

IT CAN BE DONE

Somebody said that it couldn't be done,
But he, with a chuckle, replied
That "maybe it couldn't," but he would be one
Who wouldn't say so till he tried.
So he buckled right in, with the trace of a grin
On his face. If he worried, he hid it.
He started to sing as he tackled the thing
That couldn't be done—and he did it.

There are thousands to tell you it cannot be done;
There are thousands to prophesy failure;
There are thousands to point out to you, one by one,
The dangers that wait to assail you;
But just buckle in with a bit of a grin,
Then take off your coat and go to it;
Just start in to sing as you tackle the thing
That "cannot be done" and you'll do it.

"I'M GLAD HE WON"

"I'm glad he won—I've tried and failed,
Perchance my turn will come again,
A better man I've never trailed."
This is the attitude of men,
Real men, who strive to gain the prize,
But lose to one whose strength proved best.
Such men are rare and envy's eyes
Are not in them made manifest.

"I'm glad he won." Can you, my friend,
Say that when some one gains the goal
Which seemed but yours unto the end?
You risked your all, and lost the whole;
Have you that God-like attribute
Which smiles and says, "His will be done,
I've lost the race without dispute,
I'll try again—I'm glad he won."

Charles L. H. Wagner.

We Represent

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

We Sell

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

May we have a share of your 1914 business?

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

Good Yeast

Good Bread

Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST



The Sugar for Table Purposes

Franklin Dessert and Table Sugar

"ONE OF OUR BEST SELLERS"

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

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

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

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

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

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

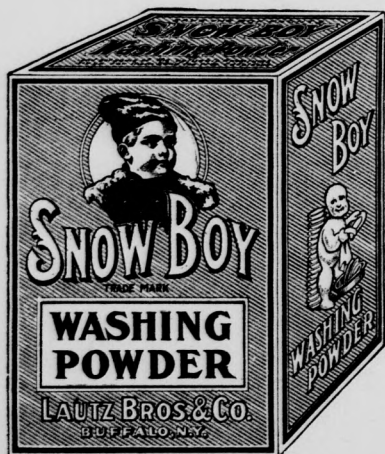


"START SOMETHING"

That's the vernacular—meaning that incessant activity is absolutely necessary for successful business. Start something with "WHITE HOUSE" COFFEE—it's MIGHTY GOOD COFFEE; and instead of merely "carrying it in stock," PUSH IT OUT—TALK about it—HAND IT OUT when people merely ask for "coffee."

GET THE HABIT.

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



SNOW BOY FREE!

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

through the jobber—to Retail Grocers

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

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, MARCH 25, 1914

Number 1592

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DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, March 23—Learn one thing each week about Detroit: Forty tone of paper a day, ranging from the thinnest tissue to thick tagboard, is produced at a Detroit plant.

Horwitz & Korn have opened a dry goods and furnishing goods store at 224 Gratiot avenue. Mr. Korn was a former clerk for Herman Bradsky. Mr. Horwitz, until a short time ago, was in business for himself. Both men have made hosts of friends in the immediate location of their new store, which will be of inestimable benefit to them.

After reading the accounts of the murder of Editor Calmette by Madame Caillaux, in France, we have concluded that a woman will fight for her husband just as quickly as she will fight with him.

We positively agree with John McMahon (Edson, Moore & Co.) that a dozen men's garters on the order book is worth more than several dozen underwear—in promises.

Harry Bump, city salesman for the J. L. Marcero Co., has been given charge of the cigar department. Harry will continue his duties, for the present at least, as the city representative until such time as he increases the business to such an extent that it will require his constant service in the house.

"Exercise may be a pretty good thing," says Willie Fixel (A. Krolik & Co.), "but the harder a fellow knocks the weaker he gets."

Frank Barnard, special city salesman for Edson, Moore & Co., after being confined to his home for a few days, has again returned to his work.

Without learning any of the details, we are informed that John A. Bracht, better known as "Joe," has cast his lot with the weary benedicts and has hitched double. One of Joe's intimate (?) friends tells us of an incident that happened during his courting days. Joe called on his intended one evening and brought with him a bouquet of roses. "Oh, John, how good of you to bring me such a beautiful bunch of roses," she said, "how fresh they look. I believe there is a little dew on them yet." "W-well y-yes," stammered Joe, "but I'll pay it to-morrow." Mr. Bracht is city salesman for Standard Bros. and is well known in the Western part of the State, where he traveled for a number of years, making his headquarters at Grand Rapids. It is said that he married a Grand

Rapids girl. We extend our hearty congratulations to Mr. and Mrs. Bracht.

Mr. and Mrs. Fred Clarke have gone to Battle Creek for a few days' vacation. Mrs. Clarke nearly met with a serious accident a few days ago when she fell down a flight of stairs, sustaining painful but not serious bruises. Mr. Clarke for the past year has been editor of the Booster, a maga-



E. H. WARNER,
Past Senior Counselor.

zine issued by Cadillac Council, No. 145.

D. Haydon Brown, of Eaton Rapids, traveling these many years for the Simmons Boot & Shoe Co., Toledo, says that the man behind may be all right but not when he is getting sassy to a mule.

Arthur Brevitz, manager of the underwear department of Burnham, Stoepel & Co., spent Sunday with his parents on their farm located near Kent City.

Even goods wishky is liable to give a fellow a bad headache.

E. D. Turner, 232 East Grand Boulevard, member of Cadillac Council, No. 143, is reported ill at his home.

There are many cures advertised for all kinds of ailments but it evolved upon the Bay City Elks to produce a novel and effective cure for the illness that confined Ed. Schreiber to his bed a couple of weeks ago. Ed., by the way, is the Bay City representative for Edson, Moore & Co., starting for them way back in the days when it was necessary to shoot seven or eight Indians before he was able to get to his customer. As soon as he felt the illness approaching, he tidied up to his room, put some fresh water in a vase—you know Ed. always sends flowers to sick members—sent word to the Secretary of the local Elks lodge that he was going to be ill and went to bed. He received the flowers in due time, but they were not the luscious American beauties that he looked for, but were flowers made up of a cheap variety of tissue paper. But the paper flowers alone did not accomplish the cure. Accompanying the paper flowers were some books that, on close inspection proved to be catalogues of undertakers' supplies. The next day Ed. Schreiber was back on the job.

With the transfer of Charles Hampton and his son, Arthur, Cadillac Council, No. 143, became the largest council in Michigan. How long it

maintains that lead depends wholly on Grand Rapids Council, No. 131.

The month of March is putting up a game finish, even if it has been knocked down three or four times.

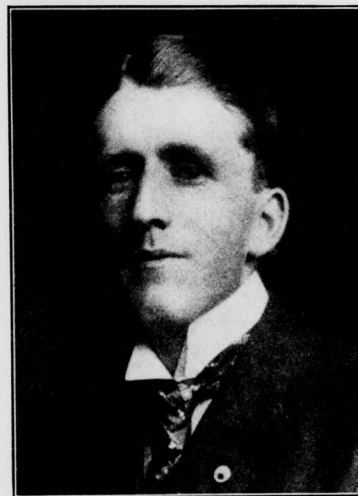
Welcome to our pages Will-ie Saw-year. Show 'em how 131 does things.

William J. Chittenden, known throughout the country as one of the pioneer hotel men, died suddenly while visiting friends in Tarrytown, N. Y. Mr. Chittenden, who was 79 years of age at the time of his death, started in the hotel business in Detroit in 1858 as an employe of the old Russell House which he later became owner of. He retired from active participation in the hotel business in 1906, when the Russell House was razed to make room for the new Ponchartrain Hotel. His son, William J., Jr., is actively interested in the new hotel.

R. Sable, who conducts a dry goods and furnishing goods store at 666 Dix avenue, is all smiles over the arrival of a new Oakland Six automobile.

A great many girls are not so particular about the kind of wedding they are to have as they are about having a wedding.

What Detroit Council, No. 9, may lack in size it makes up in enthusiasm. At the meeting last Saturday night, which, incidentally, was also the annual election of officers, we were held under the spell of such speakers as Supreme Conductor Frank Gainard, Past Grand Counselor "Mike" Howarn, members of the Grand Executive Committee, "Lem" Thompkins and Angus McEachron and others. It was a successful and enthusiastic meeting. The enthusiasm was not of the spasmodic here-to-day-and-away-to-morrow kind, but the real deep rooted wholesome enthusiasm that bespeaks much for the future of No. 9. With the retirement of E. H. Warner as Senior Counselor, goes a record of which any senior counselor might well be proud and the example as set by Senior Counselor Warner is one that the incoming Senior Counselor might do worse than to heed. The



S. F. PUNGS,
Junior Counselor.

new Senior Counselor, Chas. Welker, is noted for his hustle and executive ability, has a fine personality and is a fluent talker. The new officers are all young men who will put their shoulders to the wheel and promise to make many other councils take

heed during the coming year lest they lose their laurels. One of the pleasing features of the meeting was the presence of many of the officers of Cadillac Council who offered the services of their Council at any time Council, No. 9, was in need of assistance. Grand Page F. J. Montier, of No. 9 gave a short talk that stirred the members and should be productive of much good. Supreme Conductor Ganiard acted as installing officer, assisted by Past Senior H. D. Murray. The following officers were elected for the ensuing year:

Senior Counselor—Charles Welker.
Past Senior Counselor—E. H. Warner.

Junior Counselor—S. F. Pungs,
Secretary-Treasurer—Harry Marks.
Conductor—Elmer Brevitz.

Sentinel—H. J. Hitchings.
Executive Committee (one year) to fill vacancy—E. J. Hendrie.

Executive Committee (two years)—
F. J. Moutier and B. F. Pashby.

Delegates to Grand Council to be held at Saginaw—E. H. Warner, Chas. Welker, Harry Marx, L. Williams.

Alternates to delegates to Grand Council meeting—B. F. Pashby, G. J. Munsell, Sam Rindscoff and H. D. Murray.

"Lem" Thompkins, while in Detroit the other night, said that there were many people who would otherwise pass without being noticed if it were not for the fact that they make a noise like a water power washing machine when they eat.

Orla Jennings, at the last meeting of Cadillac Council, No. 143, was appointed chairman of the Entertainment Committee for the ensuing year. This automatically makes Orla editor-in-chief of the Booster, the Council's official paper. Mr. Jennings is a former member of Grand Rapids Council, No. 131, and, with "131 spirit" to put in his work, there is no fear as to the outcome. Associated with Orla will be Howard Jickling, secretary of the Entertainment Committee.

Mr. Clark, buyer for Cook & Feldher, Jackson, was in Detroit in the interest of his firm last week.

J. C. Ballard, of Sparta, former well-known traveling man, has purchased, according to reports, the hardware store of Shelby Field. If Claud continues absorbing everything in Sparta at the rate he has been for the past few years, we would advise that Kent City and Englishville fence themselves in.

H. Loewenberg has opened a dry goods and furnishing goods store at 1560 Mt. Elliott avenue.

An ulster is made for the purpose of keeping one warm. Things are pretty warm on the British Isle at the present writing.

Harry Ruda, who used a portion of his store for living rooms, has moved into a snug little flat and has had the entire lower floor of his store building remodeled and made into one large store room. We predicted some time ago that this hustling merchant would eventually be obliged to enlarge his present quarters. Mr. Ruda is located at 633 Hastings street.

Scientific note says that lobsters are now caught with a snag consisting of a circle of hooks hanging under a piece of bait. Our advice to certain traveling men is to beware of a circle of hooks.

General Villa, down Mexico way,
Continued on page 32.)

HOWARD THORNTON.

Tender Tribute to Sterling Qualities of Deceased.

Mr. Stowe has asked the writer of this article to write something about our dear friend who has recently gone from us. All of us men in business—and, in fact, every other line of endeavor—are endowed with as much sentiment as in other walks of life where it is more easily displayed. It is extremely difficult for the writer to voice the devout feeling of all of the associates of Howard Thornton. His career has just closed at a time when the fruition of his fondest hopes might have matured. The most of us are so engrossed in our profession or business that we find little else to occupy our minds, but he not only attended to his large and growing legal practice, but gave time to the many demands that were made upon him in a civic way, as Trustee of the Y. M. C. A., as Trustee and Vice Chairman of the church and Trustee of Butterworth Hospital.

I remember very well the first time I ever saw Howard Thornton. Twenty years ago last fall when he had just come to the city after completing his legal course at Ann Arbor, I noticed, standing in the church, a young man with an earnest, thoughtful face, every expression of which bespoke honesty and good will. As the years passed we grew closer and closer until for the last ten years hardly a day passed that I did not see him, and as we grew more intimate and I came to know him through and through, my first impression of honesty and good will was strengthened.

One of his friends recently made the remark that of all his close associates he was the one man of whom it might be said that he could be stamped "sterling."

He had the training from which the best men in all walks in American life have come. He was born on a farm in Allegan county and in the summer worked in the harvest fields and in winter went to school at the little red school house on the hill, afterwards going to the Otsego public school and taking up his legal studies at Ann Arbor.

While at Mackinac Island several years ago I noticed on a fly leaf of one of the books of the Astor Fur Company some lines which may not be good poetry, but they struck me as very true and especially so with regard to our friend:

Two lines convey the power of
Heaven and earth, I know;
Affection for the friend,
Politeness to the foe.

This would especially describe his relations with his associate. In our ever growing closer social relations many conflicts come up in which we often think that the other fellow is guilty of bad faith or other lesser or greater faults. I feel that nearly all of our fellow men desire to do the right thing, but the most of us are misunderstood. I think that the highest and truest testimony is not only that a man was honest and sincere, but more truly can it be said, "He was not misunderstood." Especially was this true of our friend. If a discus-

sion came up on any topic his meaning always was given in plain and unmistakable terms.

His was a spirit of gentleness and yet a spirit of courage. Many times have we all heard in company an impatient and thoughtless remark made about another. This was never allowed to go unchallenged by our friend if it had the slightest color of injustice; whether the remark was made by a friend or foe, he always took occasion to correct it; to stand up for the right viewpoint as he saw it, and yet his correction or criticism was always made in such terms as not to be misunderstood or with the feeling that he was taking sides.

Under the old spirit of the times which is gradually passing away, it seems to me that the predominant failing was largely selfishness—what would be the course in any case which would be of most benefit to one's self? We have gradually come



HOWARD THORNTON.

to understand that the best course, the best for each one of us individually and the best course for all, is the course that is settled in a way to do the most good and the most justice to all of us. Mr. Thornton constantly pursued this course from the earliest beginnings of his legal profession. In his legal work, whether it was with work for an individual or a corporation, he always courageously took the stand of working a matter out fairly with regard to all sides and not for the shortsighted selfish case of the most temporary benefit to his client.

In his public work he carried out this idea and gained the respect of all classes as a member of the Charter Commission. Not only did he desire fair treatment of the business

interests and the business friends with whom he was associated, but he insisted upon fair treatment for all classes of citizens in his part of the construction of that document which would have meant so much to the whole city.

For twenty years he had been amongst us and in that time the remarkable statement could be made of one who has such a busy active life, that he had no enemies, either in his legal profession or otherwise. He was a friend and he was a friend to us all, whether we knew him well or slightly. He was always just and whatever may be our reward in the life hereafter for our god deeds, we will at least know that a life such as Howard Thornton lived will not die, but will have its constantly accumulating effect for good as it has affected us for a nobler purpose and better endeavor and that reflection

merchant of the same towe, is closing out his stock of dry goods, notions and furnishings.

If you have a bad case of the blues, call at the Heasty House, Pigeon, and George Farrar, the genial proprietor, will cure you without delay. George never loses his temper or his happy smile.

H. W. Zirwes cannot, truthfully, be accused of casting off the old love for the new. Harry is now a resident of Saginaw, but he still attends the meetings of Bay Council, No. 51. May his shadow never grow less!

Salesman Johnson, with Tanner & Daily, Bay City, W. S., who has been confined to his home several weeks by illness, is improving.

Pub. Com.

Chirpings From the Crickets.

Battle Creek, March 23.—Others of the boys seems to be short on time for their weekly letter.

Our pal "Bill" Masters is laid up at his home.

Boyd Cortright is covering his trade.

O. J. Wright sold three scales last week. Dandy business.

H. W. Ireland reports business on the gain.

Geo. C. Steele was re-elected for Secretary and Treasurer. Hurrah!

Brother Hoyt is covering this territory for the Sullivan Packing Co., of Detroit.

Our Council is planning a U. C. T. room in the annex to the Nichols hospital.

Guy Lewis visited our Council Saturday night and gave a dandy talk on South America. Guy has been selling goods in South America for the past eleven years and his talk was mighty interesting.

The new officers of No. 253 are as follows:

Senior Counselor—W. I. Masters.
Junior Counselor—Robert Longman.

Past Senior Counselor—E. W. Guild.

Secretary-Treasurer—Geo. C. Steele
Conductor—Guy Pfander.

Page—H. W. Ireland.

Sentinel—Frank Potter.

Members Executive Committee—
B. Cortright, M. Loomis and Ed. Schoonmaker.

We all had a pleasant time Saturday night and entertained several visiting brothers. Guy Pfander.

Who Will Help a Brother Traveler?

Battle Creek, March 24.—The time has come when I must ask you a question, the contemplation of which has caused me many a sleepless night, bitter tears of anguish and corresponding days of anxiety. This is a subject of which I hesitate to speak to you, or to anyone, as you know the whole community is agitated at the present time by the same question which agitates me. Many happy homes have been broken up by this same cause, and I too, though young, must share the burden of this wicked and uncouth world. I dare not even communicate my state of mind to my folks, as you know they are old fashioned about such things. In my distress I turn humbly to you for sympathy.

It may surprise you to know that I would consult you on such an important subject, which only my heart knows, but like the morning dawn the whole affair has come to your friendly hearing and I know you will understand better than I can explain.

I am asking a great favor of you and I wish you would set aside all cares, all social joys, and properly consider the question. I hate to ask it, but must: Do you think it too early to change my winter underwear? After considering the question closely, let me hear from you.

G. C. Steele.

You are not doing the customer a favor when you adjust a complaint and it is foolish to act as if you were.

upon the lives of others with whom we may have come in contact.

Claude T. Hamilton.

Boomlets From Bay City.

Bay City, March 23.—Last week the Industrial Works of our city shipped to New York City for use at the terminal station of the New York Central lines the only crane of its class in the world. It is controlled wholly by electricity, can be operated by two men and its lifting capacity is truly wonderful.

Winter is still lingering in the lap of spring, in consequence of which the merchants are playing a game of wait. The salesman who claims to have secured an order is looked upon as a prevaricator or a curiosity.

The E. P. Rowe Co., Bad Axe, which has conducted a successful business about twenty-five years, has closed out its stock of general merchandise.

James Nugent, another pioneer

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, March 18—In the matter of Edward Hiemenga, bankrupt, Grand Rapids, formerly doing a general contracting business, the adjourned first meeting of creditors was held to-day. The trustee reported that collection of the assets had not yet been made and the meeting was further adjourned to April 17, at which time a first dividend to creditors will, no doubt, be declared and ordered paid. The assets consist solely of balance due on a contract for building.

In the matter of the Bailey Electric Co., bankrupt, Grand Rapids, an order was this day made confirming the sale of a part of the assets belonging to said estate.

In the matter of William Harrison, bankrupt, Grand Rapids, the final meeting of creditors has been called for April 2, at which time the trustee's final report and account will be presented, showing total receipts of \$70,686.35; disbursements for preferred tax claims, \$1,200.01; for dower and widow's allowance as fixed by the Probate Court, of Kent county, \$1,690; for attorney fees and on account of fees of Commissioners on Claims in the Probate Court of Kent county, \$345; attorney fees and expenses in proceedings, including appeal to the Supreme Court of Michigan, in perfecting title to lands, \$491.96; on account of labor claim, \$25; administration expenses, \$1,910.14; total, \$5,662.11 and a balance on hand of \$65,024.24; also that on account of confusion existing in the minds of certain of the creditors as to the identity of the bankrupt proceedings in re. Harrison Wagon Co., bankrupt, and this estate, both of which estates were pending before this court at the same time, a small proportion of the creditors have failed to file formal proofs against this estate and that in the opinion of the trustee it is fair that such creditors should be allowed to do so, will be considered. A final dividend will be declared and ordered paid and it is likely the dividend will be a good sized one from present indications.

In the matter of Clair E. Ruggles, bankrupt, Petoskey, formerly in the summer hotel business at Oden and elsewhere, the first meeting of creditors was held this day. Claims were allowed and by unanimous vote of the creditors present and represented, Nelson Bennett, of Pellston, was elected trustee and his bond fixed at the sum of \$500. The assets are very small and it is doubtful if there will be sufficient to pay administration expenses and preferred claims in full.

March 19—In the matter of Joseph B. Russo, bankrupt, formerly doing business at Grand Rapids, the final meeting of creditors was held to-day. The trustee's final report and account showing total receipts of \$537.01 and disbursements for administration expenses, etc., aggregating \$58.20 and a total on hand for distribution of \$480.81, was considered and allowed, and a certificate recommending the bankrupt's discharge was ordered made by the referee. A first and final dividend of 10 1/2 per cent. was declared and ordered paid to general creditors whose claims have been proved and allowed.

In the matter of the Ludington Manufacturing Co., bankrupt, formerly doing a piano manufacturing business at Ludington, the schedules of the bankrupt were to-day filed by petitioning creditors upon the refusal of the bankrupts so to do. The schedules reveal that the affairs of the company are very much involved and creditors are many. The referee has called the first meeting of creditors for April 3, at which time creditors may be present, prove their claims, elect a trustee and transact such other and further business as may come before the meeting. The inventory and report of appraisers appointed some time ago at the request of the receiver has been filed showing assets of about \$70,000; upon which are mortgages of uncertain value. The receiver has filed petition for authority to sell a part of the assets consisting of the pianos, etc., in the course of construction, and a special meeting of the creditors of the bankrupt has been called for the purpose of authorizing such sale if deemed advisable.

March 20—In the matter of Edward J. Carroll, bankrupt, formerly operating a general store at Manton, the trustee has filed his final report and account and the final meeting of creditors has been called by the referee for April 7. The final account shows total receipts including amount as shown by first report and account, \$3,022.71; disbursements for preferred claims, \$342.34; first dividend of 10 per cent., \$634.58; administration expenses, including store rent, insurance, appraisers, premium on bond, collection fees, etc., \$664.33; total, \$1,650.25; balance on hand for distribution to creditors, \$1,329.11. Also showing book accounts and notes of the face value of \$1,095.53 of doubtful value for which the trustee has received an offer of \$25 and recommending that the same be accepted. It is probable that another dividend of at least 10 per cent. will be declared and ordered paid to general creditors.

In the matter of Charles Wetherby,

bankrupt, Grand Rapids, the first meeting of creditors has been called for April 7, at which time creditors may be present, prove their claims, elect a trustee and transact such other business as may come before the meeting. The estate has little or no assets and it is not likely that there will be any dividend for creditors.

March 20—In the matter of the Holland Veneer Works, bankrupt, the final trustee's final report and account, showing total receipts of \$21,614.75 and disbursements of \$17,332.12 and a balance of \$4,282.63 on hand; also showing additional sums owing the estate for goods sold and uncollected, was considered and allowed. Certain administration expenses, attorney fees and extra compensation for the trustee was allowed and the final meeting of creditors was then adjourned to April 24, at which time the trustee was directed to file a supplement to his final account and report showing the disposition of the matters undisposed of appearing from his final report and account. Upon the filing of this report a final order of distribution will be made and a final dividend declared and ordered paid to the creditors of the bankrupt. The dividend will not be a large one.

March 21—In the matter of Menzo Turner, bankrupt, Hastings, the schedules have been filed, adjudication made and the matter referred to Referee Wicks for administration. The first meeting of creditors has been called for April 8, at which time creditors may be present, prove claims, elect a trustee and transact such other business as may come before the meeting. The schedule of the bankrupt on file in this office show the following as creditors: Babbitt Reigler Co., Freeport ... \$100.00
Goodyear Bros., Hastings ... 175.99
Hastings City Bank ... 242.00
Hyde & Sons, Freeport ... 8.19
Freeport Cr. Co. ... 3.50
C. C. Lockwood, Freeport ... 150.00
Babbitt Reigler Co., Freeport ... 42.00
Miller & Everhardt, Freeport ... 20.00
Bert Frisby, Freeport ... 160.00
Frank Horton, Hastings ... 300.00
Chas. H. Osborn, Hastings ... 175.00
John Dawson, Hastings ... 80.00
Corveth & Stebbins, Hastings ... 20.00
Robt. Montgomery, Hastings ... 3.00
Ed. Butler, Hastings ... 3.00
Mrs. W. S. Godfrey, Hastings75
Edmonds Bros., Hastings ... 8.99
S. R. Feil Co., Cleveland ... 5.90
John Parker ... 5.00
Roseink Bros. ... 125.00
J. Rinevelt & Son ... 12.90
R. Van Bosche ... 4.00
Schmidt Bros. ... 4.00
Dr. J. B. Hoskin ... 18.50
Webster & Ruffee ... 10.90
Hastings Banner Co. ... 3.00

St. Joseph Referee.

St. Joseph, March 17—In the matter of the Sanitary Laundry Co., bankrupt, of Kalamazoo, an order was entered by the referee calling a final meeting of creditors to be held at his office on April 2 for the purpose of passing upon the trustee's final report and account, fixing the fees of the custodian and trustee, allowance of claims and the declaration and payment of a dividend, providing there are funds upon which to declare a dividend. Creditors were also directed to show cause why a certificate favorable to the bankrupt's discharge should not be made by the referee.

Frank S. Shannon, of the township of Leonidas, St. Joseph county, a farmer by occupation, filed a voluntary petition and he was adjudged bankrupt by District Judge Sessions and the matter referred to Referee Banyon. The schedules of the bankrupt disclose practically no assets above the exemptions claimed by the bankrupt and the following liabilities:

Secured Creditors.	
Charles W. Hickman, Lafayette, Ind.	\$1,200.00
Edward Reichert, Sherwood, O.	509.00
Ovid Doubleday, Athens, Ga.	2,250.00
Athens State Bank, Athens, Ga.	32.50
Doty & Hollenbeck, Athens, Ga.	10.60
Wood & Woodruff, Athens, Ga.	83.90
	\$4,075.50

Unsecured Creditors.	
Longenecker Brothers, Leonidas, Ga.	\$ 25.00
Charles White, Leonidas, Ga.	10.00
Dr. Krull, Union City, Ga.	4.50
Dr. Barney, Leonidas, Ga.	7.00
Tom Crawford, Leonidas, Ga.	4.00
Glenn Damon, Leonidas, Ga.	4.00
	\$54.50

Accommodation Paper.

