

Spring Is Coming

When country roads begin to thaw
 In mottled spots of damp and dust,
 And fences by the margin draw
 Along the frosty crust
 Their graphic silhouettes, I say,
 The Spring is coming round this way.

When morning time is bright with sun
 And keen with wind, and both confuse
 The dancing, glancing eyes of one
 With tears that ooze and ooze—
 And nose-tips weep as well as they,
 The Spring is coming round this way.

When suddenly some shadow bird
 Goes wavering beneath the gaze,
 And through the hedge the moan is heard
 Of kine that fain would graze
 In grasses new, I smile and say,
 The Spring is coming round this way.

When knotted horse-tails are untied,
 And teamsters whistle here and there
 And clumsy mitts are laid aside
 And choppers' hands are bare,
 And chips are thick where children play,
 The Spring is coming round this way.

When through the twigs the farmer tramps,
 And troughs are chunked beneath the trees,
 And fragrant hints of sugar-camps
 Astray in every breeze,—
 When early April seems like May,
 The Spring is coming round this way.

When coughs are changed to laughs, and when
 Our frowns melt into smiles of glee,
 And all our blood thaws out again
 In streams of ecstasy,
 And poets wreak their roundelay,
 The Spring is coming round this way.

James Whitcomb Riley.

Mrs. Lofty and I

Mrs. Lofty keeps a carriage,
 So do I;
 She has dapple grays to draw it,
 None have I;
 She's no prouder with her coachman
 Than am I

With my blue-eyed, laughing baby,
 Trundling by;
 I hide his face lest she should see
 The cherub boy, and envy me.

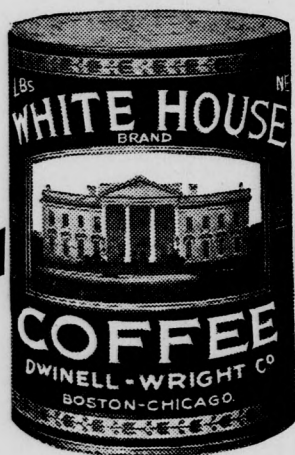
Her fine husband has white fingers,
 Mine has not;
 He could give his bride a palace—
 Mine a cot;
 Her's comes home beneath the starlight,
 Ne'er cares she;
 Mine comes in the purple twilight,
 Kisses me
 And prays that He who turns life's sands
 Will hold his loved ones in His hands.

Mrs. Lofty has her jewels,
 So have I;
 She wears her's upon her bosom—
 Inside I;
 She will leave her's at Death's portal,
 By-and-by;
 I shall bear my treasure with me
 When I die;
 For I have love and she has gold;
 She counts her wealth—mine can't be told.

She has those who love her station,
 None have I;
 But I've one true heart beside me—
 Glad am I;
 I'd not change it for a kingdom,
 No, not I;
 God will weigh it in His balance,
 By-and-by;
 And the difference define
 'Twixt Mrs. Lofty's wealth and mine.

**Good Yeast
Good Bread
Good Health**

**Sell Your Customers
FLEISCHMANN'S
YEAST**



**Give It Prominence
In Your Stock**

"Make It Stick Out"—A suggestion of Dwinell-Wright Co., in its "White House" Coffee advertising, strikes us as the very keynote of publicity—the pertinent thing that makes goods SELL. We have no doubt but grocers generally will agree that "White House" is entirely worthy of BIG prominence in the stocks of dealers, and that this suggestion will be acted upon on the general idea of doing everything possible to promote such reliable goods.

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

We Represent

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

We Sell

Lowney's Fountain Cocoa, Coco Cola, Hire's Root Beer Syrup, Allen's Red Tame Cherry Syrup, Royal Purple Grape Juice, 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.



Franklin XXXX Confectioners' Sugar

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

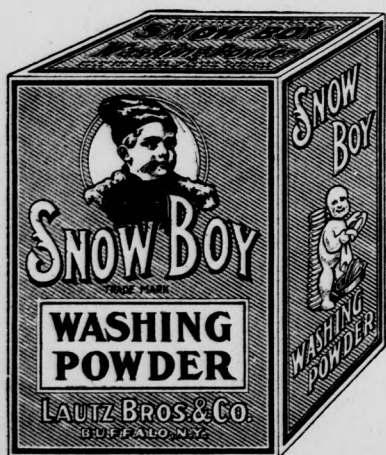
Packed in ONE POUND CARTONS—24 lbs. to the CONTAINER.

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

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

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

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



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer

SNOW BOY WASHING POWDER 24s FAMILY SIZE

through the jobber—to Retail Grocers

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

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, APRIL 1, 1914

Number 1593

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REFORM GOING BACKWARD.

Judge Perkins, of the Kent Circuit Court, recently suggested a number of reforms which could be introduced in connection with circuit courts and among other recommendations, advised that the present court practice be amended so that no appeals could be taken to the Supreme Court unless the amount at stake exceeded \$500.

In the opinion of the Tradesman, such a change would be a distinct blow to the cause of justice and fair play; a hardship to the poor man and a decided advantage to grasping individuals and rapacious corporations.

