to become an expert egg tester. It is not enough to say "We bought them for fresh eggs," "I think they are all right." He ought to be able to state positively as to the condition of eggs which he offers a customer.

The only way some clerks have of determining the condition of eggs is to shake the egg, each one close to his ear. If it does not rattle it goes into the carrier for the customer. An egg may be totally unfit for use and yet not be in condition to rattle. Candling one by one is a tedious job, but egg testers may be obtained or easily made to hold a dozen or more eggs and the condition of every one seen at a glance. All eggs which are not guaranteed as to freshness by a reliable buyer or the owner of the flock which produced them, should be candled shortly before being put up for a customer, and all eggs which may have been held by the grocer for a week or two even if candled on receipt should be tested again.

Just this winter grocers have bought so-called fresh eggs in case lots from country points and sold them as fresh eggs. If the truth were known it is quite probable that those eggs were late fall-laid—perhaps two or three months old when shipped to the city. If not held by country storekeepers then by farmers as long as they dared without danger of it being discovered that the eggs had been packed. If not packed in salt, brine or other material to affect the shell only an expert could tell the difference. October eggs, if well cared for are just as good in December or January as fresh ones for ordinary use. But such eggs as have been referred to are not usually all well cared for and more or less dissatisfaction will result. And then, those who ask for and pay the price of new laid eggs should not be given anything else. If positively fresh eggs can not be obtained let it be plainly made known that eggs are not strictly fresh, neither are they storage eggs to which so many object. E. E. Whitney.

Raising Alligators.

Raising alligators for the market is an industry which is not likely to become very popular, although there are various sources of profit in it aside from the sale of hides.

At the alligator farm in Los Angeles the exhibition feature is a source of large revenue, while there is a steady sale of stuffed specimens for curios and, strange as it may seem live baby alligators for pets. The full-grown animals are sold to the zoological gardens, and even the eggs which fail to hatch in the incubators are blown and sold as souvenirs.

FOR SALE

Bay City Cold Storage Co.
Splendid opportunity for some one.
Inquire of Geo. H. Whitehouse, Bay City, Michigan.

Satisfy and Multiply

Flour Trade with
"Purity Patent" Flour

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

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.

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

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

OFFICE OUTFITTERS

LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

227-229 Pearl St. (near the bridge), Grand Rapids, Mich.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co.
Burlington, Vt.

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.



A Wonderful
Flavor
Mapleine

Sold and advertised from
Portland, Me., to
Portland, Ore.

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

Crescent Mfg. Co., Seattle, Wash.

If you would like to see the
Handsomest Coffee you ever
looked at, one that

Sells on Sight

and drinks just as good as it
looks, ask our travelers to
show you our new one---

"Wedding Breakfast"

JUDSON GROCER CO.

The Pure Foods House

GRAND RAPIDS, MICHIGAN

Wafted Down From Grand Traverse Bay.

Traverse City, March 2.—Saturday Feb. 28, was not only the biggest day in the history of the order of the United Commercial Travelers of America of Traverse City Council, No. 361, but one that will be long remembered by the citizens of this locality. Immediately upon the arrival of Grand Counselor Eugene A. Welch, of Kalamazoo, and James F. Hammell, Grand District Deputy, of Lansing, at 1:20 p. m., they were met by seventy-five members of our Council cleverly arrayed in Indian blankets, head-dresses of feathers and war paint. The visiting officers, including Fred C. Richter, Grand Secretary, were placed on an Indian punga, each horse being led by two



EUGENE A. WELCH.

stalwart braves, and the procession started. Senior Counselor Wm. F. Murphy and Chief Wm. E. Bennett led the procession, followed by Campbell's full band. Next came the officers on the punga. Next, little Eva drawn in a cart by a burro, followed by a real goat led by High Priest Wm. Walker from the orient. Then came the line of candidates properly guarded by Indian braves, followed by a long line of our members properly blanketed and feathered. Everywhere, keeping the line in order and suppressing the blood-thirsty warriors rode Chief Harry Hurley and Chas. Knapp on frisky Indian steeds. This long procession wound its way through the principal streets of our city, amid the music of the band, the war whoops of the Indians and the cheers of the crowds which filled the streets. The entire line circled in front of the Whiting Hotel and gave an amusing war dance around the candidates after which we disbanded and all filed up to the Council chambers.

We boast of 140 members in our Council and nearly every one was present when the meeting was called to order by Senior Counselor Wm. F. Murphy. The Grand officers were introduced by Past Senior Counselor Wm. L. Chapman and were escorted to the proper stations. The large class was initiated in due form in a very impressive manner, not an officer referring to a ritual during the ceremonies. Instructive and entertaining talks were given by each of the Grand officers, who were enthusiastically received. This was, without question, the strongest meeting the Council ever held. Very much of it was due to the enthusiasm instilled in the members by the excellent talks by the Grand officers. After the regular routine of business, the meeting was closed in ritualistic form at 5 o'clock and all adjourned to the parlors, where the ladies were holding a reception.

Promptly at 6:30 the members and their families marched into the ban-

quet room to the music of the theater orchestra, where an elaborate five-course dinner was very cleverly served under the directions of the chairman of our entertainment committee, Sam B. Taylor, assisted by fifteen young lady daughters of the members. Senior Counselor Wm. F. Murphy gave a short and witty address of welcome and introduced the toastmaster, William E. Bennett, who proceeded to elucidate the following programme:

TIME TABLE

Eighth Annual Trip of U. T. C.
Train No. 361.
In Effect Feb. 28, 1914.
Train Stops Only at Junction Points.
William E. Bennett
Porter.

Sample trunks and bales of order blanks put aboard by—Theater Orchestra.

Leaving time of train announced by train caller—Senior Counselor Wm. F. Murphy.

G. R. & I. Crossing—"How I like it as Far as I've Gone"—Grand Counselor E. A. Welch, Kalamazoo

Out of town whistle by Misses Helen Pierce and Doris Taylor.

P. M. Crossing—"Safety First, Defined"—Grand Secretary Fred C. Richter.

Locomotive bell rung by Willard Friedrich.

Ann Arbor Crossing—"Cost of Lobbying a Bill for the Enlargement of Coach Seats and Strengthening Coach Springs"—Jim Hammell, of Michigan, U. S. A.

Steam valve opened by Rev. A. Worger-Slade.

Arcadia and Betsy River Crossing—"The Life of a Railroad Tie, or Why Walk? The Train is Just as Comfortable and Gets There Nearly as Soon."—Earl C. Knowlton.

Opening of ventilators, by Otto Powers.

T. C. L. & M. Crossing—"The Legal Standing of a Cow that Refused to Move from the Track for an Approaching Train."—P. C. Gilbert, Attorney.

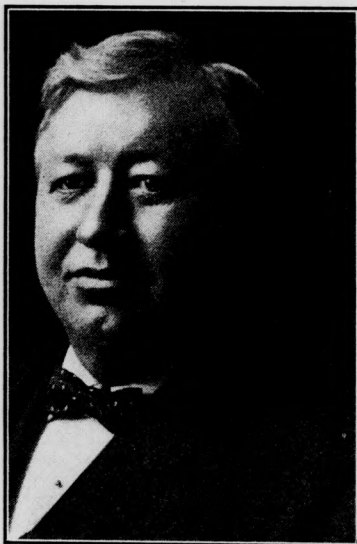
M. & N. E. Crossing—"Why I Did Not Buy All My Library Books from the Train Butcher."—William Wyman.

Clearance papers furnished by Rev. A. Worger-Slade and Bro Otto Powers.

E. J. & S. Crossing—"The Ladies, or Why I Helped Her Off With One Small Grip and Forgot Two of My Own."—Adrian Oole

Tango Union Station—All out, assisted by Prof. Hoffman's Orchestra.

The programme was entirely un-



JAMES F. HAMMELL.

der the supervision of our toastmaster and was kept in strict secrecy until the diners sat down to the table. Mr. Bennett explained that the banqueters were now aboard a special train and would stop only at railroad crossing and at each crossing we

would be fittingly addressed by gentlemen whose names would appear on the programme. This was made realistic by a special overture designed by Prof. Horst, of the theater orchestra, which cleverly represented the starting of a heavy passenger train, including the escape of steam and the whistle, and the ringing the bell and the call of the train men. Mr. Bennett at this time explained that he would act as porter and see that each speaker was properly brushed, dusted and assisted to the rear platform without a tip.

The first gentleman to respond was Grand Counselor E. A. Welch, who gave one of the cleverest after-dinner talks it has ever been our pleasure to listen to. His talk was instructive and entertaining, with just enough humor to hold his audience every moment. He gave us all food for thought and closed with a beautiful quotation which we will always remember. After a very thorough dusting, Grand Secretary Fred C. Richter made a short speech in reference to the order. Suffice it to say that James F. Hammell was at his best. He had many clever and fitting stories which were nicely woven into an instructive address. He made a hit with everyone. It was the unanimous vote of every one present that James is some entertainer. Earl C. Knowlton gave an appropriate response on the traveling man as a member of the business world and society. He handled his subject well and we are proud that we have a member of our Council who can make so able an after-dinner speech. Parm C. Gilbert, as usual, gave an able address which was much enjoyed by all. Although Mr Gilbert is an attorney in this city, we always appreciate having him with us on affairs of this kind. He always has something new and good. Wm. Wyman, after a very fitting comeback at the toastmaster, very prettily handled his subject which was the traveling man's home. He paid a high tribute to the traveling man's wife, outlining the fact that she is usually above the average. Her experience as manager of the home is added to the usual duties of the housewife. The subject matter of his toast, was fittingly selected and Mr. Wyman delivered it in a masterly manner.

Adrian Oole's toast to the ladies, which closed the programme is always a popular subject and due credit must be given Mr. Oole. A great deal of the credit of the success of the evening was due to the excellent musical numbers. Misses Helen Pierce and Doris Taylor favored us with a duet, Willard Friedrich gave one of his piano solos which are always popular. Rev. A. Worger-Slade and Brother Otto Powers were on the programme, each for a solo and once for a duet. These gentlemen are undoubtedly the best male vocalists in Northern Michigan and we were particularly fortunate in having them with us. Mrs. Otto Powers and Miss Lowing were the accompanists. Miss Dobson beautifully rendered a solo and responded to an encore.

We had as special guests Mayor John Straub and Howard Musselman. After the banquet dancing was enjoyed the remainder of the evening. Music was furnished by Prof. Herman C. Hoffman's orchestra.

The Grand officers complimented the local Council very highly on all of the proceedings of the day. Much credit must be given the officers of the Council and each member for his assistance and our local paper, the Record-Eagle, for the success of our Council in general and this day in particular.

Traverse City Council has shown a substantial increase the past year and we are planning on going to the Grand Council meeting at Saginaw in June with a full force.

Fred C. Richter.

A man thinks he's good enough when he doesn't act worse than usual.

Lowest

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

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

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York Chicago

St. Louis Minneapolis

Dallas

Store Fixtures For Sale

Having finished our operation and closed the store at Sturgeon Bay we offer the following fixtures for sale at a very low price:

- One 30 lb. Toledo Computing Scale. This scale was bought new in 1912 for \$150.
- One \$200 National Cash Register.
- One set hay scales of ample capacity for any load.
- One five-barrel Bowser oil tank with measuring pump.
- One rotary Neostyle for manifolding for advertising purposes.
- One 4-foot jewelry case with six trays.
- One thread case.
- One cracker case.
- One cheese case.
- White pine shelving and drawers for store 24x40
- A quantity of small fixtures, such as broom rack, whip rack, scoops, crates and cans, etc.

Most of above can be seen in Petoskey.

A. B. KLISE LUMBER CO.

621 Emmet St. Petoskey, Mich.

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

GRAND RAPIDS MADE GOODS.**Interesting Facts About the April Exposition.**

Grand Rapids, March 3.—In order to boost our city and State we must know its products.

The forthcoming exposition of Grand Rapids Made Goods is intended to acquaint the people of Grand Rapids and Western Michigan with its manufactured products by displaying them in the best manner possible; that is, individualize each as a home product and set forth its advantages from the standpoint of the manufacturer, which is often lost in the display by the retailer.

Many of us are loyal to Grand Rapids, but have acquired the habit of buying foreign made articles solely because we are not familiar with the home products of the same class. At the exposition all may see just how diversified are the products of the metropolis of Western Michigan and learn of their high standard as well.

The wholesalers will be requested to exhibit goods made expressly for them under trademarks and copyrights of their own control.

The retailers and selling agents will have a grand opportunity to reap advantages from the exposition by featuring Grand Rapids Made Goods by special window and inside displays properly carded during the week of the exposition.

Many exhibits will show how goods are made. This feature should prove a treat to most of us. Wholesalers and retailers both will be asked to co-operate in the publicity campaign by using the inserts to be had on application to headquarters already established in Suite 305, Association of Commerce building.

The commercial travelers have received the first installment of stickers for distribution and all of Western Michigan will be posted with a special design in colors, depicting Miss Grand Rapids, Miss Industry, Mr. Capital and Mr. Labor, in group.

An exposition of this kind must also have added attractions and the directors have provided for this by obtaining different brass bands for each night and orchestras both afternoon and night, together with the renowned vaudeville entertainers known as the "Tennessee Warblers." With their quaint Southern melodies and up-to-date songs, they will give hourly concerts in different parts of the building.

Special days are allotted as follows: Monday, Governor's and Mayor's Day; Tuesday, Manufacturers' Day; Wednesday, Ladies' Day; Thursday, Western Michigan Day; Friday, School and Fraternal Day; Saturday, Commercial Travelers and Editors' Day. Of special interest to women will be the extensive exhibit of the pure food department, where will be shown the products used on the table and in the kitchen. Much space could be devoted to this department, but its title alone should be sufficient.

Information gathered from many cities where like expositions have been given leads the directors to feel safe in estimating the attendance for the week at upwards of 50,000.

The entire lower floor of the Klingman Exposition building, containing over 43,000 square feet of space, has been secured, divided into 153 booths, allowing ample room for aisles.

The exposition is to be held under the auspices of Grand Rapids Council, No. 131, United Commercial Travelers of America, with the endorsement of the city of Grand Rapids, the Grand Rapids Association of Commerce and the special endorsement of the Wholesale Dealers' Committee of the Association of Commerce.

The general decorations of the building will be strictly fireproof and will conform strictly to the colors of

the U. C. T. of America—blue, white and gold.

The various exhibitors will be encouraged to individualize their booths so as to attract the greatest attention.

The exposition will be held during the week of April 20 to 25, opening on Monday evening, at 8 p. m. and will be open from 9 a. m. to 11 p. m. the remainder of the week.

J. Harvey Mann, Chairman
W. S. Lawton, Treasurer.
H. W. Harwood, Secretary,
Chas. F. Kennedy, Manager.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Jackson has secured another large industry, the Briscoe Motor Co., which will occupy the Ames-Dean plant on Wildwood avenue.

The annual banquet of the Kalamazoo Commercial Club will be held March 11, with Elbert Hubbard, the East Aurora sage, as the star attraction.

Merchants and manufacturers of Jackson are working together to put on a "Made in Jackson" week March 16-21.

The McEwing Manufacturing Co., of Lansing, maker of agricultural tools, will remove to St. Louis.

Membership of the Saginaw Board of Trade has gone above the 1,000 mark, for the first time since the Board was organized fifty-one years ago.

Prof. Roth, of the Forestry Department, University of Michigan, figures that the shade trees of Ann Arbor are worth \$240,000. He says that a tree is worth \$10 when nicely established and is four inches in diameter at a point breast high. Figuring the compound interest at 5 per cent., this \$10 has grown into \$20 in only eighteen years. Ann Arbor has about 12,000 shade trees which measure six inches in diameter or over, besides over 2,000 smaller trees. "From the standpoint of city beautification and considering the enjoyment people get out of them," says Prof. Roth, "good shade trees are worth \$100 apiece. This is the valuation placed on trees by the city of Springfield, Mass."

Cadillac will install a sewage disposal plant, the estimated cost of which is \$30,000.

Bay City's new electric lighting plant at the west station is in operation and the city will be in position to take on commercial business, both lights and power.

The canning factory at Millburg, Berrien county, has been taken over by an incorporated body of citizens, with J. N. Pensinger as manager.

For clean and exhilarating sport the annual ski tournament held at Ishpeming takes the cake. This season's event was attended by 5,000 people, who cheered the contestants, some of whom cleared 137 feet in the long standing jumps. One of the men made a perfect somersault in midair, jumping 110 feet and landing safely. Owing to the fresh snowfall the course was not fast and these jumps are by no means record-breakers.

Patrons of the Jackson public library have increased 44 per cent. in the past five years. The library has 40,661 volumes.

Kalamazoo merchants are advertising throughout Southwestern Michigan the united style show and retailers' exposition, which will be held March 18-20.

A meeting will be held at the Commercial Club rooms, Kalamazoo, March 9, for the purpose of uniting the retail grocers and butchers of the city into one big organization.

Five of the furnaces of the Lake Superior Iron and Chemical Co., Marquette, are in blast and the furnace at Elk Rapids will resume operations May 1. The company will do a larger business than last year and the output promises to exceed that of any previous year.

Manistique has secured another wood-working plant.

Wm. Rath has been re-elected as President of the Ludington Board of Trade, even though he positively refused to serve again. The members felt that they simply could not do without him this year.

The Niles Business Men's Association has been formed to promote the best interests of that city.

Nine grades of regular school work are being taught this year at Jackson prison, with 338 men enrolled. It is now planned to turn one of the prison buildings into a trade school and to give instruction in carpentry, masonry and various lines.

Jackson has had an ordinance for some time requiring pool and billiard rooms and bowling alleys to close at 11 p. m., but the officers have been lenient and have let them run until midnight. Now there has been complaint and the law will be enforced—for a time.

The annual banquet of the Montague Business Men's Association will be held March 6.

A banquet will be held at St. Joseph March 11 to celebrate the completion and opening of the Pere Marquette passenger station.

One manufacturing concern of Benton Harbor advertises that city as being "one and three-fourths hours from Chicago by hydroplane, two and a half hours by rail, four hours by boat and six hours by automobile."

A Detroit concern manufacturing a substitute for hair used in plaster offers to locate in St. Louis.

Mayor Johnson, of Pontiac, is in active demand by other cities of the State who would learn the commission rule.

Hillsdale will entertain the Michigan Women's Press Association June 3-5.

The Denton Manufacturing Co., a woodworking concern of Lake Odessa, will remove to St. Joseph.

Almond Griffen.

Arms Made to Order.

A United States Senator worth millions, which he made rapidly, has a coat-of-arms recently acquired. He gave a large dinner party one night. His coat-of-arms was emblazoned in gold on top of the dinner cards. The lady who went in with the Senator, the wife of another Senator, observed the insignia when she picked up the dinner cards and exclaimed: "How pretty!"

"Yes," replied the Senator proudly, "I think it is rather neat. My wife invented it."

Occasionally a young man who begins by sowing wild oats ends by reaping a grass widow.

Private Wire to New York and Chicago

To give our clients facilities for **INVESTMENT BUYING AND SELLING** of high grade **LISTED STOCKS AND BONDS**, and to insure to them the **QUICKEST** and **MOST ACCURATE SERVICE** on unlisted securities, we have installed in our office a private wire direct to New York and Chicago, with **S. B. CHAPIN & CO.**, members of the New York and Chicago exchanges, as our correspondents.

We will handle all **LISTED AND UNLISTED STOCKS** on a **COMMISSION BASIS**. We **DO NOT** handle margin accounts. In ten minutes you can secure through our office not only the best bid or offering afforded by the local market, but also the best bid or offer available in the entire New York and Chicago market.

On Public Utility securities we are not confined to any one house in New York or Chicago, but can instantly have the **OFFERING OF OUR OWN CORRESPONDENT AND OF EVERY PUBLIC UTILITY SPECIALIST IN EITHER MARKET**.

Try our service. It means money saved to you, and before purchasing any listed or unlisted security do not forget to ask us for its financial record and its rating as given by Moody's Analyses, the Dun and Bradstreet of the financial world. We **DO** buy and sell **LISTED STOCKS ON A COMMISSION BASIS**, but we **DO NOT** handle margin accounts.

Howe, Snow, Corrigan & Bertles

INVESTMENT SECURITIES
Fifth Floor Michigan Trust Bldg.

Citizens 1122, 4445

Bell Main 229



PLANNING AHEAD.

Brief Outline of a Year's Advertising Programme.

Written for the Tradesman.

The shrewd dry goods man is not content with a hand-to-mouth system of advertising; he plans far ahead. A little foresight at the beginning of the year will save a great deal of effort that would otherwise go to waste; to-day's programme runs all the more smoothly when you know that the morrow will bring and can shape things to suit. Experience has shown that systematic advertising is always the most productive of results. The man who advertises spasmodically—who takes an advertising spurt and then stops and waits till he can see the profits—is less likely to see profits than his competitor who decides that he will spend so much along certain specified lines with a reasonable leeway for variations, and then goes determinedly ahead with his programme regardless of whether or not he secures immediate profits. The win-or-dye type of business man usually wins; the business man who hesitates almost always loses.

A definite appropriation should be set aside at the beginning of the year for advertising. This appropriation may be based upon the gross sales of the past year, or upon the expected gross sales of the coming year. Experience will have shown what is a fair percentage to allow. Four per cent is suggested by many merchants as a maximum allowance; but as to this, each individual merchant must know his own conditions best.

The newspaper—daily where there is one—is recognized as the dry-goodsman's very best advertising medium. Catalogues have been found helpful in holding country trade against mail order competition; circulars are good with certain classes of customers; dodgers, street car advertising, bill posting and other media are worthy of careful study and at least some experiment.

In the dry goods business, advertising pivots very largely upon sales—and seasons. It is very rarely that the dry-goodsman does not resort to special sales, openings and the like; although here and there a store makes good without resorting to these methods, they are so widely recognized as to be practically universal. The special sale is a legitimate method of getting rid of stickers and broken lines, of turning into money such goods as show a tendency to lag upon the shelves. Goods cannot be car-

ried over from year to year without loss; there is risk of additional loss; the immediate turning of the investment in such goods back into profit-making channels is, therefore worth some sacrifice.

That careful planning before hand of the advertising campaign, and the selling campaign which runs hand in hand with the advertising, is necessary in order that the dry-goodsman may buy well ahead of time, shrewdly, closely, intelligently, and take advantage of opportunities as they offer. Careful buying prevents the accumulation of old stock, reduces the necessity of sacrifice prices to an irreducible minimum, and enables the merchant to have on his shelves the right goods at the right moment, when they will command the right price.

In the dull days that follow holiday shopping, something is needed to spur the purchaser into activity. The January whitewear sale serves this useful purpose. For this sale it is customary to purchase special lines at special prices, and to sell these at prices considerably below the usual figure for goods of equal quality. At the same time opportunity is given to clear out the whitewear left in stock. A whitewear campaign covering two or three weeks will liven up an otherwise dull month, and will bring out customers who otherwise would stay at home repenting the money spent in the holidays.

Stock-taking in February affords an excuse for the annual stock-taking sale. Quite a few stores hold this sale previous to the actual stock-taking, the sale being based on the idea that the stock must be cut down in order to reduce the labor of stock-taking. Others wait till the inventory has been completed, when specials are advertised as having overstayed their allotted time and been discovered in the stock-taking process.

March brings with it the first hint of the break-up of winter. Now, before the spring actually sets in, is the right time to clear out odd lines in clothing, hats and similar winter goods. Few people in the ordinary run of things will want to purchase such goods at regular prices; but, if a little inducement is offered, the goods will go out far more readily while there is still a touch of winter than they will when the last snow is off the ground. A clean sweep sale, to make room for spring goods, will usually prove effective in moving out the left-overs of the winter stock.