J. R. Watkins Medicine Co., Winona, Minn.	\$800.00
Assets.	
Farming tools (claimed exempt)	\$100.00
Household goods (claimed exempt)	200.90
Two cows (claimed exempt)	100.00
Buggy, wagons, etc. (claimed exempt)	75.00
	\$575.00

One stallion \$700.00
Accounts receivable 120.00
March 18—Herman Vetten, dealing in sporting goods, of Kalamazoo, filed a voluntary petition and, in the absence of the District Judge from the division of the District, the matter was referred to Referee Banyon, who adjudged the petitioner bankrupt. An order was also entered by the referee appointing Stephen H. Wattles custodian of the bankrupt

stock. The schedules of the bankrupt show the following liabilities and assets. Taxes due the city of Kalamazoo \$78.00

Unsecured Creditors.	
Aldrich & Chenceller, Chicago	\$319.24
Amblor-Holman & Co., Chicago	36.51
American Sign Co., Kalamazoo	15.10
Abby & Lumbrie, New York	31.17
American Bank Note Co., N. Y.	20.69
American Pub. Co., New York	18.02
Anderson Novelty Rubber Co., Akron	40.00
American Silver Truss Co., Condersport, Pa.	56.20
Athletic Shoe Co., Chicago	106.25
Anglo-American Light Co., Pittsburg	25.80
American Thermos Bottle Co., Norwich, Conn.	32.18
Axter Equipment Co., Grand Rapids	10.00
Alexander Hamilton Institute	8.00
George H. Buckheimer, Baltimore	55.97
Brown & Biglow, St. Paul	56.88
Blum Bros., Market St., Chicago	21.25
Brauer Bros., St. Louis	13.50
Biffar & Company, Chicago	73.19
Bijou Sign Co., Battle Creek	9.90
Commonwealth Power Co., Kalamazoo	18.05
Consolidated Press Clipping Co., Chicago	25.00
Claus Shear Company, Fremont, O.	85.32
Columbus Knitting & Mfg. Co., Columbus, Ohio	\$13.09
C. C. Carr Company, Indianapolis	49.54
Ceary Company, Detroit	62.16
Columbia Electric Company, Kalamazoo	3.87
Chicago Cycle Company, Chicago	15.90
Chicago Eye Shield Co., Chicago	45.70
Chicago Flag & Decorating Co., Chicago	151.50
Cruver Mfg. Co., Chicago	16.90
Dearborn Rubber Co., Chicago	58.36
Doubleday Bros. Co., Kalamazoo	12.30
Collins Mfg. Co., Taunton, Mass.	65.95
Dwight Divine & Son, Chicago	50.99
Excelsior Cycle Co., Chicago	140.00
Excelsior General Supply Co., Chicago	154.14
Empire Knitting Co., Cleveland	41.09
Edwards & Chamberlain Co., Kalamazoo	540.82
Fletcher Hardware Company, Detroit	75.00
Frost & Company, New York	158.03
Fisk Rubber Co., Chicopee Falls, Mass.	189.70
Flaum Company, New York	17.91
Federal Sign Co., Chicago	103.82
Fashion Knitting Mills, Chicago	277.92
Goodrich Rubber Co., Akron, Ohio	30.44
Grafton Glove Co., Grafton, Wis.	15.00
Herman Guenther, New York	21.00
Orrocks Ibboston Co., New York	50.90
Henderson-Ames Co., Kalamazoo	1.85
Hastings Sporting Goods, Kalamazoo	3.00
Morsman Company, New York	67.76
Hersey-Willis Company, Indianapolis, Ind.	50.65
Harris & Reid Mfg. Co., Chicago	36.95
Horton Mfg. Co., Bristol, Conn.	56.23
Hastings Sporting Goods Co., Hastings	3.60
Illinois Envelope Co., Kalamazoo	3.85
International News Service Co., New York	13.00
Imperial Curtain Company, Kalamazoo	36.00
Johnson Paper Co., Kalamazoo	102.00
Telegraph-Press, Kalamazoo	102.00
Kalamazoo Awning & Tent Co., Kalamazoo	15.00
Keller Knitting Co., Cleveland	61.72
Kalamazoo Gazette, Kalamazoo	48.39
Kahnweiler & Co., New York	80.25
Kalamazoo Sign Co., Kalamazoo	17.69
Kalamazoo Academy of Medicine, Kalamazoo	12.00
Kalamazoo Amusement Co., Kalamazoo	9.00
Kalamazoo Normal Record, Kalamazoo	15.60
Keuffel & Esser Co., Kalamazoo	6.42
Lockwood-Luetkemeyer Co., Cleveland, O.	112.47
Louer Brothers, Chicago	93.50
Lion Knitting Mills Co., Cleveland	135.43
Lee Lash Co., Mount Vernon, N. Y.	39.50
Lorenz Mfg. Co., Chicago	12.50
Liberty Bell Co., Cleveland, O.	12.34
Metal Sign Board Advertising Co., Kalamazoo	49.78
Mysto Mfg. Co., New Haven, Conn.	21.32
Mason Shoe Co., Chippewa Falls, Wis.	63.53
Michigan State Telephone Co., Kalamazoo	16.10
Morrison Ricker Mfg. Co., Grinnell, Iowa	34.75
Meyer Hess & Co., Chicago	70.00
Mills & Son, New York	40.90
National Lead Co., Chicago	126.38
Mentor & Company, Homer, N. Y.	46.73
W. J. Osborn, Chicago	358.20
Pope Mfg. Co., Westfield, Mass.	64.06
P. W. Electric Co., Toledo, Ohio.	40.75
Palm Fectek & Co., New York	21.02
Petter & Wrightwood Co., Boston	11.09
Robinson & Co., Chicago	82.23
Parker Brothers, Salem, Mass.	41.09
Progressive Leather Goods Co., New York	4.87
Remington Typewriter Co., Kalamazoo	15.00
Racine Excelsior Co., Racine, Wis.	38.70
Raymond Lead Co., Chicago	101.50
A. J. Reach & Co., Philadelphia	30.06
Standart Brothers, Detroit	54.61
A. G. Spaulding & Bros., Chicago	462.88
Sperry & Alexander, New York	41.32
Schmachtenberg Brothers, N. Y.	20.85
H. L. Smitzer & Co., Ann Arbor	1.95
William Sprinks Co., Chicago	30.00
J. E. Scott & Company, Detroit	83.60
Sharp & Smith, Chicago	3.57

Sassfeld-Lorsch & Co., New York	19.56
Stater-Wells Co., New York	57.77
Shapleigh Hardware Co., N. Y.	15.00
Town Mfg. Co., New York	23.42
Treninis Brothers, New York	45.38
Thermo Engine Co., Chicago	3.50
E. K. Tryon Company, Philadelphia	58.65
Victor Sporting Goods Co., Philadelphia	84.22
Van Camp Hardware & Iron Co., Indianapolis, Ind.	292.00
Von Lengenke & Antonio, Chicago	13.16
Vosburg Lamp Company, West Orange, N. J.	18.90
Visco Motor Oil Co., Cleveland, O.	26.13
Vien Hardware Co., New York	17.50
Vacuum Specialty Co., N. Y.	119.85
Wilt Mfg. Co., Detroit	70.67
Worthington Company, Elyria, O.	4.69
Wisconsin Shoe Co., Milwaukee	33.49
Wolverine Leather Co., Detroit	96.65
Wimmer Supply Company, Detroit	34.50
Wilmarth Show Case Co., Grand Rapids	300.00
Yost Mfg. Co., New York	28.30
Yost Mfg. Co., New York	61.10
Goldsmith & Sons, Cincinnati, O.	85.00
Wm. Shakespeare Co., Kalamazoo	800.00
Wm. Shakespeare Co., Kalamazoo	448.65
Kalamazoo City Savings Bank, Kalamazoo	900.00
Charles V. Chase, Kalamazoo	416.65
Claud H. Preston, Kalamazoo	800.00
	\$12,443.38

Assets.	
Real estate	\$1,000.00
Cash on hand	1.21
Stock in trade	5,600.00
Household goods	250.00
Tools and machinery	1,600.00
Accounts receivable	289.86
Money in bank	19.91
	\$8,260.98

Property claimed exempt from the above assets \$1,550.00

March 20—In the matter of Frederick W. Hinrichs, bankrupt, of Kalamazoo, an order was made by the referee calling a special meeting of creditors to be held at his office March 21, for the declaration and payment of a third dividend of 5 per cent. Creditors were also directed to show cause why certain insurance policies, corporation stock and land contracts should not be declared worthless and of no value to the estate. March 21—In the matter of Herbert L. Levey, Harry J. Lewis and Levey & Lewis, copartnership, bankrupt of Kalamazoo, an adjourned first meeting of creditors was held at the referee's office, claims allowed and the meeting further adjourned for four weeks.

Boosting Retail Sales of Tea.

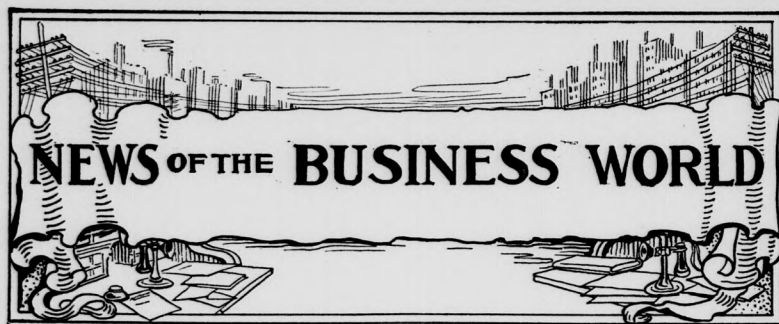
Philadelphia, March 23.—In reading the speech that Mr. Martindale recently made before the Tea Importers' Association of New York, in reference to increasing the sale of tea by newspaper advertising, we suggest in addition to the means he mentions that the trade give prizes for the best window displays of good teas and that we immediately raise \$10,000 for that purpose and a committee of three leading importers be named to further the project.

The small grocer is a big factor in reaching the consumer, and as he needs the hand of friendship more than ever to-day, on account of the large companies with their many stores crowding him, we believe the prizes will do much to encourage him to push teas of good quality and be a great benefit to all concerned, including the consumer. Wm. Grieve & Co.

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

Buffalo, March 25.—Creamery butter, fresh, 25¢@28¢; dairy, 22¢@26¢; poor to good, all kinds, 15¢@18¢. Cheese—New fancy, 17¢@18¢; Choice, 16¢@17¢; poor to common, 6¢@12¢; fancy old, 18¢@18½¢; choice 17¢@17½¢. Eggs—Choice, fresh, 21¢@22¢. Poultry (live)—Turkeys, 18¢@20¢; cox 12¢@13¢; fowls, 17¢@18¢; springs, 16¢@18¢; ducks, 18¢@20¢; dressed chick 18¢@20¢; turks, 22¢@25¢; ducks, 18¢@20¢; fowls, 17¢@18¢; geese, 15¢@16¢. Beans—Marrow, \$3@3.25; medium, \$2.10@2.15; peas, \$2@2.05; white kidney, \$3@3.25; red kidney, \$2.75@3. Potatoes—70¢@75¢. per bu. Rea & Witzig.





Movements of Merchants.

Tecumseh—L. A. Hughes is closing out his stock of meats.

Mulliken—F. Brady has opened a restaurant and cigar store here.

Charlotte—Dyer & Kraft succeed Harry H. Dyer in the cigar business.

Charlotte—A. G. Wanger, photographer, is succeeded by Guy Shance.

Ithaca—C. L. Short succeeds Robert Anderson in the grocery business.

Traverse City—Joseph Klaasen will open a shoe store at 413 South Union street April 15.

Detroit—The Gregg Hardware Co. has increased its capital stock from \$70,000 to \$100,000.

Charlevoix—Charles L. Gonser will open a bazaar store in the Wilbur building about April 10.

Westwood—D. J. Peacock, formerly of Dublin, succeeds Frank Hodgkin in the general store business.

Williamsburg—Fire destroyed the Hugo Will store building and stock of general merchandise, March 13.

Harbor Springs—H. S. Lilius, of Hattiesburg, Miss., succeeds G. E. Bullock & Co. in the jewelry business.

Watervliet—Enders & Geisler, operating a general store, have changed their name to the John P. Geisler Co.

Kalamazoo—Clarence Barkley succeeds John Hinkle in the restaurant and cigar business on East Main street.

Howard City—The Larry Hardware Co. has taken over the agricultural implement stock of S. Lisk & Son.

Otsego—J. B. Wood has sold his grocery stock to Frank Fairfield, who will continue the business at the same location.

Allegan—The Morse & Saveland Furniture Co. will open a sample furniture store in the McDuffee block March 28.

Vestaburg—George Gorsuch has sold his stock of general merchandise to George Crawford, who has taken possession.

Muir—Joseph J. Hetler has traded his farm for the Sturgis & Brenehan hardware stock and will continue the business.

Lansing—Frank Stevens succeeds George E. Bayley in the restaurant and cigar business at 113 South Washington avenue.

Negaunee—Levine Bros. have purchased the Benjamin Neeley block and will continue to occupy it with their department store.

St. Louis—M. J. Ingold has traded one of his farms for the Joseph Taylor stock of groceries and crockery and has taken possession.

Shelby—Otis Kern, proprietor of the Variety Fair Store, has sold his bazaar stock to Oscar Wood, who will continue the business.

Dighton—Thomas W. Davis, druggist, died at the home of his niece, Mrs. Frank S. Sovereign, at Evart, after a brief illness, March 22.

Niles—William Schulte, grocer at 298 Main street, sold his stock to Henry A. Moore, who will continue the business at the same location.

Baxter—Mrs. Vern Thompson has purchased the John Smith stock of general merchandise and will continue the business at the same location.

Owosso—Frank Calabrese has purchased the Wallingford restaurant, cigar and tobacco stock at chattel mortgage sale. Consideration, \$270.

Sparta—E. Armock has sold his interest in the Armock & Powers meat stock to his partner, William Powers, who will continue the business.

Battle Creek—D. A. Ikeler has sold his interest in the Purity Candy Co. to W. H. Phelps and the business will be continued under the same style.

Bellaire—B. E. Black, sole owner of the clothing and furnishing goods store of B. E. Black & Co. will hereafter conduct the business in his own name.

Kalamazoo—A. C. Kersten has engaged in the upholstering and refinishing business under the style of A. C. Kersten & Co., at 735 Portage street.

Stanton—A. Benow succeeds the A. Benow Co., dealer in dry goods, clothing, shoes and furnishings, and will continue the business in his own name.

Crawford—A. M. Lewis has purchased the interest of his partners in the A. M. Lewis Drug Co. stock and will continue the business under his own name.

St. Ignace—Sol Winkelman has leased a store in the Mulcrone block which he will occupy with a stock of men's furnishing goods, shoes and hats May 1.

Saginaw—Cooney & Smith have added a wholesale and retail furniture department to their mattress manufacturing plant at 219-223 South Washington street.

Flint—The Albert W. Dodds Co., undertaker, has merged its business into a stock company under the style of Dodds & Dumanois Co., with an authorized capital stock of \$25,000, which has been subscribed, \$12,000 being paid in in cash and \$13,000 in property.

Fremont—The Fremont Co-operative Produce Co. has engaged M. D. Van Buskirk, recently of Paw Paw, as manager to succeed Dirk Kolk who resigned.

Kalamazoo—E. A. Dunwell is erecting a two-story brick store building at 747 West Main street, which he will occupy with his stock of drugs about July 1.

Plainwell—Wm. Osewald and David O. Brown succeed Carl Williams in the paint and wall paper business and will conduct same under the style of Osewald & Brown.

Coldwater—Heimbach & Tracy, grocers, have dissolved partnership and the business will be continued by Alvin L. Heimbach, who has taken over the interest of his partner.

Detroit—The Emblem Cigar Co. has engaged in business with an authorized capital stock of \$1,000, which has been subscribed, \$500 being paid in in cash and \$500 in property.

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

Detroit—A new company has been incorporated under the style of the Solar Hardware Co., with an authorized capital stock of \$10,000, which has been subscribed and \$2,000 paid in in cash.

Shelby—O. J. Morse has traded his hardware stock to John Mahan and M. Seymour for a sixty acre farm near Hesperia. The business will be continued under the style of Mahan & Seymour.

Detroit—A. Booth & Co., has been organized to engage in the general merchandise business, with an authorized capital stock of \$1,000, of which \$500 has been subscribed and paid in in cash.

Eau Claire—J. F. Sanders has sold his interest in the Sharpe, Sanders & Co. lumber, coal and feed stock to his partners, who will continue the business under the style of William G. Sharpe & Co.

Muskegon—Herman Francke Moore, who has conducted a honey, olive and olive oil business here for a number of years, has sold his stock to W. J. Engle, who will continue the business.

East Jordan—F. H. Bennett, who for a number of years has been on the road for the Musselman Grocer Co., has severed his connection with that house to go on the road for the American Tobacco Co.

Hastings—The R. C. Fuller Lumber Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed, \$4,004 being paid in in cash and \$20,600 in property.

Bay City—D. L. McKendry, who has conducted a milk route on the west side for the past two years, has purchased the J. M. Bennett grocery stock at 206 East Midland street and will continue the business.

Carson City—Carter Culver and Charles Culver have formed a co-partnership and purchased the A. Fife & Son restaurant and bakery and will continue the business under the style of Carter Culver & Son.

Battle Creek—A. D. Servin has sold his stock of cigars and tobacco to John Holds and Ellis Henson, who will continue the business at 31 South Jefferson avenue, under the style of the Henson & Holds Cigar Co.

Bay City—Nord & Boughton, grocers at 309 East Midland street, have dissolved partnership, D. Boughton continuing the business at the same location and A. Nord embarking in a similar line at 404 East Midland street.

Jackson—The Moloney-Cosgrove Co. has engaged in the general plumbing and heating business, with an authorized capital stock of \$5,000 of which \$2,510 has been subscribed, \$150 being paid in in cash and \$2,510 in property.

Greenville—D. H. Moore, President of the Moore Plow and Implement Co., has purchased the ice business operated for seven years by J. L. Case & Son. John Harlow, who has been in the employ of Mr. Case for several years, will act as manager of the business for Mr. Moore, who will continue to devote his time to his plow factory.

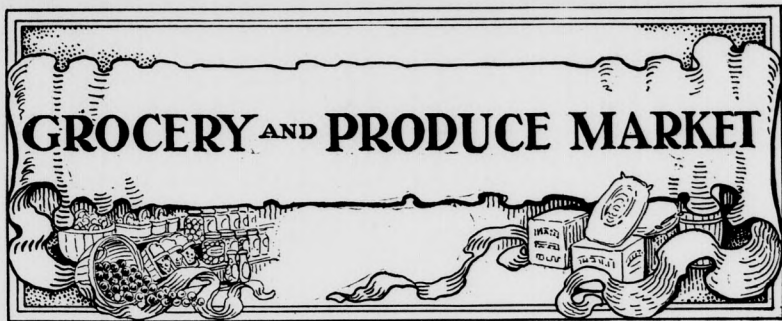
Smyrna—The Postmaster General's ruling that fourth-class postmasters and applicants must stand a civil service examination has thrown George Hoppough, who has been postmaster here since 1872—forty-two years—out of office. The patrons of the office regard the ruling as a political trick unworthy of a professedly reform administration.

St. Joseph—John F. Duncan, after fifty years active business in St. Joseph, has retired to spend the remaining years of his life in quiet and peace. For twenty-five years he was in the retail grocery business and for twenty-one in the hardware business. Mr. Duncan has always been a lover of outdoor sports and declares that he expects to "collect what is coming to him in God's sunshine."

St. Joseph—The Truscott Boat & Auto Supply Co. has merged its business into a stock company under the style of the Truscott-Pierce Engine Co., to manufacture and sell engines, their parts and accessories, power boats, row boats, canoes and their accessories, with an authorized capital stock of \$30,000 common and \$10,000 preferred, of which \$20,000 has been subscribed and \$18,000 paid in in property.

Ontonagon—Robert Mooney, postmaster, purchased from D. J. Norton a safe. The safe is to be used in the postoffice as it is larger than the old one. Mr. Mooney is very proud of his purchase for several reasons. The most important one is that the safe is the first one used by the Bank of Alpena when it opened for business in 1873 and Mr. Mooney was present at the dock and saw the safe unloaded from the boat Marine City.

Grand Haven—Two armed hold-up men entered Egbert G. Hollestelle's grocery store during the absence of the proprietor and binding and gagging Claude Broekema, the clerk, made away with the contents of the money drawer, about \$75.



Review of the Grand Rapids Produce Market.

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

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

Butter—The consumptive demand is at the moment very light, while the receipts of fresh butter continue liberal for the season. These conditions, with the heavy stocks in storage, have caused a decline of 1@2c per pound during the week. The quality of the butter arriving is fully up to the standard, and the consumptive demand will improve as soon as retailers can pass on the decline that has occurred in the first hands' market. Prices may decline somewhat further, however, before the market settles. Factory creamery is now being offered at 26½c in tubs and 27@27½c in prints. Local dealers pay 18c for No. 1 dairy and 14c for packing stock.

Cabbage—2½c per lb.

Carrots—75c per bu.

Celery—\$2.75@3 per crate for Florida.

Cocoanuts—\$4.50 per sack containing 100.

Cucumbers—\$1.75 per dozen.

Eggs—Local dealers are paying 16½c, but expect to reduce their paying price to 16c before the end of the week.

Grape Fruit—The market is steady at \$4.25 per box.

Green Onions—50c per doz. for New Orleans Charlottes; 25c per doz. for home grown.

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

Lemons—California and Verdellis, \$4.25 for choice and \$4.50 for fancy.

Lettuce—Eastern head, \$2.75@3 per bu.; hot house leaf is steady at 10c per lb.

Nuts—The approaching spring consuming season is bringing out more enquiry and some orders, but the market as a whole is still quiet. Grenoble walnuts, owing to the extremely light supply, are strong and higher, and marbots on the spot also show some advance. Sicily filberts are stronger. Shelled nuts are quiet but firm under light supplies. Almonds, 18c per lb.; butternuts, \$1 per bu.; 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—Floridas are out of the market. Californias are steady at

\$2.75@2.85.

Peppers—Green, 65c per small basket.

Potatoes—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—Local dealers now offer 14@14½c for fowls and springs; 10c for old roosters; 9c for geese; 14c 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—\$1.25 per bu.

Strawberries—40c per quart for Floridas.

Sweet Potatoes—Delawares in bu. hampers, \$1.25.

Tomatoes—\$4.25 per 6 baskets crate of Florida.

Veal—Buyers pay 6@13c according to quality.

The Grand Rapids Shoe & Rubber Co., which has been located in the William Alden Smith building for about fifteen years, has leased the five story and basement building on the opposite corner, occupied so many years by the Lemon & Wheeler Co., and will take possession of the new premises about July 1. The increase in floor space will enable the company to still further increase its lines and augment its stock.

Peter Ronan is succeeded in the livery business by Ronan Bros., the firm consisting of Peter Ronan and his brother, N. P. Ronan. The new firm will add undertaking to the livery business. N. P. Ronan has been engaged in farming near this city.

A. F. May, druggist at 2006 South Division avenue, has adopted the style of Burton Heights Pharmacy. Mr. May is now sole proprietor of this business.

James W. Dykstra, who has conducted a grocery store at 1133 West Leonard street for about twenty years has sold his stock to T. Vander Meer.

B. Grosefent, of Mount Pleasant has succeeded John Damoose in the grocery business at 571 South Division avenue.

Deeb Hattem is opening a confectionery store in connection with the vaudette at 410 South Division avenue.

Harry C. Weatherwax has taken charge of the Russian Baths at 700 North Ottawa avenue.

The Grocery Market.

Sugar—Wholesale grocers generally have probably taken on a month's supply at the low level which has prevailed during the past week—3.80c for prompt and 3.85c for delayed shipment—but must provide when this is delivered for the preserving season. Inasmuch as the invisible supplies are light, a heavy consuming movement is expected, stimulated, moreover, by the fact that sugar is cheaper than in twenty years. Those who feel that the bottom has been seen point out that the big buying movement yet to come means ample orders for all concerned and that refiners therefore have no incentive for spoiling their own market, incidentally the lesson of last year when profits were small being well learned.

Tea—Japan teas are exceptionally firm and the better grades are in demand at advanced prices. Some large sales have been recorded in the Eastern markets and the outlook for the new crop is strong for advance. The consumption of Ceylons in this country is increasing and the market is strong. Formosas have been in better demand in the East but Ceylons seem to be supplanting them in our local markets. Java teas are firm and Chinas are more active at full prices.

Coffee—All grades of Rio and Santos, except the finest, are weak and depressed. Fine Santos coffee on spot demands a premium because it is scarce and will continue to do so for three or four months until new coffee comes in. Mild coffees are also somewhat weaker, and concessions of ¼@¾c can now be obtained on most grades. Java and Mocha are unchanged. Mocha is very firm.

Canned Goods—Tomatoes are firm and the market is 2½c higher than a week ago. Corn and peas are unchanged from a week ago. Several packers are sold up on future peas, and packers are beginning to be on future corn. Apples are firm and high. California canned goods and small Eastern canned goods are quiet at ruling prices.

Canned Fish—Salmon should improve in demand shortly, although it is not very active now. Prices are unchanged. Domestic and foreign sardines are unchanged and very scarce and high.

Dried Fruits—Peaches are beginning to move, although prices have not yet advanced. They should do so, as they are very low. Apricots are unchanged and quiet. Seeded raisins are slightly higher in secondary markets, but are still considerably below the California combination's parity. Currants are unchanged in price. Prunes are much unsettled, with assortments badly broken. Size 60s are particularly scarce and have advanced almost a full cent. The general advance in the East has probably not been over ¼@½c. The outlook is firm, with probable further advances on medium sizes especially. The demand is fair.

Cheese—The market is unchanged for the week, except for a slight hardening. Stocks are light and no im-

portant change seems likely until new cheese begins to arrive in May.

Molasses—There was a fairly good enquiry for molasses and prices are maintained for all grades. Stress is laid upon the comparative cheapness of grocery grades as against last year and the result is that mixing with corn syrup has been sharply curtailed. Interest is being shown in new Ponce, but the arrivals as yet are moderate and not sufficient to fill the normal requirements of the distributors. Blackstrap is dull and unchanged, finding competition from refiners' offerings.

Rice—While the movement has slackened of late weeks, reflecting the general trend in trade lines, the tone has not weakened. The South has advanced its ideas, and as was indicated by the taking over of bankers' stocks by a large mill at good prices, the rough rice situation is firm. Mail advices from Lake Charles, La., state that after a three months' period of stagnation the rough rice market has taken an upward turn.

Spices—Foreign markets are almost featureless and cables show little fluctuation. Peppers are neglected except in a small way, Malabars being taken for consuming needs, being comparatively cheap. Cloves are slightly easier in the cables, but steady on the spot. Chillies are maintained by the small stocks, although offered more freely for shipment. Cassias are in good demand, with assortments poorer.

Salt Fish—Cod, hake and haddock are steady to firm and in fair demand. Norway mackerel are firm and tending higher, although they are probably no higher than a week ago. The demand is very fair. Other mackerel are unchanged and neglected.

Provisions—Smoked meats are steady and unchanged. Both pure and compound lard are in very light demand at ruling prices. Barrel pork, dried beef and canned meats are in slow sale and stocks are reported light.

Herman J. Hoff, recently of Muskegon, has purchased the G. E. Lashua confectionery and grocery stock and will continue the business at 2016 Division avenue, south.

P. Tamboer & Son have removed to 946 Ottawa street and added a line of canned goods to their meat market.

G. P. Wendel succeeds Bennett Bros. in the grocery and produce business at 415 South Division avenue.

Brighton—The Detroit Creamery Co. has purchased the plant of the Brighton Food Products Co.

William Kamp succeeds H. J. Kamp in the grocery business at 607 West Bridge street.

Straub & Bieberly, grocers at 1029 Alpine avenue, are succeeded by J. Warner.

A. E. Ollman has engaged in the grocery business at 530 Burton street.

S. Broeksema has opened a tailor shop in the Wenham block.



The Grand Rapids Trust Company officers have closed a lease for the ground floor and basement of the new Peninsular Club building at the corner of Ottawa avenue and Fountain street. The entire ground floor will be utilized for offices and the basement for safety deposit vaults. The Grand Rapids Trust Company has rapidly outgrown its present quarters and the steady increase in business has made it necessary to find at once more adequate housing as temporary offices while the new Peninsular Club is being rushed to completion. The Peninsular Club building will be one of the most attractive structures in the financial quarter and the enterprise of the officers of the Trust Company in closing the deal for the lease is considered a fine stroke of business.

Charles Moore, Secretary of the Security Trust Company, of Detroit, and President of the City Plan and Improvement Association, will resign from his Trust Company office to follow literary work. He is a great lover of the artistic, and has been an enthusiastic worker for the city beautiful.

The three banks of the Iron River district have agreed to finance the dairy industry in Iron county. Agreement was reached when representatives of the banks, business men, R. G. Hoopingartner, the county agricultural expert, and others interested in dairying met to discuss the venture. The money is now available. The details of the methods of buying and selling cows to farmers on the installment plan and handling the bank funds will be worked out and conducted through a co-operative association composed of a wide range of stockholders. Subscriptions are in \$10 shares and may be had at any of the three banks—the Commercial of Stambaugh and the First National and Miners' State of Iron River. All the cows purchased will be high grade or registered stock. The cows will be sold to farmers on installments and in such a manner that a cow may be allowed to really pay for herself. Farmers may have all the cows they are able properly to feed and care for, and the only requirement is that they must adopt modern methods of dairying and bring their dairies up to the highest standard of efficiency. Applications for cows may be made through any of the banks. County Agriculturist Hoopingartner or I. W. Byers, President of the Iron County Farmers' Institute, and they will be investigat-

ed and arrangements made for delivery at the earliest possible date. In addition to the purchase of dairy cows the association will buy several carloads of beef cattle, which will be pastured during the summer and butchered for the home markets in the fall and winter. Enough pasture that has hitherto gone to waste is available for 200 or 300 head of beef cattle.

The Miners' State Bank of Iron River has moved into its new building on Genesee street. The structure is of brick and concrete, faced with pressed brick and Bedford limestone columns and trimmings. The banking room gets plenty of daylight from a skylight. The counters are of a colonial pattern, the woodwork being of mahogany and the base of Italian vein marble. The trimmings of the wainscoting and baseboard are in verde antique marble. The floor is mosaic tile set in figures. A women's rest room and writing room is at the entrance, and on the opposite side is a small waiting room for men. In the center of the large lobby is a marble check desk. At one side of the lobby is the cashier's office, with a private office adjoining, and the opposite side is taken up with a grate and mantel. The banking room is provided with three cages, one for a paying teller, another for the savings department and another for the book-keeper. There is ample room in the rear of the cages for stenographers and clerks. Two coupon rooms and a telephone booth occupy

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



Kent State Bank

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank in Western Michigan

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

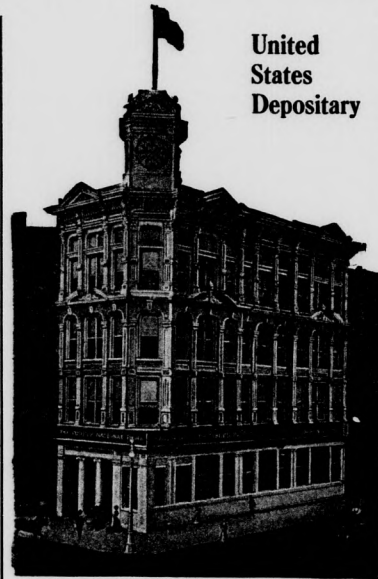
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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



United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½ % if left a year.

the extreme end of the banking room. The great vault, built of solid concrete walls twenty inches thick and interwoven with steel, with its glistening door of steel plates and massive combination lock, gives an air of security. In the rear of the banking room is the directors' room and a sicre room. The second story was built for offices. The building, complete, with its furnishings, cost more than \$25,000.