Take, for instance, the so-called peach case decided by the Supreme Court one day last week. The amount at stake was only \$1 and the costs of three trials, but there was a vital principle involved that affected the rights of every business man and shipper in Michigan. The crux of the situation involved the question of whether a person receiving an express shipment has any rights in the premises. The United States Express Co. insisted that it could deliver goods to an address where the consignee had not resided for over a year, forge his name to the receipt and be held blameless for any further obligation in the matter. The editor of the Tradesman, who happened to be the consignee in this case, protested that such a theory was untenable and respectfully asked that he be reimbursed for his loss. The request was treated with contempt by the express officials. He could then have dismissed the subject from his mind and permitted it to pass into oblivion, but he felt that he owed a duty to the business public of Michigan, with whom he has been closely identified for over thirty years, to establish, once for all, that the arbitrary position assumed by the United States Express Co. was contrary to law and common sense. A justice of the peace coincided with Mr. Stowe and

gave him a verdict for \$1 and costs. This would ordinarily have ended the matter, but because the Tradesman had been outspoken on the dishonest practices pursued by the express companies—which it frequently proved are simply schools for crime—the general counsel wired on from New York to appeal the case to the Circuit Court and make the proceedings as expensive as possible for the plaintiff.

On the trial of the case in the Kent Circuit Court—before Judge Perkins, by the way—the trial judge found for the express company. An appeal to the Supreme Court resulted in a decision—agreed to by the full bench—that the decision of Judge Perkins was wrong in both theory and practice; that he must reverse his former decision and award plaintiff damages and costs in both courts. There is no further appeal from this decision and no opportunity for another trial.

If Judge Perkins' proposed amendment had been in force, placing a monetary limit on cases which could be appealed, Mr. Stowe would have been compelled to submit to the dictum of the trial judge, whose opinion the Supreme Court unanimously overturned. Such an amendment would change our courts to rich men's tribunals, thus depriving the poor man of the protection he deserves and should be vouchsafed by every court in the land. Any attempt to curtail the right of appeal places a premium on corporate rascality and chicanery and presents an effectual embargo on the privileges of the poor man whose rights should be held sacred.

NEEDED EDUCATION ON TEA.

There is a good deal in what Thomas Martindale said a few days ago to the New York tea men about not doing their share of educational work. Tea men are prone to complain about the way the American people neglect tea, and their henchmen in "certain quarters" bewail the cleverness of men who push coffee and other beverages into consumption and grow rich doing it. But the fact remains that the tea men have until now done little or nothing to keep their heads above water in a tide of progress and competition.

The American public has been educated to drink coffee and other beverages. Advertising has done something, but the retailers and the specialty manufacturer have done more. The only people who have really tried to do anything with tea have been the package tea men, who have pushed and exploited Ceylon and India teas and made about all the progress there has been made. And they have their reward.

Taking the grocer as he is, he needs

education on the merits of tea. Once the time was when all grocers knew something of tea qualities and distinctions; how to blend and how to distinguish flavors. Occasionally one finds one nowadays who studies and learns and reaps the harvest in a large and profitable and growing tea trade. They know that England has been made a tea-drinking nation by education; by the cultivation of higher tastes and the lure to new and more delicate tea flavors. With an Englishman the test of tea is delicacy of flavor; with the American it is too commonly the test of price.

Tea experts abroad will demonstrate that the cost of tea is negligible as a public burden, and show you that the poor people often drink the highest priced teas. In the number of cups yielded by a pound of tea, where is the burden of a dollar a pound as against 35 or 40 cents, if one is made to appreciate flavor? The criticism is made that in this country the importers are largely to blame for not importing better grades of tea, with the result that Americans do not know what good tea is. Occasionally one who goes abroad will come home and tell you of the tea revelations he encountered in London. But here we find tea importers bucking every effort of the experts and the Government to raise importations above the height of a "government standard."

It is the hope of many a champion of tea that there may be a revival of the days of the tea connoisseur; that the newly rejuvenated association will start a campaign of real education; not merely a skirmish of publicity. No nation on earth is more prodigal in buying what it wants than the Americans. If there is any merit in tea—better tea and higher ideals of the connoisseur—the work of re-instating tea in its rightful place ought to be based on broad lines of public education.

BUTTER LOADED WITH FLOUR

A new form of butter adulteration is reported from Milwaukee by J. Steffan, Chief Milk Inspector of the Milwaukee Board of Health Department. Some time ago the official discovered some butter which did not appear normal. He made a test of the sample, which proved to be adulterated with flour and contained 20 per cent. moisture. Following the lead, he and his men collected more samples of the same brand, all of which were adulterated. Step by step the perpetrators of the fraud were sifted out, first through the retailers, then wholesalers and manufacturers. It is alleged the stuff was shipped from Sullivan and Berlin, Wis., to a commission house in Milwaukee and from there distributed to the retail trade.

The manufacturing of the bogus flour

and water loaded butter evidently had been going on for some time, as the Board of Health found some of it in cold storage which was made last August, and if all the product made since was of the same character thousands of pounds must have been made and sold in Milwaukee and other cities.