Easter brings with it the spring mil-

"The Crowning Attribute of Lovely Women is Cleanliness"



The well-dressed woman blesses and benefits herself—and the world—for she adds to its joys.

NAIAD DRESS SHIELDS

add the final assurance of cleanliness and sweetness. They are a necessity to the woman of delicacy, refinement and good judgment. NAIAD DRESS SHIELDS are hygienic and scientific. They are ABSOLUTELY FREE FROM RUBBER with its unpleasant odor. They can be quickly STERILIZED by immersing in boiling water for a few seconds only. At stores or sample pair on receipt of 25c. Every pair guaranteed.

The only shield as good the day it is bought as the day it is made.

The C. E. CONOVER COMPANY

Manufacturers

Factory, Red Bank, New Jersey 101 Franklin St., New York
Wenich McLaren & Company, Toronto—Sole Agents for Canada

ROMPERS

For Children



Copyright
1912 by
Wise Bros.

Are an important item in every dry goods line because its the kind of a garment that enables a child to play in to its heart's content. Mothers consider it a necessity, and the "Little One" line appeals to them on account of the good fit to be had at a popular price. We have the "Little One" line.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

linery opening. Fashion hints are in demand, and spectacular advertising of millinery, cloaks, suits, dress goods and fancy muslins finds ready and eager readers. The advertising man's knack of vividly and attractively depicting these goods is put to the test in no uncertain way. New goods of all kinds can, in April, be exploited to the best advantage, with ready sales at regular prices and a gratifying margin of profit.

The April rush usually carries itself over some distance into May. Then once more the advertising man finds it necessary to stimulate the public interest. A sale of under muslins is timely. New lines in white-wear can be bought, and the left-overs of the January whitewear sale can be pushed out at attractive prices.

June, suggestive of June brides, renders timely anything that goes into the bride's trousseau or anything suitable for bridal gifts. If the dry goods store has a furniture department, it may be given some space. Goods sold in this connection should command profit-making prices.

July brings another slump, and with it the necessity of stimulating the buyer's interest. The demoralizing influence of the hot mid-summer weather must be overcome by the energetic pushing of seasonable goods, goods that are suggestive of cool comfort. A Special Midsummer Sale (if possible given a title less trite) is timely. Bargains in dress goods, millinery, shoes, hosiery, wash goods, parasols and the like will attract customers and keep the selling staff busy and the stock moving. If the sale starts to lag at all, switch it around a little, give it a new name, feature somewhat different lines, and play it up for all it is worth in the advertising. If necessary, a special purchase can be secured from a jobber to give the excuse for a special sale.

August is even deadlier than July; and it is in August that the advertising man should exert himself to secure extra striking effects. He should approach his task from the standpoint that his most sensational efforts hitherto have been merely commonplace; and that, to draw, he must devise something that in comparison with all that has gone before, will strike a new top-notch of sensation. Special values even are inadequate to draw the crowd. Band concerts, afternoon teas, special demonstrations—such things as these will help. A big store can pull off an aeroplane flight or some stunt equally striking.

With September, trade usually commences to liven up. The fall opening should come with the first hint of renewed activity. Here the attractive and alluring fashion advertising that figured so largely in April will again make its appearance. The latest fall styles are the one theme of interest to lady customers; the more fashion talk the advertising man puts in his copy, the stronger will be its pull and the more closely will it be read.

Late September and October bring autumn goods to mind. A hint of fallen leaves and approaching winter will help to impress the need of purchasing heavier goods. The advent of fuel bills toward the close of this period means, for many homes, a sort of money stringency which the dry-goodsman may have to meet by offering special prices to some extent. At this period a harvest sale, or a fall fair sale, is always in order and is always popular. It helps to emphasize the necessity of purchasing seasonable goods, even where there is no marked price cutting attempted.

November brings Thanksgiving, and in prelude to Thanksgiving Day an effort should be made to clear out the immediate stock to make way for Christmas goods. The Christmas campaign itself should be commenced well ahead of time. From the end of the first week in November, the advertising should contain at least some little hint of Christmas; the legend, "Thirty-nine Shopping Days from Now Till Christmas" (or as the case may be) should accompany every advertisement, and be revised daily.

In this Christmas advertising it is exceptionally good business to appeal directly to the children. Let the introductory talk in every advertisement be designed especially for the youngsters. Have a message from Santa Claus in every advertisement; let him detail his progress en route from the North Pole, his preparations of a Christmas stock, and ultimately the near approach of his arrival; have him, as the Christmas season draws near, come to the store in person and mingle with the crowds. Never fear that, in aiming at the children, you will miss the parents; the youngsters will attend to that for you, and will do it far more effectively than you could. December is the banner month. Trade comes anyway to a large extent. But the advertising man will work to secure as much as possible, and to bring it out as early as possible. There need be no price sacri-

ifice at any stage of the Christmas selling.

Between Christmas and New Years the left overs of the holiday stock should be cleared out. With good salesmanship and effective advertising while the Christmas season is at its height, these left overs should be, comparatively, quite inconsiderable; but it is cheaper to make a decided sacrifice than to carry over dolls, toys and similar destructible goods until another year. Let them go for what they will bring.

Such is a brief outline of a year's advertising programme. It is for the individual advertising man or merchant to devise new effects—and new effects are always in order. The man who, in the dry goods business, breaks away from the old monotony of "Slaughter! Slaughter! Slaughter!" by devising a new kind of sale, is akin in blessedness to the man who makes two blades of grass grow where one grew before. These novelties may be made to hinge upon local events, or upon the big news of the day; or may be developed entirely from within the advertising man's own brain. But novelty in advertising—the breaking away from a

strict routine—the evolution of new things, or of new names for old things—means new life to the dry goods business.

Throughout the advertising man should not work alone. Every stage of his campaign should be concerted with the selling staff; the latter should be kept closely in touch with the current advertising and should aim to specialize upon the goods advertised. Every encouragement should be given the clerks in the various departments to hustle out the seasonable goods while they are still seasonable and can, consequently, command the regular prices. The better the salesmanship in season, the fewer goods have to be sacrificed out of season.

William Edward Park.

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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



A Good, Strong, Medium-Priced Line

Buffalo Trunk Mfg. Co.

MANUFACTURERS OF

TRUNKS, BAGS, SUIT CASES

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

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

Write for Catalogue

The "Hawk" Dress Fastener



An article that stands at the head of all modern dress fasteners and retails at a price within the reach of all.

Cost 35c per Gross Fasteners

There are fasteners on the market at double the price—but none better. Place your order early so as to have your supply before the spring sewing season begins.

Paul Stekete & Sons

Wholesale Dry Goods :: Grand Rapids, Mich.

MUTUAL RELATIONS

Which Exist Between the Manufacturer and Retailer.*

It is a pleasure for me to be in attendance at your State convention and I want to thank your Secretary and President for their courtesy in inviting me to attend this meeting and also for the opportunity of speaking to the members of your Association.

In coming to Michigan it is like returning home for me, as I was born and lived in this State until about twelve years ago. The State of Michigan and anything that is of importance to the business interests of the State is always of interest to me.

By the nature of our business relations, retail grocers and specialty manufacturers are drawn together in a close community of interest.

We manufacturers realize fully that the retail grocer furnishes us with the best and only satisfactory medium of distribution of our products to the consumer. It is only right then that we should consider retail grocers and specialty manufacturers as members of one great business family or organization.

Manufacturers are more and more beginning to realize that what is good for the retail grocer is also good for the manufacturer, and vice versa.

We manufacturers know what we can not expect to have permanent prosperity in our business, unless our sales representatives and distributors—the retail grocers—are also proportionately prosperous. For the retail grocers are one of the most important factors in the great business organization engaged in the manufacturing and distributing of the food products of this country.

No successful manufacturer should be willing to build up one department of his business at the expense of another. It is in this case as in every other—a chain is no stronger than its weakest link.

It is our belief that the betterment of conditions for retail grocers must come through association work. Cooperation and not combination must be the solution of our business problems in the future.

Educational co-operation is a method you retailers, the wholesalers and we manufacturers must depend upon for the unravelling of the knots that are from time to time found in the warp of our business fabric.

The successful man in any line of business to-day is, as a rule, the man that beams to an association. The association work has been aptly called—"the love feast of competition." The old methods in business—rule or ruin, control or exterminate, are rapidly becoming a thing of the past.

To-day the successful business man in any line, will be found working with his fellows in an association for the betterment and uplifting of every man engaged in this line of business, rather than the old method of head-hunting, or going out after the scalp of his competitor.

It is fast dawning upon the minds of progressive business men of to-day, that their neighbor in business, even if he be engaged in the same line of business that they are, is entitled to a right to live and do business successfully, and at a profit.

I am not a dreamer, neither do I believe that any of us during the present day, will realize fully the coming of the millennium in business, but I sincerely believe that the only sane basis upon which your business as retail merchants, or my business as a manufacturer, can be permanently established is, upon a foundation of fair-dealing, honesty and a consideration of the rights of one man by the other—a broader and more liberal application of the spirit of the golden rule and the brotherhood of man.

In association work, as in every other endeavor in life and society at large, we can not expect our organizations and the results of our efforts in association matters—like the river—to rise any higher than its source. In other words—your organization of retail merchants, and our organization of specialty manufacturers, and the organization of the wholesale grocers, can not expect to reflect a higher grade of business honesty and ability, than is embodied in the average of the individuals that make up the membership of these organizations.

Have you ever thought, when you were considering the many intricate problems that confront you in a business, and in a governmental way—problems that must be solved right—if our country and its business interests are to make progress and attain the position to which they are entitled—how much really depends upon the conduct of the individual in business and in society?

I recently read an estimate made by a gentleman who had made an exhaustive study of the conditions in our country, that if each individual worker in this country were to put all the hard work, efficiency, ability and application that could be reasonably expected of him, into his work and effort, and stop being a "clock-watcher," that on an

*Paper read at annual convention Retail Grocers and General Merchants' Association, by J. E. Linhan, of Chicago.

estimated basis of an increase in individual efficiency of 3½ cents per day, the total increase in earnings and results obtained, would be of an equivalent in money-value of two billion five hundred million dollars per year—or a sum that would represent considerably more than one-half of the total value of the crop production of this country.

So when all is said and done, we must realize that it is very largely up to the individual in business and society as to whether business and society makes the proper record, and gives the account of itself that it should.

While the business progress in the United States, during the period of the last thirty years, has been unprecedented in the history of the world, for a like period, we believe that some of this business progress and material welfare has been acquired at a loss in the character of our people, and in our business ideals.

The dollar mark has been held up too strongly before the eyes of the younger generation as the emblem of success, regardless sometimes of how these dollars were acquired. We should teach the young men coming up to take our places in business and in society, that the acquirement of large fortunes is not always the true estimate of a successful life.

The farmer's son should be taught that he can attain true success and live a useful life in the rural community by continuing to till the acres that were his father's.

The grocer's son should be taught that he can become a successful and useful member of society while continuing in the honorable vocation of his father.

There has been in the past twenty-five years a mad rush to the larger cities on the part of our young men, prompted by their desire to acquire riches more quickly than by remaining in their home towns and communities and pursuing the honorable and useful vocations there open to them.

There is no royal road to success in life or in business. Success to the great majority of us must be gained over a rocky road of difficulties, and to most of us, our main chance lies in being able by hard work and steady application to the task in hand, to overcome these difficulties and win success by putting to their best uses our natural and acquired abilities.

Let us impress upon the minds of our young men, that a life of usefulness in their home community is many times much more satisfactory and happy in the long run, than sacrificing almost everything worth while in the larger cities, with the end in view of accumulating a large fortune.

I believe that the average man in business, the small business man, has much to encourage him at the present time. I have great confidence in President Woodrow Wilson. I believe that he is sincerely and with great ability and far-seeing wisdom and statesmanship, directing and influencing legislation, which will result in the greatest good to the greatest number.

The present is a period of moral awakening in this country. The conscience of our business men is being quickened. I sincerely believe that history will record the period of the next ten to twenty years of our National life and progress—as one of great moral and material welfare for this Nation and her people. As during the administration of President Monroe, it will be known truly as an "Era of GOOD FEELING" in our country.

We can look forward with optimism in the belief that our sons just coming upon the stage of active participation in business will find many opportunities for success, in the avenues that are open to them in this day and age of fair dealing and better opportunity for the average man.

I had the honor of being President of the American Specialty Manufacturers' Association during the year Nineteen thirteen and was privileged to represent our Association on many different occasions before wholesale and retail grocers' conventions and meetings of this kind.

The initial work of the American Specialty Manufacturers' Association was to try and bring about a more satisfactory condition in the business relations of manufacturers, wholesale and retail grocers, and to eliminate an unnecessary waste and loss in the taking and filling of manufacturers' specialty orders from retailers to wholesalers.

We believe that we have been able to assist in greatly improving conditions in this important part of our business and that the relations that exist between manufacturers and retail grocers at the present time are very much improved over what they were prior to the advent of our organization.

Our Association adopted as the emblem of square dealing in the taking and filling of specialty orders the stamp of the American Specialty Manufacturers' Association. This stamp upon an order is a guarantee upon the part of the manufacturer that it is genuine, that it has been properly signed by the retailer, and that the goods represented by the sale recorded in this order, will be accepted by him without question when delivered by the wholesale grocer.

You gentlemen are, I believe, thoroughly familiar and conversant with the benefits that have accrued in the past

five years through the good work done by the American Specialty Manufacturers' Association, with the co-operation of the retail and wholesale grocers.

Some of the resulting benefits from this educational work in connection with specialty orders are—that manufacturers are educating their specialty salesmen to a greater appreciation of their responsibilities toward the wholesale and retail grocer.

The desirable and successful specialty salesman to-day realizes that his success and the success of the firm he represents depends to a great extent upon the success of his customers, the retail grocers, and that it is wrong for him and a mistaken policy upon his part to in any way try to deceive and misrepresent matters to retail grocers.

The work of our Association along this important line has resulted in practically eliminating the dishonest specialty salesman, and we trust that the salesman who fakes or misrepresents an order from the retailer to the wholesaler will in the future be an unknown quantity.

We will not be satisfied with our progress until you retail grocers will have every reason to place the same confidence in the statements of our specialty salesmen that you now place in the statements made to you by salesmen representing wholesale grocers with whom you do business, who by their long acquaintance and honest dealing with you, have established themselves in your regard and confidence to such an extent that they are now looked upon by you as your friends and business advisers.

I believe we can safely say that steady, practical progress has been made during the past few years in this important work of our Association and that the stamp of the American Specialty Manufacturers' Association upon an order means more to-day than ever before in the history of our organization.

Wholesale and retail grocers the country over are looking for this stamp upon orders and in many instances are demanding that it appear as a guarantee of honesty and fair dealing—an emblem of a new era in the business relations existing between manufacturers and their wholesale and retail distributors.

In this day and age of progress in business none of us can stand still. We must all of us go forward with the current of the stream of business progress.

You, as individual grocers and your State and National associations have many important questions that are confronting you and which must have a solution. REMEMBER—that the specialty manufacturer and wholesale grocer are your friends and that they are vitally interested in your welfare, and wish to assist you in solving these different problems aright.

Your mistakes and misfortunes are ultimately felt and shared by the other two factors in business. If some of the business methods used in connection with the retail grocery business in the past have been faulty and inefficient, you should have the courage to discard these methods, cut loose from them and if necessary blaze new roads to success.

We should give no credence and have scant patience with prophets who tell us about the very large percentage of retail grocers who are bound to make a failure in business. These methods and statistics flavor altogether too much of the old fatalism of the past.

The young man starting out in business as a retail grocer should not be told in advance by the wise statistician of the appalling number of failures among retail grocers. None of us wishes to start out in business life with a dark cloud of predestined failure prophesied and hanging over us and staring us in face. If you were to believe in the elements in your business as handed out by the doleful prophets, you would be defeated even before you started. The retail grocer of the future should have a much more optimistic and encouraging outlook before him than has been the case in the past.

You retail grocers should look thoroughly into the conditions surrounding your business and with an open mind try to find out wherein lies the fault—if any—in the methods of conducting this important business.

We specialty manufacturers and the wholesale grocers do not want this important department of the food product and grocery business to be conducted upon anything but a profitable basis. There is in the retail grocer business, as in every other line of human endeavor certain reasons that contribute to failure. Some of these are: lack of natural aptitude and lack of preparation and study of conditions upon the part of some of the men engaged in this business.

Every man should know as thoroughly as possible the business in which he is engaged. This knowledge can only be acquired by hard work and close study and application upon the part of the man engaged in any line of business.

We can all of us learn from the experience of others. The local, State and National retail grocers' associations, afford great opportunities for the interchange of ideas, which greatly benefit retail grocers who take advantage of these associations by becoming members and attending their meetings.

The worst condition that can confront any one of us is to get into a hopeless rut or narrow view in connection with

our own business. It does every one of us a world of good to occasionally leave our communities and narrow confines of our little business worlds and attend meetings of this kind, where we have an opportunity of meeting men from different parts of our State and our country. Men who are engaged in the same line of business, but many of them educated to the needs of your business in a broader school than it has been your privilege to attend.

You should get acquainted with these men, visit with them, learn their methods. If they have been successful by the application of these methods in the conduct of their own business—why can't you use them to your own benefit and good of your business?

There is a code of ethics in the medical profession which requires that each member of the profession when he has discovered or perfected something new in the practice of medicine or surgery, that will advance the science and alleviate suffering and sickness, to make known his discovery to the other members of the profession so that they also can use it in their practice.

We believe that good results would come from the adoption of a similar code of ethics in the retail grocer business. I believe that the knowledge gained by this interchange of information would result in a cure for many a sick business.

Retail grocers associations, local, State and National, should in my opinion, be sustained financially solely and only through the payment of dues by the retail grocers who compose the membership of such associations. The benefits you as individual merchants receive as a result of the work done by your associations entitle these associations to your financial support, and in my opinion, any cost to you for dues paid into your associations is one of the best investments you can make.

Your State and National Association should be rescued from the necessity of receiving financial assistance from wholesale grocers or manufacturers in any and all forms.

How can you expect to build up an efficient association that will be in a position to work fearlessly and independently for the benefit of the retailer, if it is under obligation financially to either the wholesaler or manufacturer?

How can you expect to build up a strong fearless trade press, which will be in a position at all times to stand for the measures that are for your welfare, if, as at the present time, a certain percentage of the money spent by manufacturers in advertising in these papers goes toward the support of your National Association?

Make your associations absolutely self-supporting from within and entirely free from financial aid from any outside interests. Only by doing this, can you build your associations to the high standard of independent efficiency, where they must and will command respect and confidence of you as members, and the other factors in the business. To attain these results in your association work is well worth whatever it may cost you as individual members.

We believe that every retail grocer should subscribe for and be a close reader of at least one good grocery trade paper. If the retail grocers will give the grocery trade papers their support, morally and financially, there will soon be a great improvement in the contents of the reading matter in these papers.

There are at the present time a number of excellent grocery trade papers published in different parts of this country. These papers are doing a good work toward the education of retail grocers and the betterment of conditions in their business. You should encourage these men who are devoting their time and talents to the editing and printing of these papers by subscribing for them and reading them, and occasionally sending them items of news from your locality and writing short articles upon some phase of the retail grocery business.

We believe that the retail grocery trade press should be entirely relieved from the financial burden that is being laid upon their advertising revenues at the present time to support the National Retail Grocers Association.

The handling of credits by the retail grocer, when it is necessary for him to grant credit to customers, is an important business problem. We believe that the retail grocer has occupied the role of the benefactor in his community long enough. While it is a fine tribute to the generosity and unselfishness and goodheartedness of the retail grocer to point to him as the man to whom the unfortunates in the local community can go in time of trouble and receive assistance, we sincerely believe that it is time for the retail grocer to put aside the role of the Good Samaritan.

Be careful to whom you grant credit. Make it a hard and fast rule that your credit customers must pay their bills in full upon a certain agreed date and if this rule is not lived up to by them—absolutely refuse them further credit. You can not afford to have a large proportion of your capital tied up in the credits of slow paying customers.

It is always desirable for you to be in a position to pay for your merchandise promptly. Take advantage of your cash discounts whenever possible. These discounts are the easiest money you will

make in your business. As a rule the prompt paying retail grocer is very apt to get the best of it when there are any bargains to be offered by wholesale grocers and manufacturers.

The retail grocer is entitled to a living profit upon the goods he sells. In order that you may know that you are selling your goods at a price that will yield you a fair and reasonable profit or commission upon the goods you sell and the service you render, it is necessary that you should always know what every article of merchandise in your store costs you. In order to know this you must have a system of store costs. You should estimate, as nearly as possible, what it costs you to do business, adding to the cost of the goods your overhead expense, rent, delivery cost, clerk hire, telephone expense, etc., and to the cost of the goods and this overhead expense incurred in doing business, you should add a sufficient percentage to allow you a reasonable margin of profit upon the business you do.

We all of us have respect for the man who has the courage to make profits in his business, and have very little confidence in the business man, who has not the stamina to stand up for what are his rights in business and make fair and reasonable profits upon the goods he sells and receive an adequate wage for his own personal service.

One source of loss and cause of demoralization in the retail grocery business is the cutting of prices by certain factors in the trade. We believe that, regardless of the decision of our courts, or the attitude of our law makers upon this important subject, you retail merchants have it in your power by the exercise of good, common business sense to do a great deal toward the maintenance of fair prices and living profits upon grocery merchandise in your communities.

Cutting the price of well known, well advertised specialty articles by retail merchants is, as a rule, done with the idea in mind of using these well known, well advertised articles as inducements to secure trade, and if average living profits are made in the business, the total profits must be evened up by overcharging on the general line of merchandise upon which their customers are not as competent to judge the values.

Do not rest your claim for being a merchant upon the unstable basis of price-cutting, or expect to build up a reputation for your store, which will give your business the permanency and stability you desire, by advertising it merely as a bargain center. It will be much better for you in the long run to be recognized by your customers as a man who knows his business thoroughly, who is always alert to give his trade the best quality of goods the market affords at staple prices, which give you a profit commensurate only with the quality of goods sold and the service rendered. Whose store is cleanly and sanitary; whose goods are attractively displayed and where the accuracy of weight and count can never be questioned. Where the child of the family can be sent to purchase with the same assurance of fair dealing as the adult. Where your customers are always sure of getting what they ask for and pay for. Where the cheap methods of selling well advertised, well known goods of standard values at cut prices, and then trying to make up for this cut in prices by overcharging on other articles of merchandise of questionable value are entirely unknown.

It is in our opinion as great an injustice to the specialty manufacturer as to the retail merchant to have prices demoralized by any factor in the trade upon his well-advertised, well-known goods and his goods brought into disrepute by these methods—as it would be for some tricky stranger to come into your community and attempt to attract customers to his store and prey upon your reputation for honesty and fair dealing, which you have required by years of strictly honorable business methods.

You retail grocers and general merchants doing business in the rural districts of this State suffer a considerable loss in business on account of the competition of the mail order houses located in our larger cities. We believe that this is one place where retail merchants associations can do some very good and effective work. It is time that retail merchants, as individuals and their association look this situation fairly and squarely in the face. It is up to the retail merchant with the assistance of his local and State associations to devise ways and means of meeting this mail order competition.

In my opinion one of the protections that the retail merchant has against mail order competition is the fact of the good will and trade-mark value of many articles of household use which has accrued to those articles through the educational advertising of the manufacturer, and the high quality of the goods produced.