The fact that larger interest is paid is asserted by a Negaanee Finn to be the reason so many men of his nationality send their savings to the old country. The Finnish banking system is said to be one of the best in the world. The government has supervision over the banks and it is seldom that a bank failure occurs. Negaanee Finns are not, it is said, sending as much of their earnings as usual to the old country this year, because of the labor conditions here at present. The Finnish banks pay 5½ per cent. interest, semi-annually, in June and December. The total capital of five of the largest banks in Finland is over 100,000,000 marks, which is equal to about \$5,000,000 in American money. The larger banks have a number of branch banks in the smaller cities and towns. There are also numerous private commercial and industrial banking institutions. The banks which are considered the leading depositories in Finland are The Finnish Joint Stock Bank at Helsingfors; National Joint Stock Bank, Helsingfors; Northern Commercial Bank, Helsingfors; Wasan Joint Stock Bank, Wason; Abo Joint Stock Bank, Abo, and The Tamerfos Joint Stock Bank. The Finnish Joint Stock Bank is the oldest in Finland and was established in 1862. The Bank has twenty-seven branches and the capital stock is 41,000,000 marks. The National Stock Bank at Helsingfors has thirty-eight branches. Most of the commercial business from the United States is transacted with the Northern Joint Stock Bank of Helsingfors. The total capitalization is 35,000,000 marks and most of the express and postal money orders sent from here are exchanged there. The Wasan Joint Stock Bank at Wasan was established in 1879, and has fifteen branches, the capital being nearly 10,000,000 marks. The Tamerfos

Bank was established in 1898 and has stock amounting to 1,000,000 marks. The deposits are 12,222,293.67 marks, and it has a surplus capital of 909,975.52 marks. All of the currency is coined in Finland, under Russian government supervision.

The City Bank of Battle Creek has increased its capital stock from \$150,000 to \$250,000.

The Niles City Bank has increased its capitalization from \$50,000 to \$100,000.

The new banking office of the Citizens State Savings Bank of Owosso will be opened for business March 26.

The sale of the automatic telephone plant in Chicago to the Bell interests, if consummated, will enable the Chicago Utilities Company to pay off series A first mortgages 5 per cent approximately 30 per cent. of its series A first mortgages 5 per cent. bonds at par. There are \$20,000,000 of the series A bonds outstanding. They are quoted nominally at 47 bid, 50 asked, but no trades have been reported for some time. The Bell interests have contracted to buy the automatic plant for \$6,300,000, subject to the consent of the City Council. After deducting the expenses of the sale, the balance of this sum would be available for retiring the bonds at par.

Quotations on Local Stocks and Bonds.
Public Utilities.

	Bid.	Asked.
Am. Light & Trac. Co., Com.	365	368
Am. Light & Trac. Co., Pfd.	107	108½
Am. Public Utilities, Pfd.	73	75
Am. Public Utilities, Com.	48½	50
Cities Service Co., Com.	94	96
Cities Service Co., Pfd.	74	77
Citizens Telephone Co.	80	82
Comw'th Pr. Ry. & Lt., Com.	52½	60
Comw'th Pr. Ry. & Lt., Pfd.	80½	81½
Comw'th 6% 5 year bond	98	100
Pacific Gas & Elec. Co., Com.	40½	41½
Tennessee Ry. Lt. & Pr., Com.	15	16
Tennessee Ry. Lt. & Pr., Pfd.	69¾	70½
United Light & Rys., Com.	79	81ex
United Light & Rys., 1st Pfd.	76	77ex
United Lt. & Ry. new 2nd Pfd.	73	75ex
United Light 1st and ref. 5% bonds		89

Industrial and Bank Stocks.

Dennis Canadian Co.	99	102
Furniture City Brewing Co.	64	75
Globe Knitting Works, Com.	135	141
Globe Knitting Works, Pfd.	97	100
G. R. Brewing Co.	135	146
Commercial Savings Bank	200	225
Fourth National Bank	215	220
G. R. National City Bank	174	178
G. R. Savings Bank	255	
Kent State Bank	252	256
Kent State Bank	252	265
Peoples Savings Bank	250	

March 25, 1914.

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American Public Utilities Company

If purchased now, will
Yield More than 7¾%

The Company is one of the strongest in the country
Dividends paid quarterly

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Bankers, Engineers and Operators

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6% BONDS

Safety

No Michigan Taxes
Nor County nor Local

Any Amount
Small or Large

The Michigan Trust Co.

In Choosing Investments

the income yield is of less
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Safety of the Principal and Certainty of the Interest

We own and offer bonds netting from 4½% to 6%
where safety is not sacrificed for income

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OLD LINE INSURANCE AT LOWEST NET COST
WHAT ARE YOU WORTH TO YOUR FAMILY?
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The Preferred Life Insurance Co. of America Grand Rapids, Mich.

United Light & Railways Co.

H-S-C-B

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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.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

March 25, 1914.

THE DAM WENT OUT.

The retirement of the United States Express Co.—and the prospective retirement of other express companies from the field—is the logical result of the policy pursued by the companies themselves. As is well known, influences very directly connected with one of the companies prevented for years the enactment of any form of parcel post worthy of the name. Meantime, public sentiment became aroused and the position may be likened to a man who dammed up the waters of a stream with no outlet or spillway—until finally the dam went out.

The express companies pursued a wrong policy as to surplus earnings. Rates should have been only ample to keep up the properties and pay, say, 10 per cent, but they were more than this and, fearing public sentiment on high dividends, the companies bought securities, because they had to. A railway having such a surplus can use it for added efficiency, terminals, double-tracks, and so on, whereas an express company cannot so employ it, except to a limited extent. These surplus earnings belonged to the people or to the railways; that is, the people were charged too much or the railways allowed too little, or both.

Again, the express companies have until recently discouraged small shipments by a disproportionate pound rate, and this is one of the causes of high living to-day. The practice developed too many middlemen as a necessity in the handling of food products.

Now the pendulum swings too far, but the companies have only themselves to blame. A parcel post bill ten years ago would have been a reasonable and not a radical one. The companies would have reduced rates somewhat, and a fair balance arrived at. This situation is now to be met but it will not be so readily or easily adjusted. The way in which one of the large companies is meeting it is commendable.

The railroads have often had men totally unsuited to the task of meeting and dealing with the public, but, as a whole, the employes of the express companies have been more so. They have not only stolen for the company by levying fictitious rates

and false weights, but they have had their own private grafts as well. Some years ago in a large central city the observation was made that the free delivery zone had not as in other cities grown with the city. All packages beyond a certain street were turned over to a local company and an extra charge collected. Investigation showed that this was a graft of the local officials of several of the companies. On a man's assuming a certain position, he automatically became joint owner in this local company.

The express companies must either mend their ways and become honest or pass into history along with other institutions which have undertaken to conduct business in a crooked manner and failed.

READING THE FUTURE.

That judgment of the actual situation, where it is not distinctly unfavorable, is at least suspended until some definite developments are at hand, is obvious enough to anybody. Nevertheless, some decidedly conflicting views are expressed among observers here as to the prospects for the business world at large during the next few months.

The views expressed vary, according to the factor which each individual conceives to be the fundamental one making for a depressed condition in industry at present. The prevailing opinion, however, is that a continuation of easy money conditions, lack of which precipitated the liquidation of last year, must in time prove the corrective of the current depression. That its effects are not yet observable, in a widespread quickening of the wheels of industry, is not unnatural. Any such sudden revival as the more optimistic element looked for, and the absence of which has led to so much disappointment, would be quite unhealthy, and suggestive of the false start in business of four years ago.

There is a belief, however, that there is no weakness in underlying conditions. A canvass of various lines of trade indicates no large volume of goods on hand anywhere, such as might be calculated to demoralize commodity markets, with a falling off of consumptive demand. Under those circumstances, it would appear to need nothing but a wider disposition to anticipate future wants in business, and an abandonment to some extent of the "hand-to-mouth" method of conducting business, to promote a better tone throughout the industrial world. Some of our closest observers believe that such a tendency is likely to make itself manifest with the further progress of the season.

Let the clerk who is always forgetting something understand that he will not be missed if he forgets to come back to work after the next pay-day.

A man who is thoroughly satisfied has about as much chance of making a success as a bowlegged girl has of getting married in her home town.

APRIL HINTS FOR GROCERS.

With the coming of April, spring-time and warm weather, there should be a decided revival of business for the grocer and general merchant. Contemporaneously with the opening of the housecleaning season and the revival of business the merchant should brighten up his place of business and aim to cater particularly to the timely trade.

Easter forms the central feature of April, and there is a fair amount of special Easter trade of which the general merchant can take good advantage. The season is, of course, nothing compared with Christmas; yet there is a certain return of the holiday spirit of which the merchant will do well to take advantage.

Easter eggs—made of chocolate or vari-colored—form an attractive specialty in appealing to the trade of the younger folks; while many fond parents are forming the habit of observing Easter with the aid of Easter rabbits, cotton chickens, nests, tiny eggs and the like. The practice would be still more general were it judiciously and tactfully urged by merchants. Often it needs only a few innovators to take up the idea one year and it will become general the following year. These articles for the youngsters, as well as Easter baskets of fancy confectionery are adaptable to attractive window display. The goods should be thus featured for at least an entire week prior to Easter Sunday; and the merchant who has his stock first on display is usually sure to capture the cream of the trade.

Confectionery is usually in good demand at this season. The candy department is one which will pay good dividends in return for a little seasonable attention. Many merchants carry confectionery in perfunctory fashion, order a little poorly selected stock and then put the stuff in one corner of a show case and leave it to sell itself. To secure the best returns, the stock must be carefully selected with an eye particularly to the class of people who deal at the store and those who are likely to be attracted. There is advantage, too, in the pushing of fancy gift boxes, although in this regard the confectionery department is a matter of gradual and persistent development. No merchant can hope to stock confectionery at a certain season only and sell it in competition with merchants who give this line of stock their careful and intelligent attention all the year round.

The end of Lent enables the merchant to once more feature his provision department. Ham, bacon and other meat products can be advantageously brought to the front. If the merchant has not already done so, the time is a good one to arrange a special provision counter, which in any event is worth while for the time being and can probably be continued to advantage all the year round. A special glass case for the display of cheese and canned meats, a slicer for ham and bacon, and other equipment are helpful in making the display

attractive and in catering to this particular line of trade.

Maple products are also seasonable. It is worth while to feature the pure goods. They cost more, but they command a higher price and people who like maple syrup and maple sugar at this season demand the genuine stuff. There are numerous excellent mixtures and compounds, but no merchant who cares for his reputation will sell a compound for the genuine article.

With the return of spring, house cleaning lines are once more seasonable. Brooms, brushes and kindred lines, furniture and other polishes, and the like can be featured to advantage, even to the extent of a good window display. The merchant who studies his stock will find many lines adapted to house cleaning and it will pay him to concentrate a good share of his attention on this branch of the business.

In this connection, the fact can be advantageously advertised that the provision counter affords ready-to-eat dinners during the busy house cleaning season. If the merchant is just now opening a special provision counter for the first time, this line of argument offers a valuable leader. He can even go to the extent of preparing and pasting in the window attractive and tasty menus for house cleaning time, which can be made up entirely of cooked meats, fancy biscuits, syrups, jams and jellies and preserves, included in the regular stock. Ready to eat cereals can also be pushed in this way. The housewife, busy with cleaning up, will appreciate this assistance, although it is good policy not to wait for her appreciation, but to go after it energetically by means of newspaper and display advertising, circular letters and otherwise.

The seed box, with its bright array of packages, should be already upon the counter. Both farm and garden seeds are in good demand and the merchant who gives them a reasonable degree of prominence can be sure of making good money.

Now is a time, too, to hustle for new customers. People in springtime are usually in a mood to "break away" from old ideas and associations; and if the merchant wants to secure a foothold among people who have never bought from him before, now is the time for him to devise his campaign and start it moving.

An essential in any such campaign is a brightening up of the store itself. Year by year the demand for cleanliness is growing, and the clean, freshly painted store invariably wins out as against the store whose appearance is neglected and whose needed renovation is carelessly postponed from year to year.

Don't spend all your energy pushing high profit goods for which there is no demand. Get behind the well-known goods that pay a fair profit.

No employe is going to continue for long to do good work for the man who does not show appreciation of that kind of work.

MASTERFUL MEN.

Is Our Fool-Proof Civilization a Handicap?

Written for the Tradesman.

Orators and editors and preachers and statesmen and provincial village oracles are wont to refer proudly to the inventions and conveniences and marvelously accessible accessories of this wonderful age. How often, and how variously done, according to the several abilities of the persons doing it, have we heard laudations of our time and labor-saving devices; our transportational facilities; our handy appliances; our multitudinous safeguards; our automatic and directive and corrective mechanisms. It is as if the ideal we had set us is: to go anywhere without trouble; to do everything without effort; and to so facilitate the ways and means of this modern life that, in the end, we shall make it wholly unnecessary for anybody to inconvenience himself by trying to think.

One needn't practice penmanship, for one can always depend upon the typewriter; and what's the use of learning how to add up long columns of figures when one can step over to the adding machine and get the total so much quicker? It would perhaps be better for us if we walked one way to the office, the shop, or the store; but the street car is so much handier. If one is fortunate enough to own an automobile, it would be manifestly ridiculous to walk. So people ride to their places of work, and they ride up and down in elevators, and the ever-handy and really indispensable telephone saves a million miles a minute. In hotel lobbies, railway stations, street corners and numerous other places in and about our cities, there are penny-in-the-slot machines where you can be weighed or get your favorite chewing gum without a word. The tinfoil about the shaving stick is perforated just where it should be torn off, so the user doesn't have to exert his wit in the least, and he can't go wrong in the matter. The carton containing your breakfast food also has perforations, accompanied by the explicit directions, "Cut along this line!" Soups come in cans, and all you've got to do is to heat them up. We have mechanical players and phonographs and photo-plays.

But every shield has its reverse side; and with all your cleverness, you can't get around the law of compensation. If there's a high, there's a corresponding low—and the fiddler must be paid. These time and labor-saving devices are delightful. Personally, I am frank to admit, that I find great solace in the conveniences and comforts and luxuries of our day. But they are crutches that are going to produce hopeless cripples—and that because people are going to depend more and more upon them. Our fool-proof accessories are many and clever—and just because they are so numerous, so accessible and so effective, civilized peoples, especially

residents of our cities, are losing the power to think and the ability to act quickly and intelligently upon their own initiative. Instead of a walk, life has become a slide—and the skids are carefully laid and generously greased.

Conditions of Masterhood.

Man was endowed with the capacity for dominion—masterhood. He wasn't given a ready-to-wear dignity; but he was endowed with the inherent capacity to acquire it. And the conditions for its acquisition were highly favorable. Man was thrown empty-handed upon nature. There were wild forests, filled with wild beasts and nameless fears. There were rolling seas and trackless continents and howling storms. Man was strictly up against it. And that was the best thing that ever happened to him—this being pitched out, as it were, into the swirling current of things cosmic and being told to go to it and quit him like a man.

The going was desperately hard in spots; and man got many a hard fall, many a deep cut, and many a solar plexus jolt; but it all helped to make a man of him; and surely nobody now would have it otherwise. Man became a thinking and inventive animal simply because he had to think and invent, or perish. Naked and weaponless he was thrown into a world where the race was to the swift and the battle to the strong, and he had to match his superior wit against the superior brute strength and subtle cunning of his enemies. He had to tame the chaos. And the unharnessed forces that once destroyed his kind, man learned to harness and set to work.

All that was a man's job, truly. It called for vigilance and it made for strength. The very existence, and stressful, practical nature of the problems man had to meet from day to day, sharpened man's wit and kept him mentally alert. Man was likely to meet the unexpected at any moment; apt to be at any time surprised into quick reactions and decisions. He learned to rely upon himself; to act quickly and intelligently upon his own initiative—in other words, learned to be independent and masterful in any and all emergencies and surpriseful situations of life.

But the latter-day multiplication of mechanisms, automatic contrivances and appliances, fool-proof aids, plain-as-the-nose-on-your-face facilities and accessories—all these things make it increasingly easy for many people to get along without thinking. Consequently they are not thinking; for confessedly, it is much easier not to think than to think. With all these resources at hand, people are finding it possible to do things with a minimum of intelligence.

Journeyman Disappearing.

In factories building machines that we use and making clothes we wear and the furniture and equipment we use in our homes, operatives have ceased to be journeymen of the trades. They work at one or a few

machines; and they do one or a few operations (of the hundreds, it may be) required on the work they are doing.

This demoralizing and limiting effect of modern machinery has often been pointed out; and the worst of it is there seems to be no practical way to escape from it.

In business enterprises—vast merchandising institutions, such as large city department stores, for instance—there is a "centralizing of intelligence in managerial offices and a corresponding removal of problems from employes and agents."

All along the line, in industrial and commercial enterprises, the artificial conditions and aidant facilities make it less and less important for our vast armies of work-a-day folk to learn to think and act for themselves. Manufacturers everywhere are complaining about the growing difficulty of finding good foremen—skilled operatives, real journeymen of the trade, who understand the business from A. to Z. Big merchandisers are continually still-hunting for men with executive ability. Big jobs with big pay are waiting everywhere for men who can demonstrate their fitness. All this may sound like rhetoric, but it isn't. It's sober truth.

There never was a time when administrative ability was more needed than now. Never a time when it could demand, and get, more remuneration. Was there ever a time when it seemed scarcer? Originality, bona fide ability, the capacity to re-act quickly and intelligently—or, to put it otherwise, masterhood—was never a greater asset than now. But owing to the sheer easiness of the modern way of living, I think there was never a time when real masterhood was harder to come by than it is in this day of multiplied conveniences.

Charles Lloyd Garrison.

Look for Lessons Everywhere.

Adapt ideas from all sorts of sources. Some of the principles of football may be applied to salesmanship. Some of the working methods of a kindergarten, an arctic expedition or an international peace conference may suggest ways and means for getting ahead in your own line of endeavor.

Every ant hill is thick with lessons. Somebody learned about evaporation from watching the sun draw water. A falling apple coached Newton in the laws of gravity; a boy's kite started Franklin on the trail of investigation that led to the development of electrical science.

When you read don't let the book absorb your mind to the exclusion of your own affairs; absorb ideas from the books, and adapt them to your affairs.

When you walk, look about you. Observe your fellows as you pass them in the street. Every man's face is somewhat more than a cloak for bones—it is the contents page of a human history. That history may contain some matter which it would be worth your while to scan,

for its example of courage, or its inspiration to success.

Although in the haste of business you may not stop to read the volume through, it is pleasant at least to say to yourself as you hurry along: "There passed a man, who knows what I have learned, of the value of time."—"There goes an unknown comrade who looks as if he had received scars like mine in the business battle, and like myself is cheerfully returning to the fight"—or "There is a stranger with good news written all over him, a man I should like to know."

Observe one fact about a person, and your mind at once is busied with inductions. Unconsciously you build a theory about him—the use he has made of his talents, the practical measures that he must have employed to attain this measure of success, or this degree of development. You see him in your place, or yourself in his, and either fancy sometimes brings suggestions of fresh lines of action possible to you.

No two cities are alike. Each has its individuality, and there is sure to be some interesting fact about it, if you are practiced in reading between the lines.

There are "tongues in trees, books in the running brooks" for the observant man.

Don't ride through life with the curtains drawn. Keep a lookout for the big things, and for the little things that may get a chance to grow. Take the world's lid off and look inside.

Fruitful Source of Business Failure.

Sometimes the merchant sits down and wonders why his business is falling off when there is no apparent darkness in the commercial skies generally. Frequently in such cases the reason is not far to seek, if he but searched in the right direction, and that direction is introspective. It may be because he has not acted in good faith with his customers.

Every customer who comes into the store may be to a certain extent a judge of some one kind of merchandise. Few are able to discern between the good and bad in the majority of instances. They must trust to the honor of the store people in the most of their buying.

Meeting this trust with deception is a fruitful source of business failure. It may seem smart to make a sale by misrepresentation, but such a chicken comes home to roost. Sooner or later the customer finds out that trickery has been practiced. It may take several repetitions of dishonesty to assure the deceived that there has been dishonesty and not merely mistake, but when the conviction comes that they are being cheated customers avoid that store as they would a camp of lepers.

Anybody may cheat and get away with it once. Persistence in the practice cannot be covered. It is not only right, but it pays to be honest.

If you are spending less than ten dollars a year for trade papers, you are losing in ideas, store helps and business opportunities missed.

THE MEAT MARKET

Buy Eggs and Poultry on a Graded Basis.*

Poultry raising is essentially a home industry. It appeared in this country almost as soon as the first homes were made. When the Pilgrims, coming to found new homes in a new land, brought with them a few chickens or some ducks and geese, the entire product of the flock was used at home. When the sturdy pioneer, pushing his way across the prairies with his family, tied a chicken coop on behind his "schooner," his only thought was to furnish food and feathers for his family.

It was not until long after most of the present-day industries which emanated from the farm had become fairly well established that the present day poultry marketing industry began to be called an industry and recognized as an industry of importance. This was largely due to two causes. The first was the high perishability of poultry and eggs and the second was the poor means of transportation in the early days. With the development of the railroads and the perfection of refrigerator service to its present efficiency, there has grown up a highly specialized industry which fixed its attention first on marketing of poultry products, and later specializing to a large extent upon the packing of poultry products as well.

While the work of collecting, preserving and distributing has developed into a highly specialized industry, represented in the States of Missouri and Kansas by this convention, production of poultry has remained to a very large extent a home industry. While we are talking glibly of the hundreds of millions that may be assigned to the value of the product of the hen, and are taking pleasure in foretelling the coming of the billion dollar hen, we must not fail to remember that the average farm income from poultry products, sold, according to the last general census, was but \$93 a year. This was the gross, not the net income.

With you, poultry and eggs represent a very important interest; with the farmer they represent a very subordinate interest. With you they are specialties; with him they are relatively unimportant side lines.

Turning our attention for a moment to eggs alone, the last census shows that about two-thirds of the gross income from poultry products is for eggs, which means an amount

*Paper read at annual convention of Missouri Association of Wholesale Dealers in Eggs, Butter and Poultry, at Kansas City, by Wm. A. Lippincott, Professor of Poultry Husbandry at Kansas State Agricultural College.

in the neighborhood of \$60 per year. I take it that one of the reasons why such a convention as this is called, is that it is hoped that by means of discussion, improved methods may be brought to light which will result in improved products. We all recognize, I suppose, that the way to stimulate the consumption of any products is to improve the desirability of those products.

In your business, unfortunately, you cannot make good eggs out of bad ones. According to observations of the Bureau of Animal Industry, two-thirds of the loss in eggs occurs before the eggs reach town. Unless you are able to secure good eggs from the producer, you will not be able to turn over good eggs to the consumer. A nice problem which confronts us is to so engage the interest of the farmer that he will be willing to take the pains and precautions necessary to turn over a good egg to the dealer. This problem is the more interesting because of the fact that whereas you deal in eggs, not by the case, but by the carload, the farmer deals in them not by the case, but by the dozen. A change in the market of one cent a dozen may mean great profit or great disaster to you. To the average farmer, taking in \$60 a year for eggs, which if he averages 20 cents a dozen, means that he markets 300 dozen a year, a rise in the average price of one cent a dozen means an increase in his gross income of the magnificent sum of \$3. Is it any wonder that when we preach good methods and large fresh eggs to the farmer, that he does not get highly interested over the proposition, particularly under the conditions which he usually sells his eggs; he gets just as much money for small eggs as for large eggs, for fertile eggs as for infertile ones, for dirty ones as for clean ones, and old ones as for fresh ones.

When I arrived in Kansas, a little over two years ago, the first two weeks I was there I was detailed to go out through the State speaking at farmers' institutes. I thought a good, safe topic, and one of general application, would be the improvement of poultry products, and so I started in advising the farmer to shut up his male birds so that the eggs would be infertile; to gather the eggs often; to put them in a cool place; to market them at least twice a week, taking care to keep them out of the sun on the trip to town. It sounded to me like a pretty good speech until a tall, raw-boned, muscular looking Swede stood up in the back

part of the hall and shook his fist at me and said: "Young fellow, do you know what you are talking about? I heard a talk like that once before from a college chap, and he told me that there would be more money if I had pure bred stock, and large eggs, and got them to town clean; and I tried it, and I didn't get any more for my good stuff, and so I'm going to keep my good stuff at home and, what's more, I'm going to keep on doing it." And I said, "Brother, I don't blame you. I would, too." And so would you.

This episode represents to a large extent the general attitude of the farmers of the great egg producing states. They never will take steps to greatly improve the poultry products which they have to sell until it is proved to them that there is more money to be made in good products than there is in poor ones. As Professor Pierce puts it, "The farmer is so human that you have got to touch his pocket nerve in order to make him jump."

I presume that the thought is occurring in the minds of many of you that you do not deal directly with the farmer, and that this question is one which should be assumed by those who do. The responsibility cannot be shoved off. There is no class of men so vitally interested, or whom this question affects so vitally, as you who are gathered here. The country merchant, using eggs simply as a bait for trade, frequently actually loses money on egg transactions and is frequently found wishing that he and his fellow merchants could get together and turn over the entire handling of eggs to some one else. If it were not for the fact that the merchants live in constant fear of the mail order houses of the city, I am firmly convinced this arrangement would be put into frequent practice at the present time.

The question which confronts us is, How may we bring about the general adoption of the merit system in the purchase of eggs? As I see it, there are two general lines of approach. One is the fostering of co-operative marketing associations among the farmers.

In those states which have created the office of State Dairy Commissioner buyers of cream are required to pass an examination given by the State Dairy Commissioner to prove that they know how to test cream, and are further required to buy it on the basis of butter fat content. Cream buying is not all done honestly or efficiently, but it is very much more satisfactorily done than it was before these laws went into effect.

In a farmers' meeting at which I was suggesting the desirability of a similar legislation with regard to the buying of eggs, a farmer stood up right in front of me, and said, "I don't think there is much to this testing business." And I said, "What is your experience?" He said, "I have heard about this cream testing business and it looked all right, so I bought a cream separator and I began selling cream and my cream tested 34 per cent. I got ambitious to have my cream test higher than 34,

so I screwed down the separator a little bit, but she still tested 34. So I screwed it down some more, but she still tested 34. So then I began to screw her the other way, and I got the same test—34. And then I got sore and quit selling cream." I said to that man, "You made just one mistake. You ought to have sent your skimmilk to town and kept your cream at home, and found out if that would test 34."

I believe that the time is to come, and come quickly, when it will be as necessary for persons buying eggs from the farmer to demonstrate to some state authority that he knows how to candle eggs and grade them according to a definite and legal standard. And furthermore, that, knowing how, he should be compelled to do it. The farmer is learning to test cream, and check up on the cream buyer; and in the course of time he will learn in a general way how to candle eggs, and check up on the candler. Furthermore, he should have the right to appeal to some authority who will, in turn, check up on the buyer, and in case of crooked dealing, take away from him the privilege of buying eggs, just as the licenses of the cream buyers are revoked when they are caught in dishonest dealings.

I am not so sanguine as to think that this would do away with all of the evils of gathering the enormous egg crop of this section under the present system, but I do believe that it would bring about a marked and gratifying improvement.

Let me call attention to the fact, however, that owing to the exigencies of the business along state borders, it will be necessary to secure concerted action among the states with reference to this proposition; better still, to secure National legislation covering the proposition. This adds to the difficulty of securing such legislation, but it is not an insurmountable obstacle. There should be numerous supplementary laws, of which I will take time to mention but one. In most states at present, it is illegal to allow breeding males of any of the four-footed animals at large. It should be just as illegal to allow male birds of breeding age at large. One of the most effective means, as you very well know, of increasing the number of first-class eggs, is by the removal of the males of the laying flock in any except the breeding season. I have time and time again come across farmers along towns where there was a dealer who was endeavoring in his feeble way to buy on a graded system. The farmers were interested in securing the premium on good products. They had learned that infertile eggs were more likely to withstand the hot weather than fertile eggs and had shut up their own male birds, only to find that the males from the neighbors farm were mingling with their flocks. A law concerning male birds, similar to those already on the statute books for the larger animals, will, when proposed, produce some merriment. It will be dubbed "the rooster law," and there will be some fun had at its expense. Eventually it will be

passed, and it will save millions of the present normal hot weather loss.

The other line of approach which I have suggested is the fostering of co-operative marketing associations. The farmer, for reasons which it is unnecessary to go into here, has been slow to organize. While in our cities we have our boards of trade and our commercial clubs looking after the interests of those who are marketing food products, and we have our consumers' leagues organized in the interest of the consumer; we have not until lately had organization of the producers of food, which are the farmers, that were at all comparable to these organizations. The pressure is becoming great, however, and the necessity of organization and co-operation is being duly impressed upon the farmer. Here and there attempts have been made at organization. Many of these attempts have been failures, but just as many have been successes, and the successes are becoming more numerous.

Many of us in this room will live to see quite large and successful producers' organizations throughout the Central States, somewhat comparable to the organizations of the citrus fruit industry in California.

The question before us is, How shall we make this pressure for organization serve our industry as it is at present organized I am frank to say, and say it in all kindness and good nature, simply reporting what I think I see in the not far distant future, that those who are in the industry simply as middlemen, without also performing a necessary function as packers and preservers of poultry products, are going to find themselves under the pressure of economic necessity constantly crowded from below by the producer, and from above by the consumer.