The Government officials were advised and took a hand in the affair, with the results that several thousand pounds of the goods have been seized. Besides the analysis made by the Milwaukee authorities samples were sent to Washington and to the Wisconsin State Dairy and Food Department and the reports from both Government and State tallied with the analysis of the City of Milwaukee. So far as is known this is the first case of its kind which has come under the National pure food laws.

THE COUNTRY HIGHWAY.

A movement has been started by the Michigan State Teachers' Association to secure for the country schools and highways something of the same beauty and advantages that our cities and villages are obtaining from the Park Movements, Playground Associations and the Mothers' Clubs of their schools. Schools of the cities are fast becoming social centers, attractive meeting places for parents and neighbors to enjoy themselves and plan improvements for the community and the children. Too many of our rural schools are bare and unattractive little places with small, unkept yards, and the roads leading to them are without shade or beauty.

In order to improve the country roads and schools in this respect it is proposed to invite the public spirited citizens of each district, members of Horticultural Societies, Farmers' Clubs, Women's Clubs, Grangers' and Gleaners' Clubs, and any other society that will be interested in this movement, to assist teachers, school officers, township, county and State highway commissioners to make Arbor Day a success, by planting trees along highways and margins of school grounds, and to consider ways of securing larger school yards. This is the beginning of a State wide movement, which it is hoped will result in a great change in the physical appearance of rural communities. The child can be taught no better lesson toward making his future home and the county in which he lives beautiful than by giving him a neat and beautiful school and letting him help in the work of caring for it.

Treat your jobber as honestly as you would have him treat you; if not because it is right, then because it pays.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, March 30.—Frank Watson, supervisor of Pickford township, was a Soo visitor this week, bringing in a large load of hogs. He reports the narrow escape of two men at Pickford who were nearly burned to death last week. In some manner the clothing of the two men became ignited with gasoline. It seems that James Quinell and James Carr, while pressing hay at Pickford, were in the act of cleaning a gasoline engine and in working underneath the engine their clothes became saturated with gasoline. When they were ready to start the engine, they brought over a torch to see that everything was ready, and in some manner the clothes of Mr. Quinell caught fire and he was instantly a mass of flames. Jim Carr, in trying to assist his partner, got too near the fire and his clothes also caught fire, but he immediately jumped into a snow bank and succeeded in putting out the flames before much damage was done. Mr. Quinell, however, was not so fortunate and is now in a serious condition. Mr. Watson also reports a fire at Pickford when the large house belonging to George Smith burned to the ground. Practically all of the contents were also destroyed.

Mr. and Mrs. Wallace Lundy left this week for Hannah, Alberta, where they expect to make their future home. Mr. Lundy, who for several years has been in the employ of the Raymond Furniture Co. here, has decided to go into business for himself in Canada. He is young and full of energy and his friends predict for him a bright future. The young couple will be greatly missed here.

The Beveridge Cedar Co., operating near Bissell Spur, have about completed their operations in the woods. The shingle mill, however, is still in operation. As Kenneth is the nearest post office, being two miles distant, and Nogi one mile south it is hoped that the South Shore will make Bissell Spur a flag station.

The Central Paper Co., at Nogi, has about finished operations for the winter and is preparing to start the sawmill as soon as the equipment is in readiness.

Louis and Henry Letterman, of Sagola, trapped a large wolf last week. The wolf broke the chain and dragged the trap which had caught its right hind foot. The two men followed the tracks for two days, camping on the trail at night. They followed the animal nearly to Metropolitan and back to a place near Alder & Gray's camp, where the wolf was finally shot. The skin measured 7½ feet from nose to tip of tail. While the two men were following the trail they found the carcasses of two large bucks, with horns interlocked. The bucks had evidently died fighting.

Sam Skidmore has accepted a position in the meat market of the Soo Co-operative Merchants Association.

William Calder, former real estate agent in the Canadian Soo, passed away Saturday last. Mr. Calder has been in ill health for sometime. Although seeking relief at several institutions during the winter months, he continued to fail. He leaves a wife and daughter who were at his bedside when death came. Mr. Calder was a popular citizen in the Canadian Soo and his death was a shock to his many friends, who extend their sympathy to the bereaved.

County Road Commissioner H. A. Osborn left last week for Traverse City to attend the good roads meeting. It is hoped that arrangements will be made to connect up the roads leading out from the Soo to the various parts of the State.

Rev. J. A. Kennedy, formerly pastor of the Presbyterian church here, but now a member of the State Industrial

Board, at Lansing, was a business visitor last week. It was a treat for his many friends to see him again looking as well as he did. The only regret we had was that he could not remain with us a little longer, as his visit was very short.

The telephone company here has sent its chief operator, Miss Lottie Gerrie, to Grand Rapids, where she was instructed regarding the new telephone system which is being installed here. It is expected that the Soo will have one of the best equipped exchanges in the State when completed.

Our popular sheriff, John Bone, returned last week from Houghton, bringing with him John Wikman, of Drummond, who was held in the county jail there because of insanity.