There is no reputable specialty manufacturer to-day, who expects to receive consideration at the hands of the retail grocery trade who will willingly and knowingly sell his goods to mail order houses. Therefore in many instances mail order houses are not in a position to offer consumers in the country, through the medium of their catalogues,

these well-known, well advertised brands of grocery merchandise, whose merits have been handed from mother to daughter for several generations.

You have one great factor in your favor in connection with this catalogue house competition, that is, that you have the opportunity of meeting face to face and knowing a great many of your customers. There is no method of advertising so potent as the gospel of the spoken word. The catalogue of the mail order house at its best is a cold, impersonal proposition compared with the vital personality of the energetic, sympathetic retail merchant who meets his customers face to face.

Utilize the parcels post as a method of delivery to rural customers located at some little distance from your stores. Send your circulars and advertising matter out upon the rural routes, calling these customers attention to the fact that you can deliver them goods by parcels post delivery—quality considered—at as low a price as they can buy from the outside mail order houses.

Call their attention in these circulars to the fact that they can never build up their home markets and increase the value of their farms and real estate by sending away their money to purchase merchandise from these catalogue institutions in the distant cities. That the interests of their home community can be best served by spending their money in their local towns. This sending away of their money to be spent in the larger cities by the farmers and small town people flavors altogether too much of the traits that have been condemned so strongly in the Chinamen, who earn his money in this country and send it back to China to be spent.

If the retail grocers and general merchants will use the advertising columns of their local newspapers, to the extent of their ability in placing before their customers the merits of their goods, they will have a strong claim upon the publishers of these papers, when they ask them to write articles and publish editorials, educating their readers, the consumers in these communities, to buy their goods from the local merchants.

We believe thoroughly in the present method of merchandising grocery products, from manufacturer to wholesale grocer and from wholesale grocer to retail grocers. The wholesale grocer is the great assembler of merchandise. He is also to a certain extent the banker in the grocery business. He is enabled by and through personal contact of himself and his salesmen with the retail merchants to cater to their needs and take care of their credits, in our opinion, better than it would be possible through any other plan.

Under existing circumstances, we believe it is only fair and just that the retail grocer buy his merchandise from the wholesale grocer. We believe in the long run it is the cheapest and best method for the retail grocer to purchase his supplies and secure his credits. If wholesale grocers in a community do their full duty toward the retail grocers and perform the proper function in the merchandising of food products, it is, we believe, an injustice to wholesale grocers to have the retailer buy certain part of their merchandise directly from manufacturers and producers.

We believe that, as a rule, in view of the credits granted and service rendered by the wholesaler to the retailer, it is only simple fairness and justice that the retailer purchase his entire volume of merchandise from the wholesaler. We do not believe and take no stock in the statement or suggestion of some of the people that have professed to analyze the present system of merchandising, who state that in order to reduce the cost of living it is necessary and desirable to eliminate the wholesale grocer.

We are all of us familiar with the agitation which has been going on for some time past and the many theories that have been advanced in explanation of the gradual increase in the cost of living in this country. We believe that the reasoning which has been advanced from certain quarters that in order to reduce the cost of living it is advisable and necessary to eliminate the wholesale or retail grocer is illogical and not in any way sustained by the facts in the case.

There are many reasons which have contributed to the high cost of living in this country in the past few years. There has been, as we all know, a great influx of the people from the country and smaller towns into the large cities. Our producers in the rural districts have decreased, while the consumers in the cities have grown in numbers very rapidly.

When we analyze the situation carefully, it is very evident to any unprejudiced mind that the articles of food that are costing the consumer more to-day than they have in the past are almost invariably, as a rule, the direct products of the farm, garden and dairy.

In order to change this condition, we must have a greater percentage of increase in the producers on the farm to offset the increase of consumers in the cities. We must have better methods of farming and dairying. We must have intensified farming. It will be necessary for us to turn our attention more and more to replenishing the fertility of our farm, whose virgin richness of soil, in many sections have been to a

great extent depleted and exhausted by the present methods of agriculture.

The value of farm lands, as we all know, in many sections of the country, has doubled and in some instances trebled in value in the past ten or twenty years. The owners of these farms must, as a matter of course, receive higher prices for their produce in order to enable them to make the necessary interest or dividend upon their investment. All of these conditions have been natural factors in increasing the cost of the food products from the farm, garden and dairy.

I believe you gentlemen will agree with me that there has never been a time in the history of this country when the great majority of grocery food products have been sold to the consumer at a lower cost than they are being sold at the present time.

When an opportunity of this kind is offered me to talk to retail merchants, I always like to say something in behalf of the advertising being done by specialty manufacturers, to create and maintain a demand for their products.

It is our belief that the educational advertising that is being done by specialty manufacturers has to a great extent been one of the most effective methods in increasing the volume of desirable business done by retail grocers.

Advertising of this kind has created a demand for merchandise, upon which the retail grocer can to a great extent depend for his profits. It has helped to elevate the grocery business to a much higher plane than it occupied at one time in the past, when the handling almost exclusively of heavy staple merchandise was the rule, with very small margins of profits accruing to the dealer.

We believe that the retail grocer is in a much more independent position who buys and sells well-known, well-advertised articles of grocery merchandise, than the one who lets himself be used as a medium of distribution for unknown, unadvertised private brands.

As a rule the retailers who are the most successful, who sell the most goods in their communities, are the ones who are alive to the great sales-producing force of advertising.

The retailer who co-operates with the advertising manufacturer, by stocking and displaying his goods, finds as a rule, that they move much more readily from his shelves and at a more satisfactory profit. This type of retailer turns the strength of this great advertising force to his own account, and pushes the sale of these articles, because as a rule, the advertised articles are the best, and give better satisfaction to his customers.

Do not allow any factor in the trade to delude you into the idea that you can make longer profits by selling unknown, unadvertised brands of merchandise. Do not allow the use of your name and your reputation as an endorsement of these articles to your trade. If you do this, you are for the consideration of a promise of a temporarily slight increase in profit, selling your most valuable asset—the good-will of your name and business reputation to some concern, which for some reason has failed to make a suitable reputation and name for itself and its goods.

To our mind the retail merchant is in a much more independent position who builds up his business on the sale of well-known, well-advertised brands of goods. These goods are always for sale by a number of different wholesale grocers. If for any reason one medium of purchase is undesirable he can readily turn to another; but when a merchant ties himself up with the sale of unadvertised, private brands, he is of necessity compelled to purchase this merchandise from one single source.

The retail merchant who gives this matter of advertising the consideration it deserves, will readily realize that educational advertising as done by successful specialty manufacturers increases the volume of the specialty manufacturers business to such an extent that he is enabled to make his goods in better

equipped factories, with higher class, better-paid labor; that he is enabled by purchasing his raw and packing materials in larger quantities to make a considerable saving. That the advertising manufacturer can pay a reasonable dividend upon his investment on account of the increase in the volume of his business, created and made possible by the advertising, upon a much smaller basis of profits per unit than would be the case on the smaller basis of output before he became an advertiser. The net result of this educational advertising is that the consumer buys a better quality of goods, at a lower cost and that the retail merchant shares in the benefits by the profits upon this new volume of business.

You retail grocers and we specialty manufacturers have many business problems confronting us. I believe that these problems can be best solved through co-operative effort in our different associations.

These associations of ours have demonstrated that their sphere of usefulness can be enlarged from year to year, and through these associations we can do many worthy things to lighten the load and lessen the business troubles of retail grocers, wholesale grocers and specialty manufacturers, and that these accomplishments entitle our associations to the right to live and take their place among the great co-operative organizations of the times.

If these associations of ours have by bringing together in meetings of this kind, retail merchants, manufacturers and wholesale grocers, where they have come to know each other personally, thereby educating each one of us to the fact that no one manufacturer, retailer or wholesaler ought to do all the business in his given line; that our neighbors in business have a right to live, prosper and do business. If the influence of these associations has tended to take out of competition that spirit of the darker ages of business—rule or ruin—control or exterminate and has educated us to a higher realization of the rights of our brothers in business, and to a more liberal application of the precepts of the golden rule—IF—I say—these associations have done only this much, I believe that they have fully justified their existence, and repaid all of us many times over for all it has cost us in our time and money expended.

This is a day and age wherein we as individuals realize that large accomplishments come only through co-operative effort. It is my sincere belief that if we through our associations continue along the same line of fair dealing with our associates in business and a full consideration of the rights of the public at large, which has guided our actions in the past, we will continue to grow in numbers and in influence.

Why Listen?

Why listen to a tale of shame That tarnishes another's name? Why lend an ear to those who bring Their slanders, which like vipers sting? For calumny would surely die Forever hid from human eye If none by listening would consent To slanderous tales, on mischief bent.

It may be some one missed the way, Who never meant to go astray, Whose anxious heart still seeks for light, To guide it in the paths of right, Or else perchance, these tales of wrong Assail a life both pure and strong; Touching it with a withering blight, More deadly than a serpent's bite.

Since from vile seeds vile harvest grow, And we must gather what we sow; Since the partaker, and the thief, Must share alike in guilt and grief, When slander, like a venomed dart, Would pierce its victim to the heart, The listener is as much to blame As he who tells the tale of shame.

What, some people need is more pure food for reflection.

MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

USE THE BELL

And patronize the service that has done most to abridge distance.

AT ONCE

Your personality is miles away.

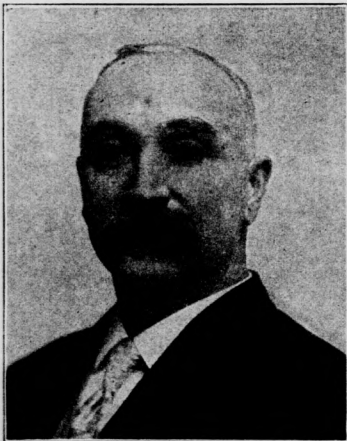
Every Bell Telephone is a long distance station.



BIGGEST AND BEST

Convention Ever Held By Retail Grocers' Association.

The sixteenth annual convention of the Retail Grocers and General Merchants' Association which was held in this city last week, proved to be the most successful event of the



Wm. McMORRIS, President.

kind ever held under the auspices of the organization. The attendance was the largest recorded at any meeting and the interest taken in the proceedings by most of those present was marked from start to finish.

The proceedings the first day of the convention were published in full in the last issue of the Tradesman.

At the opening session Wednesday morning, the report of the Credential Committee showed the following delegates present:

Ann Arbor—Sam Heusel, D. C. Procknow, John Theurer, C. A. Le-fever, L. C. Weinman.

Bay City—Chas. Denton, E. W. Funnel, W. J. La Rue, Chas. C. Schulz, J. Nordstrum, Joseph Jean, J. M. Standacker, Mr. McMorris, Chas. Schmidt, Jos. H. Primeau, M. L. DeBats, Thos. Jean, H. J. Downer, I. K. Schulz.

Big Rapids—W. R. Van Auken.

Boyer City—M. E. Silverstein.

Cadillac—Leonard Seager, J. M. Bothwell, Jud St. John, Joseph D. Widgren.

Cass City—E. W. Jones.

Croswell—J. M. McIntyre.

Coopersville—E. P. Lillie, Harry Schterman.

Caro—D. M. Graham.

Chesaning—G. L. Cantwell.

Chicago—E. DeBeer.

Detroit—C. L. Bessert, Chas. H. Langley, G. W. Faulman, C. A. Day, W. W. Fryer, Gus Kadan, A. Nash, L. Witt, J. Erdman, S. Klein, E. W. Deiss, Jos. Matyn, W. J. Cusick, Al Diegal, Henry Fraser, J. Rebone, C. F. Streve, John Altfeltis, John Rowe, J. C. Currie, H. Merker, Herman Breu, E. J. Schmidt.

Empire—John Fry.

Flushing—C. M. Merrill.

Fremont—Geo. C. Sausman, C. Pickaart, A. C. Brink.

Flint—Ben Wagonlander, Chas. W. Grobe, F. J. O'Howoy, W. C. Jones, L. W. Kelley, W. F. Miller, Harry Winegarden, F. R. Armstrong, W. G. Poole, Roy J. Jobson, C. E. Wood. Grant—J. H. Vandenbeldt, Floyd W. Titus, R. H. Merrill.

Grand Ledge—W. H. Oding.

Grand Rapids—A. J. Appel, Wm. Andre, Ralph Andre, L. O. Barber, C. A. Bertch, R. De Boer, F. W. Fuller, Geo. Hanna, F. Johnson, A. H. Ladewig, Norman Odell, G. E. Shierling, Geo. H. Shaw, W. P. Workman, L.

J. Witters, W. J. Zevalkink, Ray Watkins, F. L. Merrill, F. A. France, C. J. Seven, R. Rinvelt, L. Van Dussen, M. Van Westenbrugge, W. A. Wood, E. L. May, C. Den Herder, Martin Dekker, C. Haan, A. A. Campbell, A. L. Smith.

Greenville—J. E. Wormer. Hemlock—Guy Warner, Fred Putzer.

Jackson—D. Doherty, C. W. Gulick, F. Logeman, J. Brietmayer, J. Riley, C. K. Killgallen, Ray W. Scott, Thos. J. Allshire.

Jasper—L. C. Baker.

Kalamazoo—H. J. Schaberg, Herman Sanford, R. Bell, Wm. H. Moerdyk, Frank Toonder.

Kent City—A. H. Sauer.

Kalkaska—Clyde Cole.

Lansing—A. P. Walker, Joe Schaffer, F. C. Wilder, M. C. Goossen, F. Preuss, A. Frey, O. H. Bailey, John Affeldt, Jr. M. C. Bowdish, A. D. Olin, Chas. Sheldon, D. Glenn.

Lowell—Glen De Nise.

Muskegon—Ole Peterson, O. A. Peterson, P. E. Zuidema, C. A. Dahlquist, W. E. Bassett, M. E. A. Aamodt.



J. A. LAKE, First Vice-President.

Mesick—C. R. Bell.

Mt. Morris—John Layman.

Merrill—A. E. Crosby.

Menominee—James F. Pelnar, P. Servatus, F. A. Wachowiak.

Mancelona—Jas. P. Holbrook.

Nashville—J. P. McDerby.

Owosso—Harry E. Smith.

Port Huron—Chas. Wellman, F. C. Wood, W. C. Bofinger, J. T. Percival, Geo. J. Lantry, E. H. Aikman, Grant G. Canham, S. J. Watts, Geo. S. Johnson, W. D. Smith.

Petoskey—E. L. N. Overholt, J. A. Lake, L. A. Smith.

Pellston—F. P. Geiken.

Pontiac—L. W. Purser, H. O. Whitfield, F. C. Harlow.

Reno—T. W. Lawton.

Sumner—R. M. Forquer.

Swartz Creek—H. B. Freeman.

Sparta—Elmer W. Smith.

Saginaw—Otto M. Rhode, V. J. Tatham, Chas. Christensen, Jason Clark.

Tecumseh—F. D. Avery.

Uby—J. A. Zulauf, Geo. A. Plietz.

Vicksburg—L. P. Strong.

White Cloud—W. E. Barnard.

Whitehall—Geo. H. Nelson.

Ypsilanti—D. L. Davis, Geo. B. Dunlap, John G. Lamb, Arthur H. House, L. M. Olds.

Under the head of roll call of the associations several reports were received of a satisfactory character regarding work among the locals.

The Legislative Committee presented no report.

J. A. Lake of Petoskey, then read a paper on "Successful Merchandising," which was published in full in last week's Tradesman. This paper

was listened to with intense interest and satisfaction, all those present uniting with the Tradesman in pronouncing it the most valuable compendium of information on how to succeed as a grocer ever presented to the organization.

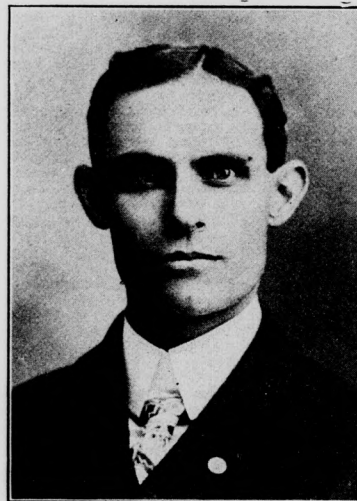
J. W. Helme, State Dairy and Food Commissioner, addressed the meeting at some length on the work of his department. His talk was vigorous and practical. In it he showed that he was at variance with the Federal laws in many respects. Particularly is this true in the matter of stamping retail packages of oleomargarine. He says that if the original package is stamped according to law he will not insist on the packages carried home by consumers being stamped. He has a right, of course, to this opinion, but it is not very safe advice to give the retailer, because it is at variance with the Federal law on the subject. In order to be on the safe side, the retail dealers had better continue stamping the package in accordance with the Federal provision.

The Question Box was then opened and some very interesting replies were made to some of the questions presented.

At the afternoon meeting John A. Green, of Cleveland, read a paper which is published elsewhere in this week's paper.

J. E. Linihan, of Chicago, also read a paper which is published in full elsewhere.

Lee M. Hutchins, of Grand Rapids,



FRED W. FULLER, Secretary.

delivered a ringing address on the subject of "Credits," which was listened to with marked attention and contained many hints and suggestions pertinent to the retail business.

Fred Mason, of Niagara Falls, who was expected to be present, wired at the last moment that he was unable to leave home. The Question Box was again opened with very satisfactory results.

In the evening the entire party went to the Majestic Theater, where they enjoyed an entertainment by Thurston, the magician, as the guests of the local Association.

On re-assembling Thursday morning the Committee on By-Laws reported that it had no special recom-

mendations to make.

The Auditing Committee reported that it had carefully reviewed the reports of the Secretary and Treasurer and found them both correct.

The Committee on Ways and Means presented the following report:

Your Committee on Ways and Means recommend that, in addition to the present plan of financing our Association, our organization be furnished with a charter and information or credit rating bureau; also the price to be made as to the capacity of the association formed may require.

J. C. Currie, Jr.

D. Glenn,

J. M. Bothwell,

H. O. Whitfield,

W. A. Wood.

The report was adopted.

The Committee on Secretaries Meeting made a verbal report through Secretary Percival, which was accepted.

The Committee on Resolutions presented the following report, which was adopted:

Resolved—That we go on record as favoring an amendment to the Sherman anti-trust law which would enable a manufacturer of an article the right to fix the retail price of his product.

Resolved—That our Legislative Committee is hereby instructed to take steps to secure an amendment to our Sunday closing law that will close all groceries, meat markets, fruit stores or any place of business where provisions are offered for sale.

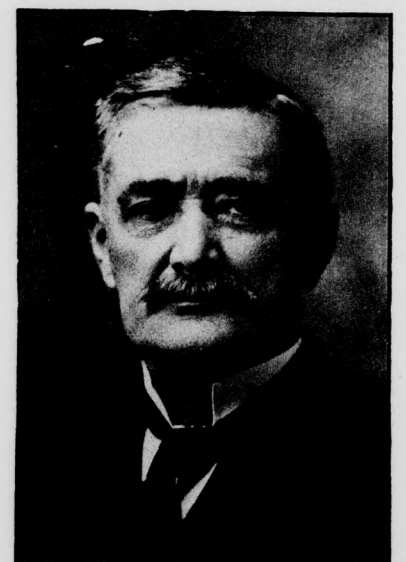
Resolved—That we are not in favor of any legislation, either State or National, that will confine the sale of patent or proprietary medicines to druggists.

Resolved—That the officers of this Association demand the enforcement of the so-called trading stamp law now on our statute books.

Resolved—That we co-operate with the Dairy and Feed Department of this State in securing legislation that will make the State and National laws uniform relative to the sale, stamping and handling of oleomargarine, renovated butter and lard compounds.

Resolved—That this Association go on record as favoring an amendment to our bankrupt laws exempting the necessities of life from its proceedings.

Resolved—That this Association name a National Legislative Committee of three to work in connec-



CHAS. WELLMAN,

tion with the National Legislative Committee in behalf of National legislation in behalf of the retail trade.

Resolved—That we extend our thanks to John A. Green, Commissioner Helme, the Mayor and City Officers of Grand Rapids, the Michigan Tradesman and Trade, the officers and members of the Grand Rapids Retail Grocers' Association for their loyal support and what they contributed toward the success of this, our greatest convention.

Resolved—That our sympathies be extended to J. E. Lewis, who is not able to be with us on account of the sickness of his wife.

A resolution offered by a member confining the second day of each convention strictly to the business of the Association was reported without recommendation on the ground that it might seriously interfere in arranging a programme and had better not be adopted at this time.

The Question Box was again taken up and subjects derived therefrom were discussed at some length.

At the opening of the afternoon session, a telegram was received from Andrew Ross, of Battle Creek, announcing his inability to be present.

M. L. De Bats presented the following resolutions, which were unanimously adopted.

Resolved—That our Executive Committee use all possible means to secure a law similar to the one now in existence relative to boarders leaving boarding house accounts that would give merchants the same protection on accounts relative to the necessities of life.

Whereas—It is with regret that we learn that our efficient Secretary, J. T. Percival, is about to take up his residence in another state and that he will be permanently with us no more, therefore

Resolved—In token of our respect for him that this Association make him an honorary member and that his name be recorded on our books as such; also that he be accorded all privileges as a member of this Association.

The President announced that he would receive subscriptions for the Bulletin of the National Retail Grocers' Association at the rate of 25c a year and turn the money so received over to the Retail Grocers and General Merchants' Association of Michigan. The regular price of the paper is \$1 a year, but, in order to secure a franchise to send the paper through the mails at pound rates, a showing must be made as to the number of subscribers actually enrolled on the books. Although the subscription price of the paper is nominally \$1 a year, the National Secretary Authorizes agents to accept subscriptions on the 25c a year basis and retain the money for their trouble. As President Smith did not wish to do this, he volunteered to turn the money over to the State organization, as above stated. No official action was taken on the suggestion of the President.

The election of officers being then in order, President Smith stated that he was not a candidate for re-election and generously presented the name of First-Vice President McMorris, of Bay City, for the office. The

rules were suspended and Mr. McMorris was elected President by acclamation.

The same course was taken in regard to the promotion of J. A. Lake from Second Vice-President to First Vice-President.

There was some contest over Vice-President, there being two candidates—W. J. Cusick of Detroit and M. C. Goossen of Lansing. Mr. Cusick received seventy-four votes and Mr. Goossen forty-eight votes and Mr. Cusick was declared the unanimous nominee.

There were three candidates for Secretary, but Fred Fuller received 102 out of 122 votes cast and his election was made unanimous on the suggestion of the Port Huron candidate.

When it came to the election of Treasurer, the rules were suspended and Charles W. Grobe of Flint was elected Treasurer by acclamation.

The election of directors resulted as follows:

Charles Wellman, Port Huron.
L. W. Schwermer, Saginaw,
M. C. Goossen, Lansing.
G. W. Faulman, Detroit.
Leonard Seager Cadillac.

M. C. Bowdish invited the Association to hold the 1915 meeting in Lansing. There being no other candidates in the field, the motion by Mr. Bowdish, that Lansing be selected, was unanimously adopted.

J. C. Currie moved that the Association pay Secretary Percival \$400 salary for the past year which was adopted.

Mr. Currie also moved that J. A. Lake, of Petoskey, be sent to Washington to appear before the Senate Committee in behalf of the merchants of Michigan at the expense of the organization, which was adopted.

The newly elected President announced the following committees.

Legislation—J. C. Currie, Detroit;
M. L. De Bats, Bay City; C. W. Grobe, Flint; Chas. Sheldon, Lansing.