The question before us, however, is, How may those who are, and who will remain necessary to the carrying on the of industry, foster this essential trade organization so that it will serve the industry as it is at present organized? As already intimated, the dealer handles poultry products in great volumes. The producer handles for them poultry and eggs in comparatively small amounts. It does little good for a farmer here and there to improve his poultry and eggs by securing better stock and adopting better methods. It will prove of considerable benefit to the farmer, however, and will lead him into making poultry an important side line on the farm instead of an unimportant one, if through the agency of his co-operative organization he may be led into community breeding.

I have no doubt if you could find in the States of Kansas and Missouri considerable groups of farmers who are raising nothing but chickens of the American breeds of those colors which have light pin feathers, and that you could deal with one man who had authority to contract the whole output of such a group, you would have buyers in that section competing together to secure that output. It would be worth while

for you, and you could make it worth while for the farmer. If you could get better products, consumption would be stimulated; and if you could make it worth while to the farmer, production would be stimulated; and we would have a large industry and a greater business. This is not a dream of next year, perhaps, but it is a possibility of the quite near future.

If you want to buy a carload of Holstein cattle, you go to Wisconsin, where Holstein cattle are plentiful. Scott county, Iowa, barley is quoted separately on the Board of Trade at St. Louis, and goes at a premium, because the farmers of that whole county have specialized on producing good barley and a premium product is produced in quite large volume.

Let me close by giving an illustration of my idea of what the development of the co-operative idea with reference to the poultry industry will be. In Iowa it was found that Kherson oats produced about five or more bushels more to the acre and weighed about four pounds more to the bushel than any other variety that could be grown. The college went out over the State preaching Kherson oats, arranged to get the farmers seed and here and there over the State farmers began raising Kherson oats. They not only got more oats, but they also got better oats, than their neighbors. When they went to the local elevator and demanded a better price, the elevator man told them that he could not give them more, because they had less than a carload, and it would be necessary for him to put the superior oats in the car with the inferior oats and sell them at the price of the latter. Here and there the farmers got together and raised enough Kherson oats to fill a car. In most cases, the local dealer, under these circumstances, was glad to pay a premium for the better oats. If he held back, the farmers simply cut out the local man and shipped the oats to the Quaker Oats Company, of Cedar Rapids, which we may compare to the packer of poultry and eggs in the service it performs with reference to preparing oats for human consumption. The Quaker Oats people, needing good raw material that they might turn out a high-class finished product, were glad to pay the farmer a premium for his oats.

Whether my views as to how the paying of a better price to the producer of good goods, as compared with the producer of poor goods, is to be brought about are true, or not, I can only surmise; but I am certain that the next few years are going to see a tremendous change in the industry, and that one of these changes will be a more or less general adoption of the buying of both poultry and eggs from the producer on the graded basis.

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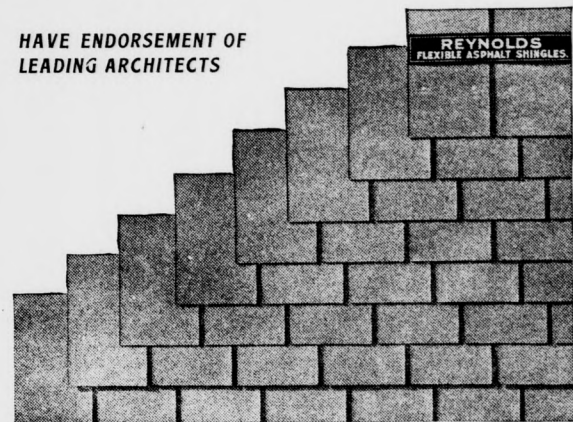
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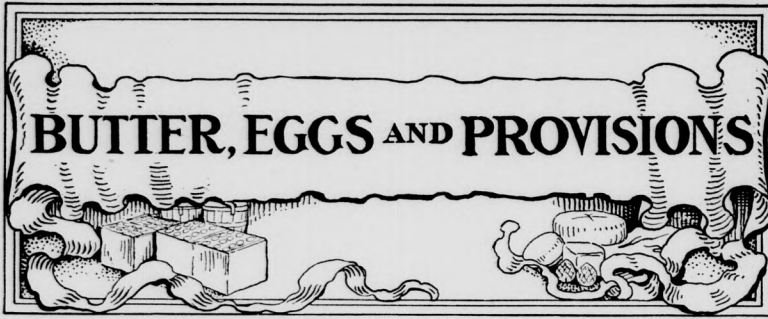
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Reliable dealers wanted.

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Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.
Vice-President—J. W. Lyons, Jackson.
Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Buying Eggs on a Quality Basis Only.*

Of about eighty letters sent out to members of the Michigan Poultry, Butter & Egg Shippers' Association, there were twenty-five returned. Two had gone out of business, and of the remainder, only two have found it not possible to stick to the Quality Buying, because of the conditions in their particular line or territory. Most of the members were heartily agreed that at least during summer months, the Quality Buying was by all means best. A majority noted improvement in the quality. Most of them spoke of marked progress made by the farmers in producing better eggs.

All but the two above mentioned will feel justified in continuing this method another season.

Nearly all expressed benefit derived for the producer, the consumer and themselves.

Several writers accompanied the answers with splendid letters, which gave us a much better line on the actual situations and conditions in their localities than might have been obtained from the slips direct. However, we greatly appreciated the replies sent.

Though we have not asked permission from the writers, we take the liberty to quote a few of the interesting statements made, as follows:

(1) "It is the only way to buy for all concerned. I only wish we could get everyone at it and then it would be so much easier."

(2) "Some of my customers who had from fifty to sixty hens received from \$17 to \$18 above the market price during the summer, where they took good care of their eggs. Eighty per cent of my customers are well pleased with quality buying."

(3) "One of our customers has not sold us an egg for over one year, because we would not buy and pay for rotten eggs. Packers come along and buy, case-count, and ask for more eggs. The groceryman will not buy eggs, loss-off, nor sell, loss-off, when packers come right along and buy the goods, case-count, and use this method as a leverage to obtain business. The packers, when buying eggs from other shippers, talk quality very

*Paper by J. O. Linton, Professor of Poultry Husbandry of State Agricultural College, read at annual convention Michigan Poultry, Butter and Egg Shippers' Association.

strong. At times, they send out quotations, fresh case-count. When they get eggs from independent shippers, they candle eggs, and remit on loss-off basis. The same day, they will receive shipments from some little groceryman who has creamed out all the largest and clean eggs, and then they will sell this kind at retail. Packers will take eggs, small, dirty, and checked, from these parties, pay full price, case-count, and come right back for more. For these reasons it is impossible to buy eggs on loss-off basis from storekeepers in this vicinity. We candle all our eggs and are satisfied with results. We know what kind of a product we are selling. Nothing would please me more than to see everybody in the country buy eggs loss off. The result will not be seen until State Food Department enforces the laws on the packers and little country as well as city storekeepers for buying or selling rotten eggs."

(4) "We think your department could do something along the line of inducing farmers to produce thoroughbreds. You know the East pays a premium for white eggs and also for brown eggs, but all of the shades between are not wanted, therefore, we advocate breeds that will lay deep brown eggs or else dead white eggs. You can count on us, at all times, to do anything within our power to promote a better quality of eggs and poultry."

(5) "In other states they are obtaining better quality of eggs than we are here in Michigan. States, that a few years ago where it was hard to sell their eggs, now find a ready market, and its all been brought about by buying eggs on a Quality Basis, and educating the farmers to produce better eggs."

(6) "We certainly feel justified in buying on the Quality Basis and shall continue to work the deal harder this season than before. The greatest trouble we have to contend with is our competitors who are not working that way, and buy everything as long as it has a shell on, but we feel that on the whole, Quality Basis is the only way to work, and it simply makes us pay that much more for the good stock, so that the country dealer will get just as much from us if not more, than he would from the jobber that purchased them straight and a good many times the country dealer will not take the pains to work this out, as he should, and mark the cases or eggs so that he can come back to the farmer for a dozen or two of bad eggs in a case. While the method

**WE PAY FOR
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full market price ruling day of arrival less transportation based on the quotations of the Detroit Butter & Egg Board, and as soon as market conditions will settle will quote prices week in advance.

Schiller & Koffman

323-25-27 Russell Street DETROIT, MICH.

WRITE FOR WEEKLY QUOTATIONS

The Vinkemulder Company

Jobbers and Shippers of
Everything in

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**The Secret of Our Success
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BUYING POWER

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

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EGGS AND LIVE POULTRY

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FIELD SEEDS

Call or write

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

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

LET THE MILK PAIL TELL THE STORY

we have been working on, has not been very profitable every season, as the dealer that has the best eggs will sell to us, as he knows he can get more for his eggs, and the dealer who has poor stock will naturally sell them to the man that buys them straight."

(7) "We started buying on a quality Basis June 1, 1912. That year, however, we had very little success in Michigan as too many of our competitors still stuck to the old method. For this reason, during the summer and fall of 1912, we were practically forced to buy three-fourths of our supplies of fresh eggs in Iowa, South Dakota, and Kansas. We were able at that time to buy candled eggs from these places, that were of much better value than Michigan current receipts. We, of course, did receive some small shipments of eggs on a Quality Basis, but as these came from dealers who bought at mark, the returns were not always satisfactory. We started buying again on the same basis about June 1, 1913, and during that season, had much better results than during the previous one. Last summer we bought practically 75 per cent. of our eggs in Michigan and found them of much better value compared with those from other states, than they were the previous year. During the summer time, we bought almost everything on a Quality Basis, although we did buy a few current receipts from Michigan car-load shippers. In our judgment, the quality of eggs through this State has been much improved since the campaign started for the Quality Basis buying. Although last summer was probably the hottest on record, we had less dead loss per case, than in previous years. The amount of blood rings contained in the eggs was surprisingly small considering the heat they went through. In our judgment, farmers are producing better eggs and they are being handled in a better manner all around. Even though there are a great many buyers who are not buying strictly on a Quality Basis, everybody connected with this business has come to understand that the eggs have to be reasonably good or they will bring a pretty low price. We have continued buying on a quality basis all through the winter, although we have started this week to buy current receipts as the quality of the eggs coming now is quite uniform. As soon as the weather gets warm, however, we intend to go back strictly to a Quality Basis and under no circumstances would we consent to go back to the old system of doing business. This method is profitable and satisfactory to us because we know that on every shipment we can make a fair margin and that we can pay a man who has good stock a good price and we do not care for the other kind. It is a benefit for the careful conscientious producer but probably a detriment to the careless dishonest one. The farmer who has been in the habit of taking incubator eggs and those from stolen nests and selling them for good money probably does not get any benefit from this system.

It is a benefit for the consumer in a general way because anything that eradicates waste and conserves the food supply is naturally a benefit to the consumer. It is a benefit in a particular manner because it has a tendency to get eggs from the farm to consumer in a much shorter space of time than before. He is therefore able to get a better product at least for no higher cost than previously."

One or two extra letters were sent to parties who were not members, but who replied in favor of the systems and suggested that legal measures seemed necessary to condemn the sale of bad eggs.

I regret very much that every member did not send replies, as I believe most heartily that the entire co-operation of the Association can do more in a short time to promote activities than any other single method.

I have had the pleasure, on several occasions, when doing lecture work during the past year, to emphasize the work of your Association and I know that in some instances the results were culminated in the actual practices of principles advocated.

I wish it were possible for you, as an organization, to send some of your members or other competent men on educational campaigns, say during May, June or at least very early in July, as the case might suit your convenience. I realize that it is practically impossible to get farmers together for meetings, but I believe there are districts where campaigns could be conducted by visiting a few of the producers on their own farms or in their own stores, with a degree of satisfaction.

Certainly, there is a marked improvement in conditions and I hope your enthusiasm may continue stronger for the coming season.

Permit me to thank the members who so kindly contributed in answer to the questions issued and I hope more will feel inclined to send replies.

Since the College authorities have not yet seen fit to render further assistance to our poultry staff, and I am greatly handicapped with College extension work, it has been impossible for me to champion the cause as I should like to.

There never was a time when the market for poultry and eggs was stronger than it appears now, and as at least the next few years are bound to bring no particular improvement in meat from stock resources, the demand will continue strong.

Eighteen million head of stock decrease (meat, cattle, sheep and hogs) since 1910. Long live the hen family!

Could Feel It.

A spiritualist asks, "Did you ever go into a dark room where you could see nothing and yet feel that there was something there?"

"Yes, frequently; and the something unfortunately chanced to be a rocking chair."

I. C. Van Tassel, grocer at Vicksburg: "I cannot keep store without the Tradesman."

POTATO BAGS

New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.

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Satisfy and Multiply

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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.

All Standard Varieties Northern Michigan Seed Potatoes

Send us your inquiries for small lots or car lots. Our own grown Late Petoskey—a Rural Russett variety—most prolific late potato grown.

Ask us about these potatoes for this spring's trade. We are in the market to buy a few cars of choice White Eating Potatoes. Quote us if you have any.

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Send us your order.

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The "Electric Daylight" Egg Tester fill a need long felt by Merchants and Egg Dealers for an efficient candler. It does away with the unsanitary dark room, and is fast and accurate.

The "Electric Daylight" Egg Tester is made in six different styles. Each style shows the entire surface of the egg while candling. Write for prices.

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Country Collections—Returns day of arrival.

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Eggs Refer to your bank or Michigan Tradesman **Eggs**

Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

THE QUALITY 5c CIGAR

AMERICANO

Order from your jobber or

A. SALOMON & SON MFRS. KALAMAZOO, MICH.

Use Tradesman Coupons



CLOTHING

"Trading Up" in Underwear.

"Up to a season or two ago I had always figured that a dollar union suit was good enough for me," said a consumer of underwear the other day. "I had always bought them at the same place," he continued. "I would go in when I needed them and ask for the heavy cotton dollar union suit in winter and the lighter weight garment at the same price in the spring or summer time. I never had my attention called to anything better and naturally the equation between one union suit and one dollar became rather fixed in my mind.

"But one day when I needed a couple of suits I went into a shop I had never patronized before. I told the young salesman who came up to wait on me that I wanted a couple of his dollar union suits. He got one down from the shelf behind the counter, but in so doing he placed alongside it a garment that made the one I had requested and which I had always worn look like the proverbial thirty cents. He asked me to compare the two and particularly asked me to feel of them. The feeling of those two textures is really what put me in the three dollar union suit class, for it was a three dollar suit he had placed alongside of my old stand-by, the dollar garment.

"That soft, silky texture and the knowledge of how much better it would feel against my skin than the coarser harsh yarns used in the dollar garment is the thing that secured my money.

"Of course, the able salesman expounded on the superior fit, the better wearing qualities, etc., but it was hardly necessary. Feeling the two garments at the same time did the work."

There is a lesson for you salesmen of underwear in this testimony of an average customer. He was a man who could well afford to pay three dollars for a union suit, but for years he had been wearing a one-dollar garment merely because he had not met the right kind of a salesman. There are many thousands of men walking the streets to-day clad in dollar union suits because they have not had something better called to their attention in the proper way.

For instance, the consumer mentioned above might still be wearing dollar suits if that salesman had merely remarked: "I have some fine stuff here at three dollars I would like to show you." The man, who had been educated to believe that "one dollar equaled one union suit" would doubtless have replied something to the effect that the dollar gar-

ment was good enough for him, taken it and walked out. But when he was shown the two garments side by side and felt of them his ideas of price in its relation to knit underwear were effectively changed.

Every time you can persuade a one-dollar union suit customer to pay \$2, \$2.50 or \$3 for a garment you are not only doing the house considerable good by elevating the man from a poor profit line to a much better one, but you are also much more likely to make a permanent satisfied customer. That old saying, "The memory of quality remains long after the price is forgotten," applies to underwear as it does to everything else.

You must change the customer's viewpoint without making him feel that he did not know what he wanted. You must do it in a tactful way that makes the customer feel that you are serving him and his best interests. Remember, it is all very well for the customer to understand that you know the union suit business perfectly in all its branches, but this superior knowledge must be imparted with diplomacy. To win the customer's confidence you must not emphasize this superiority.

Study your customer's needs, as well as what he thinks he needs. Learn his peculiarities of taste and when he again comes into the store, let him know from actual knowledge of his requirements, that you have given his wants more than casual thought, and yet do it without a trace of flattery.

Most men buying union suits lack confidence in their judgment, and are naturally inclined to go where they get the right kind of service. If the first impression they get of your service is good you continue to get their business.

Some Opinions of the Trade.

"Before the introduction of cut athletic underwear for summer wear, the dollar knitted union suit was a much greater factor in the trade than it is at present," said one large retail buyer. "While we carry them in stock, it is only for those customers who cannot be persuaded by our salesmen to purchase the better grades."

Underwear salesmen in the retail stores of the larger cities where their pay checks are measured by the total volume of their sales and the profit thereon are not disposed to sell the cheaper garment if they can help it, and they try, therefore, by all legitimate means, to sell the higher-priced goods. Many feel that the much greater satisfaction given the consumer justifies them in discouraging

in a measure the sale of the lower-priced garments.

An underwear man in one of the best known stores of the country, where their large buying power permits them to secure the best values possible, said: "It is practically impossible to get a garment to sell at even a dollar and a half that will compare favorably in the matter of value for the money, with a two or three dollar garment judged by the same standard, value for the price." When asked if there were any more dollar union suits sold per customer than the higher priced garments, this buyer said there were not, and that there was no redeeming feature to the lower-priced suit which should encourage the salesman to push it—*Apperal Gazette*.

Special Features in the Grocery and Produce Trade.

Special Correspondence.

New York, March 23.—Coffee is steady. Rio No. 7 is worth, in an invoice way, 8 9-16@85¢. In store and afloat there are 1,872,802 bags, against 2,418,923 bags at the same time last year. Santos 4s are worth 11¼@11½¢. Milds move in the smallest possible way and prices show no change. Good Cucuta, 12½@13¢.

Granulated sugar is retailing at 4½¢. This is the lowest figure in the history of the trade. The sugar market is dull at this writing, as the trade seems to have stocked up for a month ahead. The general rate is 3.85¢, with the list price 5 points higher.

Teas retain the lately-gathered strength and a fairly satisfactory trade has been done all the week. Prices are well sustained for all lines, with the future apparently in favor of the seller. Congous have been in good demand from London.

Domestic rice shows some improvement and quotations are well held at 5½@5¾¢ for prime to choice. New Siam rice has arrived and has met with ready sale at an average of about 5¢.

Spices remain in a rut. Buyers are taking only enough for current requirements. Prices are steady and unchanged.

Grocery grades of molasses have met with fair demand, but as the season advances there is, of course, some falling off. Good to prime, 35@40¢. Syrups are steady at 20@25¢ for fancy.


Canned tomatoes are going off at a rapid rate and packers are not inclined to make any concession, as they think they see something "good" in the future. The 75¢ basis seem to be pretty well established for the present. Little interest is shown in futures, as packers are at sea as to the cost of fresh stock next fall for packing. Corn is firm and the same may be said of almost all other lines. There is no boom.

Butter has been on the downward grade for some few days and though at the moment there is rather a better demand, prices have sagged until extra creamery cannot be quoted above 26 @26½; firsts, 24@24½; imitation creamery, 19½@20¢; ladles, 18@19¢; State dairy, 23@23½¢.

Cheese firm, with supply ample. Whole milk, top grades, 19¼¢ for N. Y. State, and 19¢ for Wisconsin. This price, by the way, is just about 90 per cent. higher than at this date in 1904.

Arrival of eggs have been quite liberal, yet the market is firmly maintained. Best Western, 23@24¢.

A good policy means a popular store, and a neglect of policy—letting it take care of itself—means a loss of trade.



HONORBILT SHOES

Well known among consumers. The line that's easy to sell.

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

AUCTION SALE OF MERCHANDISE Open Time Beginning March 20

If you want to work off those lines of winter goods NOW is your time.

We sell for 10% commission and can give results.

Write or phone
E. D. COLLAR, Auction Salesman
IONIA, MICH.



A Good, Strong,
Medium-Priced Line

Buffalo Trunk Mfg. Co.

MANUFACTURERS OF

TRUNKS, BAGS, SUIT CASES

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

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

Write for Catalogue

DOUBLE THE MEMBERSHIP.

Admirable Slogan Adopted for the Year 1914.

Grand Rapids, March 24—The sixteenth annual convention of our Association held in Grand Rapids Feb. 24, 25 and 26 was in every sense of the word productive of much good to every delegate present. The only regret any delegate had to offer was that he wished that every merchant in the State could have been present so that he could have received the benefit direct the many in attendance had to offer. In many towns and cities there are now strong local associations and these received the reports of the convention from the delegates who represented them, and the trade papers also printed splendid reports of the meeting. Many merchants were present from towns that are not yet blessed with a local association. Many who attended for years past claim the benefits derived from them could not be secured for ten times what it costs them to leave their business for a few days and mingle with their brother merchants in convention assembled. Many of these merchants returned to their homes fully convinced that they would do all they could to get their brother merchants interested, so next year they would be represented by a greater number of delegates at the seventeenth annual convention, which will be held in Lansing in 1915. A manufacturer said to me a few days ago: "I was in Grand Rapids and attended some of the meetings of your recent convention and I must confess that the benefit I received was of much value to me and I know it was of much greater value to you retail merchants. I firmly believe that all grocers and general merchants in the State should join your splendid Association and become a booster for it." A general merchant who happened to be in Grand Rapids called at my store and said: "This convention just passed is the first one I ever attended and I can frankly say that I was well repaid for coming. If the merchants present apply to their respective stores and places of business some of the pointers they receive, they will become better merchants and increase their profits. We want an association in our town and hope you will soon come and see us," which I promised to do. I trust those who were not fortunate enough to hear J. A. Lake's paper on "How to Succeed as a Grocer" have taken the time to read it. It has been published in the trade papers. Mr. Lake has recently been in Washington laboring before the National Legislative Committee on matters of great importance to the retail merchants of the country. The State Association through its various committees is continually taking up matters that are of much interest to you all, and consequently need your undivided support. I know you are willing to give it when you realize the benefit you derive from such an association. Now, gentlemen, this is the opportune time to organize. Delays are dangerous. Let every town that has not a local association, as well as those that have, and are not members of the State Association, send in their names and the officers of the State Association will gladly send someone to organize you. Double the Membership is the slogan for 1914. Yours for the good of the cause. Fred W. Fuller, State Sec'y.

Later—Have just received word that a bill has been introduced in Congress, known as H. R. 13305, to prevent discrimination in prices and to provide for publicity of prices to dealers and to the public. This means much to you as retail merchants. Our Association sent J. A. Lake, of Petoskey, our First Vice-President, to Washington, D. C., to labor with the National Legislative Committee for this very thing and it behooves every merchant in the State to write his Congressman, as well as

his Senators, to support this bill. Act at once. Don't delay. It is up to you, so don't forget.

Fred W. Fuller, State Sec'y.

Jaunty Jottings From Jackson.

Jackson, March 23—Saturday, March 14, was one day of history making for Jackson Council, No. 57. Business session in the afternoon with Supreme Surgeon, C. M. Taylor, Grand Counselor E. A. Welch and Deputy Grand Counselor L. P. Tompkins present. Initiation of candidates was followed by remarks from the visiting brothers and election and installation of officers for ensuing year, as follows:

- Senior Counselor—S. E. Lewis.
- Junior Counselor—Harry N. Beal.
- Conductor—Max A. Nowlin.
- Page—Vern R. Stemm.
- Sentinel—Frank W. Howard.
- Members Executive Committee—Wm. M. Kelly, E. G. Tompkins, Robt. A. Gibson and Geo. A. Pierce.

S. E. Lewis comes to the office of Senior Counselor with every prospect of a most successful year and he will have the hearty support of both officers and members, for he knows how to get it. At 7:30 in the evening the first annual banquet was held in the main dining room of the Otsego Hotel and was an elaborate affair. Here we again had the privilege of listening to Dr. C. M. Taylor and E. A. Welch, both speaking strictly on U. C. T. affairs, as regards the Supreme and Grand Jurisdiction. Horatio S. Earle spoke on Salesmanship, Rev. F. P. Burchell, of the First Presbyterian church, spoke on Sidelines, and Mrs. E. G. Tompkins toasted the Virtues of the Traveler. After hearing Mrs. Tompkins, the wives present were all glad to have travelers for husbands and Mr. Tompkins himself has been holding his head especially high ever since the banquet. Dr. Taylor remarked, at the meeting in the afternoon, that he doubted if any other secretary in any existing subordinate council could equal the record of Maurice Heuman, Secretary of Jackson Council, No. 57, and here is the record: Over two years without recording a suspension for nonpayment of assessment or dues. We will be glad to hear from other councils or secretaries who might claim more. Jackson Council now has a membership of 235 and more on the waiting list, showing a good interest and a good growth for the past year, and R. A. Pringle will always be remembered as one of the successful Senior Counselors in our long list of presiding officers. Wm. Sparks, President of the Chamber of Commerce, was also one of the speakers at our banquet, bringing words of greeting from the Chamber of Commerce and outlining the details of the Industrial Fair held in our city during the week immediately following the banquet. This Fair was a great success, the merchants giving up their windows for the display of all things made in Jackson and continuous crowds in the streets displaying their enthusiasm, interest and pride in what we are and what we expect to be in the future. A U. C. T. Council of 235 members, a hustling Chamber of Commerce, a commission form of government in the near future, a manufacturing and railroad center and we will soon announce a population of 50,000, with no uncertain voice.

The Never Work Club held a meeting in I. J. Godfrey's store, at Parma, Monday afternoon. Mr. Godfrey is President and says the Club is fast growing in membership.

James M. Goldstein, it seems, is an officer in Detroit Council, No. 9. When called upon by the new Senior Counselor, Chas. Welker, last Saturday evening for a few remarks, he said that there was one thing he could do and that was to boost. How true we all know this to be and then again, how much that one word implies in the life of Brother Goldstein. A man who is a real booster shows it in the expression of his face, the tone of his voice, the movement of his body, the shake of the hand and the

construction of sentences in the writing of his thoughts and words. After seeing Brother Goldstein last Saturday evening. I am convinced, more than ever, that he is a real booster and it would take more than brick bats to get him to change his nature. He was even boosting for one Harry Hydorn and also would, once in awhile, mention Grand Rapids right there in the city of Detroit. Of course, he never forgets E. A. Stowe and the Tradesman. Give us more James M. Goldsteins!

Spurgeon.

Dull seasons are those in which the merchant runs short of progressive selling ideas to hurry up trade.

CLOSING OUT

Stationery, Books, Fancy Goods and Wrapping Paper Sample Trunks Counters, Show Cases and Shelving For Sale

We will continue the Calendar Publishing and Advertising branch of the business.

Grand Rapids Stationery Co.

NEW BOOKS

To be Published April 1st

- Aunt Jane of Kentucky. By Eliza Calvert Hall.
- Postmaster. The. By Joseph C. Lincoln.
- Guests of Hercules, The. By C. N. and A. M. Williamson.
- Her Weight in Gold. By George Barr McCutcheon.
- Japonette. By Robert W. Chambers.
- Molly McDonald. By Randall Parrish.
- Claw, The. By Cynthia Stockley.
- Sign at Six, The. By Stewart Edward White.
- R. J.'s Mother. By Margaret Deland.

Get your order in before. Trade price 38c net.

WILL P. CANAAN CO.
"Something New Every Day"

You don't have to explain, apologize, or take back when you sell

Walter Baker & Co.'s Chocolate and Cocoa



Registered U. S. Pat. Off.

Grocers will find them in the long run the most profitable to handle.

They are absolutely pure; therefore in conformity with the pure food laws of all the States.

53 Highest Awards in Europe and America

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

Dear Grocer:

Are you still using a cigar box for your cash?

Are you still using the beam and poise hand operated scale on your counter?

Look into the claim we make for the 20th Century Automatic Standard Computing Scale. It saves you money.

WRITE FOR INFORMATION

W. J. KLING, Sales Agent

50 Ionia Ave., S. W. GRAND RAPIDS, MICH.
Demonstration without cost or obligation



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.

FARM IMPLEMENTS

The time is now here to display these tools—

"CLARK'S CUTAWAY HARROWS"

Plows, Harrows, Rollers, Cultivators, Weeders, Sprayers, Etc.

Prompt Shipments. Send for Catalogue.

BROWN & SEHLER CO., Grand Rapids, Mich.

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

The Business of our Brokerage Department is Built on Reliable Service

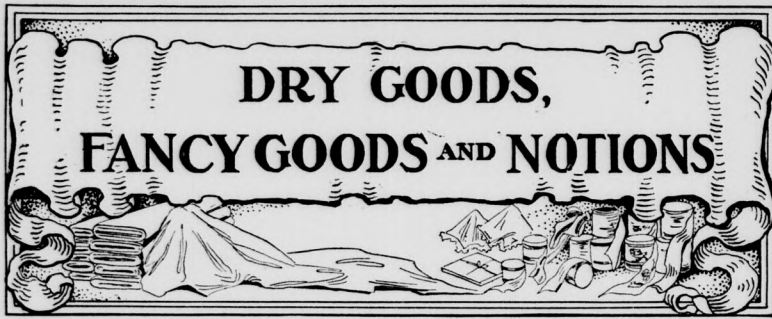
Howe, Snow, Corrigan & Bertles

Investment Securities

Citizens 4445 and 1122

MICH. TRUST BLDG.

Bell Main 229



Practical Show Cards for Dry Goods Store.

Written for the Tradesman.