The Central High School Juniors and Seniors have been having some lively mixups of late, and while the boys resorted to shampooing with catsup, the girls were satisfied with pulling one another's hair and using some fistic art, in which they are reported to be quite clever. Superintendent Walsh, however, is putting a stop to further trouble and it is expected that peace and harmony will again prevail among the students.

The business men's organization here have appointed a committee consisting of Mayor Handy, F. McDonald and F. Warner to take up with the various commerce boards and business men's associations throughout the State the importance of having the Government maintain Fort Brady at this point, as it means much to the Upper Peninsula and to the Government for the protection and safety of the locks, as the Government has many millions of dollars at stake around the Soo. It is a very important matter that this port should be retained at the Soo. It is hoped that the numerous business men throughout the State will give their support and use their influence toward the retention of Fort Brady.

The Soo Co-operative Merchants' Association here is celebrating its first anniversary. Under the able management of Arthur J. Bailey the business has been gratifying to the stockholders. It is reported that at present there are 115 stockholders. The stock is sold at \$10 per share and a membership fee of \$3 is charged. Business to the amount of \$55,000 was transacted during the year. The Rochdale plan has been closely followed. It was somewhat of a speculation when the Soo Co-op started here a year ago and many predictions were made by various business men that it would only have a fair chance for success, but under the able management it is now in a most flourishing condition.

Rudyard is to have a garage. Pat Haley and John McLean, of the Soo, are to start the industry. Rudyard has always been a hustling little village on the Soo Line and is one of the central shipping points for the farmers in Chippewa in shipping out hay. The hustling and wide awake business men of Rudyard were not content with a small village and have been pushing forward, opening up a bank and large implement warehouse. The general stores there would be a credit to a large city.

Mr. and Mrs. Burt McKinney have returned from a successful tour of the United States on the lyceum bureau and are spending their vacation with Mr. and Mrs. Chas. Farm, Mrs. McKinney's parents. Their many friends at the Soo are glad to welcome them home again.

The Y. M. C. A. gave the first annual father and son banquet this week. It was a grand success and the rooms were comfortably filled with the young boys, accompanied by their fathers, where instructive talks were given by prominent speakers. Judge Champman gave a very instructive lecture on Alaska, with illustrated pictures, which was greatly appreciated by the numerous

guests. Favorable comments were made on the work and much credit is due the local secretary, Mr. Dubridge, for the able manner in which he is working with the boys and the good results which ensue.

A young woman dressed as a man working in one of the Canadian lumber camps all winter came to grief when her sex was discovered and she was taken into custody and locked up and later deported to the United States, where it is understood she is of a respectable family who are well-to-do, living on a farm in this vicinity. The young girl wanted to assist the family by going out to work and found that she could do better by working as a man. Much sympathy is being felt for the girl, as she appears innocent of any wrong.

The man who forced an entrance into the Cornwall Hotel, in the Canadian Soo, on March 17 has been sentenced to three years in Kingston. Canada makes short work of evil doers and it does not require any lengthy arguments to dispose of cases of this kind. Most of the crooks get what they expected in short order.

The butchers of Escanaba do not care for any more Argentine beef, as the sale on same is very slow and prices almost as high as native beef, which is far superior to the imported product which is brought into this country frozen harder than a rock and loses much of its nutritious value in thawing, while the American beef is simply chilled sufficient to keep it in good condition. There has been very little Argentine beef sold in the Soo this winter and from present indications the price will soon be about equal to that of this country, so that it will be no advantage in handling the imported.

A. T. Erickson, of Bates township, is the first farmer reported to install a milking machine. Mr. Erickson says that the new invention is giving the best of satisfaction, he being able to milk twenty cows in an hour. Mr. Erickson has been using his new machine for about two weeks.

The woodsmen throughout the Upper Peninsular are flocking into Escanaba, as the lumber camps are breaking up for the season. Some are hurrying to their various homes, stopping only long enough to change trains to their destination. Most of the lumber jacks now are composed of Poles and Russians in this part of the country who make their homes in the large cities and spend the winters in the woods. It is quite a contrast between this selection and the farmer lumber jack who used to spend the spare time in boisterous hilarity. They are certainly making progression in that line, which is greatly appreciated throughout the State.

The Menominee business men are offering prizes for a potato contest to take place this fall and are doing all they can to boom the agricultural interests in Cloverland. Some high grade potatoes will be much in evidence next fall. Upper Peninsula potatoes have certainly made a record. It is understood they are used exclusively in some of the Milwaukee hotels; also on the dining car service of the Canadian Pacific Railway.

It is just twenty-five years ago this week that a most gigantic robbery was pulled off at De Tour, when Moiles Bros. moved a sawmill complete in one night to Canada, a record which has not been equalled since. This did not seem to be a profitable move, however, as the Moiles Bros. are now old men and have fared none the better in the gain at the time. The law was defeated, but the gainers at the time are now the losers.