Pure Food—Joseph Sleder, Traverse City; N. J. Tatum, Saginaw; O. H. Bailey, Lansing; A. E. Crosby, Merrill.

Question Box—C. W. Jones, Cass City; John Theurer, Ann Arbor; M. C. Bowdish, Lansing; C. C. Schulz, Bay City.

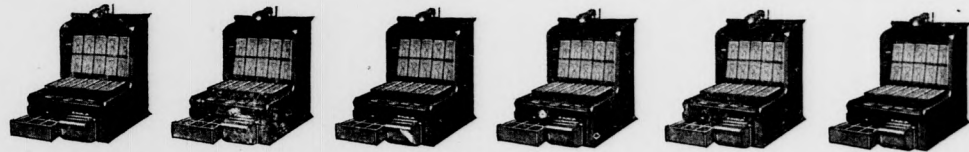
National Legislative Committee—J. A. Lake, Petoskey; J. O. Currie, Detroit; A. Lee Smith, Grand Rapids.

Brief speeches were made by the newly-elected officers, after which the convention adjourned, every one present agreeing in the thought that the Grand Rapids meeting was the most successful and the most productive of results of any meeting held by the Association.

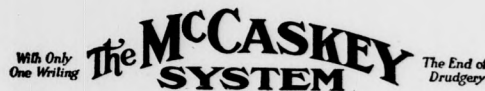
True to Life.

Restless Child—Mummie, tell me a fairy tale.

Ma—Father will be home presently dear, and he will tell one to both of us.



More Than 100,000 Merchants
Will tell you the McCaskey System is only One Writing Prevents Disputes and Forgotten Charges Every Account Totalled and Forwarded with ea purchase
Is an Automatic Collector Limits Credit automatically Abolishes Bookkeeping—Night and Sunday Work—Posting and Worry



First and Still the Best
The FOLLOWING NEW and EXCLUSIVE MECHANICAL FEATURES

are on the **McCaskey Register Only**

- The Expansion Feature—Alphabetical, Numerical and Interchangeable Index.
- Electric Recorder—Duplex Section containing Accounts Payable under lock and key.
- Kwikfind Non-Slam Leaves—Daily Trade Builder
- Indestructible Patented Leaf Hinges

The McCaskey Register Co.
ALLIANCE, OHIO

BRANCHES: New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati, Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.
The largest manufacturers of carbon coated salesbooks in the world





CLOTHING

Advantages and Disadvantages of Handling Advertised Lines.

The disadvantages of handling advertised lines lie in a lack of understanding the advantages. Timidity, short-sightedness, impatience, a schoolboy analysis of the community, careless co-operation, ignorance of today's merchandising and advertising methods, alloyed ideals, a faulty weighing of the consumer's sense of perception and appreciation, and, greatest of all, a cancellation of the consumer from the equation in solving problems, these are some of the causes that effect seemingly disadvantages to handling advertised lines.

Of course, when we speak of an advertised line we mean a make of merchandise founded on the right principles; that is honest, serves, has lived up to promises and advanced steadily and proven itself in the National field permanently. A line that has earned good-will and profits reasonable.

And an advertised line must not only give values and all of the things generally spoken of as necessary, but it must do more to become a candidate for a foundation stone to a retailer's success; it must have won a reputation for satisfying a nation-wide range of tastes and a small percentage of dissatisfactions.

Advertising not only sells an article nation wide to persons, but makes of them permanent customers, and guides the customers into the path of habit, a habit that clings to them wherever they may move. The buyer knows when he buys a Nationally advertised article that he can come back and get it next time; get it in another city if he moves away. It creates a personality-quality the customer is not sure of getting in a nondescript article. Besides, because of pride and close competition, the maker is spurred, and all who work for him, to make his name mean more on the Nationally advertised article. Advertising places the advertiser in a conspicuous situation, continually on trial before the eyes of the consumer, retailer and competitor.

The maker of an advertised line is proud of the days that are past, but thinks of the days that are to come and the posterity of his customers. Advertised lines appeal to honest merchants who are trying to be of service to their communities and are striving for a perpetual success.

It takes courage, farsight, patience and keen application to go into a field and dominate it as the "home" of advertised lines. It takes these very same things to go into anything worth while and dominate. And the maker

of an advertised line wants this kind of a retailer to become the "home" of his merchandise, merchandise which demands the very same attributes from him in a National way.

The consumer is the object of the maker, jobber and retailer.

The viewpoints of the producer of crude materials, the manufacturers, the jobber, retailer and consumer are far apart, less so than they used to be, but sometimes each gets his vision of business and service short-circuited in the intensity of his own knotty problem at hand.

But the consumer is the one who is being served, and on whom rests the verdict of the success and good-will of the advertised line.

Sometimes the maker and retailer get a wrong squint at each other, due in most cases from lack of contact; the maker not studying the retailer's situation first hand; the retailer not visiting the factories and seeing for himself the problems of the maker. The jobber is in a peculiar position, which does not allow him to push advertised lines, but rather to meet demands, a thing he will gladly do. The advertiser should deal directly with the retailer in co-operation.

The retailer is the contact point of the advertised line with the consumer, and on the retailer rests the responsibility of the success or failure of the line he features. Not only the maker, but the retailer, should consider this more seriously.

While the consumer knows the retailer does not make the merchandise he presents, but the manufacturer back of him, yet the consumer does not look on the retailer as merely a go-between, but rather an expert specialist, on whose judgment and integrity he can place reliance that the retailer is the consumer's representative. The retailer studies his peculiar locality; the manufacturer studies the massed localities of the nation, and tries not only to make general improvements, but assist each of his retailers individually as far as possible.

Often a retailer says, "Why should I make my institution the 'home' of So-and-So's advertised line? Everyone in the city handles it. Why should I rub my shoulder to a blister on the wheel of co-operation and help my competitors?"

This is a question of the survival of the fittest, the law of competition raised to a higher intensity than in the old days of No-name merchandise. In every community there is one dealer who is more progressive than the rest, has more courage, patience and persistence. He is the retailer

who takes hold of an advertised line that is generally "handled" in the community and makes his institution the "home" of it—the place where the customers learn to know the latest creation in the widest range of selections can be found first.

And this is the dealer who plays the line so strongly that everyone else in the community who handles it plays "second fiddle" to him. He would do the same thing if there were no advertised lines and he had to feature No-name merchandise—he would try to dominate.

Don't ever worry about the maker taking an advertised line away from a retailer as long as the retailer gives the line all that it deserves in the community. For the maker relies on the retailer. If you hear of what seems a refutation of this, mark it down in your little book of quiet thoughts there is something underneath that has never come to light. The law of compensation never fails to work out.

There are department stores that cannot afford to feature advertised lines thoroughly. "Not enough profit," and other reasons that go hand in hand with this excuse. Then the department store stands in direct opposition with the policy of the National advertiser, who continues to lower percentage of profit with the increased volume of output. And the National manufacturer puts out in thousands where the department store sells in hundreds.

There are large, reliable, long-reputed department stores featuring

advertised lines; collars, gloves, shirts, razors; hundreds of advertised lines. Often a retailer finds that he cannot confine himself to a certain line of merchandise to just one advertised make, because of the limits of retailing prices.

For instance, a retailer may have a reputation in his community for presenting the entire range of prices in men's ready-to-wear clothes. The headliner advertised clothing line he features may range in prices from \$20 to \$40. And there may be a strong

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.

The TRU VAL SEMI-LINED

Here's a shirt that does not wrinkle at the vest opening. It doesn't bulge. It's a SEMI-STIFF bosom—stiff within the V line stitching. To all intent it serves the purpose of a stiff bosom and yet it is a laundered negligee. Only part of the bosom is lined—only that part that shows at the vest opening.

To Retail At
\$1.00



ASK your jobber to show you the semi-lined TruVal with all the good points of a stiff bosom and the comfort of a soft shirt.

The TruVal is made to be sold by manufacturers direct to retailer and 108 branch stocks are carried by jobbers in various parts of the country to facilitate quick delivery to retailers—to allow retailers to buy a few at a time to fill in and freshen their stocks.

For the names of jobbers who carry branch stocks, write to

M. KOBLENZER & SON

Makers of the TruVal Shirt

82 Franklin St., New York City

demand for \$15 clothes by men who may want but cannot afford to pay over \$15 for a suit.

It would be folly to try and coincide with his policy of being a store for all prices of clothing to continue to feature only the \$20 to \$40 line. How much better it would be to find a line at \$15 that is advertised and of the same high standard of quality, proportional to the price, as the \$20 to \$40 line—and then present both lines to the public, with a frank explanation about this being the age of specialization and the impossibility of making \$15 clothes in the same shops.

Often, instead of this, the retailer decides that featuring the \$20 to \$40 line is a bad policy; that he is losing sales and profits and limiting the appeal of his institution, and straight way slows down his featuring of the \$20 to \$40 line and begins playing up his Own Make at \$15 to \$40, "Including So-and-So's Clothes." The maker of the advertised line tries to point out his folly, offers to help solve his problem; the retailer grows arrogant, and some morning Mr. Retailer opens his morning's newspaper and finds that Brown, his hated competitor, has become the "home" of the \$20 to \$40 advertised line. And soon the retailer begins to realize that he is trying to combat with his "own make" clothing a line Nationally known, with National prestige back of it, and thousands of consumers demanding it.

And the maker of the advertised line keeps right on being successful. Advertised lines always do. The retailer rankles in his heart at his short-

sightedness and wails, with the insincerity of the makers of advertised lines, their fickleness, and so on. Is not this about the case?

Consumers are no longer yokels. Retailers are no longer considered by the consumer as manufacturers of their merchandise. Makers of National advertised lines can no longer subsidize the buyers and clerks of the retailer or "force" a retailer to stock and feature their merchandise.

Merchandise must be honest, advertising must be sincere, merchandising scientific, service the keynote, and the consumer the hand that rules decisions based on basic policies that will permanently succeed.—Sherley Hunter, in Apparel Gazette.

Growing Willow Shoots for Profit.

It is said that one farmer in the Middle West last year cleared \$10,000 from a crop of willow shoots raised on sixty acres. Whether or not these figures were authoritative, it is certain that there is money in willow growing where the conditions are right and the highest grade willow is produced. The usual way is to start with seedlings which are of quick growth and soon produce shoots of marketable size. When the right size has been attained, the shoots are cut, stripped of the leaves and bark and shipped in bundles. The market is never oversupplied and the product meets with a ready demand from basket makers and furniture factories.

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.
B. P. O. E., Petoskey.
Annual Encampment of the Michigan G. A. R., Lansing, 17-19.
Michigan State Bankers' Association, Alpena.
Michigan Unincorporated Bankers' Association, Alpena.
- July.**
Michigan State Barbers' Association, Flint.
Michigan Retail Jewelers' Association, Grand Rapids.
Michigan Association of Police Chiefs, Sheriffs and Prosecuting Attorneys, Alpena.
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.

BOOKS

We have stocked complete lines of

Popular Copyrights

25c and 50c retail.

Write for catalogue.

WILL P. CANAAN CO.

Grand Rapids, Michigan

Our Plan Will Put a Lot of Ready Money Into Your Hands.

It Is a Plan That Will Force Sales and Get Full Retail Price on Every Article You Sell.

J. C. SCHNELL & CO.
GROCERS

Brenard Mfg. Co., Iowa City, Iowa.

Gentlemen:—Without doubt your plan is the best business producer that we have ever heard of, and we are certainly glad that we had the opportunity of connecting with you.

It not only enables us to hold all our old trade, but has brought us new business that we could not hope to have with any other plan. We are doing more business than ever before, and, best of all, regardless of cut price competition, we get full prices. With the increased business, with the addition of this extra profit, it certainly causes us to feel highly gratified with the results.

Yours truly, J. C. SCHNELL & CO.

S. AMSLER & CO.
Hardware, Implements, Etc.

Brenard Mfg. Co., Iowa City, Iowa.

Gentlemen:—The result was very satisfactory with your plan. On our last day we took in something over \$7,700 cash. Counting the last two days, we took in \$9,236.35—\$5,235.10 on accounts and \$4,001.25 cash sales. This is more than we expected to do. The whole plan came up with your guarantee and we are satisfied. Very truly, S. AMSLER & CO.



BEWARE! Of salesmen who come to you claiming to represent the Brenard Mfg. Co., or claiming to represent a company that is a branch. We have no branches—we do business under the firm name of Brenard Mfg. Co., Iowa City, Iowa.

It has come to us that some unscrupulous salesmen from another company have been going about showing letters and claim to be connected with us. **BEWARE OF THEM. OUR SALESMEN CARRY PROPER CREDENTIALS.** You can get the famous Brenard Plan only from the Brenard Mfg. Co., Iowa City, Iowa.

We Grant Exclusive Use of Our Plan

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

BRENARD MFG. CO., Iowa City, Iowa

GRAND RAPIDS GREAT.

Reasons for Her Supremacy as a Furniture Market.

The fact that Grand Rapids is the big furniture market of the world, where 300 makers meet nearly 2,000 buyers semi-annually, and the further fact that it has achieved this distinction in competition with such hustling, important centers as New York and Chicago, and that it is rapidly increasing its lead—is due to something more tangible than mere luck or accident.

The 300 or more outside exhibitors do not show in Grand Rapids at great expense, because they like the city or its health-giving climate, but because here is the place where they meet the buyer and sell a large share of their product. Sentiment cuts mighty little figure with these hard-headed, cold-blooded, shrewd, calculating furniture makers;—they want orders—and Grand Rapids delivers the goods!

The outside exhibitors show here, not from choice, but from necessity. But why do so many big buyers come here? Partly because the exhibits are here, but primarily because Grand Rapids styles and standards—the furniture actually designed and made in Grand Rapids by its citizens—have long enjoyed and deserved a reputation for excellency and superiority which compels the attention and interest of every wide-awake dealer in good furniture throughout the United States and of many from beyond its borders.

Grand Rapids manufacturers have made this city the leading educational center for all matters pertaining to good furniture; their designs and methods are copied and imitated by most other makers of furniture—and that is the reason why Grand Rapids is the Market. It will continue to hold its pre-eminent place so long as it maintains the standards of superior excellence by which it has achieved this distinction.

In the beginning—forty or fifty years ago—the pioneer furniture manufacturers of Grand Rapids had the foresight and courage to employ good designers and competent superintendents; and this characteristic may be termed an accident of temperament rather than unusual opportunity. There were then other places where furniture was made in larger measures than here, and there was nothing as regards material, labor or transportation more favorable to this community than many others. In fact, to this day Grand Rapids is at a disadvantage in most of these factors as compared with other places. It is therefore fair to conclude that the brains and courage of its pioneers were the factors which lead to the conditions as they are.

In the course of several generations, this city—favored in the beginning with a number of good designers and superintendents—gradually educated and trained an army of superior workmen in the various

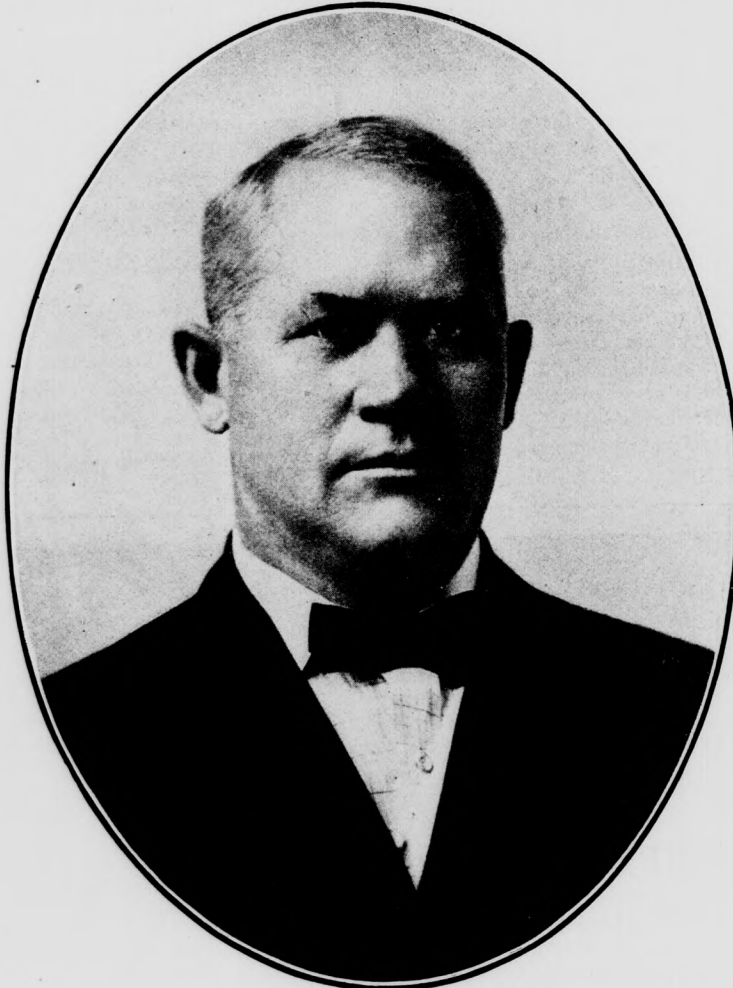
furniture crafts not equalled elsewhere. There is more to good furniture than a picture, or the assembling of tortured wood; it must possess the distinctive charm of "class" and good taste. These are impossible except where the designer, the craftsman and the entire organization have been trained and skilled to produce these effects and to insure the satisfaction of quality long after the price has been forgotten. Paris and millinery—Birmingham and steel goods—Boston and shoes—have achieved prominence for like or similar reasons—not by accident.

Some thirteen years ago, when I became associated with the Globe Co. of Cincinnati, about fifty of The Wernicke company's best workmen were induced to move from Grand

of the furniture industry in this city and its ultimate pre-eminence in such matters, more than all else, has until now helped to make this the Big Market.

At best, good furniture—like fine clothes—belongs to the category of human wants, rather than needs; and our people as a whole are not yet sufficiently versed in furniture lore to bring the subject into the realm of current conversation. If—like milady's hat, corset or skirt—furniture fashions and furniture taste were among the things observed and talked about to a greater extent, the business would be more extensive and acquire greater stability.

To bring this about, is beyond the individual maker or dealer, but the time is coming when the combined



O. H. L. WERNICKE.

Rapids to Cincinnati with the business, under promise that they would be given free passage if, after three months, they desired to return. They were given extra wages and an extra effort was made to satisfy the men, but before the three months had expired all but a few had returned to Grand Rapids at their own expense. The reasons given were often evasive, but it was quite evident that the social atmosphere and the fellowship which craftsmen enjoy here was lacking there—and nothing could induce them to stay. Furniture workers who leave Grand Rapids invariably return, while those who come here from other furniture centers are content to remain. The social environment resulting from the gradual development

efforts of producers and distributors will and must abandon the "cut-price" and "job-lot" sale methods for educational publicity which will impart interesting knowledge and create intelligent discussions about the furniture between neighbors and friends. It is up to Grand Rapids to occupy this advanced position before it is taken by others. The furniture industry is suffering from under-consumption, not over-production.

O. H. L. Wernicke.

It is easier for the average woman to muster up courage to face a mouse than openly to defy fashion.

People may speak well of the dead—because they had spoken otherwise while they were living.

Where the Merchants All Take the Tradesman.

Buchanan. March 2.—Buchanan was incorporated as a village in 1863, is located at the confluence of the St. Joseph river and McCoy Creek, whence excellent water power is derived, and on the M. C. and P. M. R. R., in Buchanan township, Berrien county, thirty miles southeast of St. Joseph, the county seat. It is lighted by electricity, has churches of several different denominations, two school buildings, a township library, water works, a volunteer fire department, an opera house, with a seating capacity of 500, two banks and one newspaper. In 1894 there was completed a dam 400 feet long, furnishing 4,500 horse power to the Buchanan Water Power & Electric Co. Among the more prominent manufacturing factories are flouring mill, furniture specialty factory, axle works, garden plow and door hanger works, saw and planing mills, zinc collar pad factory, tool factory, foundry, cigar factory, etc. The shipments, which are large, comprise fruit, live stock, grain, general farm produce and output of factories. Population, 2,100. The progressiveness of the Buchanan merchants attracted my attention immediately upon my entrance to this beautiful little village. The merchants have a cheery smile and a pleasant greeting for everybody who enters their respective places of business.

The merchants have extended to the farmers of this vicinity a very cordial invitation to make Buchanan their town. The invitation is gotten up in the form of a poster about 18x24 printed on good quality paper and contains a number of beautiful views and street scenes which is very attractive. This is what the merchants say in closing their invitation.

"Come in often and when in town, make your presence known. Join us in the effort to make Buchanan a bigger, better, livelier town—a center for social and commercial activities—and the whole countryside will be the better for it.

Yours to serve,

E. S. Roe, the Hardware Man,
President Buchanan Merchants' Association.

D. L. Boardman, dry goods.
C. D. Kent, grocer.
First National Bank.
Pears-East Grain Co.
C. B. Treat & Co., grocers.
Jack Bishop, the man who is making the Buchanan hen famous.
Lee Bros. & Co., bankers.
B. R. Dresenberg & Bro., dry goods and clothing.
Bainton Bros. flour and feed.
Ellsworth's Corner Pharmacy.
M. J. Kelling cigars and tobacco.
E. E. Remington, horse shoeing and general blacksmithing.
H. R. Adams, hardware dealer.
D. D. Panghorn & Co., grocers.
Sanders & Allen, dealers in farm implements, buggies, wagons, harness, etc.
H. A. Iauch, jeweler.
Richards & Emerson, furniture dealers.

W. N. Brodick, druggist.
D. P. Merson, meat dealer.
M. Reams, grocers.
Carmer & Carmer, dealers in boots and shoes.

Buchanan Garage, H. H. Beck, manager." It is unnecessary for me to state that the majority of Buchanan merchants are regular subscribers to and careful readers of the Tradesman, because they are a live lot of merchants and the live ones take time to read the Tradesman and consider the dollar paid therefor to be the best investment they can possibly make, upon which they receive much greater returns than any dollar that is invested in their business.

W. R. Wagers.

Some women change color—if the first package is not satisfactory.

Quaker Oats Advertising Is Now Going to 100 Customers of Each Average-Size Grocery Store Monthly

If you, Mr. Grocer, could look into the homes of your customers and see how many of them read these home magazines carrying the Quaker Oats advertisements you would realize its tremendous force.

Just imagine the advertising value of 26,000,000 magazines going directly to the women who buy the groceries.

Almost every family you sell goods to is being told of the sterling qualities of Quaker Oats. Both the 25c size and the 10c size are now featured in the copy.

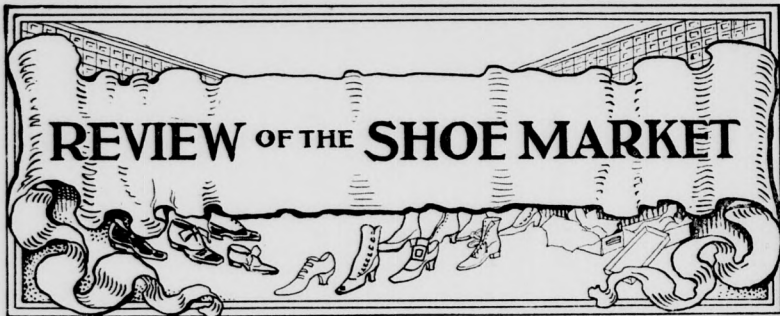
We both lose if you do not get more business for Quaker Oats.