There are show cards and show cards. There are the most elaborate efforts of the professional card writer, with air-brushed backgrounds, cut-outs, poster effects and all kinds of ornamentation, some of these cards almost deserving the name works of art—art that is of course rather temporary in its nature. There is the "bum" card of the novice who, without either training or natural knack, is compelled by stress of circumstances to make some kind of a show card, and does his poor best, producing a hand-printed notice which may convey the intended facts and figures to the minds of all beholders, but which lacks woefully the smartness, fitness and tastefulness so desirable in work of this kind, and, wanting which, a card tends to detract seriously from the appearance of the store.

There is every imaginable sort of card between the two extremes described. Now what is the practical kind of card for the dry goods store? What brings the greatest and most satisfactory results in proportion to the outlay?

With most kinds of dry goods the cards that are placed with the goods in the windows, on the counters and wherever a display is made, should be kept, in a way, subordinate to the goods.

Let me explain this point. A druggist may wish to push a cold cream, we will say, or a special kind of toothbrush. These articles are enclosed in rather plain packages, so the goods themselves are not well adapted to making an attractive or effective display. A large and handsome show card may well be called into requisition, so conspicuous in color and lettering as to catch the eye of every passer-by. This kind of card, useful as it is in its proper place, is not needed for the generality of dry goods.

Drape the fabrics gracefully. Arrange the suits and wraps on the figures effectively, and display other ready-made garments to the best possible advantage. Festoon the laces and embroideries so that their fineness and daintiness will delight the eyes of all beholders. And with most of your other lines, let the merits and beauties of the goods speak for themselves as far as practicable, the show cards and price tickets stating the prices plainly and furnishing such other information as the observer is likely to want and the goods do not readily convey.

Cards should be perfectly legible and conspicuous enough to attract all the attention needed, but neither in size nor coloring should they distract attention from the goods.

This rule applies to all the cards used directly in connection with the various kinds of goods. Of course if some special sale or anything else very much out of the ordinary is to be brought on the event should be heralded by as large-lettered and conspicuous work as space will allow. The distinction between the two purposes and the means to use for each is too obvious to need more than passing mention.

The expense of a show card is an important consideration. Whether the work is done outside the store by a professional card writer, or inside by some employe skilful with the brush, does not so much matter. In either case they cost money. And if the more elaborate products of the card writer's art are used extensively, they will cost far more than easily can be afforded by most stores.

The expensive card is at a disadvantage not only as regards original cost, but because, owing to that cost, it is apt to be used far too long. Some very prudent storekeepers seem to regard their show cards as a part of their furniture and fixtures, and keep and display cards that have outlived their usefulness.

I lately have noticed some fall announcement cards—beautiful pieces of work they were too in their time, with their rich reds and browns and autumn-leaf decorations—doing duty as spring announcement cards by a little working over of the lettering. The autumn colors are unchanged. It is very evident that the management of this store, having on hand these expensive cards that have been kept over, does not feel that spring announcement cards with colors suited to the season can be afforded.

Now a show card should have freshness and fitness, qualities which the superannuated card does not possess.

It is one of Gail Hamilton's bright aphorisms that, were she married, she should want her husband to be submissive without looking so. Without looking cheap and tacky, show cards should be inexpensive enough that as many as are needed can be employed, and those which have become soiled or otherwise no longer suited to their purpose may be destroyed.

A large and very up-to-date dry goods store that I have been observing for some months past seems to have made a most practical and suc-

Be Ready for a Rush

When the warm weather opens up. There will be a good demand for white and colored

Ratine Poplin Crepe Batiste
Voile Flaxon Dimity
Pique Ramie Motor Cloth
Linen Finish Suiting

We have a good variety of the above and many other fancy weaves to select from.

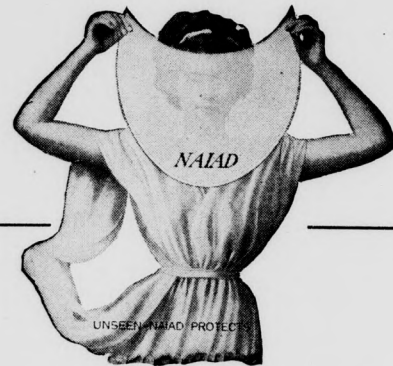


Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

"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

cessful solution of the show card problem. Their cards are done in the store by the man who is also the head window trimmer, but cards very similar to the ones they use could readily be obtained outside from any practical card writer. The charge for them ought to be light, for, while effective, neat and well suited to their purpose, they are quick work and should be furnished at a very reasonable price.

Plain white cards with black letters are used. After all the other

clashing of colors. It is all right with everything.

The effect of these inexpensive cards used by this store is that of a simple elegance far better than is usually obtained by fussy and elaborate efforts. One secret of their success is that their cards never are crowded with matter. Few words and plenty of space is their rule.

A slender border line of black contributes to the finish of the cards and single, double or triple underscoring of important words with black lines

They are used however as initials only--no whole word is made in capitals.

As will readily be seen by a little study of the cut, the letters are made with quick strokes of the brush, and, at least as to the lower-case, require no finish except a little top spurring. They are smart and snappy in effect and look just as well when executed rapidly and without great precision. It is an alphabet not adapted to condensed work—a large amount of matter can not well be placed in this style on a small card.

Ella M. Rogers.

Value of Character at the Bank Counter.

A certain man went into his bank to borrow some money. He had a note signed by himself and endorsed by a well-known property owner. He was refused the accommodation. Another man went into the same bank with the same endorsement, and got the money. Why?

The first man had a reputation of being, not dishonest, but negligent in money matters. The second was strictly prompt and reliable. He had character.

A bank of course considers the endorser when determining the value of business paper, but it does not want to compel the surety to pay. It often creates hard feelings on the part of the endorser, even though he gave the use of his name with full knowledge of the possible consequences. But there are few good losers.

Equal to the value of your intrinsic assets is the value of that intangible capital which is called character or reputation. It cannot be stolen from you. It will always be yours unless you give it away. It is worth more than all the gold in the Government mints, and is a sure help in time of trouble. The man with character can go anywhere and get any credit he wants, within reason. If he is not known he can refer with confidence to his banker, and gets the testimonial he needs.

Business without honorable reputation is a mighty shaky thing. Business built upon a character for absolute honesty and fairness, together with careful meeting of all obligations can hardly fail. In such case there must be gross mismanagement or most untoward circumstances.

Newest Offerings in Spring Waists

color schemes are worked out, the black letter on a white card remains staple and it is very hard to improve on it. White cardboard costs a little less than the colored mat boards. This, however, is not an important item. But as everyone at all accustomed to card writing knows, it is less work to put dark letters on a white card than to put light letters on a dark cards. The white color used in lettering and the tints made from it are slower in the working than the dark colors. What is even more important, no matter what the shade of the goods displayed, a white card with black letters makes no

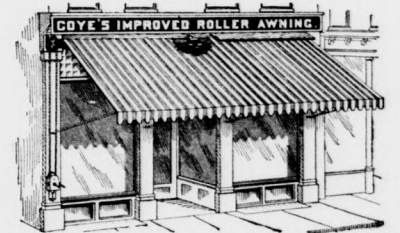
is also much used. Cut-outs and other simple forms of ornamentation occasionally are brought into play, but as a rule only the slender black lines just spoken of are used.

One and one only general style of alphabet is employed. This gives uniformity in effect without any unpleasant sameness. This alphabet is used mostly upright, although it can easily be made on the slant. Another and even more effective variation is made by placing a word that needs to be featured diagonally on the card.

Large and somewhat ornamental capitals are used and contribute greatly to the beauty of the work.

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.

AWNINGS



Our specialty is **AWNINGS FOR STORES AND RESIDENCES**. We make common pull-up, chain and cog-gear roller awnings. Tents, Horse and Wagon Covers, Hammock Couches. Catalogue on application.

CHAS. A. COYE, INC.
 Campau Ave. and Louis St., Grand Rapids, Mich.

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



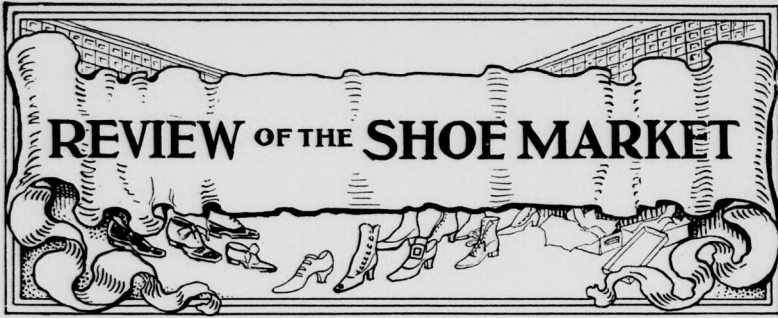
THE HENDERSON-AMES CO.
 KALAMAZOO, MICH.

Now is the Time to Buy

STRAW HATS

We carry a large variety in Ladies', Men's, Misses', Boys' and Children's in all the latest styles and shapes. **BUY NOW** while assortments are complete.

Paul Stekete & Sons
 Wholesale Dry Goods Grand Rapids, Mich.



Knack of Knowing How to Fit Feet.

Few, perhaps, among the great number of clerks engaged in the retailing of shoes have ever considered seriously the practice of fitting feet as one of the fine arts.

Without pretending or even attempting to be humorous, the subject of shoes, like the weather, is a lasting one and too much cannot be said upon the question of fitting the feet, for it is one of the real essentials of the trade; one of the most important factors of the retailer's success.

To know how to try on a shoe is one thing; to know how to fit the feet is another—and by far the most important. Any man, or youth for that matter, who essays the role of the shoe clerk can try on a shoe; but to fit the feet—ah, that is another matter.

Real Essential of the Trade.

All sorts and classes of people make up the world; all sorts and classes of people wear shoes. Some wear cheaper shoes than others, it is true, and for that reason alone shoes are manufactured in various grades, in various designs and in various styles. Some are to sell at low prices; some are made to sell at medium prices and not a few are made to sell at what might well be termed fancy prices.

It is quality that counts, and so the better the quality the better the price. This is true as a rule, but the rule does not always apply. A fancy shoe may command a fancy figure, but not infrequently does it happen that the designer of a shoe, in his efforts to produce a fancy effect, goes to extremes and the result is a pattern which borders closely onto the "freakish."

But the question of fancy, or "freakish," footwear does not enter into the discussion of the art of fitting the feet. To the retailer, or to the clerk who has considered the subject of shoes in all its phases, and particularly from the viewpoint of the man and woman who wears shoes—and there are few in the civilized portion of this great world who do not—the contention of the writer, that the knack of fitting the feet represents an art in itself, will not be disputed.

Two Objects of Customers.

The man or woman who cares anything at all about his or her personal appearance goes to the tailor with two objects in view. The first of these is to obtain a suit that will both please and satisfy; the second, and not one whit the less important, is to obtain a suit that will fit. And

thus it is with the wearer of shoes.

Style figures in the purchase of a shoe, but not entirely so. Among those who prefer the best there is in the line of footwear, style means a good deal; sometimes, it appears to mean almost everything. But style is not always productive of comfort, and where there is no comfort in a shoe there is no satisfaction.

A shoe that looks well on the foot lends not a little to the attractiveness of a well-dressed man or woman. But appearances in shoes, as in everything else, are oftentimes deceiving, and if the shoe that looks well lacks comfort, the benefit derived by the wearer is the benefit that is bought at the expense of one's feelings and at the cost of pain.

The better class of customers—and by the better class is meant those people who buy the higher grade of footwear—are, as a rule, the most particular when the purchase of a shoe becomes a question of style as well as fit. Tastes vary, and because this is so the question of style not infrequently becomes a matter of secondary import, and thus the shoeman who caters to the retail trade is forever confronted by a great and difficult problem: The problem of fitting feet.

Responsibility Rests Upon Clerks.

This problem does not confront the manufacturer. He is the fountainhead of the shoe industry. It is his task to create styles and to produce footwear that will sell—through the medium of the retailer. And while he is not called upon to answer the question of fitting the feet—for in the factory it becomes a question of fitting the last—his ultimate success or failure depends upon the results that attend the efforts of the retailer. And this success or failure depends, in a large measure, on the ability or inability of the proprietor, or clerk, of the retail shoe store to fit the feet.

"I don't care so much about the style of the shoe, if it only fits."

Nine out of a dozen customers will make this declaration before purchasing a shoe. They have always said it and they will continue to say it just as long as they continue to wear shoes, and it is a safe prediction that this will be for all time.

Of course, they want a shoe that looks well. But to these customers the importance of securing a good fit appeals more strongly. Nor is this so only among wearers of the higher grades of footwear. People in all walks of life, people of various classes and in varying circum-

Snappy Easter Offerings

Get in touch with our salesmen for the

Latest Seasonable Styles



No. 6406—Ladies Colonial Brocade Quarter, Turn Sole @ \$1.85 No. 1210—Gun Metal Oxford @ \$3.00
No. 1230—The Tan Russia of same.

We have many styles of these late ideas on the floor NOW.

Terms: 5% discount for "prompt-payment" in 30 days.

Grand Rapids Shoe & Rubber Co.

Michigan's Only Specialty Shoe House
Grand Rapids

April Showers

BRING MAY FLOWERS

But they are very apt to be the cause of very severe

COLDS OR PNEUMONIA

And these are what you must guard against.

WHY NOT GET THE BEST?

HUB BRAND

HUB Rubbers HUB

celebrated throughout the country, are the best safeguards, and not only assure dry and comfortable feet but also the best styles in RUBBER FOOT-WEAR.

WE ARE STATE AGENTS AND CARRY A COMPLETE LINE OF EVERYTHING YOU NEED

Drop us a card and our salesman will be pleased to call.



Rindge, Kalmbach, Logie Company
"Shoemakers for the World"
GRAND RAPIDS, MICH.

stances, all want comfort linked with style; some, knowing it is possible to secure both, demand both when purchasing a shoe; others, principally among the laboring classes, who buy a shoe for everyday wear, care less about style, and hence, their sole object in purchasing a shoe, aside from having it as a covering for the feet, is to find the comfort which they expect it will give, and which it should give.

And if you are not versed in the art of fitting the feet, these customers, whose dollars help not a little to spell the word "Success" for you as well as for your competitors, are going to pass up your store and go to a retailer who knows how to fit the feet. It is a great problem, if you stop to consider it. A problem the shoe clerk can study and think about. If he does not give sufficient of his time and attention to a consideration of the problem he will find that it will work to the mutual advantage of not only himself, but of the man who employs him. And a clerk who finds time, and takes time, to study his stock in trade is a very valuable asset for his employer.

Study the problem of fitting the feet. It is an art in which only the oldest clerks in the trade are versed and the art is not in the mere putting on or trying on of a shoe, but in knowing how.

And the man who knows how is the man who is worth while; the man who commands the confidence, good will and admiration of his employer. He is the real shoe clerk, the builder of the firm's success. And until he loses that art he need have no fear of what the future holds for him.

Figure it Out for Yourself.

Do you know the value of time? If you lose money you can earn more, or somebody may die and leave you a legacy. But nobody will ever die and leave you any legacy of time. A minute wasted is not to be made up. You will not find it again in the pocket of your "other" clothes. No one will advertise that he has found your lost minute and wants to restore it to you.

Are you a spendthrift of time? Do you throw it away in unprofitable talk with loungers in the hotel lobby, in entertainments that are not recreation, in reading the paper through before you get out in the morning?

Out of the 8,760 hours in a year, about half are spent in sleeping, dressing and carrying on the meaningless details of existence. That leaves something like 4,380 for real enterprise and real concerns. Have you a definite purpose as to what you intend to do with this definite number of hours as you would have if they were so many dollars? Have you planned in the past to invest them properly, and then executed your plan with accuracy, energy and determination. If not, now is a good time to begin.

When you are asked to change a bill as an accommodation, remember, if you cannot do it, that a polite refusal is better than a curt accedence.

The Adolph Krause Idea.

- To do the right thing, at the right time, in the right way;
- To do some things better than they were ever done before;
- To eliminate errors;
- To know both sides of the question;
- To be courteous;
- To be an example;
- To work for love of the work;
- To anticipate requirements;
- To develop resources;
- To recognize no impediments;
- To master circumstances;
- To act from reason rather than rule;
- To be satisfied with nothing short of perfection.

Knobby Toe Going Out.

The "knobby toe" in men and women's shoes is gradually being retired. As remarked before, shoes of this model never enjoyed much popularity in the East; but west of Pittsburg to the coast they have enjoyed much vogue. They are also greatly favored in the rural sections, and are still in strong demand for this class of trade. The receding toe and flat heel, with invisible eyelets, are the new offering for men's wear, and running mainly to tan. As one leading manufacturer observed; "Bizarre, extreme of 'overnight' styles, that are constantly flashing up and dying away, to the ultimate loss of the retailer, are no longer good form with reputable concerns."

The average man may have music in his soul, but his voice spoils it.

Stock the Profit Makers Now
"H. B. Hard Pan" and "Elkskin" Shoes

You cannot possibly make a mistake by adding the above lines to your stock.

They represent the tanners' and shoemakers' best efforts, and are by far the best wear resisting shoes offered to-day.

Your trade will soon be asking for this class of shoes. Stock up now so you can supply the demand when it comes.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH.

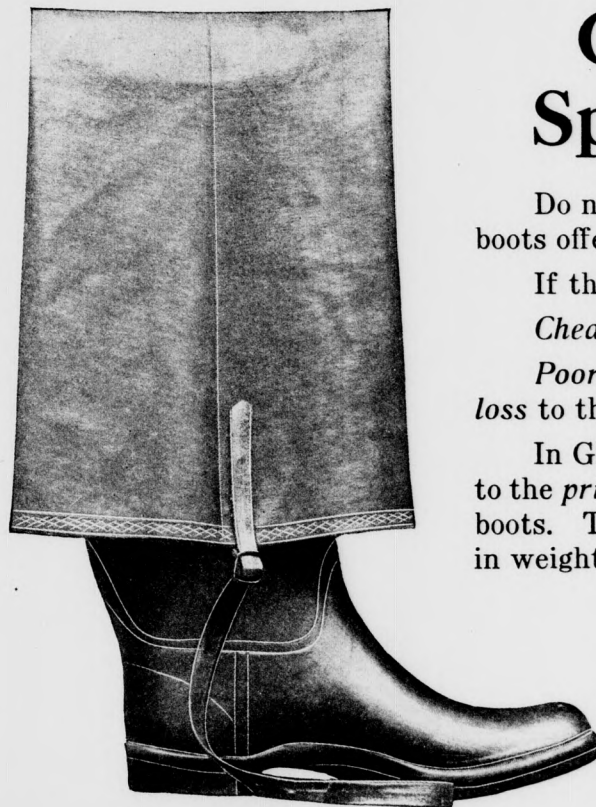


Tanglefoot

THE SANITARY FLY DESTROYER—NON-POISONOUS
Gets 50,000,000,000 flies a year—vastly more than all other means combined
POISONS ARE DANGEROUS

For the Hunting and Fishing Season

Glove Brand Sporting Boots



Do not be misled by the claims made for boots offered at greater discounts.

If they're worth *less*, they're *worth less*.

Cheaper means poorer.

Poorer means dissatisfied customers and loss to the dealer.

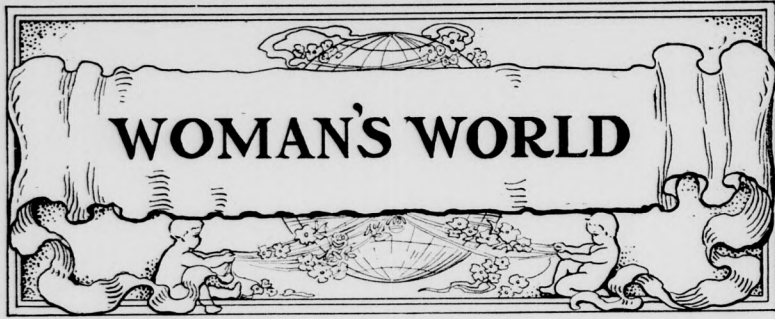
In Glove Brand boots, *merit* measures up to the *price*. They are more than mere rubber boots. They are perfectly satisfactory boots, in weight, fit, comfort and service.

Conserve your profits by stocking Glove Brand rubber boots of all styles, hip, thigh, and the regular height or short boot.

Send for catalogue and price list.

HIRTH-KRAUSE CO.

Grand Rapids, Mich.



Enlarged Meaning of the Declaration of Independence.

Written for the Tradesman.

Canadian girl wishes light housework in bungalow; adults only; no washing. Christian Scientists preferred.

This advertisement, to which is added a phone number, is copied verbatim from a daily paper. It furnishes food for thought.

The world moves. The mills of the gods grind slowly, but they grind exceedingly small. Every dog has its day. In the great game of life, in which she has heretofore played, or rather labored, at a great disadvantage, the servant girl at last is getting her innings. She can dictate terms. If she doesn't want to do the work of a large house, there are plenty of bungalow or cottage residents who will be glad of her services. She can cut out the washing. Children in a household make extra work. They scatter playthings and clutter up the rooms. Often they are under no discipline and are imperinent and disrespectful. Why be bothered with the little rascals? A girl can just set her foot down that she will work only in families composed entirely of grown persons. And if she prefers Christian Scientists or Episcopalians of Presbyterians or Seventh Day Adventists or Hebrews or Buddhists or Confucianists or any other sect that lives on this green earth—all in the world she need to do is to say so.

If things keep on as they are going, the maid who is offering her services may add to her other requirements a suite of rooms for her own use, with hardwood floors, private bath and all built-in features, instead of the shabby garret bedroom which erstwhile was considered "plenty good enough for the girl." An electric coupe in which to spend her afternoon out will come in the natural sequence of advancement; and it is not inconceivable that the servant girl, whose lot in life was so lately looked upon with pity or even with scorn, may soon achieve a social status, which is about the only thing she lacks at present, and have her regular stated days for receiving her friends and acquaintances.

If we happen to belong to the employing class, even if our circumstances are such that it is only by much planning and scrimping that we can manage to keep one maid, all such manifestations as the advertisement quoted above, all inferences that naturally may be drawn from such ebullitions, all servant-girlism of every form goes against the grain with us.

We like to say just what kind of girl we will have work for us—she

must be clean, neat, of good appearance and unquestionable morals, courteous, deferential, obliging, a good worker, and—last but not least—she must know her place. If we are going to take a maid into our household, give her a good home and pay her wages—high wages too we are likely to have to pay to get one who possesses the essential qualifications—it certainly is only right that we have the privilege of saying what sort of girl she must be. But when the girl begins to lay down her specifications as to what kind of a mistress she will have, just how much work she will do, how many there may be in family and whether children or grown-ups, what sort of room she will occupy, and other matters bearing upon her comfort and welfare it is true, but which we should greatly prefer to have left to our kindness and discretion—there is something unseemly and even preposterous about it. The girl is getting out of her proper position and assuming prerogatives that, according to all custom and precedent, belong to us.

Looking at the subject abstractly and impersonally, the girl has just as good a right to make restrictions and reservations and lay down conditions as we have. Either party to any proposed contract can set all the terms he or she may wish to do. The other side always has the privilege of "taking it or letting it alone" as he or she may elect. This is all clear and simple and undeniable.

But down deeper than the perfectly obvious legal aspects of the case, deeper than any judicial attitude of mind that we may assume on the subject, there is a feeling, inborn and ineradicable, that the servant class ought not to set any terms. They should be content in the station in life in which a wise Providence has placed them, and accept with gratitude whatever in the way of pay and favors well-disposed employers may see fit to bestow.

This beautifully humble and dutiful kind of maid has become practically extinct. She was, but is not. And we can't get it out of our systems that she ought still to exist in sufficing numbers. Thereby hang great dissatisfaction and much grievous complaining.

With persons like ourselves of noble ideals and high aspirations, in order to round out the scheme of our existence and make life what it ought to be, there is a real necessity for having about us beings of a lower order, strong and willing workers well suited to performing the heavy

tasks and menial services we do not care to do for ourselves. They should be respectful, always perfectly respectful, and happy as the day is long wearing our old clothes and subsisting on whatever we can afford to hand out to them.

The more aesthetic and highly developed we become, the more keenly do we feel the need of servitors like those described, and the greater is our discomfort over not being able to have them. As luck will have it, just as we are getting to the point where we need them most, the species disappears.

Speaking of respectfulness, that peculiar deference that the rally good servant knows so well how to render, this is something we all desire and something that the servant and the servant alone can supply. Our own families, our intimate friends and associates simply can't or won't. They are our equals and peers. Inexpressibly dear and precious they may be to us, but they never assume, they rarely even attempt to assume that blindness to our faults and foibles and blunders that is the comfort-giving attribute of good servants.

As has been said, we want servants who are on a plane of existence lower than we ourselves are on, those who belong contentedly and unquestionably to a lower order of beings—upon whom we can look down with a gracious and benign condescension.

The old-time Southern negro well exemplified this kind of servitor—the black Uncle or Auntie who seemed to exist only to make life easier and

pleasanter for their white folks. The white man of the South never ceases to regret the passing of "the nigger who knew his place," and he ever deplores what he regards as the utter worthlessness of the younger generation of blacks.

The lamentable disappearance of humble-minded servants both white and black may doubtless be explained as a result of the unceasing process of evolution.

Something like a hundred and forty years ago our forefathers, in a fit of plucky denunciation of British dominancy, gave utterance to the theory, which at that time had not been well tried out, that all men (including of course, all women as well,) were created free and equal. Our ancestors meant all right and merely wanted to shake off the obnoxious yoke of British oppression—they had no intention of upsetting such a comfortable institution as caste in society. They had no thought but that all classes would be content to remain in the stations in life where Fate had placed them, and supposed that the many would continue to serve and the few to be served, just as it always has been. Least of all did they dream that the lowly maidservant would ever rise to claim her rights.

But when such an idea as the free-and-equal hypothesis once gets a start, there is no predicting the final outcome. The end is not yet, but we have reached the place where the hired girl is demanding her innings and the once haughty mistress is made to know her place! Quillo.

Ceresota

The Guaranteed

Spring Wheat Flour

Always Uniformly Good



JUDSON GROCER CO.

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

What Some Michigan Cities Are Doing.

Written for the Tradesman

Manistique is coming to the front, the new buildings planned for this year including the Williams flooring factory, the plant of the Manistique Handle Co., the Soo Line's \$50,000 depot, a light and signal station at the dock and the retort plant of the Lake Superior Chemical Co. These improvements will exceed half a million dollars.

More than a million dollars will be spent in improvements at Iron River this year.

Electric equipment has replaced steam at the Marquette water works and the city expects to make an annual saving of \$5,000.

Ann Arbor will entertain the Michigan Schoolmasters' Club April 1-3.

The Thomas Canning Co., of Grand Rapids, will build a pickle plant at Kalkaska, provided 150 acres of cucumbers may be contracted for.

Total enrollment at the night schools of Battle Creek was 480 or a gain of 65 over the previous year.

The Harbor Springs Improvement Association is working on plans for a village market and something will be done to provide comfort and shelter for farmers who come to town to trade.

This is Good Health week in Hillsdale, with special exhibits and talks by prominent men and women of the State.

The working schedule at the Northwestern shops, Escanaba, has been increased.

Slot machines and gambling devices have been closed up at Sault Ste. Marie by the police.

The Benton Harbor Board of Education has voted to extend the school year from nine to ten months, beginning next fall.

Chautauqua week at Holland this year will be July 27 to Aug. 1.

The Owosso Improvement Association has been doing things during the past six months to add to the city's attractiveness from both residential and business viewpoints. A campaign is now on to raise \$30,000 for an armory building. The State and the city have appropriated money for this purpose and now the county is being asked to assist in the work.

The North Side Commercial Club of Lansing has invited the farmers of that section to attend a luncheon and smoker March 27 for a discussion of ways and means of bringing city and country into closer union.

Flint has awarded contracts for paving fifteen streets at a cost of \$160,000. Sheet asphalt will be laid at \$1.04 per square yard, brick at \$1.22, creosote wood block at \$1.67.

The official flower of Battle Creek is the gladiolus, which was a winner by one vote over the pansy at a recent meeting.

Chas. B. Warren has been elected President of the Detroit Board of Commerce and the new board of directors includes Ralph Stone, formerly of Grand Rapids.

Plans are being laid for an agricultural fair at Saginaw this year.

Prospects for building an electric

road from Muskegon to Manistee are very dim. The Manistee Board of Trade has voted to return the notes given for the interurban bonus fund.

Industrial conditions at Lansing seem to brighten every day. The Saeger Engine Works has resumed operations and the Reo plant is running to full capacity, with prospects that it will not be able to fill its orders this year.

Ionia's new directory indicates a population for that city of 7,684.

A Get Factories Committee has been named by President Magoon, of the Muskegon Chamber of Commerce.

The Rodgers Iron Works of Muskegon has been reorganized and incorporated under the name of the Lakey Foundry and Machine Co., with \$50,000 capital.

Tecumseh has secured a new electric lighting contract which saves the city over \$1,000 yearly in street lighting.

Slot machines and gambling devices have been placed under the ban at Owosso.

Traverse City sees the need of new factories and is going after them. The first step in that direction would be to abolish the union label at the head of the editorial columns of the local daily newspaper. So long as that emblem is flourished in the face of prospective investors, no manufacturer of experience would think of locating in Traverse City. The union label is an effectual embargo on progress and prosperity.

The Portland Manufacturing Co.'s plant at Portland will be sold at receiver's sale April 2.

The National Leather and Manufacturing Co., of Niles, offers to quadruple its factory in size and output provided the city will close Eagle street, between Front and Second streets.