The Soo is to have a new industry in the near future. Wm. E. Thompson, formerly of Stockton, England, is about to establish a table sauce factory, known as the Thompson Crown Sauce. Mr. Thompson is an expert in the sauce business, having learned the art in England, and from

what we can learn it is claimed to be the best table sauce produced. Mr. Thompson expects to have his factory running sometime in May. It will be located near the foot of Ashmun street for the present until the business gets established, when Mr. Thompson expects to arrange for larger quarters. Mr. Thompson is the father of Ed. Thompson, our popular Register of Deeds for Chippewa county, and we are pleased to note that Mr. Thompson has selected the Soo as his headquarters. This is an ideal location and very centrally located for distributing the sauce throughout the Upper Peninsula and also throughout Canada.

Just twenty-five years ago this week Ed Stevens accepted a position with Prenzler Bros. grocery department here. Since that time Ed. has been working his way up until the Musselman Grocer Company started in business about eight years ago, making Ed. assistant manager. It did not take Ed. but a few years to get the confidence of his employers and he proved to possess marked business ability and when a change was made in the officers about three years ago, the management was turned over to Ed. He has since successfully carried on the business, which has now changed to the National Grocer Company, where Ed. can always be found on the job. Ed is naturally of a pleasing disposition which has made him a favorite among his friends and business associates.

This week is what is termed fashion week by the merchants of the Soo and they will present special displays of spring fashions.

The Northern Navigation Company has gone into a merger with the Canadian Steamship Company, which will necessitate cutting down expenses, and the staff at the Soo will also be reduced. C. Miller, formerly local freight and passenger agent, is moving his office to Sarnia, which is the head office of the company. During Mr. Miller's two years stay in the Canadian Soo, he has built up the business for the steamship company and is very popular with the traveling public. It is understood that Mr. Miller will act in the capacity of traveling freight agent for the company in Eastern Ontario and the lower provinces, with a possibility of his office being located at Montreal.

The Union Carbide Company has found it necessary to largely increase its buildings here and the company plans to erect a 33x60 foot addition to its dryer. This will be constructed of steel. It will also build a new pump house, 39x71 feet in dimensions, which will be of brick.

While there is no unusual boom expected this spring in the building line there are quite a few new residences under way of construction and a good summer is predicted.

A. W. Reinhart has let a contract for the enlargement of his store at Brimley, extending it ten feet deeper than it now is and raising the wings on on each side. This will give him two full floors 50x100 feet.

George Kritselis has returned to the Soo, after spending a year and a half with the troops of his native country, Greece. George claims to have participated in ten of the important battles of the recent war and is looking for a medal which he has coming for bravery. Mr. Kritselis was the first of the Greeks to leave the Soo to enlist in the war against Turkey and return here.

W. F. Raven, of Marquette, live stock expert and field agent for the Michigan Agricultural College, will be in the Soo this week for the purpose of organizing a Holstein Cattle Association. There are quite a few owners of this breed of cattle in Chippewa county and it is hoped that they will be able to promote more interest in the feeding and breeding of the high grade stock. Mr. Raven is also working with the South Shore Commissioner to secure an acreage in

this county for sheep growers. He is positive that the Upper Peninsula is to witness the healthiest boom in the live stock industry ever known in this part of the country. Mr. Raven has many enquiries concerning Upper Peninsula land and each day brings much correspondence from live stock and real estate men from Lower Michigan regarding local conditions of the State.

It is pleasing news to the many friends of Max Schoeneman, one of our esteemed merchants, who expected to leave the Soo for Cleveland to engage in a similar line of business, to learn that Max has looked over the Cleveland proposition very carefully and come to the conclusion that the Soo is good enough for him. He has taken a new lease of his former store, ordering in a large stock of spring goods, and is opened up again for business. Max has always been successful here and the investigation only goes to prove that the Soo is one of the best cities on the map of its size in the country.

There are still a few ox teams hauling timber in this vicinity. An ox team is now a curiosity and very few are still in use.

Still another factory for the Soo. A. J. Jean, of "the Motor Primer and Speeder Works," has been experimenting for some time on a patent motor primer and speeder attachment to put on the auto motor guaranteeing to save 25 per cent. of the gasoline, making the starting easy, eliminating carbon, increasing power, making a perfect combustion, prolongs the work of any motor, stationary and marine engine. Mr. Jean, one of our leading jewelers here, is the inventor and on his next birthday they are going to name him "genius" which will be an extension to his name. Mr. Jean has always been more or less of an inventive mind and his present invention bids fair to putting him on easy street in the near future. The attachment is pronounced to be one of the wonders in the auto inventions and from the way the orders are coming into the new company it will require a much larger force of mechanics to take care of the almost unlimited demand. The contrivance while only a small affair costs but \$6.00 and will be of great value to the various auto owners and the success of the venture will be watched with great interest. This in addition to the invention of the Wynn Puncture Proof Tires here, the Soo will go on record as contributing largely to the motor world.

Wm. G. Tapert.

Jaunty Jottings From Jackson.