It is to your advantage to co-operate with us in handling both Quaker Oats 25c size and Quaker Oats 10c size.

OUR GUARANTEE

If you are only selling one size of Quaker Oats, put in a case of the other size, and if you are disappointed in the sale we will relieve you of it on request.

The Quaker Oats Company



New Lights on "Pure Shoe Bills."

Presuming the object is to foster and protect the best interests of the public and not to pull chestnuts from the fire for any particular industry or corporation, the exact opposite of any of the proposed pure shoe bills, should be given the consideration of the legislative body. For example: a National bill of research modeled on the lines of the famous research bills of the Imperial German Government, with the object of discovering and perfecting more substitutes for leather, would be more in line with diminishing supplies of leather, and in the true interest of the public.

I made that originally as a humorous suggestion, because I thought the pure shoe bills got so far away from what we really want to accomplish. I don't think we have interesting fights—from what I heard in Harrisburg and from the National fight in Washington, the members who have been drawing the pure shoe bill had so very little knowledge of the subject, that the very first question of the committee that went up there simply demolished them. They didn't know one thing about what they were talking; when the question was mentioned of fibre counters they simply went overboard.

The Value of Substitutes.

The value of substitutes in making certain grades of shoes is not even open to discussion. Fibre counters against cheap leather counters is a good example, and I will not take to the demerits of pure shoes legislation further, as this part of the subject has received ample attention both here and in the trade papers. However this flood of pure shoe laws is not without its good side.

Must Propose Some Bill as Remedy.

It offers shoedom an opportunity to benefit through the stamping out of abuses by the substitution of pure advertising laws for pure shoe laws. The need of any legislation whatever along these lines has met with some opposition even within our own body, and in the present frame of mind of Washington, that position I think is not unwise. If we do not urge a law which will strike at the abuses aimed at in these pure shoe bills, poorly drawn and in the wrong direction as they are, we will likely meet defeat in our opposition and miss a great opportunity for a long step towards better business practice.

Construction as Well as Distinction.

The pure shoe law has brought up the thought of a subject, I think, that was mentioned here at the last annual convention, that if we are going to tear down, if we are going to go

on record as a constructive body; that is, if we find a bill that is a bad bill, we should not only condemn that, but we should offer in its place a substitute that will make for advancement, and then there has been some good accomplished through the advertising bill.

All abuses aimed at in our trade as well as fake methods in all lines of business, can be reached better by a strictly drawn advertising law. Several state laws already point the way, and I most earnestly urge on the attention of any committee which may hereafter handle the subject for us at Washington, that whatever law is agreed on, contains a provision, denying access to the United States mails of any publication accepting fake statements from their advertisers. Such a provision would call into play the admirable police supervision of the Postal Department and relieve trade bodies of much burdensome legal work.

Protect Customers from Bad Merchants.

The only reason I make that remark is that there is a very large feeling among all business men here, that the business man is to be allowed to do business pretty much along his own lines. I don't think that is true. They must recognize that there are things that the public must be protected in. There are good merchants and bad merchants, and it is from the bad ones that the public must be protected, and we must sooner or later recognize that this is true in our business as in anything else. The state has also to protect the public against any particular business and against the evi's of the business, and we must not forget that we in this country have got to meet that same situation.

Regulation, however, which aims only at abuses and fosters all the good of legitimate industry. At least that was my conclusion after a year's business experience in Berlin.

A case that I had in mind first hand was where two Americans bought out a store in Hamburg in order to obtain the location, and had to buy the stock as well. In their ignorance of the German law, they promptly put on a typical American closing out sale. They advertised to sell the stock at thirty-five cents on the dollar, and kept at work all night raising old price marks to bear this out and still get better than ordinary prices. The police stopped the sale on the first public complaint the next day, putting one proprietor in jail, the other getting away, and then took charge of the sale and disposed of



The Man

who wrote about the beautiful snow neglected to mention the disagreeable features, such as

SLUSH

and water. These are responsible for those annoying and dangerous spring colds.

WE

have a complete stock of the famous



Hub Brand
Rubbers



The Best Safeguard Against Wet Feet.

Order Now!

A Word to the Wise!

RINDGE, KALMBACH, LOGIE COMPANY

"Shoemakers for the World"

Grand Rapids, Mich.



The "Bullseye" Boot

THE BOOT WITH THE
MANY FEATURES

The *Gray Sole*—a distinguishing trade mark.

The *Foot-Form Last*—an exclusive feature.

The *Gray Protecting Foxing*—all around the bottom

The *"Pull-on" Knobs*—instead of straps that break.

The *"Eyelet"* to hang them up by.

The *Extra Thickness* on the ball of the foot—making longer wear.

The *Spading Tap*—no weak shank.

The *Tap Sole* running *under the heel*—no heels breaking through.

No Nails in heels—no heels *falling off*.

The *PRESSURE CURED BOOT*

The boot with the wear in it.

Costs you only \$3.20

net 30 days



Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

the goods at the advertised reductions from the correct selling prices, which were readily obtained through the Police Bureau's proper appraiser, and the old clerks and proprietor of the place.

Many of America's most respectable houses still dally with truth in just this manner through special purchases, goods picked up for the annual sale, and other cheats; and we need to stop such practices as well as some more glaring fake stores and sample shoe parlors. Kill the pure shoe laws, get the pure advertising law, and let straight business be unhampered by this dishonest competition.

G. Harper.

The Quota Idea Applied to Selling Findings.

A problem that every dealer has to contend with is to get the clerks to sell findings without offending customers. To my mind, the quota system is a good plan for shoe dealers to adopt. This system is employed by a great many of the largest concerns selling goods to the retailer, so why should not the retailer apply it in handling his own clerks? Here is my idea for what it is worth. If you wish to print it you may do so.

In the first place, I would carry a good line of findings, and I would have all the new things in stock long before the department stores made it unprofitable to carry them by cutting the prices down to a minimum.

I would make the findings end of my business a separate business, or a separate department from shoes altogether. I would buy for the findings department as if it was a store of itself. I'd keep the financial accounts separate from the shoes. I'd charge all the necessary selling expenses, all the advertising costs and every item of equipment used for findings to that department. I'd charge up a proper amount of rent to the department, and a proper proportion of all other expenses, and then I'd run the department to make money.

I would have my clerks understand that the findings end of the business was just as important as any other part of it, and that sales made in this department might be considered as extras—bearing an extra profit for the firm. And I would offer prizes for suggestions that would lead to improving the business of the findings department. Perhaps a dollar an idea, as that has been done in other stores with success, would do. I'd pay for suggestions that could be used for increasing the sales and for the suggestion of new articles that will sell. I'd pay for all the ideas that were adopted. And in that way I think I would get the clerks interested.

Now I come to my quota idea. I'd count one point for every 10 cent sale in the findings department. If it was polish I'd give three points for the sale of a 25c bottle instead of a 10 cent size. If there were two articles of similar nature, one selling

at 10 cents and the other at 15 cents I'd give two points for the 15 cent sale and only one for the 10 cent sale. The idea is to boost the sale of the higher-priced articles, which in ninety-nine cases out of a hundred carry a larger per cent of profit. I'd give double points in some cases. If I stocked an article that was not usually purchased without some urging, or the display of efficient salesmanship, or one that paid an extra good profit, I'd put extra points on it for the purpose of getting rid of it at once.

For the first year I'd give quarterly prizes for the largest number of points made by any clerk. Or I'd hang up a certain amount of money and divide it according to sales. During this contest I would keep track of the individual findings sales of each clerk. If one seemed to lag behind I'd find out the reason why. If he needed speeding up, a quiet talk along the line of suggestions for making more sales might make him more efficient. Or, I might find that his duties were of such a nature that he had not the opportunities to suggest findings to as many customers as the other clerks. I'd know by the end of the year the exact standing of each salesman, and I'd know pretty clearly why they sold unequal amounts, if that was the case.

My system of accounting would take into consideration each month of the year. I'd know which months produced the most business, and why. I'd know what articles that sold the best during one month and not in another. And I'd try and introduce articles that would take their places in the off months, so as to keep an even sale of findings during every month of the year.

Then I'd appoint one clerk to look after the buying and running of the findings business just about that time because I'd find it more profitable to have it looked after more closely than I could spare the time to do it.

The second year I'd give each clerk a quota of sales to make in the findings department each month. I would not place this too high, but would make it fair and equitable, changing it every year to conform with the sales of the corresponding month of the previous year. Then I'd place the men in competition with each other and spur them on with special privileges for the highest. The man who made his month's quota first, perhaps I'd give a day off, or perhaps I'd give money prizes, or perhaps I'd give the clerk who got the largest number of points above his quota during the year, a course in salesmanship in some correspondence school, or window trim-

ming, or advertising, or whatever he was most interested in. Or I might give him an encyclopedia, or a business library, or a set of books by some classic writer. I'd try to give something that was worth working for. I'd want the clerks to want what was offered—want it eagerly enough to work for.

I believe my quota idea would

make a good impression on my clerks and increase the sale of findings and my profits.—Correspondence Shoe Retailer.

A good many merchants are far more anxious to get their gross receipts totalled up each month than their gross expenses, but the latter are the more important.



"We know of no better work shoes than those made by Hirth-Krause Co."

So writes a progressive shoe dealer in a Western Michigan city to his trade.

Experience has taught him this.

You may profit by his experience if you will stock our *Rouge Rex Shoes* to which he refers.

They are made for service. They measure up to the demands made upon them. They are trade builders and profit producers.

Write for our salesman, or a case of samples.

Hirth-Krause Company

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



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

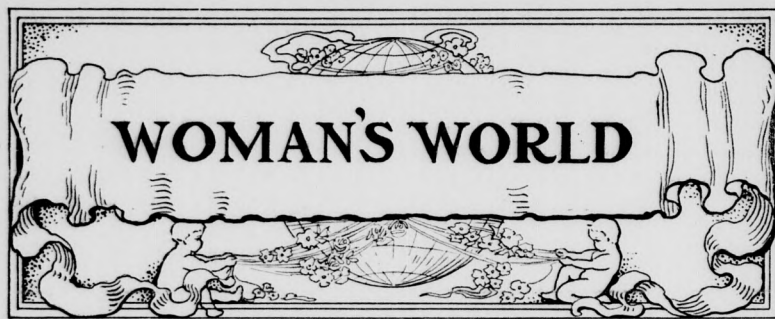
Herold-Bertsch Shoe Co.

Mfg. "Bertsch" and "H.B." Hard Pan Shoes

Grand Rapids, Mich.

Mayer
HONORBILT SHOES

Well known among consumers. The line that's easy to sell.



Why Domestic Life Stands in Disfavor.

Written for the Tradesman.

"I simply envy my sewing girl when I hand her her pay; envy every schoolma'am and saleslady and housemaid in town when she draws her money!" exclaimed Mrs. Orville, a bright matron of thirty-five. "My soul is tired to death with working, working, working, and no tangible results.

"It isn't that I want the money so badly. Ever since we were married Carl has made me feel that every dollar he earns is as much mine as his. Now when so many of our friends are suffering from the depression in business and loss of positions, my husband has an assured place and an undiminished salary. Financially I have nothing to complain of. And really I dress better and have more to spend on myself than I did when I was a girl and worked as a stenographer in an office.

"The trouble is that I am putting forth my effort all the time for such indirect results. I have nothing to show for my work. I spend three or four hours, we will say, in getting up an extra good dinner, preparing one or more of Carl's favorite dishes. We all enjoy the meal, but in forty minutes it has vanished from sight. I sweep and dust rooms, only to see them, on the same day or at most the same week, become again littered and dirty and ready for another cleaning up. I comb the children's hair and make them tidy for school this morning. The same task must be performed again to-morrow morning and next day morning and so on. The life of a wife and mother is just an endless succession of these petty duties, and she never can see that she has accomplished anything. It is like a treadmill—the poor horse has to keep going all the time and never gets ahead any. It makes me weary to look back and dizzy to look forward.

"Years ago when I worked in the office, I used to feel such a satisfaction in getting off a big bunch of letters. What pride I had in the clean, errorless pages as I took them from the machine. And when Saturday night came and the manager handed me my check—well, that was my moment of glory! It was a recognition of the fact that I was doing some part, small though it might be, in the great world's work.

"It isn't all a question of money, although I admit that the satisfaction which comes with money earned is

wonderfully sweet. But there isn't any other visible, tangible, expressible reward for the home woman, nor any score of her merits and demerits. I often wish I had as much to incite me to my best efforts as the children have at school. They are so proud and happy when they can bring home standings that are especially good, and they must reach a certain mark in order to pass their grades. Alas! there are no grades for their mother to pass!

"I don't want to complain nor to become unhappy and discontented with my lot, but there is no denying that the daily occupation of such women as I lacks the incentives that other vocations, present in full measure. It is hard to keep up to one's best, merely on the abstract ideal of doing one's whole duty."

Mrs. Orville's frank little plaint, uttered in no ill humor and with a matter-of-fact acceptance of conditions as they are, voices a feeling very widespread among her sex, the feeling that "the business of being a woman," the ordinary domestic life of the woman who devotes her energies to her family and her home, affords only very scanty returns either in money or distinction. The idea is very prevalent that the women who get out and do things have the better of their sisters who stay at home.

The lure of achievement is upon women all over the land and in fact all over the civilized world. And one of its manifestations is the tendency among the brightest and best of the sex, those who have the most energy and ambition, the keenest brains and the most enlightened consciences, to avoid domestic life.

Someone has said that "the lazy, inefficient, the purposeless girls fall back upon matrimony as the easiest means of support; the capable ones prefer to get out and taste the rewards of their own exertions." This may be putting the case rather strongly, but it remains true that many of the women who could make the very best homes either remain single or else, if they marry, after a short trial of housekeeping, abbreviate their home duties and get back into business, or office work, or teaching. With some there is economic necessity for such measures; with others none at all, but the desire to get into the game is too strong to be resisted.

That the world will lose immeasurably unless the tendency just spoken of can be curbed is evident. Except for those of very unusual en-

dowments, no units of wealth that a woman may accumulate by her efforts, no outside activities however beneficent that she may carry on are of so great value to the community at large as the power she may wield through a well-ordered home and a husband and children inspired by her influence.

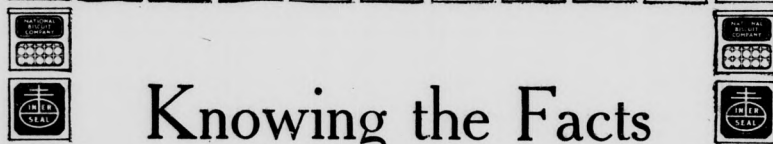
Can domestic life be reinstated in favor with active, brainy women? It can not be made a directly money-making profession. No matter how large a bank account may be at her disposal, every woman of any intelligence knows that the money does not come as the direct result of her housekeeping and homemaking labors. Nor, do the best she will, can she feel for these duties the peculiar zest and enthusiasm that attach to undertakings that can be made to pay out.

Devoid of financial attractions, the domestic life is lacking also in those other qualities which inhere in more public occupations, and which, while possessing perhaps little actual value, still, act upon both men and women as powerful spurs to effort. What human heart does not crave the name and the fame that result from doing something unusual or especially excellent?

The local papers make mention of "our most substantial business men," "one of our rising young lawyers," "Mrs. So-and-So, the very accomplished soloist," or "Miss This-or-That, the unusually successful teacher;" but what enterprising reporter ever lets fall from his fluent pen any complimentary remarks regarding "our rising young housewives?"

If Mrs. Orville or any other wife and mother should so perfect herself in every department of home-making art that she could rightfully be classed as 100 per cent. efficient, would she receive a recognition for her attainments such as would be the natural consequence of expert knowledge in almost any other line of effort? Of course not. Beyond their own families and circles of immediate friends, who knows whether a woman is making a home all that it should be, or is one of the kind who, clad in a soiled kimono, sits in a rocker half the forenoon, chewing gum and reading Laura Jean Libby's novels? Nor does any way readily occur to the mind of giving eminence to domestic excellence, that would not be travesty and burlesque and an unseemly exposure of the affairs of family life.

The business of being a woman is



Knowing the Facts

ONCE your customer has tried National Biscuit Company products she knows that they are the best that she can buy or that you can sell. The woman who adds one more item to her list of National Biscuit goods pays a tribute to the facts in National Biscuit Company advertising.

The first purchase of National Biscuit Company product by your customer will surely lead her to using a variety of them—a fact that you can prove for yourself.

A complete assortment of National Biscuit Company goods in the famous In-er-seal Trade Mark packages or the attractive glass front cans means better merchandising and more biscuit business.

NATIONAL BISCUIT COMPANY



under two bans—the one of obscurity and the other of lack of tangible results. Can these be lifted? Can the work be so dignified and exalted in public estimation that high honor will attach to superior attainments in it? Can it be so visualized, so to speak, that the results will be patent to the ordinary observer?

Or, if these fail, can women, having had their trial of doing things in the outer world and tasted all the fruits of such experience, rise to the height of returning to domestic life for the common good, there to labor contentedly, their only insignia of achievement being the deeds of their husbands and children? Quillo.

Better Display Facilities.

The retail shoe dealer who doesn't realize that his display window is a business-builder is a provincial brother indeed.

So indubitably good has the customary show window proved itself to be, that many show merchants have taken steps to modify their store fronts in such a way as to provide more outside display space.

"Island" cases have been arranged between windows, with passage ways on either side. Even in small shops possessing a single window, resourceful store architects have hit upon the expedient of building a shallow cabinet along the wall across the entrance from the single window. Sometimes these shallow cases are the same depth—12 to 18 inches—front and back; sometimes shallow in front and somewhat deeper at the door.

Where the construction will not permit an "island" case, an interior cabinet can sometimes be placed where the door would commonly be expected, the door giving on the entrance-way to the right or left, or both right and left, of the interior cabinet.

If the display of attractive merchandise is a good thing for the front of the store looking out on the street, why isn't it a good thing for the interior as well? Verily it is, albeit a good many shoe dealers have been a bit tardy in coming to find it out. Display cases, sumptuously built in cases of glass, metal and fine cabinet woods or marble, are being used extensively. In many stores where natural illumination is defective, especially if the day be dark or the hour late, these cases are electrically lighted.

In addition to this, wall cases and cabinets, often of the built-in type, are being introduced.

Find the Balloon.

A merchant in Riverside, Calif., recently sent up a large illustrated paper balloon from the roof of his store building. Attached to this was an order on the merchant for five dollars in gold to be awarded the finder of the balloon. This is not a new scheme by any means, it has been used often, but seems to always attract much interest.

Anyway, it's better to be disappointed in love than in marriage.

REPRESENTATIVE RETAILERS.

Wm. McMorris President State Association.

Wm. McMorris was born on a farm near Toronto, Ontario, Jan. 22, 1863. His father and mother were both of Scotch-Irish descent. At the age of 12 years Mr. McMorris took to the lakes as a sailor and after four years service became master and pilot, in which capacity he sailed the lakes several seasons. He retired from this business in 1886 to engage in the meat business at Bay City, which he conducted six years. He then engaged in the manufacture of staves and heading for three years. In 1895 he went back to the meat business and fifteen years ago he added a line of groceries, which he has conducted ever since. He is located at the corner of Bangor street and Marquette avenue and the building has recently come into his possession as the result of litigation covering a period of seven years.

Mr. McMorris was married in 1885 to Miss Katherine Zgbach, who was a native of Switzerland and who was unable to speak any language other than her native tongue until she was 15 years old. She was married at the age of 22 and the family rejoice in the advent of five children—two boys and three girls. Mr. McMorris is a Red Man, a Woodman, an Odd Fellow and an attendant at the Presbyterian church. He attributes his success to hard knocks and to being strictly honest in his dealings. He has long been a member of the Retail Grocers and General Merchants' Association of Michigan, having served the organization several years on committees. In 1912 he was elected Second Vice-President. In 1913 he was promoted to First Vice-President and at the the convention held in this city last week he was elevated to the office of

the Presidency, which position he will, undoubtedly, fill with dignity and discretion, reflecting credit upon himself and honor upon the organization.

His Feet Were Clean.

Billy, the grocer's boy, was lumbering up the kitchen stairs at Mrs. Clarke's, with his arms filled with parcels.

"Boy," called out Mrs. Clarke, somewhat sharply, from above, "are your feet clean?"

"Yes'm," was the prompt reply, as he continued climbing the stairs, "it's only me shoes that's dirty."

STATE OF MICHIGAN.

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

In the matter of the Portland Manufacturing Company—
William F. Selleck, Receiver.

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

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

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

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

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

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

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

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

Said real estate will be sold subject to a mortgage thereon of Three Thousand (\$3,000) Dollars and six per cent. interest since May 17th, 1913.

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

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

Dated, February 7th, 1914.
WILLIAM F. SELLECK,
Receiver of the Portland Mfg. Co.

UNIT construction and factory standardized fixtures that compare methods have worked wonders favorably with the most expensive in the matter of store equipment. Values have increased and merchandizing ideas have been developed. Now the small general store can have

THE WilmARTH LINE
THE CASE WITH A CONSCIENCE

that the city store can buy. Send for a catalogue and learn how you can improve your store—at a moderate price.

WILMARTH SHOW CASE CO. 1542 Jefferson Ave. Grand Rapids, Mich.





Michigan Retail Hardware Association.
 President—C. E. Dickinson, St. Joseph.
 Vice-President—Frank Strong, Battle Creek.
 Secretary—A. J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Relation of the Shop to the Hardware Store.*

*Paper read at annual convention Michigan Retail Hardware Association by E. J. Morgan, of Cadillac.

It is a great pleasure for me to be with you again this year, to see the faces that I have been accustomed to see for the past twelve years and to enjoy the social as well as the business privileges of our twentieth annual convention.

It seems to me there could not be a more loyal and business like set of men gathered together than I always meet at these conventions. I am glad to see the new faces here to-day, for they are what keep our organization the foremost in our land.

Preparing a paper is not my long suit, I would rather sell hardware or a furnace. However, as the committee was kind enough to honor me with an invitation I decided I would be generous enough to appreciate it and accept and do my best with my subject.

I have been connected with the retail hardware trade for thirty years and in that time I have seen a great many changes in the shop relation to the store. Some have been very pleasant and some were not. I can call to mind more than once when I would go down in the morning and find the man that I wanted in some pressing job not able to show up. In the early day the shop was necessary to the store for then we made all the tinware, pipe, gutter, etc., and the shop was more or less a revenue getter. To-day I do not believe the tin shop is of as much value to the hardware store as it was thirty years ago, unless it is set aside from the store entirely with a competent superintendent who is capable of running the affairs of same, keeping a separate set of books. You will say that it is a hard matter to get a man who can do this and one you can trust, but he is to be gotten by paying him what he is worth. When you find him and are satisfied he is sober and honest and can manage your shop, sell him an interest and he will soon organize your shop and you will find its relations much pleasanter. Give him encouragement and work with him. Set aside ample capital for him to carry on his business. See that the tools are up-to-date. Thus equipped, he will show you he can make a lot of material as cheap as you can buy it.

Under the above plan you will always have a man who is on the alert for work, who is out and gets next to what is coming up and gets a chance to figure when if he were not out it would go to some one else. He is out among his men. He sees if they are doing a day's work. He finds out if it is being done to the satisfaction of the customer. He is loose to plan work and get material on the ground so his men will not be charging up "time in shop." He can take time to figure plans carefully, whereas you could not without being bothered. He can look up work in nearby towns which you would not have time to do and there is a lot of new things in the line to be worked up that you now wait for your customer to call for. I find that the shop business can be canvassed for (as we did of you for mowers), and furnace jobs, lighting plants and plumbing work picked up. Last, but not least, he is looking after your interests and by his so doing brings your relations closer.