Muskegon Heights has raised its water rates from 5 cents to 7 cents per thousand gallons, with a minimum charge of 35 cents per month. The ordinance takes effect April 1.

Three extensions of car lines in Kalamazoo have been put up to the M. U. T. Co. by the City Council.

A total of 655 sewer connections were made in Kalamazoo in 1913, which beats last year's record by five.

The Jackson Common Council has adopted a resolution requiring that all paving this year be done by the

city, instead of by contract as has been the custom in the past.

Flint built 27,929 feet of sewers the past year and laid 11,851 yards of sheet asphalt at a cost of \$28,007.

Iverson & Peterson, of Lake City, will remove their glove factory to Mt. Pleasant.

The newly-organized Chamber of Commerce of Cheboygan has over fifty members. Almond Griffen.

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.



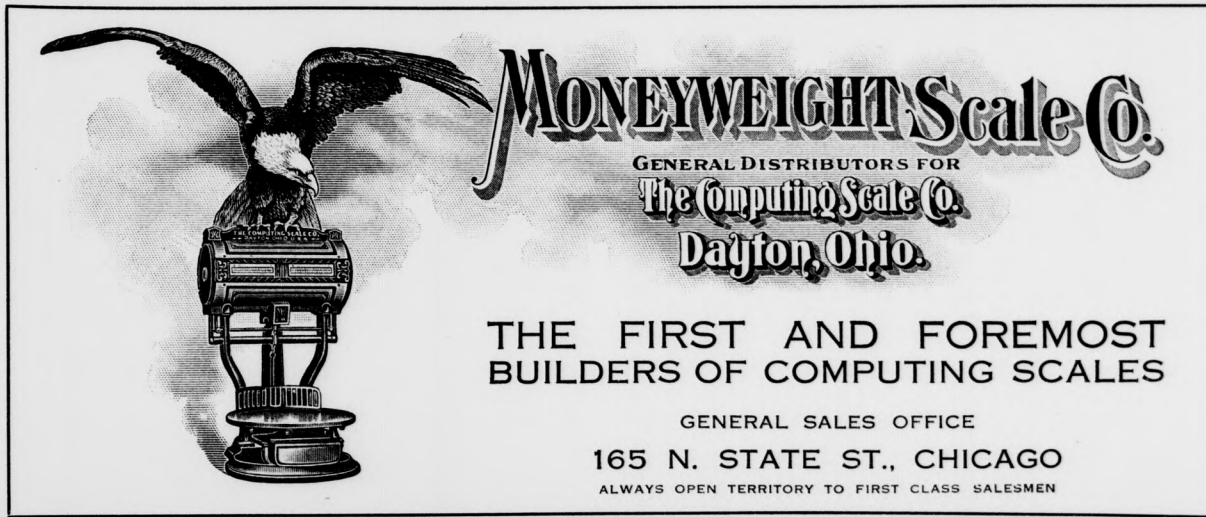
Diamond Automobile Tires

Made in Safety and Smooth Threads.

For Sale by **Sherwood Hall Co., Ltd.**
30-32 Ionia Ave., N.W.
Grand Rapids, Mich.



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

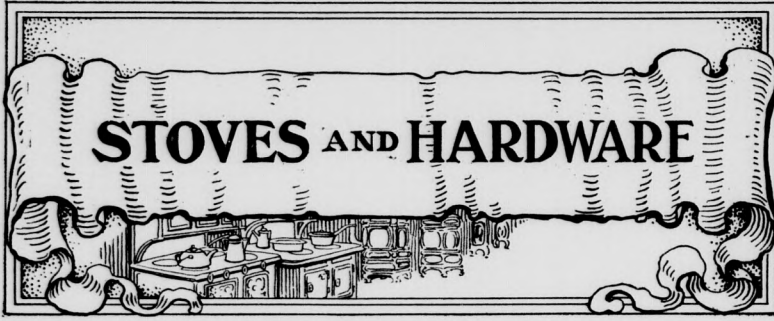


MONEYWEIGHT Scale Co.

GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE
165 N. STATE ST., CHICAGO
ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



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.

Getting Ready for the Sporting Goods Trade.

Written for the Tradesman.

The merchant who handles sporting goods will reap a splendid harvest with the coming of spring. The professional ball teams are in training, in a short time the great National game will open up on a myriad of more or less amateur diamonds; tennis, bowling, and a host of lesser sports will call their devotees from winter inactivity; and the result will be busy days for the sporting goods department.

Stock for the department should be ordered early, in order to ensure deliveries in good time for the first demand. Moreover, the spring sporting goods campaigns should be planned well ahead of time. Window displays should be thought out, advertising methods considered, and some attention should also be given to the possibility of introducing new lines, and stirring up interest in the less popular sports.

Baseball will, year in and year out, prove undoubtedly the center of interest. Its amazing popularity, which one might think had reached the limit, continues to grow. There is always a sure demand for baseball bats, mitts, balls and other equipment; and the little juvenile nines that play on corner lots are keen to follow the example of the more prominent local teams and buy where the latter buy. Hence, it pays the sporting goods dealer to interest the local leaders of the popular game. The sporting goods dealer—or the clerk in charge of the department—should keep himself posted on the gossip of the big leagues, and should keep personally in touch with the local leagues. It is worth while for him to take a hand in the organization of a local league where there is none; and if he can land the job of secretary, so much better for the store.

This knack of getting right into the game, locally, of taking a keen personal interest in local sport of all kinds, is worth dollars and hundreds of dollars to the man who is trying to sell sporting goods. Maybe the head of the business—a hardwareman perhaps, or a stationer—isn't personally much interested in the popular sports. But even so, that is all the more reason why he should unbend; and even if he isn't the bending kind of man, it will pay him to place his sporting goods department in charge of a sporting goods enthusiast.

The shrewd merchant will aim to make his store the sporting goods center of the community. His very best cue is to make it the center of the various sporting organizations. Invite the officers and members of the various baseball leagues and clubs to hold their meetings there, let the tennis and lacrosse players and the devotees of other games gather there when they want to; see that the organization meeting of the new gun club is held on your premises, instead of the premises of your competitor. Sporting enthusiasts like to meet together at all times, and talk with men interested in the same pursuits; and if you train them to look upon your store as the recognized meeting place, the benefit is all yours. A few prizes, a little electric light in the evenings, an enthusiast in charge of the sporting goods department—these are a very small price to pay for the prestige your store will secure.

And see that your department is a department. Don't scatter the sporting goods throughout the store, mixed up with stationery or hardware or bicycle repairs. The value of a carefully assembled stock in encouraging and facilitating sales is inestimable. A small stock attractively displayed in one section of the store will draw far more business than a thoroughly comprehensive stock scattered here, there and everywhere. Concentration is an important item in impressing the intending or prospective customer.

Nevertheless, this is no argument for carrying a light or incomplete stock. The stock should, in fact, be selected, not to suit any fine spun theory, but upon the basis of the merchant's actual and intimate knowledge of local conditions and possibilities. The more accurate and intimate the merchant's acquaintances with the peculiarities of his sporting goods customers, the better selection he can make, and the less danger there is of goods staying on his shelves. With due consideration for local prejudices, the merchant should carry as thorough and comprehensive a stock as possible. Not merely does a large and well selected stock enhance the reputation of a store as the sporting goods center of the community, but it helps the merchant in his fight against mail order competition. Very rarely will a sportsman buy an article from a catalogue when he can handle it in a local store, and judge of its merits by personal inspection.

Displays should be started a little ahead of the season. Enthusiasts

usually look ahead. The baseball boys on the common try out with their old mitts and balls before they feel the need of new ones. The man who intends to purchase a shot gun covets it for weeks and months before he actually finds the money wherewith to buy. Put these goods in the windows, and you rivet the thoughts of the intending purchaser upon your store as the place wherein to buy.

Sporting goods of all kinds are exceedingly adaptable to display, and much ingenuity can often be put into window arrangements. If a hint of local events—some notable ball play, some interesting contest—can be worked into these displays, so much greater will be their pulling power. The merchant who, by dint of giving some attention to such displays, secures a local reputation for devising unique and attractive sporting goods effects, will find that reputation very helpful in business building.

The windows are most effective when they are helped out by attractive interior arrangements. Too often a merchant will devote close attention to his window displays and then neglect entirely his interior arrangement of the stock. There should be co-operation between the two; the window display should be merely the introduction to the interior display. A window display should grip the customer's attention sufficiently to draw him inside the store; the counter and show case arrangement should carry the silent salesmanship of display further—far enough to convince.

Goods should be displayed attractively; but it is still more important to have them readily accessible, so that clerks can easily reach them, and customers examine and handle them. A sportsman likes to feel the weight and grip of the article he wants.

Judicious use of prizes is often helpful in encouraging the sporting goods trade. Here and there a merchant will secure much valuable advertising by offering a trophy for the local base ball league, the football championship of the county, or for bowling or tennis contests. The fishing tackle trade is often boomed to a considerable degree by the offering of a small prize for the largest game fish caught by anyone with Blank's fishing tackle. The merchant acquainted with local conditions will readily understand the most profitable line to follow in the offering of prizes. A bat to the player in the local league with the highest batting average, a golf stick to the man with the best record on the local course—such things will at once advertise the store and stimulate a keener interest in the sport. And the stimulation of local interest in sport is the merchant's quickest road to larger profits in his sporting goods department.

William Edward Park.

Largest and best equipped vulcanizing shop in Michigan.

Standard Tire Repair Co.
 15 Library St. Grand Rapids, Mich.

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
 Ellsworth Ave.

Grand Rapids, Mich.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, March 23.—H. W. Runnels, our popular police judge, who has been indisposed for the past week, is on the road to recovery and expects to be around attending to his duties about next week. Mr. Runnels was one of the hunting enthusiasts who, in company with John Gowan, manager of the Gowan Hardware Co., and T. J. Thoenen, proprietor of the Thoenen Plumbing Co., recently spent a short time at Mr. Thoenen's cabin at the Neebish. While Mr. Runnels was chopping some wood at the cabin he had the misfortune to cut his foot, making a severe gash, and he has been laid up ever since. While Mr. Thoenen was performing the same duties in finishing chopping up the wood started by Mr. Runnels with the same axe, he also slashed his foot, so that Mr. Gowan, the surviving member of the party did not care to finish up the rest of the wood pile under the circumstances, but hurried the unfortunates to their homes in the Soo. Mr. Thoenen, while hobbling around on crutches for the past week, was able to attend to business, and surprised many of his friends by attending a dance last week, with the aid of his crutches. He watched the dancers for a while, but the fascination was too much for him and he discarded his crutches and enjoyed a good waltz to the surprise and entertainment of his many friends. This seemed to put the final cure on Mr. Thoenen's foot and he is now able to get around unassisted. This is the first record we have had of dancing being a good cure for a man in a crippled condition.

The merchants at Steelton, Ont., are somewhat worried about accepting checks for merchandise without funds being in the banks. Jas. Robinson, a plumber, recently had to appear in police court before Mayor Lethbridge, where it was proven that this act had been repeated on three or four occasions. Mr. Saunders, a grocer at Steelton, made the complaint and it is now up to Mr. Robinson to settle promptly for all checks issued or take his medicine.

The Pickford visitors to the Soo this week were Wm. Kirbride, leading butcher of Pickford and Thos. Green, one of Pickford's principal grocers.

The ferry between to two Soos is again in operation, making schedule trips much to the delight of the inhabitants having business on both sides of the river, who have been obliged to walk over the ice or wait for the train heretofore. The ferry company is now having its trouble, however, as the ice is liable to sweep the ferry dock off its foundation. The custom office cannot close their doors owing to the sinking floors, and unless the wind is in the right direction shortly serious trouble may be looked for.

Harry Connors, formerly employed with the Rudell Drug Co. here, who resigned a few weeks ago to spend a short vacation with his brother at Nahma, has returned to the Soo and accepted a position as chief clerk in the drug store of J. Maltas. Harry has a pleasing smile for every one and his many friends are pleased to note that he has decided to remain in the Soo.

The good people of Menominee enjoyed a hearty laugh at one of the performances recently given by Dr. (?) J. M. Prentiss, of Chicago, who claimed to be a mystic healer. While he performed some very clever stunts in the line of healing, he is, nevertheless, a faker and was rounded up by the police and landed in jail. The chap was given some good advice and invited to leave town on the first train, which he did, his destination being Escanaba.

H. A. Williams, one of the Soo's most enterprising butchers, has de-

ecided to move from his present quarters into the building next door on Ann street, where he is installing a Burkenwald refrigerator. Mr. Williams has outgrown his present quarters and his constant attention to business is telling in the large increase of his trade. Mr. Williams is also one of the promoters trying to get a retail collection agency established whereby deadbeats will be listed for the guidance of the merchants here. The committee in charge is endeavoring to form a protective society among the retailers, appointing a general secretary who will have access to the books of the various merchants at any time, so that there may be no violation of the credit agreement. This secretary will also be empowered to make collections, thus receiving a salary large enough to enable him to devote his entire time to the credit end, the expense to be divided prorata among the members. This is a good move and it should be encouraged by the merchants who have had more or less losses by the wandering population opening up accounts wherever they found it possible.

John Roe, the pioneer Ashmun street butcher, is at present in Jackson, negotiating for a new supply of Jackson automobiles, for which he has the Soo agency. From present indications Mr. Roe will have a prosperous year in the auto business, as he is a hustler and has always met with success in his ventures.

E. S. Royce, the Soo's leading auctioneer, is conducting a sale at Rudyard this week for the Green Co.

I Sandelman, of Pickford, has returned from Chicago, where he went to make his spring purchases.

Dan McDonald the landlord at Raber, called at the Soo this week and reports a very satisfactory business at Raber during the winter. There has been much lumbering going on and he found it necessary to replenish his supply of merchandise, having run short in stock for the winter supply. While in the city he paid the writer a call and renewed his subscription to the Tradesman, which he considers one of the best papers among trade papers for practical information.

The Canadian Soo is still having its troubles with the drinking water. Prof. Starkey suggests a stronger application of chlorine, with a proper filtration plant for treating water used for drinking purposes.

Arthur Gunn, father of A. D. Gunn, editor of the Sault Ste. Marie News, and weekly Farming Journal, died at his home at the age of 71. Archie's many friends extend him much sympathy in his bereavement.

W. H. Lewis, formerly of De Tour who a short time ago started a factory in the Soo manufacturing Earthquake, has gotten the business underway and engaged numerous agents. Demonstrations are being given which have been very satisfactory. The new product bids fair to be a great success. Mr. Lewis is at present in Winnipeg establishing branch agencies.

John Brunell, the well known storekeeper at Rosedale, was in the city to-day replenishing his supplies. Mr. Brunell is a remarkable old man, 76 years of age living all alone over his store and is still hale and hearty. He makes occasional trips to the city and his many friends here are always pleased to see him and glad to shake his hand. He is of a jovial disposition and as witty as he was forty years ago. He always has a kind word for his fellow men, which has made him a favorite throughout the country.

Mrs. E. Homberg, proprietress of the DeTour meat market at DeTour, returned this week from a visit with her parents in Chicago. She also visited friends at Detroit, Grand Rapids and Racine, Wis. She reports having had a delightful time.

The sleighing throughout Chippewa

county is reported very good and large loads of hay are coming in to the Soo daily.

Mat Shaw, proprietor of the De Tour stage, drove to the Soo this week on the river. He came down from DeTour in six hours, which is considered very good time. Mr. Shaw expects to return via the same route.

The new bank at Brimley has issued its first statement for business March 4. The report shows the bank in a good healthy condition and the Brimley people have much to be proud of in their local bank which is a great help to the merchants and farmers throughout that territory.

St. Patrick's day was duly observed in the Soo this year and the Hibernians had their usual big banquet and a good time, while the local Y. M. C. A. had a programme consisting of vocal and instrumental selections readings and speeches appropriate to St. Patrick's day. The entertainment ended up with a basket ball game between the Carbide and the Y. team.

The Soo hockey team, champions of the Upper Peninsula met their defeat at Cleveland last week, although it is claimed by local fans that the Soo is still the champion amateurs, as on account of the action of Cleveland in picking up professionals throughout the United States and Canada, making easy work of the Soo team. Muz Murray, who resigned a short time ago from the team has been reinstated.

A good roads meeting in the Soo last week was called to order by Road Commissioner H. A. Osborn for the purpose of discussing the proposed trunk line highway for Chippewa county and to get the general sentiment among the residents of the county with respect to the new highway. While the Soo called this meeting somewhat late, it is expected that proper arrangements can yet be made to get the various out-

lets throughout the country from the Soo.

Word was received in the city this week of the death of Andrew Rice, treasurer of De Tour township. Mr. Rice was well known throughout Chippewa county and his death is a shock to his many friends who extend their sympathy to the bereaved.

Harry W. Mather, head ledgerman for the Cornwell Beef Co., who left last Thursday for Escanaba to attend the conference as a delegate of the Methodist church, returned Monday and reports having had an enjoyable session and a good time.

Fire which destroyed the station at Pembine Junction last week also consumed a number of sacks of mail. All letters which were mailed too late for the Soo Line train leaving at 1:45 and which were addressed to Chicago, the copper country and southwestern points were burned.

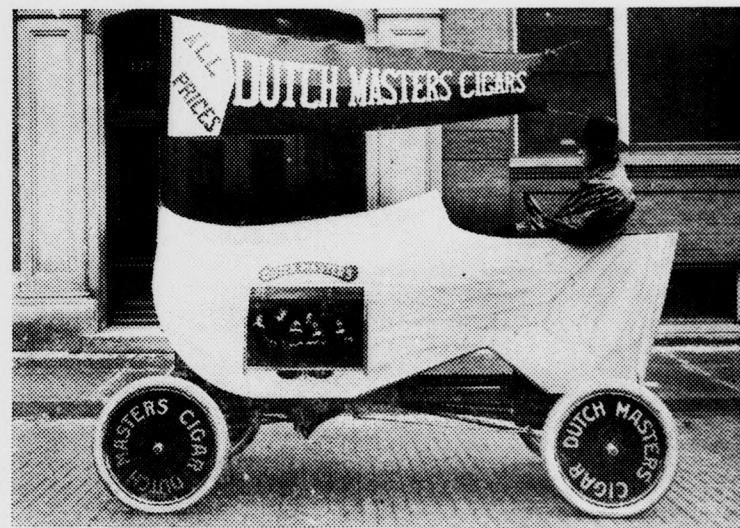
W. G. Tapert.

Within eight months it is presumed the Panama Canal will be opened for traffic so that shipments of Chinese eggs may be made to New York by short route instead of landing in the West coast and proceeding East by rail, as would be necessary now. It is altogether likely that steamers operating to New York via the Panama Canal will be provided with refrigeration facilities of the right sort and of ample capacity. The opening of the canal will doubtless mean that the Chinese product will be laid down in New York at a figure where there would be good chance for demonstrating what sort of a factor the foreign egg will prove in this country.

When a contrary man agrees with you it's a safe bet that you are in the wrong.

DUTCH MASTERS CIGARS

Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers



Our Dutch Masters Auto has covered the trade of Grand Rapids, Detroit and Toledo and is now in Cleveland. It will shortly visit Indianapolis and Peoria.

G. J. JOHNSON CIGAR CO.
GRAND RAPIDS



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.

Secure and Retain Your Customer's Interest.

A man's interest in his business, nine times out of ten, is purely a derived interest. He does not toil and worry and strain because he likes to toil and worry and strain, but because he wishes to make money and to achieve an honorable position among his fellows. His business is a means to this end; his interest in it is not immediate but derived. When it ceases to make money for him or ceases to give him an honorable standing in his community, its interest for him dies. Now to apply this principle to your work as a salesman. You and your product have no immediate fascination for the business man. To begin with the usual mechanical string of hackneyed assertions about it and descriptions of it would bore him unspeakably. Your product has no earthly interest to him until you show him some relation between it and his well being, or the welfare of his business. Therefore, don't begin talking on your side of the fence, about yourself, your company, your product, or your desire to sell him. Get over on his side of the fence first. Make him feel that he has a need—then show him that your product will fill it. Make him see that he has an opportunity, then show him that your product will enable him to realize it. Put him, his need, or his opportunity in the forefront of your talk, and let your long string of description of your product and assertions about it follow afterward.

Patent medicine advertisers understand this principle of salesmanship. They catch a reader's interest and attention in the forefront of their advertisements with talk about the

reader himself, his pains and symptoms, troubles, worries, and weaknesses. They warn him that his symptoms are dangerous; that unless he takes immediate steps to escape, he's bound straight for his shroud and coffin. He hears the microbes gnawing as he reads. His pitying concern for himself grows deeper and deeper, and by the time he has reached the end of the advertisement he is in a frame of mind where he's not only willing to take Golden Dope, but if no remedy were recommended he'd go out on a hunt for Golden Dope or some other kind of dope himself. If the advertisement had begun by cracking up the medicine, proving at great length that its ingredients were pure, its taste delightful and its efficacy certain, its manufacturers established since the time of Noah's celebrated voyage in the ark—would the newspaper reader have hot-footed it to the druggists' to buy a trial bottle? The chances are a hundred to one that he would not have had sufficient interest to read the advertisement. Tell a man that you have a wonderful consumption cure and start to describe it—and he'll yawn and send you away. But convince him that he has consumption and he'll come to you and pray for a remedy. Tell a man that you have a valuable piece of mechanism called an adding machine and he won't have time to listen to your description. But show him with a pencil and paper what it costs him in a year to pay the four clerks who are adding up columns of figures in his office and tell him that you can enable him to dispense with the services of two of them, and he'll ask you of his own accord to bring your machine around and let him have a look at it. Tell a farmer that you want to sell him a thoroughbred collie dog, and he'll say that he isn't interested in fancy dogs. But ask him if it doesn't bother him, with his rheumatism, to keep his herd of cows rounded up as he drives them to and from the pasture, and you will be leading him, absorbed with interest, up to the point where the disclosure of your collie's cow-driving ability will make the farmer voluntarily ask you what you will take for the dog.

This principle holds good in all selling. An insurance agent who begins to describe particular policies before he has his man convinced of his need for insurance, will never land his man. He is putting his proposition wrong end foremost. A loose leaf ledger salesman who

starts to describe his different makes of loose leaf ledgers before he has made his prospect realize that bound ledgers are costing him too much labor and money, is wasting his time. To arouse a prospect's interest, then, begin by getting over on his side of the fence. He has a deep and never ceasing interest in himself and in everything that affects himself or his well-being, comfort, safety, profit or pleasure. Touch him on those springs of action and he'll respond every time. When you've started his interest, lead off a little along the line that caught him. Play him as you would a fish. Let him take the bait and carry it; that is, give him a chance to ask a question. Lead him into talking if you can. Develop his interest; make it bud and sprout and branch and grow. Carry him along with you as far as he will go. If the lead for his interest you tried first was not the right one, try again with another, profiting by what you learned from your first failure. But see that his interest is hooked securely before you begin to describe your product in detail. Don't, I beseech you, don't unship your jay and reel off a string of mechanical, technical talk about your product as if it were something you had to get out of your system before you could feel easy in your mind.

After you have roused your prospect's interest and are fairly launched into your selling talk, you will find that certain parts of it will not appeal to him although they have appealed to other prospects in the past. Skip these parts. Many salesmen are unable to dodge from one part of their selling talk to another in order to pick out the facts that will strike home. These chaps have to repeat their whole story in routine fashion or not at all. Their information and argument all coheres in one tremendous bunch, like a wad of pulling candy. They can't yank out one fact from among all the others and hand it to a man. They can't see that he needs just that one fact or argument and no other. They have learned their entire talk in a certain order and must get it off exactly as they learned it. In many cases they have the very words committed to memory, which in itself is all right, but they have learned merely the words and a certain mechanical sequence of facts. An interruption, or the loss of a few phrases, or an unexpectedly sharp question from the prospect would throw the entire mechanism of their talk out of gear.

Such salesmen are like the boy in school who has to "speak a piece." The urchin begins at a clipping pace: "The boy stood on the burning deck whence all but him had fled." At this point his memory fails. He can't think of the first word of the next line. He must think of that word or he can't go on. He begins again: "The boy stood on the burning deck whence all but him had fled." Horrible feeling—he's lost that word! By no possibility could he supply a line of his own to state the next

fact about the hero. He doesn't know the next fact about the hero. He has learned only a certain sequence of words without real comprehension of their meaning. He has only a vague idea of what really happened to the chap in the poem. His brain is whirling with confused notions of ships on fire—swirling flames—agonized boy. He couldn't tell you in his own words the story of the poem. He couldn't analyze the adventure or tell you the different stages of it. He couldn't answer any questions about it. The best he can do is to repeat the words of that poem by rote, just as he learned them. In his desperation he once more blurts out the first line: "The boy stood on the burning deck"—comes to a dead stop—then loses his bearings altogether and stumbles crazily through the verses, reciting it backwards, crosswise and down the middle. It was the deck that stood on the burning boys, the flames that had fled, and so forth. At this point the teacher puts an end to the agony with: "There, that will do. Go and sit down." The urchin speaking a piece is no worse a bungler than many salesmen.

The efficient salesman has his arguments all classified and pigeon-holed, so to speak, under their proper heads. He is ready for all emergencies, and can produce anything that is needed at a moment's warning. He can shift from one end of his selling talk to the other, omitting much or little, according to his prospect's interest. He never loses sight of the fact that his main purpose is to adapt his talk so that that interest shall be kept at white heat. An orderly brain, in which data is classified and stored away in compact shape is a great possession. I got this pigeon-hole simile from a remark of Napoleon's. The great Frenchman had a mind crowded with a tremendous mass of information connected with his administrative work—law facts, finance facts, military facts, and so forth. When people asked him how he could hold an almost infinite number of details in his mind without confusion and draw on any of them at will, he said: "My mind is like a set of a hundred pigeonholes; one for law; one for finance, one for military administration, etc. I open one, take the contents out and work with them, forgetting what is in all the other pigeonholes for the time being. Then I close that pigeonhole and open another. At night I close them all, and sleep."

The ideas of a salesman with an untrained mind are like a mob of

EAGLE HOTEL
 EUROPEAN
 GRAND RAPIDS, MICHIGAN
 YOU CAN PAY MORE
 BUT CAN GET NO BETTER

HOTEL CODY
 EUROPEAN
 GRAND RAPIDS, MICH.
 Best Beds That Money Can Buy

guests at a hotel, who scramble out pell mell in crazed hurry and only half-dressed at the cry of "Fire!" The prospect has only to speak the one sharp word "Why?" at an unexpected place—that is the alarm cry that upsets all the salesman's usual routine argument, and starts up the excitement. All the facts and reasons in that salesman's selling talk come piling out on the end of his tongue and tumbling over one another, half clothed in decent speech, and less than half intelligible to his auditor. Subject your selling talk to discipline. This can be done only by keeping each fact in the background until the time comes to use it effectively—then bringing it forth with promptness and accuracy, appropriately dressed in words best suited to the service it is expected to perform. In no other way can you be sure of getting and holding the prospect's interest.

I speak of appropriate dress for your arguments. There is everything in the expression that you give your ideas. It is a delicate art, this art of putting things. And it makes a tremendous difference in results. Half a dozen writers wrought the Merchant of Venice tale into stories and plays before William Shakespeare seized on it and worked it up anew in his own original way. The half dozen other versions of the story are forgotten, but Shakespeare's play is immortal. Great poets are men who put commonplace ideas that all men hold into a setting of brilliant expression which makes them more dazzling than diamonds. There's one way of framing up any kind of a statement that is more effective than any other way. Remember this when you call on a prospect. Don't be content to chuck out at him whatever frayed remnants of conversation about your product you may have floating around loose in your mind. See to it that you clothe it in the most effective form of expression that is possible to you. That's the only way to get and retain his interest.

W. C. Holman.

Michigan Drug Co. to Discontinue Saginaw Branch.

Saginaw, March 23.—Announcement is made by Manager John W. Smart, of the Saginaw branch of the Michigan Drug Co., that the local branch will be removed to Detroit about the middle of August and merged with the home company. This change is made because it has been found impossible to conduct a wholesale drug house at this market with profit. One-half of the business transacted in the Saginaw house was pulled away from the Detroit house so that the maintenance of a Saginaw branch was found to decrease the profits of the Detroit house, while making no money for itself. The traveling force will remain the same, and the headquarters of the salesmen will continue to be located here. Mr. Smart will become Vice President and General Manager of the Michigan Drug Co. when the change takes place. Among the local employes who will go to Detroit when the change takes place are C. C. Chambers, H. E. Brown, R. Roman and J. S. Smart, Jr. The building on North Washington avenue now occupied by the concern is owned by Mr. Thomas Symons of Washington, and it is not known what it will be used for after it has been vacated.

Gabby Gleanings From Grand Rapids.

Grand Rapids, March 24.—Senior Counselor F. E. Beardslee has appointed the following to act on the Entertainment Committee for the Made in Grand Rapids Exposition: O. W. Stark, Chas Aupperle, Ed Wykel, J. C. Force, E. J. MacMillan, Bert Bartlett, Wilbur Burns, Harry T. Winchester, P. C. Damstra, T. B. Ford, Sam Westgate, Harry D. Hydon, Arthur J. Levi, W. E. Lovelace, John D. Martin, Wm. McCarty, H. G. McWilliams, A. N. Borden, R. M. Richards, Will E. Sawyer, P. Anderson, E. Donahue, E. R. Lee and E. Geisel.