Jackson, March 30.—It seems to the writer that a trade journal like the Michigan Tradesman occupies a similar position with merchants and commercial men of all classes that a preacher does to a congregation. The preacher guides and instructs from a spiritual standpoint, while the journal educates and seeks to elevate as to material things and the spiritual and material reach their highest state of perfection in being brought into harmony with each other through the activities of life. Both give great inspiration by telling what has been accomplished and done in the lives of others and thus we are brought to know the real possibility in both the spiritual and material, for what others have done is sure evidence that as much or more can be done again. We sometimes hear that the chances for success nowadays are not as good as in former days, but we should give little heed or credence to expressions of this kind and we are sure that the Michigan Tradesman, as it brings to its readers from week to week, comprehensive records of the commercial world that are constantly speaking for to-morrow and a greater future than the past ever knew, has little use for such talk. There is no room for a pessimist here, but information, strength and encouragement from cover to cover, such as may be used in a sane and practical business career by any business man. But as

people cannot hear without a preacher neither can the reader read without the journal, so it is needed by those who would seek to know about the greater to-morrow in its ever-changing aspects and increasing possibilities. Success does not come by chance, but by work, backed up by knowledge and wisdom. You cannot know too much about your business, but, by not knowing enough you can be a complete failure. The value of the Tradesman is not represented by the subscription price of one dollar per annum, but to the one who reads it and drinks in the information it throws out its value is not to be told. The lessons that impress and help the most are the object lessons coming to us day by day and I am going to tell you something of one Geo. W. Millen, of Ann Arbor, even though he is only now in the prime of his life.

As a boy he left school while yet in the grades, for he had to work. After spending a few years as clerk in his uncle's store, he made a venture in the soap business, which proved unsuccessful. He then went to selling life insurance, starting with the Imperial Life Insurance Co., of Detroit, but soon changing to the New York Life, with which company he is identified to-day. His promotion was fast and his jurisdiction as superintendent of agencies increased from time to time until it comprised several states and for several years his residence was outside of Michigan. He is now back in Ann Arbor as a resident, although he maintains an office in Detroit. He is a man of affairs, being heavily interested in business in the South, a director in the Farmers & Mechanics' Bank of Ann Arbor, honorary member of the Michigan Union and on the executive board, besides filling many other demands in a business and social way. He always has time to appreciate his friends and, in his own quiet way, shows his unselfish nature by manifesting an interest in his city and the individuals with whom his life brings him in contact. Mrs. Millen is built along the same lines and wealth in the hands of such people is consistent with democratic principals. His life stands as a testimony to what work, integrity and a thorough knowledge of your business will do.

We failed to mention the fact last week that Maurice Heuman was re-elected Secretary-Treasurer of Jackson Council, No. 57. He received one vote and that was the vote of the whole Council.

Senior Counselor S. E. Lewis has appointed Geo. A. Pierce Chaplain and also named the following committees:

Membership Committee—C. E. Lewis, S. J. Fish, F. N. Reed, A. N. Brown and W. S. Phillips.

Entertainment Committee—L. C. Hardy, V. R. Stemm, H. N. Beals, C. W. Greenshaw, Benner Dewey and Jos. Grant.

Flower Committee—M. Heuman and K. S. Dean.

Sick and Relief Committee—E. G. Tompkins, E. C. Walworth and W. J. Olmsted.

Press Committee—Frank S. Ganiard, Ralph D. Howell and W. M. Kelley.

Hotel Committee—Geo. S. Hawes and Harry Horsman.

Paraphernalia Committee—A. H. Brower, Frank W. Howard, E. D. Sickles and W. G. Pickell.

Ray of Hope Lectures—Frank S. Ganiard and D. S. Fleming.

H. M. Dickinson, East Main street grocer, has just completed his third year in business in Jackson. All signs indicate three successful years for Dick.

W. M. Kelley and Ralph D. Howell have sold their interest in the "Sure Pop" pop corn business to parties in Brooklyn. This means there will be something else doing with Will and Ralph, for neither one are of the stationary kind.

And now Mrs. E. G. Tompkins has given an automatic interpretation to U. C. T. viz: Saturdays, U. come today. Monday, U. cannot tarry.

Spurgeon.

Gripsack Brigade.

Grand Rapids—John Sullivan, a conductor in the employ of the Pere Marquette railroad, runs one of the fast trains of that corporation between Grand Rapids and Chicago. Many of our citizens, given to occasional travels, and nine-tenths of the traveling salesmen touring Western Michigan, know and admire Mr. Sullivan. The respect the travelers generally accord to him is deserved, because it is earned. Mr. Sullivan entered the employ of the Chicago and Michigan Lake Shore Railroad (now an important part of the Pere Marquette system) thirty-six years ago as a brakeman. At that period trains were run from New Buffalo to Holland. A few years later the line was extended northward to Muskegon, passing through Olive Center, Spoonville, Nuncia and Fruitport enroute. Mr. Sullivan soon left the brakes of a freight train to enter the passenger service and filled, in turn, all the minor positions until, in the course of time, he was given a passenger run. He has never participated in an accident of serious nature, but has experienced quite a number of perplexing delays during the inevitable heavy falls of snow in the winter. Upwards of twenty-five years ago his train ran into snow drifts at Sawyer, near New Buffalo, and remained motionless forty-eight

hours. The cars contained 103 passengers, including a dramatic company known as the "Two Johns." The wood used in heating the coaches and the locomotive run short and the players were obliged to cut, with a buck saw, rails taken from the fences to keep from freezing. The station master at Sawyer purchased the entire stock of salt pork the village merchants had, which he fried, while his wife made biscuits and coffee until her arms were almost paralyzed by exhaustion, to feed the passengers. The local supply of pork was not sufficient to meet the wants of the snowbound people and the station keeper and his son procured a team and started for a neighboring town for the purpose of obtaining an additional supply. Soon after their departure the horses plunged into a deep bank of snow, and being unable to proceed, the driver was compelled to detach the animal and return with his son to Sawyer, on their backs. Mr. Sullivan has served the railroad under every management it has had since the day when the first train ran over its rails.