Now about mechanics. What is going to become of the trades? No boy wants to learn. Why don't boys want to learn to be one of the three mechanics (the combination man is about gone)? Because of three things: first, the mechanic of to-day does not want to be bothered showing him; second, the boy wants you to pay him full wages and teach him a trade also; third, the average boy lacks the staying qualities to stick it through, but with the superintendent plan there is some one to see that the right boy gets started, and gives him encouragement and sees he gets a square deal and this, to me, seems the only plan for us to grow our own men and some for the other fellow.

I find that it is easier to grow steamfitters and plumbers than tinners, for the demand is greater for them, but we must not lose sight of the latter trade, for there will always be a place for an all round tinner.

Now, I am going to touch on the shop's work and will start on the sheet metal branch. It is said that there is no use trying to make anything in this line of material that is regular, for you can buy it cheaper than you can make it, and I do not know but what that is about right unless you have an A. No. 1 tinner and tools up-to-date. Then you can make your furnace pipes and elbows, cornice, blow pipes, box gutters, ridge roll and tin valley as cheaply as you can buy them. By making this class of material it helps out when there is

With deep regret we announce the death of our partner

Mr. Charles C. Philbrick

at Chicago, February sixteenth. He had been identified with this business for fifty years, becoming a member of the firm in 1881.

His death is a sad loss and came very unexpectedly, just as he was leaving for a short vacation and needed rest.

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
Ellsworth Ave.

Grand Rapids, Mich.

IMPERIAL BRAND

Spraying
Largest Line



Compounds
Superior Quality

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

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

Reynolds Flexible Asphalt Shingles

HAVE ENDORSEMENT OF LEADING ARCHITECTS



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Fire Resisting

Fully Guaranteed

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

Detroit
Saginaw
Lansing
Jackson

Kalamazoo
Battle Creek
Flint
Toledo

Columbus
Cleveland
Cincinnati
Dayton

Youngstown
Buffalo
Rochester
Syracuse

Utica
Scranton
Boston
Worcester

Milwaukee
St. Paul
Lincoln, Neb.
Chicago

And NEW YORK CITY

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

not much else doing and keeps your organization together.

Furnaces.

I find there are about 100 different kinds made and that there are just as many dealers handling them, and I find when bidding that the price varies with the kind of one figured and the poor customer is led to believe that they are all best and that the other fellow is a robber, but I will say, brothers, that he will think inside of three years if he takes the cheap one that he was mistaken. I think where dealers are installing the ordinary type of furnace and competing with one another it is the thinnest picking the shop gets and I believe the time is not far distant when you will see the number greatly reduced and the furnace business put on a higher plane and bringing better prices. The furnace is fast taking the place of steam and hot water for residence heating and, when properly installed, gives good service. We have a church that is 40x80 with 22 foot ceiling in which we installed a 32 inch furnace eleven years ago. Then the church was 60 feet long and we placed four hot air registers and it did fair work, but about five years ago they decided to add 20 feet to the length. Then the center beam had to come out and now we are heating 70,000 cubic feet with one register and making an equal distribution. This shows what can be done when a furnace is properly installed.

Plumbing.

The plumbing branch of the shop has drifted to the master plumber, which is a trade that is not so hard to grow men for as tanners, as good plumbers can command good wages anywhere and are hard to hold in rural towns, for the cities never seem to have enough good mechanics. This is a business that the factory cannot take away from the shop (only the wipe joints which they have nearly done. Plumbing is just coming in in many localities and there should be a lot to do, for the State and local boards of health are going to insist on sewage systems and the farmers are going to be one of our best customers very shortly for this work as well as for heating and lighting plants. This branch is not like the furnace branch. It is on a higher plane. It brings better returns for your labor. There is not much to be said about price, for each job is an individual one.

Steam and Hot Water Heating.

Steam and hot water heating is another branch of shop work and is one that requires skill as well as strength. The fitter is like the plumber. There is a demand for him and it is not hard to grow him if you have the right kind of raw material. This class of work requires the superintendent, for much time can be lost in installing these plants if not started right. I find there is, if properly handled, a fair compensation for your labor derived from this work and, if not properly handled, one can lose it very easily. I would advise my broth-

er dealers not to let the other fellow do the figuring if you are not on yourself.

Now, in closing, I would like to ask a few questions:

What does your labor on steam jobs cost per foot of radiators?

What is your average per cent. for plumbing labor?

What per cent. of your furnace job is labor?

These are facts which every man running a shop should know for these will keep him in the road. The material part of job can be seen, but the labor is where we go astray.

St. Peter's Welcome to the Traveler.

In a small Virginia village on the rocky eastern shore, a weary drummer sought a bed where he could rest and snore. The day had been a hard one and no orders came his way, and what the poor old drummer said St. Peter would not say. But I guess Peter only smiled, for he can understand that all poor drummers must go through the tortures of the damned. So slowly to his room he went with aching heart and head. He threw his clothes across a chair and straightway was in bed. He heard a train go down the track a-blowing off its steam, and soon his ship was anchored in the harbor of a dream. He stood before a temple gate resplendent in its glory. He saw St. Peter coming down to ask him for his story. His heart grew sad within him. He began to feel quite queer. He thought the life that he had led would bar his entrance here. But the good old Saint smiled on him and said, "Come in my man, all your earthly cares are over. You're in the promised land. You've had a real bad record, you've cussed and lied and swore you've swatted people on the nose, you've got some people sore, you've flirted with the girls and married one—and more, all night you've spent in playing cards and craps upon the floor, you've swindled your poor customers and cheated hotel men, and more than one poor nigger you've beat up now and then. Why, all the things that you have done I will not try to tell, and any but a traveling man I sure would send to hell. I've watched you more than twenty years, as you have led that life of travel to and fro, across that land of awful strife. The food that you have had to eat would kill the average man. You've spent your life on dirty trains, and breathed coal dust and sand, and sometimes in the cold gray dawn, when sleep is always sweet, you've had to hurry for a train through mud and rain and sleet. There's not a hotel bell hop but what from you would steal, and from hotel proprietors you've got a dirty deal. You've had to sleep in awful beds, all full of bugs and bumps. You've had to mix with people with bad breath and also mumps, you've had your orders cancelled, you've been kept in a stew by letters that the manager was always writing you. So come right up among us, no more goods will you sell, that twenty years that you sold goods was twenty years in hell. But ne'er again will we speak of the things that you went through, for we've prepared the best we have for traveling men like you."

Boomlets From Bay City.

Bay City, March 2.—Right you are, Mr. Bullen. The sentence to which you referred is incorrect. It should have been written, "to bathe my superheated face and hands."

A. M. Miller, Bay City's newly appointed postmaster, was fully installed yesterday. Mr. Miller is an original Wilson man. It is remarkable the large number who have been discovered since Woodrow Wilson was nominated for the Presidency. However, Mr. Miller's claim is consistent, because he advocated Mr. Wilson many months before the convention was held.

Many merchants are preparing for spring business by decorating their windows with the latest spring creations in merchandise.

The greatest U. C. T. event of the year will be the convention at Saginaw in June. Every U. C. T. met to date states that he is going. The Saginaw boys claim that everything necessary to make this convention a howling success will be done. Here's hoping it will be the greatest ever.

Last week the writer was fully convinced that, as a rule, men know very little regarding their neighbors, because a resident of a town about fifty miles distant from Bay City was met who did not know that there are three sugar factories in this city in which 25,000 tons of sugar were manufactured last year. He did not know that the Industrial Works, located in our city, manufactured all kinds of railway appliances and make a specialty of a crane mounted on wheels, that has greater power than any other crane of its class in the world. He had not learned of Bay City's coal mines, where more coal is mined than in the vicinity of any other city of our State. Other statements were made by this man, but I have noted a sufficient number, I believe, to convince the most skeptical that if we were more neighborly our knowledge of business would be more complete.

March came in howling. May it go out smiling. Pub. Com.

Some stores are light in the day time and some are light at night. The successful store is light all the time.



Match Price List

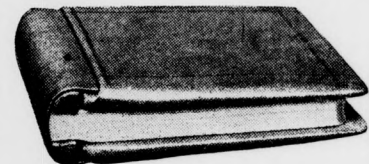
NON-POISONOUS

Strike Anywhere Safety Matches

	Price for 5 cases and over per case	Price for less than 5 cases per case
SAFE HOME		
No. 5 size—5 boxes to package, 20 packages, (100 boxes) to case	\$3.50	\$3.60
BIRD'S-EYE		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.40	3.50
BLACK DIAMOND		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.25	3.40
MARGUERITE		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
SEARCH LIGHT		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
BLUE BIRD		
No. 5 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case	4.10	4.35
CRESCENT		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.00	4.25
SWIFT & COURTNEY		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.85	4.10
BLACK SWAN		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.70	3.85
BEST AND CHEAPEST		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
RED DIAMOND		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
ANCHOR		
No. 2 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case		
GLOBE		
No. 1 size—packed 12 boxes in package, 36 packages (432 boxes) in case	2.70	2.85
STRIKE ON BOX MATCHES		
RED TOP		
B Size—12 boxes to package, 60 packages (720 boxes) to case	\$2.50	\$2.75
ALUMINUM		
AL Size box—12 boxes in packages, 60 packages (720 boxes) in case. Per case	1.90	2.00
boxes) in case	1.40	1.50

Better Ruling, Printing and Binding

and deliveries made when promised—that's our business. On any ruled or printed forms, account books or any commercial printing we can give you better workmanship and better service than you have ever received; and the benefit of our long experience in this class of work.



Everything we sell is manufactured in our own complete plant from the raw materials. Let us take it up with you.

Kalamazoo Loose Leaf Binder Co.
KALAMAZOO, MICHIGAN

"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



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.

Disciplining the Countermanding Customer.

While I was on the road selling cameras, some years ago, I encountered a jobber in Minnesota, who gave myself and my house much trouble before I could get him down to business.

The first time I called on this man, whose name was Turner, he gave me a large order without much hesitation or argument. He was a sociable man, and I thought that I had found him a capital fellow as well as a good customer. The date he set for the shipment of cameras was quite a long time ahead—more so than seemed consistent with good business methods, if he didn't want to be behind his competitors when the season's rush began. However, he was firm in adhering to that date, and it was his affair, not mine.

Shortly before the goods were to be shipped, our house received from him a cancellation of the order. It was too late in the season then for us to place the line with any other jobber in that territory, since they had placed all their orders and sent out all their advertising. Consequently it appeared that the goods would have to remain on our hands.

When, on making his town the next season, I asked Turner why he had canceled that order, he replied that the condition of his trade had been so bad, at that time, that he couldn't feel sure of disposing of the goods. He added that business was "looking up," and he was willing to give me a good order now. He had no doubt that he would easily sell our cameras. His second order exceeded the first.

And again, just before the order was to be filled, he countermanded it.

One may imagine the state of mind which prevailed in our home office when this happened. When I learned that our Minnesota jobber had "gone back on" us for the second time, I guessed what he was trying to do. The whole case was apparent. He was handling a rival line to ours, on which he thought he could make a bigger profit, and he feared the competition of our goods. In the hope of getting rid of this competition, he hit upon the plan of ordering large consignments from us and countermanding them when it was too late for us to place our goods with other jobbers in his territory. Of course, if the goods remained on our shelves, they were not being sold by any other jobber, to customers whom Turner wanted to supply with cameras made by our rivals.

I made a special trip North for the benefit of Turner's case. He met me with an air of innocent cordiality, and we had a pleasant chat before I made known the object of my call. When I told him plainly that I saw through that little trick he had played on us, he denied it at first.

"Now, Mr. Turner," I said, "I am going out through this territory and sell cameras to the retail dealers at the same price I would make to you. I'm going to give them the jobbers' discount, and you can't very well blame me if they prefer to buy direct, to doing business through you."

It was a case of "death-bed repentance" with Turner when he heard this proposition. I did not want to carry it into effect, but I was prepared to do so, if necessary. He argued and coaxed, promising square treatment and liberal orders in the future if I would change my ultimatum.

"I will change my decision if you will let us ship you the order which you countermanded, and if you will increase it to such and such a figure," I said. "You know there's a ready sale for the cameras, Mr. Turner, or you wouldn't fear having me approach the retailers, even with a liberal discount. What do you say to my proposition?" and I brought out the order book.

He had no choice but to agree to my terms, and the order was duly signed.

"Now please write across the face of this order 'not subject to countermand,'" I said.

He revolted at that.
 "All right," I replied, "then it is not accepted," and I handed it back to him.

Turner fumed up and down the room for five minutes, then he surrendered and wrote, as I had request-

ed, "not subject to countermand," signing his name.

I think he never regretted this strenuous treatment. He found our line profitable and our business relations with him continued on a satisfactory basis after that little episode.

S. W. D.

Painstaking Won This Order.

I was traveling for a dress-goods house with a line of summer patterns which appealed so favorably to the feminine heart that my commissions on re-orders were stacking up fast. It was very easy to sell those goods. I had been four weeks on the road with them before I struck my first hard customer.

The prospect's name was Goodyear—at least I will call him that here. His store was big and pretentious for the size of the town in which it was located—a town of the type which "points with pride" to its court house and its daily paper.

Goodyear was an elderly man, a cautious buyer and very much behind the times, as my first glance at the barren, unattractive interior of his store assured me.

He liked my line, and appreciated its fine points, but he wouldn't think of buying it.

"It's a good deal too costly. People in a town of this size don't lean much toward city styles—they don't spend much money," he said.

I begged to differ. I felt sure that his trade comprised many prosperous farmers and townspeople; there were three big churches in the neighborhood, a dancing academy across from the hotel, and other evidences of a social inclination I thought, "the inhabitants of this town would enjoy being as fashionable to a mild degree, if they were given the chance," and urged this point on my prospect, but he shook his head.

"How much advertising do you do, Mr. Goodyear?" I enquired. He replied that he had signboards along the state road, and ran a quarter-page ad twice a week in the local "Gazette." I asked to see his advertising files, and wasn't surprised to find that he had been running about the same prosy quarter-column of fine type, with unimportant changes, and a dreary-looking cut, for six months back.

I asked him for a sheet of paper and drafted a big display ad—one calculated to make any lover of goods clothes long for a sight of the patterns I handled. When it was finished, I pointed out the advantages of my method of ad writing, in a way which did not appear to cast any unkind reflections on his. Then I put a proposition to him which made him gasp.

"Suppose you place an order with me—a small one, if you like, until we see how my plan works—and as soon as the goods are here you run this half page ad I have written, in the "Gazette," letting your customers know the advantages and the great line you have to offer them. Change your ad for the following week—I'll leave you copy for it—copy that would cost you a good round sum

if you were to hire an expert to write it—not because it is so pretty to look at, but because it has drawing power—it will bring customers into your store just as a lamp draws moths. If it doesn't bring business, I guarantee to pay for the first week's advertising. If it does, you can re-order from my house as many times as you find it necessary for handling the season's trade."

Goodyear had followed my argument closely and seemed favorably impressed. He began to realize that it would mean good profits to him if he could galvanize the trade in that country town. At length he hesitatingly placed a small order, consenting to give my plan of campaign a trial.

I wrote more copy for his ads and promised to furnish attractive cuts. We had dinner together at my hotel, and in the evening returned to his store, where I gave him a demonstration of effective window-dressing. I used some of my samples for the purpose and he was enthusiastic when he saw the effect. I explained the color scheme and the reasons for placing the different goods in their relative positions, drawing a diagram to leave with him, for fear he should be unable to reproduce the plan after my samples had been taken away.

We had an agreeable evening, and I caught the midnight train for the next town on my route.

It was gratifying, six weeks later, to learn that Goodyear had re-ordered on a large scale. He has since become a regular and considerable customer of our house. L. F. M.

My Idea of an Ideal Store.

I like to go into a warm store—not steam-hated particularly, but heart-heated; a store where the clerks act as if they were glad to see me.

I like to go into a store where I feel welcome. In some stores I have felt like an intruder breaking into a private home.

I like to enter a store, being invited in by attractive window displays. I generally choose a store by the windows and very seldom find that they misrepresent the quality of the store.

I like a store where the clerks know where to find what I want without unnecessary delay.

I like to go into a store which makes use of all the daylight that can be gotten in, by raised shades and awnings, where possible.

I like a store where the shelves are clean and where they do not show dusty articles. I always patronize the cleanest store I can find.

I like to go into a store where the clerks are anxious to wait on me, where they are desirous of showing me goods, even though I may not be a purchaser. Harry S. Brickell.

A man who knows how to do one thing right may try to prove it by doing something else wrong.

HOTEL CODY
 EUROPEAN
 GRAND RAPIDS, MICH.
 Best Beds That Money Can Buy

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, March 2.—George Wilcox, the popular manager of Grinnell Bros music store, gave the employes a banquet at the Murray Hill Hotel, which was greatly enjoyed by all present.

A. H. Eddy, one of our leading grocers, accompanied by his brother J. B. Eddy, Deputy State Game Warden, left last week for Manitoulin Island, Canada, to attend the funeral of their brother. They expect to return this week.

We have often heard of a man being small enough to steal the coppers off a dead man's eye, but Calumet holds the record for the Upper Peninsula, as Roy Curray was arrested on a charge of stealing \$96 from Adolph Englert while on his deathbed in St. Joseph's hospital. Curry is charged with lifting the money from under the dying man's pillow just before he passed away.

Stacey Hinks, while not a full-fledged traveling man, has been doing a heap of traveling during the past two weeks. Stacey has a responsible position with the Government here, and left for a visit to New York, Chicago and Detroit, but understood that he only got as far as Milwaukee, where he spent the greater part of the time, as the attractions in Milwaukee so captivated Stacey that he did not notice the time slip by until it was time to return to his duties here. He reports having the time of his life, but denies the fact that he got married at Milwaukee. He can vouch for the beer that made Milwaukee famous. He tells his friends that it took him two days to be convinced that he was not in Germany while at Milwaukee. He can now drink a glass of beer with as much relish as he could the pure Lake Superior when he left, and seems very much refreshed after his journey.

We are informed that the Woman's Civic Club of Gladstone, has requested the Delta Board of Supervisors to establish a sealer of weights and measures and a special meeting has been called to investigate the matter of naming a county sealer of weights and measures. It is probable that the appointment will be made the first meeting of the next county board in May.

We read with interest the Grand Rapids item in the Tradesman last week regarding the little town of Bellevue, which was getting its bumps "worse than the U. P." We did not know but the "U. P." meant the Upper Peninsula, and if this report is not exaggerated, the correspondent cannot have a very good opinion of the Upper Peninsula, as we were remarking after looking over all of the assignments and failures in the Lower Peninsula recorded each week, and were thankful that the dividing line of the Straits made it more safe for the business houses in the U. P. We were thinking of making the remark that it was not near as bad as the Lower Peninsula.

W. H. O'Neal, hardware merchant, was called to Bay City last week by the death of his father.

E. Fleming, proprietor of the grocery store on Easterday avenue, who has been quarantined for the past few weeks, has resumed business. It was quite a handicap to Mr. Fleming to be closed up meanwhile and his many friends are pleased to know that he is once more able to attend to business. The grocers and neighbors of Mr. Fleming were very considerate enough during his sickness and many pretty flowers were sent to him during his confinement.

The Soo is putting up a pest house in readiness for any emergencies. The county infirmary building is being fully equipped. While we have only one case of smallpox on record in the city at the present time, it is

deemed wise by our health officials to prepare for war in time of peace.

Lumber operations throughout the Upper Peninsula are being brought to a close and in some cases operations have been discontinued. The Freeman Lumber Co. at Engadine, expects to have a few more weeks of hauling during the season.

The Central Paper Co. expects to start up its mill at Nogi March 1. It will finish cutting off its 8,000,000 feet of logs, leaving about 2,000,000 feet still to be hauled. This will help make business livelier at Nogi meanwhile.

J. B. Melody, special soap salesman for Swift & Co. in the Upper Peninsula, has just returned from a two weeks' trip in the Copper Country and reports a fair business, but not as active in general as it is around the Soo and points along the Soo line.

There has been an unusual demand for hay throughout the country hereabouts and last week 400 tons were shipped out of Dafter alone. The roads are still in good condition and much hay is coming in through Chippewa county for shipment from the Soo.

The Soo is going to have another new industry, as W. H. Lewis, of DeTour, has secured the Upper Peninsula rights for "Earthquake," which is a cleaning compound which will be manufactured at the Soo. Mr. Lewis has been in the Soo for some time looking for a suitable site in which to manufacture the compound and has practically decided on taking the Petoskey rug block on Ridge street, and expects to install the necessary equipment at once. The Soo will be the distributing point and the factory will employ a large number of demonstrators and salesmen to cover the territory. "Earthquake" is put up in the form of soap which is dissolved in hot water and makes a lather for cleaning clothing, carpets and rugs. Grease spots and other foreign matter are removed by the evaporation as the lather dries and appears on surface in powdered form which is easily removed by dusting or brushing.

It is reported that many Soo people are needlessly filling out statements for the income tax.

The Soo is to have a trade carnival which promises to be a pleasing entertainment. The local merchants are liberally patronizing and encouraging the coming affair which is to be given at the armory on March 31 under the auspices of the Ladies' Aid Society of the First Presbyterian church. Eighty popular young ladies will take part in the entertainment and the drills are being carried on with much enthusiasm, under the directorship of A. Dawson. It is expected to eclipse anything of its kind ever given in the Soo. Every young lady participating will be attractively and distinctively gowned, each appearing to advertise a special line of business. The coming attraction is a novel one and has proved a success wherever given.

Yesterday was "Go to Church Sunday" at the Soo and most of the churches were comfortably filled, although the cold wave struck us for the day and the atmosphere, being overly refreshing, very few people remained at home.

Another letter from Former Governor Osborn, who is now hunting in the wilds of Africa, was received by the Soo Evening News and was very interesting to its many readers.

Gatesville had the event of the season last week when Minrod Anthony Goetz, son of Anthony Goetz, proprietor of Gatesville's leading general store, was united in marriage to Miss Agnus May McDonald. The couple were very popular throughout the country and a large number of friends attended the wedding, after which a sumptuous wedding breakfast was served at the home of the bride. A 6 o'clock dinner was served at the home of the groom's parents and fifty-five guests enjoyed dancing until midnight. Many beautiful and valuable gifts were received and the best wishes

of the community extended to the couple for their future.

N. DeKruyter, who for many years has been engaged in the grocery business at Rudyard, has discontinued business and expects to devote his entire time to farming at Kinross.

R. Wall, for the past two years conducting a grocery store at 800 Pine street, has sold out to N. C. Norwaski. Mr. Wall is trying to dispose of the remainder of his property here and will then move to his former home in Detroit. Mr. Wall has been troubled for the past year with his eyes and found it necessary to retire from active business. He has made many friends while here who will regret to learn of his departure. Mr. Norwaski is a young man of promising ability and has had years of experience in the retail grocery business as clerks and bids fair to make a success of his new venture.

With the closing of the rabbit season, March 1, numerous Chippewa county hunters were obliged to look around for other sport. It is reported the rabbit season has been very successful and many of the pets of the forest were bagged during the open season. There was an argument for a while regarding the closing season ending at midnight, February 28, but as the law reads from September 1 to March 1, inclusive, it made Sunday the last day.