A guild of the Ancient Mystic Order of Bagmen of Bagdad will be instituted at U. C. T. hall Saturday, April 4, at 2:30 p. m. This guild is to consist of members only of U. C. T. Council, No 131, or of members of other councils of U. C. T. All those coming in as charter members will be charged a \$5 fee instead of the regular \$10 fee. Several of the Imperial Guild officers will be here for this occasion, including the following:

Manley I. Hemmens, Imperial Ruler, Columbus, Ohio; Robert F. Somerville, Imperial Generalissimo, Dayton, Ohio; Louis Wirth, Imperial Clerk of Records and Revenues, Cincinnati, Ohio.

Strawberries are ripe in Hartford. At least, Chas. Giddings, proprietor of the Hartford House, is serving them for dinner and breakfast. Mr. Giddings' policy is, Nothing too good for the boys on the road. He has also put in the individual towels.

Jas. Harris, of Ada, is to re-enter the grocery business at his old stand at Ada, but with an entire new stock, as well as all new-up-to-date fixtures, such as new floor show cases, wall show cases, electric coffee mill, cash register, etc. He will, so far as possible, handle everything in packages and will have a very neat and sanitary store. George A. Bruton (Wornden Grocer Co.) sold him his complete stock and fixtures.

J. D. Davidson, proprietor of the Hotel Divine, at Portland, has had house cleaning going on and the boys would hardly recognize the old place. Everything is nice and clean. Individual towels are furnished. Don't be afraid to stop there, boys.

Mrs. W. H. Fisher, 39 Burton avenue, underwent a surgical operation at Butterworth hospital last week. We understand she is recovering nicely from the operation and hope she will soon regain her health.

No, the U. C. T. is not a labor union. If the traveling man should join the union at all, he would have to join at least two in order to be permitted to work in two eight hour shifts.

Homer Bradfield, with National Biscuit Co., came home Thursday with a severe attack of neuralgia and has been confined to the house since. Homer maintains that after five days of confinement he is still on speaking terms with his wife. We claim this is some record. The doctor also assures Homer that on account of his youth and correct mode of living, he will pull through all right.

Don't blame the office boy if the cat spills the ink—discharge the cat.

D. Veenstra, who has successfully conducted a general store at Hopkinsburg for the past seven years, has sold his stock of merchandise and real estate and will return to Chicago, his former home, and engage in the grocery business there. Mr. Veenstra and family have made a host of friends at Hopkinsburg who will be very sorry to see them leave.

The eight hour day will not be very popular with many of our good customers who are used to working sixteen hours a day and spending the rest of the time devising ways of collecting store bills from the eight hour fellows.

Everything is progressing fine for

the Made in Grand Rapids Industrial Exposition, April 20 to 25.

M. S. Brown, of Saginaw, was in Grand Rapids last Saturday attending the sales meeting of the Hazeltine & Perkins Drug Co. Mart says that Saginaw plans to be ready to royally entertain the Grand Council when it meets there June 12-13.

P. F. Dykema is still looking for an automobile "cheap."

The boys who leave town on the 7 a. m. Muskegon interurban are pleased at the courtesy shown them by Sid L. Vaughn, of that road. At their request he has replaced the old passenger and express car formerly used with a larger and more comfortable car. Will E. Sawyer.

He Didn't Wait.

James M. Goldstein pushed his way past the red haired office boy—why are all office boys in fiction red haired?—bumped the editor's door open and planted himself in the middle of the floor.

The editor looked up from his desk.



"Say," demanded the visitor, "where is the guy that turns down good poetry?"

"Did you send in some good poetry?" enquired the editor, mildly.

"I sure did, and some boob mailed it back to me, postage collect."

"Well," said the mild editor, drawing a pad of paper to him and picking up a pencil, "the boob that did that little trick is in the washroom scrubbing the blood off his hands from the last murder he committed about fifteen minutes ago. He had to lam the life out of a noisy poet who came up here and wanted to know why he didn't print his poetry in last week's paper. Will you wait?"

But the angry visitor had faded gently through the door and was hitting the pavement on third speed.

No Poetry Allowed.

Owosso, March 23.—Admitting that the article from Owosso last week was of sufficient importance to print anyway, yet I notice at the tail end the spasmodic poem was omitted. Locally it was the pith of the entire endeavor. George W Haskell.

The Tradesman prints poetry on the front cover. It does not print traveling men's poetry in the correspondence received from the fraternity. Traveling men, as a rule, are good business men and good mixers, good husbands and good fellows generally, but they are seldom good poets and, in order to not draw the line between good and bad poets, whose contributions would have to be declined, the Tradesman deems it the part of wisdom to exclude all poetry that originates in the traveling fraternity. We are willing to bail traveling men out of jail. We will loan them money. We will print their pictures and biographies and we will kiss their babies, but we draw the line on their poetry.

A wife governs best who conceals from her husband the fact that she is trying.

Getting Ready For the Grand Council.

Saginaw, March 23.—Preparations for the Grand Council of the United Commercial Travelers, which is to be held in this city Thursday, Friday and Saturday, June 11, 12 and 13, were made at the annual meeting of the members of Saginaw Council, No. 43, U. C. T., when committees were named and officers for 1914-15 were chosen by the local organization. The new officers of the Council are as follows:

Past Senior Counselor—H. D. Ranney.

Senior Counselor—A. R. Guider. Junior Counselor—W. B. McGregor.

Conductor—W. C. Moeller. Page—E. L. Putnam. Sentinel—W. F. King. Secretary-Treasurer—H. E. Vassold.

Executive Committee—B. N. Mercer and Otto Kessell.

H. D. Ranney, M. V. Foley and O. Gilbert were named as the local Council's representatives to the Grand Council with B. N. Mercer, W. E. Guy and H. E. Vassold as alternates. The new officers were installed by Mark S. Brown.

Saginaw Council now has 155 members and it is expected that this number will be increased to 200 by the time of the Grand Council. To aid in reaching the 200 mark a membership committee consisting of Frank Bremer, Otto Kessell, Al Le Fevre, Chas. Robb and B. N. Mercer was appointed. It is expected that all of Michigan's twenty-two councils of United Commercial Travelers will be represented in the Grand Council and that the number of visiting commercial men will exceed 1,500.

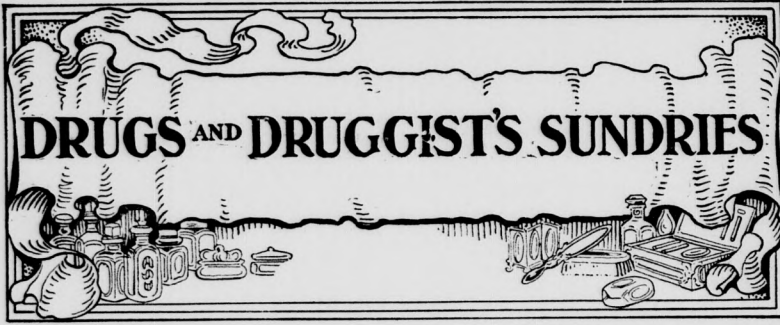
Friday evening, April 24, was decided upon last night as the date for the annual ball of Saginaw Council. This event will be held in the Auditorium and the committee in charge is arranging for a number of novel feature numbers for the evening's programme.

To aid the Pere Marquette Railroad, just placed under a new management, in regaining its place as one of Michigan's leading railroads, a Booster Committee has been appointed from the membership of Saginaw Council, composed of the following Saginaw traveling salesmen: J. C. Sonnenberg, Gordon L. Grant, B. N. Mercer, Mark S. Brown, Otto Kessell, Fred Buckel, A. Monroe, Ora Lynch, James Hill and Geo. Pitts. This Committee will choose a "booster" button for distribution among the traveling salesmen covering Michigan territory and will do all they can to boost for the Pere Marquette in a business way.

P. M. Roach, who has been connected with the cigar department of Lee & Cady, of Detroit, for several years, has taken charge of the cigar department of the Hazeltine & Perkins Drug Co. and will visit the drug trade of Western Michigan regularly in the interest of that department. Mr. Roach will remove to this city and take up his residence in Grand Rapids. He comes well recommended as one of the most successful cigar salesmen on the road and the management of the Hazeltine & Perkins Drug Co. is to be congratulated on having secured so valuable an adjunct and associate.

Co-operation begins at home. See that you are co-operating with yourself, that all your efforts are working together to produce harmonious results.

There is something wrong with the lofty ideals that runs to highballs.



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.

The Drug Clerk Who Worked For Himself.

Mr. Smith plodded heavily from the back counter to the front show-case. "I want five cents' worth of postal cards," said the small girl there.

"All right. Pick 'em out yourself, will you?"

"Yes," she said confidently, and he stood patiently waiting, wishing she would hurry, thinking of the box he was unpacking in the back room, and the many interruptions he had had since he took off the cover. Three minutes elapsed before she laid down the nickel, and he turned to go back; but before he was there the door opened and he went to the front of the store again.

"I want a tooth brush," said the woman, "and I'm in a hurry, please. I want to catch the next car."

She did not have the right change, and Mr. Smith had to wrap her bundle, cross the store twice for change, and open the door for her. That night as he sat down to the table he was too tired to eat.

"Thank you, Minnie," he said. "That looks good, but I'm not hungry."

"That old store is tiring you all out," she scolded. "Isn't there any way you can get away for a vacation?"

"You know the answer as well as I do," he said: "We're barely paying expenses now and there's a big bill to be met next month. If I could afford to hire a clerk it would be easier, but I can't do that, either."

After supper he sat on the porch, smoking and resting up. When the dishes were done his wife joined him.

"There's Gerald Banson," she said, as a boy of fourteen went by. "My, but he's a nice boy! And he's plenty big enough to work after school. That 16-year-old law is a shame. Nobody wants children to work in fac-

ories, but a boy might as well help his mother and Mrs. Banson works so hard! I've promised him he can cut the grass this summer and he hopes he'll get a paper job, but they are all taken."

"The paper boys aren't 16," said Mr. Smith.

"Mrs. Banson was talking about that. She says there's some reason why they can work. I didn't listen. Something about their being their own agents, or something—hiring themselves, I think she said."

"I'm going to bed," said Mr. Smith. "I'm tired."

He was still tired when he got up the next morning. Before school at 9 o'clock Gerald came in on an errand, and hung around.

"When I get big enough, will you take me in as clerk, Mr. Smith?" he asked. "I've always thought I'd like to be in the drug business."

Mr. Smith has an inspiration. "You come in to-night after school," he said. "I want to talk to you."

His scheme he revealed to Gerald in the afternoon.

"You see, Gerald," he began, "I can't hire you and pay you wages, because you aren't old enough, and I couldn't afford to pay you real wages anyway just now. But most of my calls here are for things you can sell—powder and soap and candy and moth balls and things like that. All you need to do is to learn the stock. And I'll do the hard work, like the prescriptions. Suppose, instead of wages, I take you in as a kind of a partner. We'll say that you have 5 per cent. on what you sell as your salary. That is, if you sell a dollar's worth you'll have five cents of it. If any trouble is made I can say that you are working for yourself. If they make a real row we'll have to stop it, but we can try. Want to begin, say, for an hour a day—from 4:30 to 5:30?"

Gerald's eyes were shining. "You bet I do!" he said. "Even if I only sell a dollar's worth a day it will be regular and mother will be so pleased! She's always wanted me to be here with you. And only an hour! I'll have lots of time to do other things."

With a whoop Gerald was off to tell his mother.

Next afternoon Gerald, in well-brushed clothes, was behind the counter and Mr. Smith was arranging part of his stock. He had purposely chosen some light work, but Gerald knew the stock so well that he only had to aid once or twice. For a week everything went smoothly. The neighbors, appreciating Ger-

ald's chance, and wishing to help him, made a practice of getting the soap, candy and little things from him that they had formerly bought at other stores. Gerald's salary was mounting up, when a stranger walked in the store one afternoon.

"Hear you've got a boy under 16 working here," he said. "Won't do—won't do at all! Relation of yours?"

"No, he's no relation," said Mr. Smith, "but he isn't working for me; he's working for himself. Gerald, this man wants to speak to you."

Gerald had been planning for this ever since he began work. "No, sir," he said, "Mr. Smith doesn't hire me. I'm working for myself."

"You're in his store, aren't you?"

"Yes, I'm in his store, but I get my own per cent. I'm kind of a partner."

Gerald went for his book where every night he put down his sales. He showed the man the list beside the cash register where he jotted down the amount as he rang it up.

"Mr. Smith says that if business keeps up he's going to buy a cash register that will keep the sales separate," said Gerald. "But he's not paying me, sir. I pay myself, every night, out of the cash drawer."

"He's right," said Mr. Smith. "He takes his own per cent. I have nothing to do with it."

"Then I guess you have nothing to do with me," said the factory inspector, and, speaking unofficially, "I am glad of it. I don't believe in these big boys not working out of school hours, but I can't say so." And he shook hands with Mr. Smith and bought some gum of Gerald, "just to help the cause along," as he said before he left.

"Is dinner ready? I'm as hungry as a bear," said Mr. Smith that night, bursting in the door of his little house, "And after supper let's go to a picture show; I'm celebrating!"

Sidney Baldwin.

What Happens in Every Drug Store.

Many amusing incidents came to me during the forty years that I have been dispensing drugs in a retail way. Many and peculiar are the ways in which customers ask for what they want. No doubt other druggists have had the same experiences.

One day an old colored man came into the store and complained of feeling sick and I gave him three compound cathartic pills in a little pasteboard box and wrote on the lid, "Take at one dose." In a few days he came in again and I said, "Well, uncle, how do you feel to-day?" "Poorly, poorly." "Did you take the medicine according to the directions?" "Yes, sah, I did, but I had a hard time swallowing that box, and I don't think it is clean down yet!" "Well you go home and drink several cupfuls of hot water and you will soon get it down."

"Good morning, Mrs. Jones. What can I do for you?" to a middle aged, fleshy woman that always does a lot of talking. "I want a dime's worth of corrosive sublimate put in a pint of turpentine—of course you know what I want it for—I haven't had any of them in the house for years,

but I found one on Frank's bed this morning and they just set me crazy. He spent night before last with his friend, Harry C—, and Harry's wife is so shiftless, why, she once told me that they never bothered her, no matter how many there were in the house—thirty-five cents, you say, well here it is and good-day."

"Good morning, Mrs. Haggerty. Did the plaster I gave you a few days ago, that I told you to put on your chest, relieve the congestion?" "It sure did, but I had no chest to put it on, so I put it on an old trunk that I had in the attic, and it is sticking to it yet as far as I know to the contrary, but I am feeling just fine now. I wish you would let me have a fine-tooth comb—not for myself, but for one of my neighbors; she asked me to bring one out to her. WE have no use for such things at our house."

"Hello, Mike. Did you take that medicine that I gave you last week for the chills?" "No, I did not. The directions on the small label said 'Shake before you take,' and I have not shaken since." "But, Mike, that label means that you must shake the bottle before you take the medicine. You had better be taking the medicine at once or the chills will have you again."

Just then a seven-passenger Packard drew up to the curb, the chauffeur killed the engine and Miss Rich came into the store, walked up to the soda counter and took a stool. "Can you disguise the taste of castor oil so one can take a dose and not know it?" "I think I can," I answered. "Well, let me have some of it." "Is that your new car?" I asked her. "Yes; it came last Monday and it is a dandy—the most powerful one in town, and the most expensive." "I think the chauffeur wants to speak to you," I said to her, and while she was gone I made up my mind what I would do. When she came back she said, "When are you going to get a car, Mr. Brown?" and I said "Never; I cannot afford one," and she said, "Just like you druggists, never can afford anything and charging so much for your medicines." "Miss Rich," I said to her, "we are introducing a new drink, the Mary Garden Fizz, and I want you to try it. What flavor do you prefer?" "I'll take strawberry. So nice of you to treat me. Siz-z-z-z! My, but that's delicious. Everybody says that you have the best soda in town. How nice this tastes, how cool and refreshing. I sure will tell all my friends about your Mary Garden Fizz. Now let be have the castor oil and I'll be going." "Took it in the Mary Garden Fizz." "Well, of all things! I did not want ot for myself; I wanted it for my little brother." And the last words I heard her say as she slammed the door of the Packard was, "Drive me home just as quick as you can."

John H. Brown.

There is nothing hypocritical about the frank admiration some men have for themselves.

Smart men can be fools for a purpose.

WHOLESALE DRUG PRICE CURRENT

Acids	Cubebs	@4 50	Digitalis	@ 60
Acetic	Erigeron	@2 50	Gentian	@ 60
Boric	Eucalyptus	75@ 85	Ginger	@ 35
Carbolic	Hemlock, pure ..	@1 00	Guaiaac	@1 55
Citric	Juniper Berries ..	@1 25	Iodine Ammon. ..	@1 25
Muriatic	Juniper Wood ..	@1 25	Iodine, Colorless ..	@1 25
Nitric	Lard, extra	85@1 00	Ipecac	@ 75
Oxalic	Lard, No. 1	75@ 90	Iron, clo.	@ 80
Sulphuric	Lavender Flowers ..	4 50@5 00	Kino	@ 80
Tartaric	Lemon	3 25@3 50	Myrrh	@1 05
	Linseed, boiled, bbl. @	54	Nux Vomica	@ 70
	Linseed, bdl. less	58@ 62	Opium	@2 00
	Linseed, raw, bbls. @	53	Opium Camph. ...	@ 65
	Linseed, raw, less	57@ 61	Opium, Deodor'd	@2 25
	Mustard, true	4 50@6 90	Rhubarb	@ 70
	Mustard, artifil	2 75@3 00		
	Neatsfoot	80@ 85	Paints	
	Olive, pure	2 50@3 50	Lead, red dry ..	7 @ 8
	Olive, Malaga, yellow	1 30@1 50	Lead, white dry	7 @ 8
	Olive, Malaga, green	1 30@1 50	Lead, white oil	7 @ 8
	Orange, sweet	4 75@5 00	Ochre, yellow bbl. 1	@ 1 1/2
	Organum, pure	1 25@1 50	Ochre, yellow less	2 @ 5
	Organum, com'l	50@ 75	Putty	2 1/2 @ 5
	Pennyroyal	2 25@2 50	Red Venet'n bbl. 1	@ 1 1/2
	Peppermint	4 75@5 00	Red Venet'n less	2 @ 5
	Rose, pure	16 00@18 00	Shaker, Prepr'd	1 40@1 50
	Rosemary Flowers	90@1 00	Vermillion, Eng.	90@1 00
	Sandalwood, E. I.	6 25@6 50	Vermillion, Amer.	15@ 20
	Sassafras, true	80@ 90	Whiting, bbl.	1 @ 1 1/2
	Sassafras, artifil	45@ 51	Whiting	2 @ 5
	Spearmint	5 50@6 00		
	Sperm	90@1 00	Insecticides	
	Tansy	5 00@5 50	Arsenic	6 @ 10
	Tar, USP	30@ 40	Blue Vitrol, bbl.	@ 5 1/2
	Turpentine, bbls.	@56 1/2	Blue Vitrol less	7 @ 10
	Turpentine, less	60@ 65	Bordeaux Mix Pst	8 @ 15
	Wintergreen, true	@5 00	Hellebore, White	
	Wintergreen, sweet birch	2 00@2 25	powdered	15 @ 20
	Wintergreen, art'l	50@ 60	Insect Powder ..	20 @ 35
	Wormseed	3 50@4 00	Lead Arsenate ..	8 @ 16
	Wormwood	6 00@6 50	Lime and Sulphur Solution, gal.	15 @ 25
			Paris Green ..	15 1/2 @ 20
	Potassium		Miscellaneous	
	Bicarbonate	15 @ 18	Acetanalid	30 @ 35
	Bichromate	13 @ 16	Alum	3 @ 5
	Bromide	45 @ 55	Alum, powdered and ground	5 @ 7
	Carbonate	12 @ 15	Bismuth, Subnitrate	2 10 @ 2 25
	Chlorate, xtal and powdered	12 @ 16	Borax xtal or powdered	6 @ 12
	Chlorate, granular	16 @ 20	Cantharades po.	2 50 @ 2 75
	Cyanide	30 @ 40	Calomel	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	6 @ 8 1/2
			Chalk Precipitated	7 @ 10
	Roots		Chloroform	38 @ 48
	Alkanet	15 @ 20	Chloral Hydrate	1 00 @ 1 15
	Blood, powdered	20 @ 25	Cocaine	4 10 @ 4 40
	Calamus	35 @ 40	Cocoa Butter ..	50 @ 60
	Elecampane, pwd.	15 @ 20	Corks, list, less 70%	@
	Gentian, pwd. ...	12 @ 16	Copperas, bbls. ...	@ 5
	Ginger, African, powdered	15 @ 20	Copperas, less ..	2 @ 5
	Ginger, Jamaica	22 @ 25	Copperas, pwd.	4 @ 6
	Ginger, Jamaica, 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	Cuttlebone	25 @ 35
	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. ground	@ 50	Ergot, powdered	1 80 @ 2 00
	Sarsaparilla Mexican ground	25 @ 30	Flake White	12 @ 15
	Squills	20 @ 35	Formaldehyde lb.	10 @ 15
	Squills, powdered	40 @ 60	Gambier	7 @ 10
	Tumeric, pwd.	12 @ 15	Gelatin	35 @ 45
	Valerian, pwd.	25 @ 30	Glassware, full cases	80%
			Glassware, less 70 & 10%	
	Seeds		Glauber Salts bbl.	@ 1
	Anise	15 @ 20	Glauber Salts less	2 @ 5
	Anise, powdered	22 @ 25	Glue, brown	11 @ 15
	Bird, ls	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 1/2 @ 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 75 @ 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	25 @ 30	Pepper, white ..	30 @ 35
	Sabadilla	35 @ 45	Pitch, Burgundy	10 @ 15
	Sabadilla, pwd.	6 @ 8	Quassia	10 @ 15
	Sunflower	15 @ 20	Quinine, all brds	29 @ 40
	Worm American	15 @ 20	Rochelle Salts ..	23 @ 30
	Worm Levant	50 @ 60	Saccharine	1 50 @ 1 75
			Salt Peter	7 1/2 @ 12
	Tinctures		Seidlitz Mixture	.20 @ 25
	Aconite	@ 75	Soap, green	15 @ 20
	Aloes	@ 65	Soap, mott castile	10 @ 15
	Arnica	@ 50	Soap, white castile	@ 6 25
	Asafoetida	@1 00	less, per bar ..	@ 68
	Belladonna	@ 60	Soda Ash	1 1/2 @ 5
	Benzoïn	@ 30	Soda Bicarbonate	1 1/2 @ 5
	Benzoïn Compo'd	@ 90	Soda, Sal	1 @ 4
	Buchu	@1 00	Spirits Camphor.	@ 75
	Cantharadies	@1 90	Sulphur roll. ...	2 1/2 @ 5
	Capsicum	@ 90	Sulphur Subl. ...	2 1/2 @ 5
	Cardamon	@1 20	Tamarinds	10 @ 15
	Cardamon, Comp.	@ 80	Tartar Emetic ..	40 @ 50
	Catechu	@1 05	Turpentine Venice	40 @ 50
	Cinchona	@ 60	Vanilla Ex. pure	1 00 @ 1 50
	Colchicum	@ 60	Witch Hazel	65 @ 1 00
	Cubebs	@1 20	Zinc Sulphate ..	7 @ 10

1914
Seasonable Goods

Linseed Oil Turpentine
White Lead Dry Colors

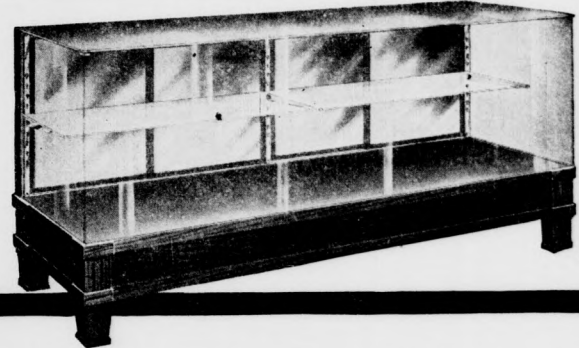
Sherwin-Williams Co.
Shelf Goods and Varnishes
Shaker House and Floor Paint

Kyanize Finishes and Boston
Varnishes

Japalac Fixall Paris Green
Blue Vitrol
Lime and Sulphur Solution

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Grand Rapids, Mich.



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The Largest Show Case and Store Equipment Plant in the World
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GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

California Prunes

DECLINED

Arbuckle Coffee
Cove Oysters

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A through Y).

Main table of grocery prices, organized into columns 1 and 2, listing items like Ammonia, Axle Grease, Beans, Blueberries, etc.

Table of prices for various goods, organized into columns 3, 4, and 5, listing items like Cheese, Mocha, Chestnuts, etc.

6

Graham Crackers Red Label, 10c size... 1.00
Lemon Snaps... 50
Oysterettes... 50
Premium Sodas... 1.00

Other Package Goods
Barnum's Animals... 50
Chocolate Tokens... 2.50
Butter Crackers NBC... 2.50

CREAM TARTAR
Barrels or drums... 33
Boxes... 34
Square Cans... 36

DRIED FRUITS
Apples
Evaporated Choice bulk... 10
Evaporated Fancy pkg. California... 15@17

California Prunes
90-100 25lb. boxes... 7 1/2
80-90 25lb. boxes... 8 1/2
70-80 25lb. boxes... 9 1/2

FARINACEOUS GOODS
Beans
California Lima... 7
Michigan Lima... 6
Med. Hand Picked... 2.10

Farina
25 1 lb. packages... 1.50
Bulk per 100 lbs... 4.00
Original Holland Rusk

Hominy
Pearl, 100 lb. sack... 2.25
Maccaroni and Vermicelli
Domestic, 10 lb. box... 60

Pearl Barley
Chester... 3.15
Empire... 3.15
Peas
Green, Wisconsin, bu... 1.45

Sago
East India... 4 1/2
German, sacks... 4 1/2
German, packed pkg.