Rare Specimens.

"Did you see where a woman in Chicago has a dog in the house that talks sometimes?"

"Well, there are plenty in more towns than Chicago who have a man in the house that growls all the time."

Before some people cast their bread upon the waters they hunt up a reporter.

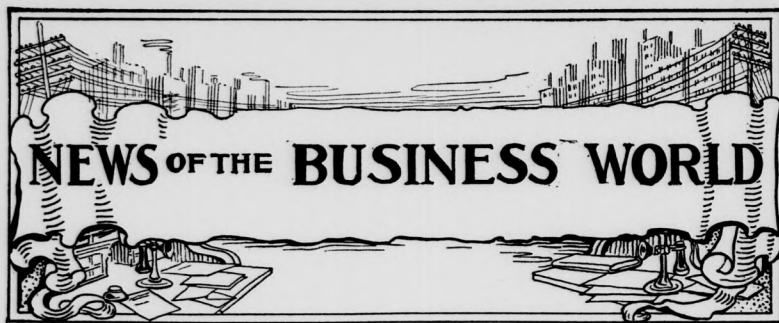
PULVERIZED SUGAR

Our pulverized sugar is now sold in one pound cartons, and like other Worden products is the best that can be produced. It is super-dried, and non-cakable, and bears our popular name of "Quaker." Sell QUAKER powdered sugar.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

The Prompt Shippers



Movements of Merchants.

Rothbury—Green & Ten Brinke have opened a general store here.

Harbor Springs—J. F. Stein has engaged in the shoe business here.

Springport—Elmer Gilman has engaged in the shoe business here.

Marquette—Tonella & Son, furniture dealers, are remodeling their store building.

New Era—Adema & Wolting have opened a staple and fancy grocery store here.

Chase—W. S. Gordon has engaged in the grocery and meat business here.

Portland—Walter Earle will open a meat market on Kent street about April 15.

Jackson—Charles Thomas, recently of Cheshire, has engaged in the grocery business here.

Hawkins—F. J. Jackson, who conducts a general store here, is closing out the grocery stock.

Grand Ledge—Walter C. Rossman succeeds George B. Watson in the grocery business.

Evart—Deacey Bros. have sold their meat stock to W. H. Echlin who has taken possession.

Orion—Byron Anderson lost his store building and stock of feed and produce by fire, March 29.

Grant—G. Bode & Co. are closing out their stock of shoes here and will retire from business.

Hartwick—C. L. Newberry, conducting a general store, is succeeded by Freeman Mapes.

Traverse City—George Littlefield succeeds A. W. Jahrus in the cigar and tobacco business.

Coopersville—Mrs. G. Hendershot, formerly of Grand Rapids, has opened a millinery store here.

Bancroft—W. O. Watson has opened a hardware store in the store building occupied by B. D. Love & Son.

Kaleva—The Union Store Co., of this place has increased its capital stock from \$3,000 to \$15,000.

Lansing—Roy Perry, recently of Corunna, has engaged in the Presto light business on South Washington avenue.

Port Huron—The Forman, Mann, Ballentine Shoe Co. has changed its name to the Forman, Mann & Ballentine Shoe Co.

Tecumseh—L. A. Hughes has sold his meat stock to James McDermott, recently of Ypsilanti, who will continue the business.

Ionia—Dwight Z. Brooks has purchased the interest of his partner, Arthur J. White, in the agricultural implement stock of White & Brooks and will continue the business under his own name.

Kalkaska—A. U. Addington, formerly of Alba, has opened a jewelry repair shop here and will add a line of jewelry and clocks about June 1.

Fremont—W. W. Pearson, recently engaged in the dry goods, clothing and millinery business here, will open a general store here about April 15.

Ludington—F. A. Jensen succeeds Charles Thiel in the meat business.

Lansing—David Furman has opened a clothing and men's furnishing goods store at 525 East Michigan avenue.

Traverse City—Verne Hobart, of the Hobart Co., dealer in books, stationery and sporting goods, died at his home March 29 as the result of a brief illness.

Dowagiac—Charles Rosak, who conducts a confectionery and fruit store, has opened a wholesale ice cream, confectionery and fruit store in connection with his retail business.

Pontiac—L. E. Thompson has opened a men's and boys' clothing and furnishing goods store at 59 South Saginaw street under the style of the People's Bargain Store.

Coopersville—William Van Allsburg and Millard Bush have formed a copartnership and engaged in the lumber, planing and saw mill business under the style of Van Allsburg & Bush.