Wm. Howden, the hay king of the North, has placed his order for another new automobile again this year, although the one he had last year is still in the best condition. Mr. Howden's only object in getting a new one, he states, is that he wanted the latest up-to-the-minute automobile on the market, as he is going through life for the last time and can take nothing with him and he wants to enjoy every minute meanwhile. He finds his greatest enjoyment in roaming through the country during the summer months in his automobile.

W. G. Tapert.

Propose to Propagate Bob Tailed Cats.

David Drummond (Brown & Schler Co.) has a cat, of whose appearance he was once very proud. One of his neighbors has a bulldog. The bulldog is an epicure. He dotes on cat's tails. After amputating the tails of several cats in the neighborhood, the bulldog proceeded to appropriate the caudal appendage of Dave's cat. Dave mourned the loss about as much as the cat did. He hid himself down to police headquarters and demanded satisfaction. Dave had no union card, so the police gave him the stony eye. Then he sought out the prosecuting attorney, but that gentleman was too busy accumulating evidence to convict Roy Blackburn on his second trial to bother with so insignificant a thing as a cat's tail. Dave went home sore in spirit. He wrestled with the problem into the deep hours of the night, when a bright idea struck him. He called together the neighbors whose cats had suffered from the epicurean appetite of the bulldog and proposed to them that they join hands and propagate a new race of cats without tails. The idea met with instantaneous acceptance. The Fifth Ward Bob Tailed Cat Club was organized on the spot, with David Drummond as President. Bulldogs may come and bulldogs may go, but they will have to migrate to some other locality than the Fifth Ward or else give up their craze for amputating cat's tails.

Grand Rapids—Mrs. F. H. Starkey recently underwent a serious operation at Butterworth Hospital.

Newsy Notes of the Gripsack Brigade.

Cheboygan—Ray Alton, traveling salesman, is in a serious condition at that Fred Meggitt home on Pine Hill avenue. While descending a flight of stairs at the Whiting House, Traverse City, he slipped on the brass binding on the stair carpet and fell seventeen steps. He broke two ribs and was badly bruised. Mrs. Alton, formerly Miss Beatrice Meggitt, is visiting her parents and he was brought here last night.

Battle Creek—George Longwell, who has been manager of the Gleenerwerck cigar store since its opening here has resigned to take a road position with the Liggett, Myers Tobacco Co. Elmer Prentice, formerly with the Oppenheimer cigar store, will succeed him.

Nashville—Clarence A. Griffin has sold the Wolcott House, of which he has been proprietor for about a year, to Seroll Powers, who, in turn, disposed of the property to George McWha, of Vermontville. Mr. McWha assumed the management of the place immediately and will, undoubtedly give Nashville a hotel worthy of the town.

Mackinaw City—Capt. Robertson of the car ferry Chief Wawatam, has purchased the Lakeside Hotel and will remodel it and enlarge it for summer resort purposes.

Grand Rapids—Three additional speakers have been secured for the twelfth annual banquet of Grand Rapids Council Saturday evening. These are Grand Counselor Welch of Kalamazoo, John A. Hoffman, of Kalamazoo, and James F. Hammell, of Lansing. W. S. Burns, chairman of the entertainment committee will act as toastmaster. The other members of the committee in charge of the banquet are H. W. Hardwood, I. F. Gordon, B. A. Hudson and F. D. Osgood.

Conspicuous by Their Absence.

The roll call of correspondents received but four responses this week:

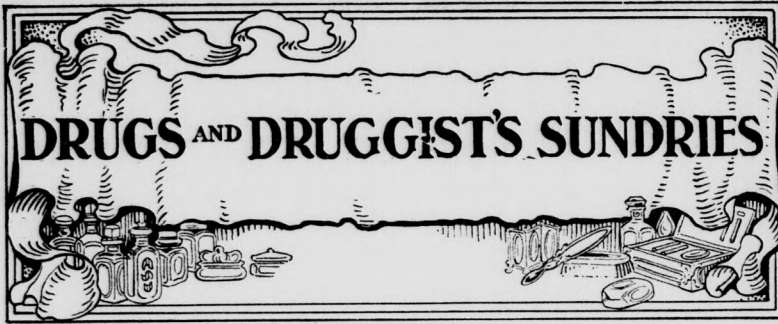
Detroit.
Bay City.
Traverse City.
Sault Ste. Marie.

The absentees are more numerous, being:

Saginaw.
Owosso.
Lansing.
Battle Creek.
Kalamazoo.
Muskegon.

Allen F. Rockwell, who has carefully chronicled the Grand Rapids happenings for the past six months, has found it necessary to retire, greatly to the regret of all concerned. Mr. Rockwell was a painstaking and reliable correspondent. His successor will probably be selected at the annual meeting of Grand Rapids Council Saturday afternoon.

EAGLE HOTEL
EUROPEAN
GRAND RAPIDS, MICHIGAN
YOU CAN PAY MORE
BUT CAN GET NO BETTER



Michigan Board of Pharmacy.
 President—Will E. Collins, Owosso.
 Secretary—E. T. Boden, Bay City.
 Treasurer—E. E. Faulkner, Delton.
 Other Members—Chas. S. Koon, Muskegon; Leonard A. Seltzer, Detroit.
 Next Meeting—Grand Rapids, March 17, 18 and 19.

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.

Jolt Yourself Out of That Rut.

Pretty nearly the easiest running thing in the world is a buggy wheel hung on a well-greased axle and traveling along in a smooth-worn rut. It meets no bumps, experiences no needless friction, keeps on turning round and round and round with out a halt. But at the end of the journey it's the driver that's ahead. The wheel is still in the same old place, hanging on the same old axle, destined once more to travel round and round and round the next time the horse pulls.

That's the way quite a few men do business. The wheels of trade are well oiled to start with, they slip into a well-worn groove, and in that groove they will continue until the very end of the journey.

The first essential to real business progress is to jolt yourself out of the rut. The next is to keep out. The third is to take, from time to time, a broad view of your business surroundings.

Too many merchants allow themselves to run in a narrow groove—the groove of petty detail. They spend their time doing work that could just as well be done, and could be done just as well, by their clerks. Here's a man who was a splendid salesman before he went into business for himself. It's the easiest thing in the world for him to form the habit of spending all his time behind the counter, waiting on customers. This chap may have prided himself on his mastery of store arrangement, and may spend the major share of his time in shifting cartons and concocting widow displays. Or another may be a good hand at book-keeping, and may take the real pleasure in posting the ledger.

Any druggist is bound to be load-

ed with much detail work. He can't escape it. He can't dodge it. But, far more than a clerk or a book-keeper or a window trimmer, the druggist proprietor is the directing head of a business. And in many cases—more especially where there's still lots of room for the business to grow—it will pay to add an extra helper, or hire a book-keeper, and devote more of your own time to directing your business. Haul off, now and then, step back half a dozen or half a hundred paces, and regard the store, stock and staff from a new standpoint. You may find that, plodding along from day to day, engrossed in little things, you've overlooked quite a few really big things that count far more.

The druggist-proprietor is a general, not a private. He ought to be able to do everything that the private does; but more than that, he ought to give his first attention to generalship. This for two reasons—first, in fairness to himself; second, in fairness to those who work for him.

I know a hardware man who takes pride in his salesmanship. He likes to stand behind the counter. He is an A-1 salesman, too. Each incoming customer makes a dash for the proprietor if the latter is disengaged. Every clerk holds back until he's sure that the proprietor doesn't intend to wait on the newcomer.

"I've got to do it," the merchant explained the other day. "If I don't take a hand in the selling I'd be on the rocks. Business is poor enough as it is. Every now and then, just when I think things are all right, a bunch of drafts come in all at once and knock me endways. And I can't leave the selling to the clerks. Why, I sell as much as the rest of the staff put together. It's my work behind the counter that keeps things going."

I know a rival merchant who has a flourishing business. He can sell goods. Now and then he does sell them, as an object lesson to the youngsters behind his counters. He can design window displays and think up advertising ideas—but when he thinks of a nifty display he tells one of the staff how to put it together. He never was a good book-keeper in a technical sense, but he has never had a dozen drafts come in "all in a bunch" and he knows enough to see that accounts are rendered before the customers have time to forget what became of their purchases.

Instead of putting in all his days in detail work, he spends a share of his time studying the markets. He

is watchful of any impending rise in prices, and alert for every chance to buy cheap. In his newspaper he read a few years ago of disaffection in Formosa. By the time camphor prices commenced to soar he was stocked for a goodly siege. He watches too, for new lines of goods, and experiments judiciously with everything that looks promising. By the time his more cautious competitors realize that a novelty is "catching on" in other places he is selling out his second re-order to their customers. On the other hand, he holds conferences every now and then with his clerks, finds out what goods are selling fast, what are going slowly, and what goods the customers ask for that aren't in stock. He studies the buying public of his own town with an eye of ascertaining its needs, and studies the wholesale end of the business with a view to finding lines that will fill those particular needs.

Instead of putting in all his time waiting on people who come to buy, he spends a part of his time devising schemes for bringing new customers to the store. When they come, a bunch of clerks who haven't had all the initiative coddled out of them by a too diligent proprietor are in shape to provide a good store service, show the goods properly, urge the strong selling points of every article, and call attention to other lines.

Keeping down the running expenses is a good thing. There is a limit to the number of hands which a retail business can carry. But in the selection of a staff it is individual efficiency that counts, not numbers. In economizing the frills should be lopped off, not the essentials. The proprietor who loads himself with detail work which the members of his staff have ample time and ability to do is practicing mighty poor economy.

William Edward Park.

The Accommodating Drug Store.

Whether it may or may not have been a grievous mistake to begin with, it has come to be a settled fact that we expect always to find in the drug store, postage stamps and the town directory. Now it would seem to be the part of good sense and good judgment, that if you are going to do a thing, do it right. Put the directory in a convenient place; when I say convenient, I mean convenient for you and also for the customer. It need not be near the door, better further down the line, but fix it so that it can be conveniently used. Now put a sign up:

DIRTORY HERE.

then people can find it without troubling you, thereby saving time both for themselves and for you. In this way it becomes a real convenience and does not disturb the clerks if they are busy. When I go into a drug store in search of the directory I always look carefully around, but nine times out of ten I have to ask for it. I assume that the average person is grateful for the accommodation and would rather not give more trouble than necessary.

It is just the same way with postage stamps. If you're going to sell 'em, sell 'em. Do it cheerfully, and then you will get all the benefit there is in the transaction if there is any. Again, make it as convenient for yourself and the customers as possible. Have one place to sell them from and put a sign up over it as you did with the directory,

POSTAGE STAMPS?
 CERTAINLY!
 ALL YOU WANT
 RIGHT HERE.

This again saves time and labor, and puts the customer at ease.

That is as far as I would extend the "free list," but if any one should ask for a glass of water or a match, give it to them and throw in a smile to put them at their ease, perhaps they did not like to ask, and that reminds me; at that little summer store I have spoken of before, there one day drove up three men, one of whom was an old sea captain, with a voice like a fog horn. They proceeded to water the horse at the town pump just outside, and the captain tried to drink at the spout. "Why don't you go into the store and get a glass?" suggested one friend. "Gee, I would have a nerve," bellowed the old sea dog, "to ask Rideout for a glass when he is in there to sell me ginger ale!" But the Captain got me wrong. I knew the water at the pump was not very good and I always kept on the ice some fine spring water from a nearby mineral spring for the benefit of thirsty pilgrims who really wanted water and nothing else. Any one asking for a glass to drink from always got the glass, but it was always filled with the spring water. All the "tonics" that I sold were made from it and the proprietor was my very good friend.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Light & Trac. Co., Com.	351	354
Am. Light & Trac. Co., Pfd.	106	108
Am. Public Utilities, Pfd.	74	75
Am. Public Utilities, Com.	50	52
Cities Service Co., Com.	95	97
Cities Service Co., Pfd.	74½	76
Citizens Telephone Co.	73	80
Comw'th Pr. Ry. & Lt., Com.	58¾	59¼
Comw'th Pr. Ry. & Lt., Pfd.	80	81
Comw'th 6% 5 year bond	97¼	99
Pacific Gas & Elec. Co., Com.	46	48
Tennessee Ry. Lt. & Pr., Com.	15½	16½
Tennessee Ry. Lt. & Pr., Pfd.	63½	69½
United Light & Rys., Com.	81	83
United Light & Rys., 1st Pfd.	77¾	78¾
United Lt. & Ry. new 2nd Pfd.	74	76
United Light 1st and ref. 5% bonds		89
Industrial and Bank Stocks.		
Dennis Canadian Co.	101	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	174	178
G. R. Savings Bank	255	300
Kent State Bank	252	256
Old National Bank	203	206
Peoples Savings Bank	250	

March 4, 1914.

A. J. Crosby & Co., dealers in hardware, harness and general merchandise, Mohawk, Tenn.; "We do not feel that we can do without the Tradesman. We like your paper greatly and get many instructive ideas from it."

THE QUALITY 5c CIGAR
AMERICANO
 Order from your jobber or
A. SALOMON & SON MFRS.
 KALAMAZOO, MICH.

WHOLESALE DRUG PRICE CURRENT

Acids		Cubeb		Digitalis	
Acetic	6 @ 8	Erigeron	@ 4 50	Gentian	@ 60
Boric	10 @ 15	Eucalyptus	75 @ 85	Ginger	@ 60
Carbolic	16 @ 20	Hemlock, pure	@ 1 00	Guaiac	@ 1 05
Citric	60 @ 67	Juniper Berries	@ 1 25	Guaiac Ammon.	@ 1 80
Muriatic	1 1/4 @ 5	Juniper Wood	40 @ 50	Iodine	@ 1 25
Nitric	5 1/2 @ 10	Lard, extra	85 @ 1 00	Iodine, Colorless	@ 1 25
Oxalic	13 @ 16	Lard, No. 1	75 @ 90	Ipecac	@ 75
Sulphuric	1 1/4 @ 5	Laven'r Flowers	4 50 @ 5 00	Iron, clo.	@ 60
Tartaric	38 @ 45	Lavender, Garden	85 @ 1 00	Kino	@ 80
Ammonia		Lemon	4 25 @ 4 50	Myrrh	@ 1 05
Water, 26 deg.	6 1/2 @ 10	Linseed, boiled, bbl.	@ 54	Nux Vomica	@ 70
Water, 18 deg.	4 1/2 @ 8	Linseed, bld, less	58 @ 62	Opium	@ 2 00
Water 14 deg.	3 1/2 @ 6	Linseed, raw, bbls	@ 53	Opium Camph.	@ 65
Carbonate	13 @ 16	Linseed, raw, less	57 @ 61	Opium, Deodorz'd	@ 2 25
Chloride	12 @ 15	Mustard, true	4 50 @ 6 00	Rhubarb	@ 70
		Mustard, artifl	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 1/4
		Olive, Malaga,		Ochre, yellow less	2 @ 5
		green	1 30 @ 1 50	Putty	2 @ 5
		Orange, sweet	4 75 @ 5 00	Red Venetian bbl.	1 @ 1 1/4
		Organum, pure	1 25 @ 1 50	Red Venet'n, less	2 @ 5
		Organum, 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	30 @ 1 00	Whiting	2 @ 5
		Sandalwood, E. I.	6 25 @ 6 50	Insecticides	
		Sassafras, true	80 @ 90	Arsenic	6 @ 10
		Sassafras, artifl	45 @ 50	Blue Vitrol, bbl.	6 @ 10
		Spearmint	5 50 @ 6 00	Blue Vitrol less	7 @ 10
		Sperm	90 @ 1 00	Bordeaux Mix Pst	8 @ 15
		Tansy	5 00 @ 5 50	Hellebore, White	
		Tar, USP	30 @ 40	powdered	15 @ 20
		Turpentine, bbls.	@ 52	Insect Powder	20 @ 35
		Turpentine, less	60 @ 65	Lead Arsenate	8 @ 16
		Wintergreen, true	@ 5 00	Lime & Sulphur	
		Wintergreen, sweet		Solution, gal.	15 @ 25
		birch	2 00 @ 2 25	Paris Green	15 1/4 @ 20
		Wintergreen, art'l	50 @ 60	Miscellaneous	
		Wormseed	3 50 @ 4 00	Acetanalid	30 @ 35
		Wormwood	6 00 @ 6 50	Alum	3 @ 5
Potassium		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	Cantnades po. 2	50 @ 75
		Cyanide	30 @ 40	Calomei	1 20 @ 1 30
		Iodide	3 20 @ 3 40	Capsicum	20 @ 25
		Permanganate	15 @ 30	Carmine	@ 3 50
		Prussiate yellow	30 @ 35	Cassia Buds	@ 40
		Prussiate, red	50 @ 60	Cloves	30 @ 35
		Sulphate	15 @ 20	Chalk Prepared	5 @ 8 1/2
Rooft		Alkanet	15 @ 20	Chalk Precipitated	7 @ 10
		Blood, powdered	20 @ 25	Chloroform	38 @ 48
		Calamus	35 @ 40	Chloral Hydrate	1 00 @ 1 15
		Elecampane, pwd.	15 @ 20	Cocaine	4 10 @ 4 40
		Gentian, pwd.	12 @ 16	Cocoa Butter	50 @ 60
		Ginger, African,		Corks, list, less 70%	
		powdered	15 @ 20	Copperas, bbls.	@ 5
		Ginger, Jamaica,	22 @ 25	Copperas, less	2 @ 5
		Ginger, Jamaica,		Copperas, Pwd.	4 @ 6
		powdered	22 @ 28	Corrosive Sublm.	1 05 @ 1 10
		Goldenseal pow.	7 00 @ 7 50	Cream Tartar	30 @ 35
		Ipecac, pwd.	2 75 @ 3 00	Cuttelbone	25 @ 30
		Licorice	14 @ 16	Dextrine	7 @ 10
		Licorice, pwd.	12 @ 15	Dover's Powder	2 00 @ 2 25
		Orris, powdered	25 @ 30	Emery, all Nos.	6 @ 10
		Poke, powdered	20 @ 25	Emery, powdered	5 @ 8
		Rhubarb	75 @ 1 00	Epsom Salts, bbls	@ 1 1/2
		Rhubarb, pwd.	75 @ 1 25	Epsom Salts, less 2 1/2%	@ 5
		Rosinweed, pwd.	25 @ 30	Ergot	1 50 @ 1 75
		Sarsaparilla, Hond.		Ergot, powdered	1 80 @ 2 00
		ground	@ 50	Flake White	12 @ 15
		Sarsaparilla Mexican,		Formaldehyde lb.	10 @ 15
		ground	25 @ 30	Gambier	7 @ 10
		Squills	20 @ 35	Gelatine	35 @ 45
		Squills, powdered	40 @ 60	Glassware, full cases	80%
		Tumeric, pwd.	12 @ 15	Glassware, less 70 & 10%	
		Valerian, pwd.	25 @ 30	Glauber Salts bbl.	@ 5
Seeds		Anise	15 @ 20	Glauber Salts less	2 @ 5
		Anise, powdered	22 @ 25	Glue, brown	10 @ 15
		Bird, is	8 @ 10	Glue, brown grd.	10 @ 15
		Canary	9 @ 12	Glue, white	15 @ 25
		Caraway	12 @ 18	Glue, white grd.	15 @ 20
		Cardamon	1 75 @ 2 00	Glycerine	23 1/4 @ 30
		Celery	30 @ 35	Hops	50 @ 80
		Coriander	12 @ 18	Indigo	85 @ 1 00
		Dill	25 @ 30	Iodine	4 35 @ 4 60
		Fennel	@ 30	Iodoform	5 40 @ 5 60
		Flax	4 @ 8	Lead Acetate	12 @ 18
		Flax, ground	4 @ 8	Lycopodium	55 @ 65
		Foenugreek, pow.	6 @ 10	Mace	80 @ 90
		Hemp	5 @ 7	Mace, powdered	90 @ 1 00
		Lobelia	@ 50	Menthol	4 50 @ 5 00
		Mustard, yellow	9 @ 12	Mercury	75 @ 85
		Mustard, black	9 @ 12	Morphine all brd	5 05 @ 5 30
		Mustard, pwd.	20 @ 25	Nux Vomica	@ 10
		Poppy	15 @ 20	Nux Vomica pow	@ 15
		Quince	75 @ 1 00	Pepper, black pow	20 @ 25
		Rape	6 @ 10	Pepper, white	30 @ 35
		Sabadilla	25 @ 30	Pitch, Burgundy	10 @ 15
		Sabadilla, pwd.	35 @ 45	Quassia	10 @ 15
		Sunflower	6 @ 8	Quinine, all brds	25 @ 36 1/4
		Worm American	15 @ 20	Rochelle Salts	23 @ 30
		Worm Levant	50 @ 60	Saccharine	1 50 @ 1 75
Tinctures		Aconite	@ 75	Salt Peter	7 1/2 @ 12
		Aloes	@ 65	Selditz Mixture	20 @ 25
		Arnica	@ 60	Soap, green	15 @ 20
		Asafoetida	@ 1 00	Soap, mott castle	10 @ 15
		Belladonna	@ 60	Soap, white castle	@ 25
		Benzoic	@ 30	case	@ 6 25
		Benzoic Compound	@ 1 00	Soap, white castle	
		Buchu	@ 1 00	less, per bar	@ 6 8
		Cantharides	@ 1 00	Soda Ash	1 1/2 @ 5
		Capsicum	@ 90	Soda Bicarbonate	1 1/2 @ 5
		Cardamon	@ 1 20	Soda Sal	@ 4
		Cardamon, Comp.	@ 80	Spirits Camphor	@ 75
		Catechu	@ 60	Sulphur roll	2 1/2 @ 5
		Cinchona	@ 1 05	Sulphur Subl.	2 1/2 @ 5
		Colchicum	@ 60	Tamarinds	10 @ 15
		Cubeb	@ 1 20	Tartar Emetic	40 @ 50

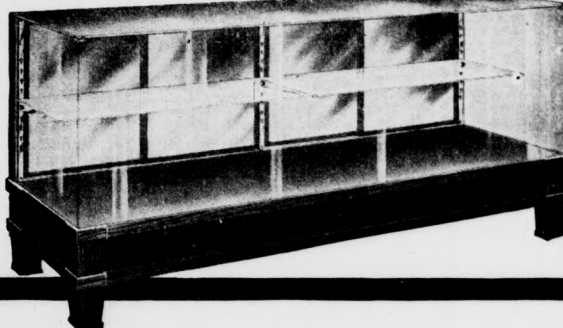
1914 Seasonable Goods

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 Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns ADVANCED and DECLINED. Items include Flour, Holland Herring, Hay Pickles, etc.

Index to Markets

By Columns

Index to Markets table listing various goods and their corresponding column numbers (A through Y).

1 2

Main price list table for columns 1 and 2, including categories like AMMONIA, BEANS, BLUEBERRIES, etc.

3

Price list for column 3, including categories like CHEESE, CHEWING GUM, CHICORY, CHOCOLATE, CLOTHES LINE, COCOA, COCONUT, COFFEES ROASTED, etc.

4

Price list for column 4, including categories like Mocha, Bogota, Extracts, CONFECTIONERY, Stick Candy, Pails, Cases, etc.

5

Price list for column 5, including categories like Chestnuts, No. 1 Spanish Shelled, Peanuts, CRACKERS, Butter, CONFECTIONERY, etc.

6

Table with 1 column listing various goods such as Graham Crackers, Lemon Snaps, Oysterettes, Premium Sodas, etc., with prices.

7

Table with 1 column listing various goods such as FLAVORING EXTRACTS, FLOUR AND FEED, WINTER WHEAT, etc., with prices.

8

Table with 1 column listing various goods such as HIDES AND PELTS, HIDES, TALLOW, HORSE RADISH, etc., with prices.