Flake, 100 lb. sacks... 4 1/2
Pearl, 100 lb. sacks... 4 1/2
Pearl, 36 pkgs... 2.25
Minute, 36 pkgs... 2.75

FISHING TACKLE
1/2 to 1 in... 6
1/4 to 2 in... 7
1 1/2 to 2 in... 9
1 3/4 to 2 in... 11

Cotton Lines
No. 1, 10 feet... 5
No. 2, 15 feet... 7
No. 3, 15 feet... 9

7

FLAVORING EXTRACTS
Jennings D C Brand
Extract Lemon Terpeneless
Extract Vanilla Mexican

both at the same price
No. 1, F box 7/8 oz... 85
No. 2, F box, 1 1/4 oz... 1.20

FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat
Purity Patent... 5.10

Watson-Higgins Milling Co.
Perfection Buckwheat
Flour... 6.00
Perfection Flour... 5.00

Worden Grocer Co.
Wizard Flour... 4.70
Graham... 4.60
Granena Health... 2.25

Kansas Hard Wheat
Worden Grocer Co.
American Eagle, 1/2 s... 30
American Eagle, 1/4 s... 20

Spring Wheat
Judson Grocer Co.
Ceresota, 1/2 s... 5.50
Ceresota, 1/4 s... 5.60

Worden Grocer Co.
Wingold, 1/2 s cloth... 60
Wingold, 1/4 s cloth... 50

Wykes & Co.
Sleepy Eye, 1/2 s cloth... 5.50
Sleepy Eye, 1/4 s cloth... 5.30

Meal
Bolted... 4.20
Golden Granulated... 4.40
Wheat
New Red... 93

Oats
Michigan carlots... 44
Less than carlots... 46
Corn
Carlots... 66

Hay
Carlots... 15.00
Less than carlots... 17.00
Feed
Street Car Feed... 33

GRAIN BAGS
Broad Gauge... 18
Amoskeag... 19
Herbs
Sage... 15

HIDES AND PELTS
Hides
Green, No. 1... 12
Green, No. 2... 11
Cured, No. 1... 13 1/2

8

Pelts
Old Wool... 60@1 25
Lamb's... 50@1 00
Shearlings... 50@1 00

Tallow
No. 1... @ 5
No. 2... @ 4
Wool
Unwashed, med... @18

HORSE RADISH
Per doz... 90
Jelly
5lb. pails, per doz... 2.40

JELLY GLASSES
1/2 pt. in bbls., per doz... 15
1/2 pt. in bbls., per doz... 16

MAPLEINE
2 oz. bottles, per doz... 3.00
1 oz. bottles, per doz... 1.75

MOLASSES
New Orleans
Fancy Open Kettle... 42
Choice... 35

MUSTARD
1/2 lb. 6 lb. box... 16
OLIVES
Bulk, 1 gal. kegs 1 00@1 10

PICKLES
Medium
Barrels, 1,200 count... 7.75
Half bbls., 600 count... 4.38

Gherkins
Barrels... 14.00
Half barrels... 6.50
5 gallon kegs... 2.50

Sweet Small
Barrels... 16.60
Half barrels... 8.75
5 gallon kegs... 3.50

PIPES
Clay, No. 216, per box... 1.75
Clay, T. D. full count... 60

PLAYING CARDS
No. 90, Steamboat... 75
No. 15, Rival assorted... 25

Dry Salt Meats
Lard
Pure in ticses 1 1/2 @12
Compound Lard 9 @ 9 1/2

Smoked Meats
Hams, 12 lb. av. 18 @18 1/2
Hams, 14 lb. av. 16 1/2 @17

Bacon
100 lbs... 17 @23

9

Sausages
Bologna... 11 1/2 @12
Liver... 9 1/2 @10
Frankfort... 12 1/2 @13

Beef
Boneless... 20 00@20 50
Rump, new... 24 00@24 50
Pig's Feet
1/2 bbls... 1.05

Tripe
Kits, 15 lbs... 90
1/2 bbls., 40 lbs... 1.60
1/2 bbls., 80 lbs... 3.00

Canned Meats
Corned beef, 2 lb... 4.65
Corned beef, 1 lb... 2.40

RICE
Fancy... 6 1/2 @7
Japan Style... 5 @5 1/2
Broken... 3 1/2 @4 1/2

ROLLED OATS
Rolled Avena, bbls... 5.00
Steel Cut, 100 lb. sks... 2.50

SALAD DRESSING
Columbia, 1/2 pt... 2.25
Columbia, 1 pint... 4.00

SALERATUS
Packed 60 lbs. in box
Arm and Hammer... 3.00
Wyandotte, 100 1/2 s... 3.00

SALT
Common Grades
100 3 lb. sacks... 2.60
70 4 lb. sacks... 2.40

SALT
Warsaw
56 lb. sacks... 26
28 lb. dally in drill bags... 20

SALT
Granulated, bbls... 80
Granulated, 100 lbs. cs... 90

SALT
Large, whole... @ 9
Small, whole... @ 8 1/2

Smoked Salmon
Strips... 9
Halibut
Strips... 18

Holland Herring
Y. M. wh. hoop bbls. 10 50
Y. M. wh. hoop 1/2 bbls 5 50
Y. M. wh. hoop kegs 65

10

SEEDS
Anise... 14
Canary, Smyrna... 7 1/2
Caraway... 10
Cardomom, Malabar 1 20

SHOE BLACKING
Handy Box, large 3 dz. 3 50
Handy Box, small... 1 25

SODA
Boxes... 5 1/2
Kegs, English... 4 1/2
SPICES
Whole Spices
Allspice, Jamaica... 9 @10

Pure Ground in Bulk
Allspice, Jamaica... @14
Cloves, Zanzibar... @29

STARCH
Corn
Kingsford, 40 bs... 7 1/2
Muzzy, 20 1lb. pkgs... 5 1/2

Syrups
Corn
Barrels... 27
Half barrels... 29

TABLE SAUCES
Halford, large... 3.75
Halford, small... 2.25

TEA
Uncolored Japan
Medium... 20@25
Choice... 28@33

Young Hyson
Choice... 28@30
Fancy... 45@53

Oolong
Formosa, Medium... 25@28
Formosa, Choice... 32@35

English Breakfast
Congou, Medium... 25@30
Congou, Choice... 30@35

Ceylon
Pekoe, Medium... 28@30
Dr. Pekoe, Choice... 30@35

Flowers
Flowers O. P. Fancy 40@50

TOBACCO
Blot, 16 oz... 1.45
Bugle, 16 oz... 3.84
Bugle, 10c... 11.00

11

Fine Cut
Blot, 16 oz... 1.45
Bugle, 16 oz... 3.84
Bugle, 10c... 11.00

Pug
Am. Navy, 16 oz... 32
Apple, 10 lb. butt... 38

Drummond Nat. Leaf, 2 and 5 lb... 60
Drummond Nat. Leaf per doz... 96

Battle Ax... 32
Brier, 8 and 12 lb... 30
Big Four, 6 and 16 lb... 30

Climax 14 1/2 oz... 44
Climax 7 oz... 47
Days' Work, 7 & 14 lb... 43

Creme de Menthe, lb... 62
Derby, 5 lb. boxes... 28
5 Bros., 4 lb... 66

Four Roses, 10c... 90
Gilt Edge, 2 lb... 50
Gold Rope, 6 & 12 lb... 58

Maple Dip, 20 oz... 32
Merry Widow, 12 lb... 58
Nobby Spun Roll 6 & 3... 58

Patterson's Nat. Leaf... 32
Peachey, 6-12 & 24 lb... 40
Picnic Twist, 5 lb... 45

Piper Heldsick, 4 & 7 lb... 69
Piper Heldsick, per doz... 96
Polo, 3 doz, per doz... 45

Redicut, 1-2-3 oz... 38
Scrapple, 2 & 4 doz... 48
Sherry Cobbler, 8 oz... 32

Spear Head, 12 oz... 44
Spear Head, 14 2-3 oz... 47
Spear Head, 7 oz... 41

Sq. Deal, 7, 14 and 28 lb... 30
Star, 6, 12 & 24 lb... 43
Standard Navy, 7 1/2, 15 & 30 lb... 34

Ten Penny, 6 & 12 lb... 35
Town Talk, 14 oz... 31
Yankee Girl, 12 & 24 30

Scrap
All Red, 5c... 5.75
Am. Union Scrap... 5.40
Bag Pipe, 5c... 5.88

SPECIAL PRICE CURRENT

12

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

13

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

14

Table with 2 columns: Item Name and Price. Includes categories like Pails, Traps, Tub, Washboards, and various household goods.

15

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

Worden Grocer Co. Brands Canadian Club. Includes prices for various products.

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

WHITE HOUSE COFFEE. Includes an image of a tin and descriptive text.

White House, 1 lb. White House, 2lb. Excelsior, Blend, 1lb. etc.

Conservative Investors Patronize Tradesman Advertisers

Public Seating for all Purposes World's Largest Exclusive Manufacturers Church Furniture of Character

American Steel Sanitary Desks Built of steel to withstand strain. All parts are electric welded into one indestructible unit.

Lodge Furniture We specialize Lodge, Hall and Assembly seating. American Seating Company 218 S. Wabash Ave., Chicago

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. Includes an image of a tin.

Old Master Coffee 31 San Marto Coffee

Royal Garden Tea, pkgs 40. Includes an image of a tin.

THE BOUR CO., TOLEDO, OHIO.

SAFES. Includes an image of a safe.

Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State.

17

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, 5bx. 3 15 German Mottled, 10 b. 3 10 German Mottled, 25 b. 3 85 Lautz Naphtha 100 ck. 3 95 Marseilles, 100 cks. 6 00 Marseilles, 100 cks. 5c 4 00 Marseilles, 100 ck. toil 4 00 Marseilles, 1/2 bx toil 2 10

Proctor & Gamble Co. Lenox 3 20 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 25

Swift & Company Swift's Pride 3 15 White Laundry 3 75 Wool, 6 oz. bars 4 00 Wool, 10 oz. bars 6 65

Tradesman Co.'s Brand Black Hawk, one box 2 50 Black Hawk, five bxs 2 40 Black Hawk, ten bxs 2 25

A. B. Wrisley Good Cheer 4 00 Old Country 2 40

Scouring Sapollo, gross lots 9 50 Sapollo, half gro. lots 4 85 Sapollo, single boxes 2 40 Sapollo, hand 2 40 Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50

Soap Compounds Johnson's Fine, 48 2 35 Johnson's XXX 100 5c 4 00 Rub-No-More 3 85 Nine O'clock 3 50

Washing 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 Swift's Pride, 24s 3 55 Swift's Pride, 100s 3 65 Wisdom 3 30

The only 5c Cleanser Guaranteed to equal the best 10c kinds 80 - CANS - \$2.80

KITCHEN KLENSER. Includes an image of a tin.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Small fruit farm, 17 acres fruit. Good grocery stock worth \$1,000, taken on price. Address 49, care Tradesman. 49

We buy for cash merchandise of all kinds. Discontinued lines or whole stocks. Seasonable or not seasonable. Salesmen's samples, broken lines, stickers, etc. Price the only consideration. Send us the goods by freight prepaid and we will make you an immediate cash offer. If same is not satisfactory, we will return goods and pay freight going back. Correspondence invited. E. Fantus Brothers, 525 So. Dearborn St., Chicago. 48

For Sale—Stock groceries and fixtures, old established business. Snap for someone. Sickness reason for selling. Address Brown, 329 N. Penn. Ave., Lansing, Michigan. 46

Wanted—Man with \$5,000 to invest in a reliable, profitable business, accountant preferred. Good salary and member of managing board. Must be well recommended. Address Condensary, care Tradesman. 45

Only bakery, 288 loaf portable oven in connection with confectionery and grocery, good fixtures, long lease, cheap rent. Doing a cash trade. Must be sold at once on account of sickness. Will require about \$800 or \$1,000. Triflers need not write. Box 123, Bainbridge, Ohio. 44

For Sale—Carpet display rack in two sections, each section holds eighteen rolls. Will sell one or both sections. One lace curtain display rack, will hold fifty curtains. For further particulars write A. A. Linton, Wilmington, Ohio. 43

Opportunity—Are you the man to buy a department store consisting of groceries, \$3,000; shoes, \$3,100; ladies' suits and coats, \$2,500; dry goods, \$15,000; fixtures, \$1,500? Will exchange for income property or farm up to \$12,000, balance cash. Reason for selling, ill health. Population of city, 5,000. One of the best propositions in Southern Michigan. Address Opportunity No. 1, care Tradesman. 47

Turn your bad accounts into good, ready money, at our risk; you pay us absolutely nothing unless we actually put money into your pocket; store bills, notes, rents, wages, claims of all kinds collected on percentage, anywhere. Write for our rate card. It's free. The Central Mercantile Agency, 1624 Pleasant St., Cincinnati, Ohio. 41

For Sale or Rent—Substantial two-story brick store building in Cannelton, Perry County, Indiana. Good opening. Might exchange for a farm. Price and terms right. Address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 40

For Trade—Improved farm containing 150 acres, lying near Red River, consider anything of value, prefer merchandise or auto, equity \$2,000. Address W. T. Richey, Olustee, Okla. 39

Young man in 30s, married, wishes to invest \$100 to \$1,000 with services; any reliable, legitimate business that will stand investigation; best references given. Address Box 11, Champaign, Ill. 36

Rubber stamps made to order. Cushioned, handled, 10c line. Postpaid daters, pads, numberers, 10c. Everything wholesale. Send for catalogues. Douglas & Son, 751 Sixth Ave., New York. 35

Grocers—Buy your high grade 5c cigars direct from factory at wholesale prices. Send for particulars at once, or 75c will bring you a box of 25 postpaid. Address R. M. Conover, Eaton, Ohio. 34

Drug Store—Have the best drug and grocery proposition in the State, in country town of seven hundred. For further information write 161 Hague Ave., Detroit, Mich. 33

Exclusive agency wanted for Standard salable line in this territory. Give particulars. Address T., P. O. Box 259, Fort Wayne, Indiana. 30

For Sale—Up-to-date grocery stock in live town of 500 population. Finely located, with low rent. Will stand close investigation. Invoices about \$1,500. Leon A. Kolvoord, Allegan, Mich. 31

Will exchange 80 acres, Jefferson county, Illinois, price \$75 per acre. Good fences, no other improvements, 20 acres timber, balance pasture and tillable land. Title good, no incumbrance. Want small stock hardware or furniture. Address Aaron Wood, 81 Allens Ave., Galesburg, Ill. 29

For Sale—Best grocery in Springfield, Ill. Stock and fixtures all new and up-to-date. High-class trade. Good location and reasonable rent. Address E. B. McAtee, Springfield, Ill. 28

Chance To Make Big Money. For Sale—A Pharmaceutical laboratory, stock of drugs, chemicals, machinery and good will. Also powerful chemical that has been tried out satisfactorily as a germicide, antiseptic, disinfectant and a preventive of contagious diseases. Used in medicine, surgery, animal industry and horticulture as dips and sprays to kill germs and insects. 200 per cent. profit. About \$8,000 will purchase. No debts. Bear close investigation. Business can remain here or be removed. Old age is reason for selling. Address W. P., 384 Lafayette Blvd., Detroit, Mich. 32

For Sale—Store and general merchandise, inventory \$15,000. Sales for year \$45,000. Located in best cattle country in Montana. Store building and warehouse worth \$6,000. New country. Can increase sales to \$75,000. Reason for selling, wish to retire. Best chance for live man to make big money ever offered. Address J. P. Lossel Co., Wisdom, Mont. 991

Sales of merchandise by auction made in any part of the United States or Canada. If you want to close out your stock entirely or reduce any portion of it, write for terms and dates. Eugene H. Williams, Commercial Auctioneer, Milledgeville, Ill. 990

Dry goods man wishes to invest one thousand dollars, with services, in dry goods or general store, long experience as buyer, advertiser and manager for big store. Will take charge of any department or entire business. Can conduct special sales and write advertising matter that brings the business. First-class references. Address No. 989, care Tradesman. 989

For Quick Sale—Bakery, soda fountain, shelf groceries and confectionery. Good trade. Only store of kind, county seat, old stand, best location. F. J. Boyd, Kalkaska, Mich. 24

\$1,600 will buy 27 acres near Traverse City on Peninsula facing bay. Fine resort or fruit property, abundant spring water. M. E. Duckles, Elk Rapids, Mich. 1

Acres—Anything in land, anywhere, for merchandise, incomes, etc. Real Estate Exchange, Catesby, Okla. 999

Fine bakery, 14 miles from Chicago, doing cash business. Shop on ground floor. Will inventory \$2,000; will take \$1,400. Good reason for selling. Address Bergeron, 32 Burlington Ave., La Grange, Ill. 998

Drug store for sale. Must be sold by April 1. Only drug store in town. Two railroads. Invoice about \$3,000. Rent \$15. Full particulars on request. Box 122, Grand Junction, Mich. 995

Bargain if taken soon; 8 x 14 Maynard patent cooler, used three seasons, keeps meat perfectly. Owner gone out of business. Address Lock Box L, Wexford, Mich. 994

Are you the man to sideline Ol-Vanillio to bakers, confectioners, ice cream manufacturers, soda fountains? Better write The Von Hohenwald Co., Office 111 Merchants Bldg., Philadelphia, Pa. 8

For Sale—Hotel property, 1/2 acre fenced, corner lot, feed barn. Fine location for general store. Address Box 5, Lennon, Mich. 7

For Sale—Stock of general merchandise, inventorying about \$3,000; also store building, house and two lots and three horses and wagons, worth \$2,500. Annual sales, \$23,000. Rare opportunity for good man. Address No. 6, care Michigan Tradesman. 6

For Sale—Retail shoe business, stock invoices \$6,000, clean, up-to-date. Best town in Eastern Illinois. Reason for selling, have other interest to attend to. Population 2,500, four railroads, ladder factory, tiffany enamel brick factory. Good schools and churches. Only cash considered. Address Box 35, Mokenca, Ill. 2

For Sale—One-third or one-half interest in good general store in city of six thousand; will invoice about \$25,000; doing business of from \$80,000 to \$100,000 annually. Business established for ten years. Prefer an experienced dry goods and furnishing man. Good reasons for selling. For further particulars write J. R. Haslam, Devils Lake, N. D. 13

For Sale—A clean stock of hardware in Traverse City, Michigan, a town of 14,000. Stock inventories \$7,000. Will discount for cash or make liberal terms. Address J. A. Montague & Son. 16

For Rent—Brick store building, equipped with shelving, counters, electric lights and water. Good farming vicinity. Write Mrs. H. P. Lindberg, Manton, Mich. 22

For Sale—One of the best harness stores in a city of 40,000 inhabitants. Can be bought cheap. Address Finout Sales Agency, Battle Creek, Mich. 984

For Sale—Store building, warehouse and barn, located on main corner, one grocery wagon built to order, run one season, cost \$350. Will sell separate. Prices and terms reasonable. This is a first-class location for general merchant. Chris. Liebum, Orleans, Mich. 23

Special and auction sales. Am prepared to conduct sales for reducing stock, raising ready money, complete closing out, etc. Plan combines best features of private selling, auction and gets results. R. G. Clement, 415 Davis St., Kalamazoo, Mich. 20

For Sale—International motor wagon, fitted with shelves to handle general merchandise. Used only one season. In first-class condition. Address No. 18, care Michigan Tradesman. 18

Must be sold at once, Royal Bakery, corner North and West streets, Kalamazoo, Michigan. An established business that can be bought at a bargain. Reason for selling, poor health of proprietor. Address E. L. Fleischhauer, c/o Royal Bakery, Kalamazoo, Mich. 12

For Sale—Clean bazaar stock in best city, Central Michigan, low rent and long lease. Address Bazaar, Station C, Detroit, Mich. 982

For Sale—Inland store and buildings, Central Minnesota, located in thickly settled German settlement near creamery, 7 miles from railroad station. Fred Kaercher, Hutchinson, Minn. 974

Pocket billiard room cheap. Fine business. Gas and electric lights, steam heat. Sell for cash or on contract. Going West. Write C. R. Jameson, Elkton, Mich. 973

For Sale—First-class retail grocery business in growing Montana town of 5,000 people. Invoices about \$12,000. Annual business \$65,000. Net profits good. Owner going into wholesale business. J. A. Lovelace & Co., Livingston, Mont. 965

For Sale—Suburban grocery and market, good business, cheap rent, living rooms above store. Good fixtures. A gold mine for a moneymaker. Quick sale, \$1,500. Address 121 Oak Ridge Ave, Goshen, Ind. 963

In Cloverland, timbered agricultural land. Will sell for cash or exchange for merchandise that can be shipped and handled in general store, located in farming community. Reason for selling. Want to increase stock. Geo. A. Fenley, Engadine, Mich. 956

For Exchange—Good Indiana farm, very best black soil, for good clean stock of hardware or general merchandise. E. C. McKibben, Arcola, Ill. 957

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

R. E. Hicks, merchandise auctioneer, Scranton, Iowa. Sales made anywhere in the United States and Canada. 971

A stock of clothing to exchange for stock of dry goods, furnishings or shoes. Address Clothing, care Tradesman. 27

For Sale—Stock of general merchandise. Would consider city rental property from \$1,500 to \$2,500. Not able to care for the business. Must retire. Address No. 26, care Tradesman. 26

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

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

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—General merchandise stock and fixtures of Couthure & 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—Only hardware store, excellent condition, situated small live town, Southern Michigan, invoice \$4,000. Sales last year over \$12,000. Practically all cash. Fine farming community. Low rent. Will stand close investigation. Address C. care Tradesman. 986

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

Clothing stock for sale. Good live town. Enquire of Martig Bros., West Concord, Minn. 940

Acres—Exchange 158 acres Pecos Valley; well watered; good alfalfa; 7-room house; will trade for merchandise; price \$20,000; farm clear; offer clear goods only; best tubercular climate in U. S. W. B. Clark, Agt., Lakewood, N. M. 826

Great Chance—Sick men, women, unfortunate girls; work for board and treatment. Sanitarium, Smyrna, Mich. 910

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

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

Wanted—To exchange good farm for stock of merchandise. Describe stock and give price. Phillips, Manchester, Tenn. 908

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., St. Louis, Mo. 893

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

Free for six months, my special offer to introduce my magazine "Investing for Profit." It is worth \$10 a copy to anyone who has been getting poorer while the rich, richer. It demonstrates the real earning power of money and shows how anyone, no matter how poor, can acquire riches. Investing For Profit is the only progressive financial journal published. It shows how \$100 grows to \$2,200. Write now and I'll send it six months free. H. L. Barber, 433, 28 W. Jackson Blvd., Chicago. 448

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

\$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

HELP WANTED.

Capable manager wanted for general store, doing about \$100,000 business annually in good live Montana town. Must be able to take substantial interest in business. This is a moneymaker. P. O. Box 586, Helena, Mont. 38

Wanted—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 691

SITUATIONS WANTED

Wanted—Position as grocery clerk. Address Clayton Campbell, Fife Lake, Mich. 42

Experienced salesman in men's furnishings, desires position. Reference. Address No. 37, care Tradesman. 37

Want ads. continued on next page.

DETROIT DETONATIONS.

(Continued from page 1.)

appears to be jealous of the newspaper space that the Ulsterites are getting.

Roy Harris, manager of Kelleher & Co., dry goods and furnishing goods store at Battle Creek, has just returned from a trip to Florida.

George Meyers is now calling on the Woodward avenue trade for A. Krolik & Co., filling the vacancy caused by the resignation of Joseph D. Kain. Mr. Meyers is a young man full of energy and of a likeable disposition and should make a success of his new work.

C. O. Nelson, representing the General Stores Co., of Pontiac, was in Detroit on business last week.

It is high time that the Legislature held a class in mathematics for some of the Michigan hotelkeepers who persist in calling one-half day at a \$3.50 per day rate, \$2.50, \$3, etc.

With the approach of spring comes hundreds of buyers to the Detroit markets. Last week was one of the largest in point of house sales in many months. One jobbing house sold three new stocks of merchandise during the week, which shows that there is plenty of confidence in present and future conditions.

A. B. Park, Adrian merchant, has gone South for a short vacation.

No keeping that dapper little merchant, Sam Goldfarb, of Elk Rapids, in the background. Sam is now President of the Elk Rapids Board of Trade and he is making a real job of presiding in Elk Rapids. He has filled every traveling man who gets within earshot of Elk Rapids with wonderful tales of the possibilities of Antrim county—and Elk Rapids. All of which shows why the business men of that city elected young Sammy to preside at the head of their organization. Just note the sagacity he uses in enthusing the traveling men over his great resort neighborhood. Everybody knows that the greatest little advertisers in the world are traveling men—and they won't advertise anything that hasn't merit to it either. Right now we would arrange to vacation in Elk Rapids but for two things—we haven't the money nor the time—but that doesn't detract from the real merits of Elk Rapids and its ideal climate. We know this to be true because President Sammy Goldfarb told us so, along with every other expense book juggler he has come in contact with.

George Loria, member of Detroit Council, No. 9, and representative for the Peerles Bedding Co. of Toledo, after a week's illness, during which time he was confined to his home, was able to start out on the road again Monday.

Friends of Jake Speier (Burnham, Stoepel & Co.) are contributing to a collection to purchase a muffler to place over his face on retiring. Many hotelkeepers are anxious to contribute. There is one person who makes more noise than Jake does when he snores and that is the gunner on board a battleship during firing practice.

Ruhl & Reeber have moved into a beautiful new store on Mack avenue. The store was fitted up at an expense of over \$15,000 and will make one of the finest dry goods and furnishing goods stores in that section of the city.

Anthony Snitgen, general merchant of Westphalia, was one of the many business visitors to Detroit last week.

For a small town, Elk Rapids can make a big noise.

So can 131 of Grand Rapids.

James M. Goldstein.

Manufacturing Matters.

Kalamazoo—The Globe Casket Co. has increased its capital stock from \$57,500 to \$100,000.

Ontonagon—The Greenwood Lumber Co. has increased its capital stock from \$100,000 to \$300,000.

Howard City—S. W. Perkins will manufacture confectionery in connection with his mince meat plant.

Detroit—The capital stock of the General Builders' Supply Co. has been increased from \$10,000 to \$75,000.

Adrian—The capital stock of the Adrian Steel Casting Co. has been increased from \$30,000 to \$40,000.

Shelby—The Shelby Canning Co. is extending its operations by adding pork and beans and canned celery to its output.

Shelby—Geo. N. Johnson has sold his shoe repair shop to Mont Kennedy, who will run it in connection with his harness shop.

Detroit—The F. L. Jacobs Co., in the electric and oxy-acetylene welding business, has increased its capital stock from \$1,500 to \$65,000.

Negaunee—Lofgren & Kangas, who conduct a bakery on Iron street, have taken over the Harju & Torsman bakery stock and will consolidate it with their own.

Detroit—The Allmade Bakeries Co. has been incorporated with an authorized capital stock of \$100,000, of which \$77,600 has been subscribed and \$15,000 paid in in cash.

Detroit—The Woodward Pump Co. has been organized with an authorized capital stock of \$1,500 common and \$1,500 preferred, all of which has been subscribed and paid in in cash.

Monroe—The Boehme & Rauch Co., manufacturers of folding paper boxes, fibre shipping cases, box and binder board, has increased its capital stock from \$200,000 to \$1,000,000.

Otsego—Mesdames Laura Young and H. H. Rowley have formed a co-partnership under the style of Young & Rowley and will open a confectionery store and ice cream parlor about April 1.

Detroit—The J. H. Wilson Sons Creamery Co. has been organized with an authorized capital stock of \$20,000, of which \$10,500 has been subscribed, \$2,000 being paid in in cash and \$8,500 in property.

Jackson—The Jackson Metal Products Co. has engaged in business with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed, \$5,000 being paid in in cash and \$5,000 in property.

Detroit—The Security Trust Company, receiver of Gustav A. Moebs & Co., Cigar Manufacturers formerly located at No. 642 Hastings street, is preparing to pay a 33 1/3 per cent. dividend to the creditors.

Mt. Clemens—The Mt. Clemens Pottery Co. has been incorporated with an authorized capital stock of \$110,000 common and \$40,000 preferred, of which \$100,000 has been subscribed and \$61,000 paid in in cash.

Detroit—The Aetna Motor Truck Co. has engaged in business with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which \$113,800 has been subscribed, \$6,800 paid in in cash and \$100,000 in property.

Adrian—A \$25,000 increase in the capital stock of the Bond Steel Post Co. has been authorized by the stockholders. The increase in stock from the previous capitalization of \$100,000 is taken for the purpose of car-

rying for the rapidly growing business of the company and to provide larger quarters for manufacturing.

Detroit—The C. F. Roberts Co. has engaged in business to manufacture and deal in dustless mops, floor oilers, floor oil or polish, dust cloths, dust-ers, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Millburg—The Millburg Canning Co. has been organized to can fruit and vegetables and manufacture cider and vinegar, with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$800 being paid in in cash and \$1,700 in property.

Howell—The Chubb Manufacturing Co. has been organized to manufacture and sell plow attachments and other machinery and tools, with an authorized capital stock of \$5,000, of which \$3,200 has been subscribed, \$700 paid in in cash and \$500 in property.

Detroit—The McCracken-Graham-Milne Manufacturing Co., brass founder, has merged its business into a stock company under the style of Swope-McCracken Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 paid in in cash and \$150 in property.

Lansing—The Perry Brothers Corporation has been incorporated to manufacture and deal in electric batteries and supplies, automobile supplies and accessories, etc., with an authorized capitalization of \$15,000, of which \$10,000 has been subscribed, \$1,800 being paid in in cash and \$8,200 in property.

St. Clair—The Diamond Crystal Salt Co. will erect a large building adjoining its present plant to be used as a packing room. The structure will be built of steel, brick and concrete and work will begin at once. The contract for the building, the estimated cost of which is \$15,000, has been awarded to a local contractor.

Morenci—A new building was recently started for the Ohio Dairy Co., and is now in process of completion, which will be used for bottling milk for the consumers in the city of Toledo. Now a branch condensery is in process of completion in Seneca village. The building is already erected and the machinery is now being installed.

Lake Odessa—Notice has been served on the receivers of the Grand Rapids Cabinet Co. to restore to the village the building now occupied by the plant. The company was given a contract deed to the building a year ago, after the town had been bonded for its construction, but it is claimed certain clauses in the contract have been violated, which render the deed void.

Port Huron—William B. Robeson, a Port Huron inventor, was made rich in a day when he disposed of the majority of his holdings in the Preservo plant in the Tunnel City to F. K. Lyman and C. S. Adams, of Cleveland, Ohio. It is said that Robeson received a sum for his interests running far into five figures. He will also receive a royalty and salary.

Baraga—The Zenith Lumber Company, a new corporation, will take over the interests of the Nester Lumber Co. in this vicinity. Two large camps are being constructed. The cutting plan, at the present time, is to log clean; cutting logs, ties poles, and posts. This will be a year-round operation, as a survey for a railroad running three miles inland from the head of the bay has been made. A hot pond will be constructed at the mill.

Alma—The Gratiot County Gas Company, which will furnish gas for Alma, Ithaca and St. Louis, and later for other villages of the county, has been organized with a capital stock of \$30,000 and a bond authorization of \$125,000. The board of directors consists of C. F. Brown, of Alma, President and Manager; R. B. Waggoner, of Grand Rapids, Secretary and Treasurer; Fred Rowland and Francis King, of Alma, and John P. Oosting, of Grand Rapids. The contract for construction and pipe laying has been let and the company expects to be furnishing gas to the three towns by July 15. Breckenridge will be next supplied.

Hard on the Grocery Postmaster.

Governor Morehead, of Nebraska, made a big hit with the Nebraska Retail Merchants at their convention last week, when he gave the retailers his own experience with the way the mail order "evil" operates with an occasional retailer. He admitted that he had been a retailer for about nineteen years and knew how they suffered from the competition of the big houses. Then he told of an incident along the line of unselfishness that brought a burst of applause. It occurred long ago when the Governor was a small merchant in a general way.

"A man came into my store, which was also a post office. He wanted a money order. I sold him the money order, furnished him the money, wrote the letter and addressed the envelope. It was an order for merchandise from a mail order house, merchandise that I carried in my own store."

Green is a popular color at present, but no girl should be green with envy.

BUSINESS CHANCES.

For Sale Cheap—One-half ton motor truck, 20 h. p., solid tires. Just the thing for grocery delivery. Jansen & Joosten, Flanagan, Ill. 51

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—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

Send ten cents for bulletin of hardware stock for sale or exchange, giving owner's name and address, amount of stock, business, fixtures and terms. Advise choice of State. V. D. Augsburg Co., St. Louis, Mo. 892

Bazaar stock for sale, business long established. Price \$2,500 cash. Large trading territory. Address Lock Box 255, Fenton, Mich. 966

HELP WANTED.

Wanted—Registered assistant pharmacist. References required. Address No. 50, care Michigan Tradesman. 50

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