9

Table with 1 column listing various goods such as Picnic Billed, HAMS, SAUSAGES, BEEF, etc., with prices.

10

Table with 1 column listing various goods such as SEEDS, SHOE BLACKING, SNUFF, SODA, SPICES, etc., with prices.

11

Table with 1 column listing various goods such as TOBACCO, PLUG, PURE GROUND IN BULK, STARCH, SYRUPS, TABLE SAUCES, TEA, etc., with prices.

SPECIAL PRICE CURRENT

Table with columns 12, 13, 14. Items include Smoking (Bull Durham, Buck Horn, etc.), Faucets, Mop Sticks, CIGARS (S.C.W.), COFFEE (White House), SAFES, Soap Powders, Soap Compounds, Scouring, WICKING, WOODENWARE, BUTTER PATES, Ovals, Wire End, Churns, Clothes Pins, Round Head, Egg Crates and Fillers, Humpty Dumpty, Case No. 2, sets, Case, medium, 12 sets.

15 BAKING POWDER Royal, 10c sixe, 1/4 lb cans, 6 oz. cans, 1/2 lb. cans, 3/4 lb cans, 1 lb cans, 3 lb cans, 5 lb cans. 16 Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo. OLD MASTER COFFEE. 17 The only 5c Cleanser. Guaranteed to equal the best 10c kinds. 80 - CANS - \$2.00. SOAP. Lautz Bros.' & Co. Acme, 30 bars, 4 00. Acme, 25 bars, 75 lbs. 4 00. Acme, 25 bars, 70 lbs. 3 80. Acme, 100 cakes, 3 20. Big Master, 100 blocks 4 00. Cream Borax, 100 cks 3 85. German Mottled, 3 15. German Mottled, 5 bx. 3 15. German Mottled, 10 b. 3 10. German Mottled, 25 b 3 05. Lautz Naphtha 100 ck. 3 85. Marseilles, 100 cakes 6 00. Marseilles, 100 cks 5c 4 00. Marseilles, 100 ck toil 4 00. Marseilles, 1/2 box toil 2 10. Proctor & Gamble Co. Lenox, 6 oz. 3 20. Ivory, 6 oz. 4 00. Ivory, 10 oz. 6 75. Star, 3 35. Tradesman Co's Brand. Black Hawk, one box 2 50. Black Hawk, five bxs 2 40. Black Hawk, ten bxs 2 25. A. B. Whisley. Good Cheer, 4 00. Old Country, 2 40. Soap Powders. Armour's, 3 70. Babbitt's 1776, 3 75. Gold Dust, 24 large, 4 30. Gold Dust, 100 small, 3 85. Kirkoline, 24 4lb., 2 80. Lautz Naphtha 60s, 2 40. Lautz Naphtha, 100s, 3 75. Pearlina, 3 75. Roseine, 3 50. Snow Boy, 24s family size, 3 75. Snow Boy, 60 5c, 2 40. Snow Boy, 100 5c, 3 75. Snow Boy, 20s, 4 00. Wisdom, 3 30. Soap Compounds. Johnson's Fine, 48 2, 3 25. Johnson's XXXX 100 5c, 4 00. Rub-No-More, 3 85. Nine O'clock, 3 85. Scouring. Sapolio, gross lots, 9 50. Sapolio, half gro. lots, 4 85. Sapolio, single boxes, 2 40. Sapolio, hand, 2 40. Scourine, 50 cakes, 1 80. Scourine, 100 cakes, 3 50. 17 The only 5c Cleanser. Guaranteed to equal the best 10c kinds. 80 - CANS - \$2.00. SOAP. Lautz Bros.' & Co. Acme, 30 bars, 4 00. Acme, 25 bars, 75 lbs. 4 00. Acme, 25 bars, 70 lbs. 3 80. Acme, 100 cakes, 3 20. Big Master, 100 blocks 4 00. Cream Borax, 100 cks 3 85. German Mottled, 3 15. German Mottled, 5 bx. 3 15. German Mottled, 10 b. 3 10. German Mottled, 25 b 3 05. Lautz Naphtha 100 ck. 3 85. Marseilles, 100 cakes 6 00. Marseilles, 100 cks 5c 4 00. Marseilles, 100 ck toil 4 00. Marseilles, 1/2 box toil 2 10. Proctor & Gamble Co. Lenox, 6 oz. 3 20. Ivory, 6 oz. 4 00. Ivory, 10 oz. 6 75. Star, 3 35. Tradesman Co's Brand. Black Hawk, one box 2 50. Black Hawk, five bxs 2 40. Black Hawk, ten bxs 2 25. A. B. Whisley. Good Cheer, 4 00. Old Country, 2 40. Soap Powders. Armour's, 3 70. Babbitt's 1776, 3 75. Gold Dust, 24 large, 4 30. Gold Dust, 100 small, 3 85. Kirkoline, 24 4lb., 2 80. Lautz Naphtha 60s, 2 40. Lautz Naphtha, 100s, 3 75. Pearlina, 3 75. Roseine, 3 50. Snow Boy, 24s family size, 3 75. Snow Boy, 60 5c, 2 40. Snow Boy, 100 5c, 3 75. Snow Boy, 20s, 4 00. Wisdom, 3 30. Soap Compounds. Johnson's Fine, 48 2, 3 25. Johnson's XXXX 100 5c, 4 00. Rub-No-More, 3 85. Nine O'clock, 3 85. Scouring. Sapolio, gross lots, 9 50. Sapolio, half gro. lots, 4 85. Sapolio, single boxes, 2 40. Sapolio, hand, 2 40. Scourine, 50 cakes, 1 80. Scourine, 100 cakes, 3 50.

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.

Following departments for rent in an established Milwaukee department store: cloaks and suits, millinery, shoes, household goods. Great opportunity. Address E. Wanger, 3501 Pabst Ave., Milwaukee, Wisconsin. 950

Will sell for cash or exchange for desirable farm, my stock of general merchandise, invoicing about \$7,500, located twenty-three miles from Kalamazoo. Best little inland town in State. For particulars address X. Y. Z., care Tradesman. 949

For Sale—200 bushel of Northern potatoes, in bulk, f. o. b. Falmouth, Mich. State offer. Carload if you want them, also giltedge butter and fresh eggs. J. W. Aldrich, Falmouth, Mich. 947

For Rent—Dry goods store in a live hustling modern city of 8,000, Western Michigan. Only two others in town, of any size, both doing well, one doing a tremendous business. This location has been a dry goods store for twenty-five years. Business discontinued because of death of owner. Store 45 x 85, two floors, or can rent entire building, 66 x 85. Modern front, steam heat, rent reasonable. This is a great opportunity. Write C. Vanden Bosch, 335 Munroe street, Allegan, Mich. 948

For Sale—New \$1,000 stock of groceries, dishes and fixtures; store to rent. J. A. Neal, Trustee, Lake Orion, Mich. 946

For Sale—Half interest in grocery and meat market in a town of 6,000. Good location. Gust Wesner, 308 First St., St. Joseph, Mich. 945

For Sale—Stock of dry goods, notions, shoes, etc., about \$2,500 worth, in Grand Rapids. Stock is clean and will fit in fine with any stock of similar character. Address G. J. Wissink, corner Pearl and Campau streets, Grand Rapids. 944

For Sale—Bay City Cold Storage Co., splendid opportunity for someone. Enquire of Geo. H. Whitehouse, Bay City, Michigan. 942

General store in live railroad town, twenty-five miles from Grand Rapids. Cash trade, (no credit) \$18,000. Will take \$4,000 for \$4,600 or will inventory. Address Cash, care Tradesman. 943

Window trimmer and card writer wants position with reliable firm, can do advertising. Five years' experience. Salary, \$18 to start. Single, age 22 years. Address 941, care Tradesman. 941

For Sale—Woodworking plant at Grand Haven, Michigan; 17,000 square feet of floor space, well equipped with machinery and dry kiln in good condition. For particulars address A. J. Kolyn, Grand Haven, Michigan. 939

Bakery for sale cheap, with ice cream and candy store in connection. For particulars address Box 91, Bakery, Dimondale, Michigan. 938

For Sale—Exclusive shoe store in the best city in Oklahoma; good location; good trade; lease and low rent; making money but other business demands my attention; no trade, no agents; stock virtually new and in good condition. Address Lyons Shoe Store, 115 South Main, Tulsa, Okla. 937

Salesmen to cover every town in Michigan; exceptional opportunity open; commissions weekly. Write to-day. Brown Bros., Nurseries, Rochester, N. Y. 936

For Sale—General merchandise stock and fixtures of Outchure & Bick, at Richfield Center, Ohio. Must sell to settle an estate. Good farming community. Easy rent. For further particulars address F. J. Bick, R. F. D., Sylvania, Ohio. 935

For Sale—Dry goods and gents' furnishing store, doing good business. Trade established ten years. Best suburban location in Kalamazoo. Invoice about \$4,000. Sickness reason for selling. Address No. 934, rare Tradesman. 934

EXCEPTIONAL OPPORTUNITY. For Sale—High-grade cafe, candy and ice cream business, free from debt, for far less than cost, because of ill health. One of the finest in any city of 5,000 in Michigan. Great chance for someone, as this is a big bargain and good business. Price \$3,500, all or half cash, terms, H. Zander, Charlotte, Mich. 933

For Sale—A well established, up-to-date clothing, men's furnishing and shoe business. Best location in a growing city in Western Michigan, population 7,000. Stock about \$9,000. Will lease or sell store building. Address No. 930, care Tradesman. 930

Western Wheat Grocers Company, DeKalb, Ill., incorporated in Illinois to farm large tract of land in Canada. Shares \$25 par, assets, land and stock. Will pay 7 per cent. dividend. A safe investment. 932

Clothing stock for sale. Good live town. Enquire of Martig Bros., West Concord, Minn. 940

Notice—My boys wish to try the merchandise business. If you have something good and want to quit and want something good in return, I own three good fruit, hog and grain farms adjoining good railroad town, Benton county, 106 acres, 60 acre bearing apple orchard, 40 acres part orchard, running water. Will trade one or both for merchandise up to \$15,000. Get particulars, J. Oswalt, Gravette, Arkansas. 931

Wanted—To buy a clean stock of groceries or general store, not over \$1,200. Address E. L. L., care Tradesman. 929

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. Money-making stand. For particulars write to N. Dangler. 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 of 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 we 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

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

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

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

For Sale or Trade—Best meat market in one of best towns in State. Investigate. Address Drawer C, Lake Odessa, Mich. 905

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 money-maker for you. Preference given to merchants who are already in business who can divide their store space with us. Our big advertising system will bring thousands of customers to your store. Address Francis C. Lindquist Stores Co., Greenville, Mich. 719

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

Henry Noring, Reedsburg, Wis., expert merchandise auctioneer and author of The Secret of Successful Auctioneering, closes out or reduces stocks of merchandise. Write for dates and information. 336

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

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—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 153 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. 828

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—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, Norristown, Pa. 857

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

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

Send four cents for bulletin of hardware stock for sale or exchange, giving owner's name and address, amount of stock, business, fixtures and terms. Advice choice of State. V. D. Augsburg Co., Kenton, Ohio. 892

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. 826

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 92

Free for six months, my special offer to introduce my magazine "Investing for Profit." It is worth \$10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how \$100 grows to \$2,200. 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

For Sale—Store building opposite depot, with small stock groceries. Good location for lunches and soft drinks. West End Grocery, Fremont, Mich. 890

\$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.

Young men of ability and honesty, wanting to engage in business and take full charge, write us. Must have capital and experience. Safe investment guaranteed. Address, Michigan Sales Co., care Tradesman. 756

Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 591

SITUATIONS WANTED

Wanted—Position as clerk in general store, country town preferred. Address Clerk, care Tradesman. 887

(Continued on last page)

MEN OF MARK.

T. L. Gillette, Secretary Michigan Hardware Co.

"Keeping everlastingly at it brings success," declares the modern philosopher. It is a truth that has been exemplified in the careers of many successful hardware dealers, but one does not need to confine himself to the history of the hardware trade to discover men whose perseverance has ultimately won them success, despite discouragements in the early portion of their lives. The man who wins by perseverance is almost always the one who has set out in life with a centralized idea and with a specific purpose. To such men early obstacles are but an incident—bad spots originally in the road which they set out to travel.

A succession of disasters usually marks the point which, demonstrating the temperament of the individual, determines his tendency for success or its opposite. The weak man will lay down his load, resign himself to the buffetings of ill fortune and recruit the great army of incompetents or the discouraged, thereafter always a cipher in the class of the mediocre. The courageous man and the hopeful—for hopefulness is but an attribute of courage—will regard such buffetings as assets in the way of experience, profit by that experience and pursue his course with renewed persistence. The weak man will lie down; the strong, persistent man will arise superior to circumstance.

The shibboleth that introduces this article has been made a "catch phrase" by a well known enterprise that seems to have adapted it readily to the conduct of a peculiar line of business. The results are shown in the fact that it is at the head of its class. The exact wording of that shibboleth was, of course, unknown to the man whose portrait appears in the center of this page, but, consciously or unconsciously, he took it into practical adoption in all its significance at the start of his business career, formulating a well-defined plan and sticking to it to the end.

Truman L. Gillette was born on a farm near Aurelius, Ingham county, July 12, 1869, being the youngest of a family of three children. His father was a New Englander and his mother was a native of Ireland. He worked on the farm and attended the little red school house winters until he was 21 years of age, when he formed a liking for the hardware business and succeeded in securing a position in the hardware store of DuBois & Earle, at Mason. He remained there one year, when he sought a larger field with Munger & Jennings, of Charlotte. He remained with this house ten years, when he engaged in the hardware business on his own account at Charlotte under the style of Bare, Gillette & Rulison. Two years later the name was changed to Bare & Gillette and four years later still Mr. Gillette became the sole owner of the business, continuing about four years, when he sold out to R. B. Kutche, of Grand Rapids. Mr. Gillette is Treasurer of the Duplex Car Co. and during the past year he has devoted his time and energies to exploiting the goods of that institution. Less than a week ago he purchased the interest of Otto A. Ohland in the Michigan Hardware Co. and, at a meeting of the directors last

Saturday afternoon, he was elected a director to fill the vacancy caused by the retirement of Mr. Ohland and also Secretary and Treasurer as well.

Mr. Gillette was married May 29, 1895, to Miss Minnie Stanton, of Mason. They have no children. Mrs. Gillette will continue to reside in Charlotte until they dispose of their residence there, when she and her husband will establish a new home in Grand Rapids.

Mr. Gillette is not a member of any church or fraternity and, what is equally unusual, he has never had a hobby. His home and his store have occupied his mind and heart, to the exclusion of all other interests.

Mr. Gillette is a man who has earned his own way in the world, overcoming obstacles that would have lessened the



T. L. GILLETTE.

ardor of a less patient and determined heart, and he has a record of having done things, and of having done them well. In the bustling little city of his adoption, he labored from early youth, rising through his own forcefulness from a minor position as an employe to a pinnacle of respect and honor as an employer and a leader in the business life of the town. Such, briefly, has been the career of a man who is admired by all whose good fortune it has been to know him.

Lake View—Sol Gittleman, dealer in clothing, dry goods, boots and shoes, has merged his business into a stock company under the style of the Sol & Louis Gittleman Co., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

By the time some people make up their minds what to do it's too late.

Selling by Weight is Not Compulsory.

Jackson, March 3.—Although an un repealed State statute which fixes the weight of various common commodities says a bushel of potatoes in Michigan shall weigh 60 pounds and a new law passed in 1913 provides criminal punishment for "short weighters" there is no law in Michigan by which a man can be criminally punished for selling commodities under weight unless a specific agreement is made that the commodity is bought under a weight standard. This is the opinion of Prosecutor Rossman, who has just completed a thorough investigation of the statutes. Prosecutor Rossman's attention was directed to the question by a citizen who complained that he bought a bushel of potatoes at the city market weighing only 45¾ pounds instead of 60 pounds.

"Had the seller of that bushel of potatoes guaranteed a bushel of po

begin civil action and force the man who sells less than the required weight to compensate him for his loss. But the word "or" in the 1913 criminal statute gives the seller an option to sell by weight or measure, the prosecutor says, and unless he makes agreement which he does not live up to he is not guilty of false pretenses or any other criminal statute violation.

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

Buffalo, March 4.—Creamery butter, fresh, 26@31½c; dairy, 20@25c; poor to good, all kinds, 15@18c.

Cheese—New fancy, 17c; choice, 16@16½c; poor to common, 6c; fancy old 17@17½; choice, 16@16½c.

Eggs—Choice, fresh 28@29c. Poultry (live)—Turkeys, 18@22c; cox, 12@13c; fowls, 16@17c; springs, 16@17c; ducks, 18@20c; dressed chick, 18@20c; turks, 22@25c; ducks, 18@21; fowls, 18@19; geese 15@16c. 16c.

Beans—Marrow, \$3@3.25; Medium \$2.10@2.15; Peas, \$2@2.05. White Kidney, \$3@3.25; Red Kidney, \$2.75@3.00.

Potatoes—70@75c per bu.

Rea & Witzig.

Marriage is apt to be a failure if the female of the species spends more money at the millinery shop than the butcher shop.

It will not help correct the cuts other dealers make in prices if you meet cut with cut.

BUSINESS CHANCES.

Partner wanted to buy half interest or all of fancy stock of fresh groceries and notions. Also good ice cream business. Sold over 400 gallons cream last year. Good cigar and tobacco business. Best and most complete confectionery line in town. Nice line of green vegetables and choice fruit all the year round. Good location, corner brick store, plate front, electric or gas light, hot and cold water in store. Long lease, rent reasonable. Seven living rooms over store, with all modern conveniences. Capital only drawback. Can show a live man that this is a moneymaker. Live Michigan town with good schools and four churches. Healthy locality and good farms surrounding. Stock and fixtures about \$2,000. Pay to investigate Address 955, care Tradesman. 955

Position wanted by a man as merchandise store clerk or a road job. Must be a good place. Have good experience. Address Box 14, Lakefield, Minn. 951

CASH PAID FOR ODD VESTS, ODD COATS, FROCK COATS, COATS AND VESTS, SUITS. Styles immaterial. Write immediately. American Export Co., 75 Nassau St., New York. 953

Merchants! Do you want to sell out? Have an auction. Guarantee you no loss. Address L. H. Gallagher, Auctioneer, 384 Indiana Ave., Toledo, Ohio. 952

Experienced short account register salesman. Our new aluminum system, best in the market, pays largest commission. Wirth Sales Book Co., 4440 52 N. Knox Ave., Chicago. 954

Wanted—To exchange good farm for stock of merchandise. Describe stock and give price. Phillips, Manchester, Tenn. 908

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—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—In small town, store and stock with house and feed barn. Stock consists of groceries, hardware, shoes and notions. Terms to suit purchaser. J. 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. 835

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

tatoes by weight he would be guilty of a violation of the criminal statute of 1913," said Prosecutor Rossman. "Or had he guaranteed a bushel by measure and had it fallen short of a measured bushel he would be subject to criminal prosecution. But the law of 1913 says that anyone may sell corn, potatoes, wheat oats, etc., by weight or measure and provides punishment if the agreement is not lived up to fully. But where no agreement is made it is at the option of the dealer to sell either by weight or measure. In the case in question, the man asked for a bushel of potatoes by measure but not by weight. Had the seller said it was a full weight bushel he would be amenable to the law. As it is, he had a right to sell either by weight or measure, the law only requiring that he give full measure when the sale was under that standard, and full weight if the sale had been by weight."

that standard, and full weight if the sale had been by weight."

However, there is a legal redress for the man who is short weighted, according to the prosecutor. He can

Sixty-Six Per Cent.



According to the latest report of the Bureau of Labor statistics the retail prices of the principal articles of food advanced sixty-six per cent. in fourteen years. The price of

Shredded Wheat

in all that time has remained the same, and it is just as strengthening and nourishing as it was fourteen years ago—a complete, perfect whole wheat food. You can help your customers solve the problem of the high cost of living by telling them about Shredded Wheat. Two Biscuits, with hot milk or cream and a little fruit, will supply all the nutriment needed for a half day's work at a cost of four or five cents.



TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

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Think of it! Every person that passes your door or enters your store is a prospective Borax customer. *Every one of them*—regardless of age, occupation or station in life.

20 MULE TEAM BORAX

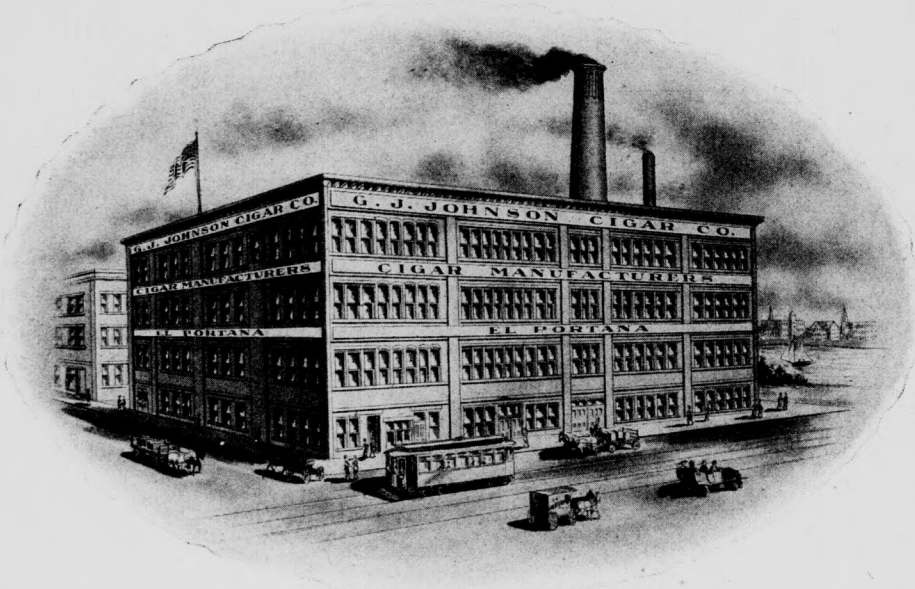
is a harmless antiseptic cleanser. Finds a hundred and one uses in the Laundry, Kitchen, Nursery, Sick Room and Bath Room. It's absolutely pure, perfectly safe. Cleanses quickly, thoroughly, *hygienically*. Saves no end of time, trouble and work in the home. It's a "self-seller" when given a chance. Give it a *chance*. It'll pay you. Pay you to display it—to keep it in sight where customers and prospective customers can read the directions and many uses printed on every carton. *Try it. Try it now, to-day.*

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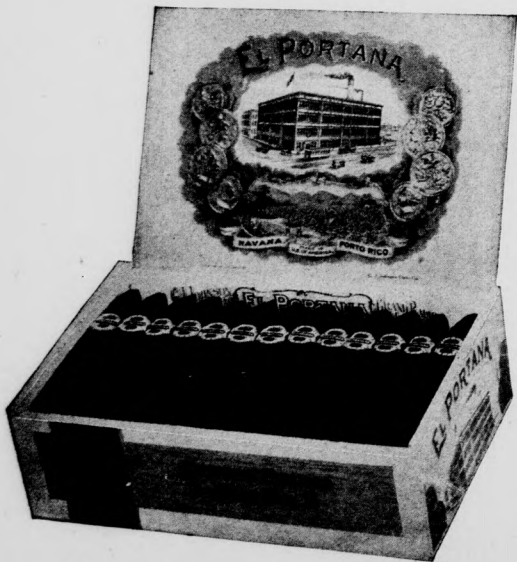
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