Middleton—H. J. Spinney has taken over the interests of his partners, L. J. Brown and J. H. Fockler in the Interstate Oil Co. and will continue the business under his own name.

Hastings—F. J. and L. A. Woodruff have taken over the tailoring and dry cleaning business of Fred Carroll and will continue it under the style of the Hill Clothing Co.

Kalamazoo—Charles Bard is erecting a new building at the corner of Edwards and Water streets, 53x104 feet in dimensions, which he will occupy with a hardware and mill supply stock.

Detroit—The Flach Hardware Co. has been organized with an authorized capital stock of \$1,000, which has been subscribed, \$500 being paid in in cash and \$500 in property.

Coopersville—A. B. Storrs, manager of the Polkton Mercantile Co. store, has sold his interest in the stock to Sylvester Chapel, who will assume the management of the store April 15.

Kinde—The Farmers Co-operative Grain Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Zeeland—Steven Buter has sold his grocery stock to Edward Van Zoeren and John Faber, who have formed a copartnership under the style of Van Zoeren & Faber and will continue the business at the same location.

Bay City—Louis Price, clothier, has merged his business into a stock company under the style of the Louis Price Co., with an authorized capital stock of \$1,000, of which \$500 has been subscribed and \$250 paid in in cash.

Scottville—Fire destroyed the Scottville Produce Co. stock and store building, the T. Cadwell drug stock and store building, H. F. Miller & Son's harness stock and store building and several other buildings. March 29. Loss about \$50,000.

Saginaw—Joseph F. Cummins and Edwin A. Smith, of Jackson, have leased the Cooney & Smith store building on South Washington avenue and engaged in the retail furniture business under the style of Cooney & Smith Furniture Co.

Trenary—A new company has been organized under the style of the E. W. Hews Co. to engage in the general mercantile business, with an authorized capital stock of \$10,000, of which \$7,600 has been subscribed and paid in in cash.

Detroit—The Dorl-Wiley One Lady Top Co. has engaged in business to make and sell automobile tops, with an authorized capital stock of \$25,000, of which \$15,860 has been subscribed, \$3,860 being paid in in cash and \$12,000 in property.

Adrian—E. C. Martin, dealer in dry goods, etc., has merged his business into a stock company under the style of the E. C. Martin Co., with an authorized capital stock of \$30,000, of which \$16,500 has been subscribed and \$16,000 paid in in cash.

Corunna—Jones & Bush, dealers in electrical goods, have sold a third interest in their stock to Fred Brooks and the business will be continued under the style of Jones, Bush & Co. They will add gas engines and stoves to their stock.

Detroit—The Osborn-Boynton Co. succeeds Osborne, Boynton & Osborne in the wholesale china and glassware business. The capital stock is \$50,000, all of which has been subscribed and \$46,361 paid in in property. Harvey F. Osborn has 1900 shares and George H. Boynton 3090 shares.

Bay City—Piggott Brothers, Inc., have engaged in the general wholesale and retail mercantile business in goods, wares and merchandise, with an authorized capital stock of \$100,000, of which \$57,000 has been subscribed, \$12,500 being paid in in cash and \$44,500 in property.

Saginaw—Fire March 31 destroyed the north half of the Derby block on North Water street, causing a loss of about \$100,000. Lee & Cady, of Detroit, owners of the Valley City Coffee & Spice Mills, were the heaviest losers, that plant being entirely wiped out with 90 per cent. insurance. The lost on building is \$20,000. Daniel Izzo & Co., commission merchants, lost \$25,000; F. W. Carlisle & Co., \$10,000, and C. W. Light, plumber and part owner of the block, loses \$4,000, the three latter being partly insured.

Lansing—Mrs. Helen Sheets was awarded a verdict of \$1,700 by a jury in Circuit Court against the Northrup, Robinson & Carrier Co. Mrs. Sheets claimed that she purchased some medicine at the

Bennett drug store which was not put up according to the physician's prescription and that it injured her health. John Bennett, who was made a co-defendant with the wholesale company, claimed that the wholesale company and not his store made the mistake. Mr. Bennett was not held guilty of negligence by the jury.

Manufacturing Matters.

Flint—The Flint Lumber Co. has increased its capital stock from \$40,000 to \$80,000.

Saginaw—The Schust Baking Co. has increased its capital stock from \$50,000 to \$150,000.

Brooklyn—Hart, Everett & Horning succeed Hart, Howell & Kelly in the pop corn manufacturing business.

New Era—The Fruit Valley Canning Co. is being organized with a capital stock to \$8,000 to engage in the manufacture of canned goods at this place.

Freesoil—Brown & Carter are installing machinery in the school building which they recently leased, preparatory to opening a cheese factory here.

Detroit—The Michigan Clay Products Co. has been organized with an authorized capital stock of \$2,000, of which \$1,000 has been subscribed and \$500 paid in in cash.

Detroit—The Michigan Paper Tube & Can Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in cash.

Lowell—John Kellogg has purchased the interest of his partner, R. Van Dyke, in the vinegar manufacturing plant of Kellogg & Van Dyke and will continue the business under his own name.

Detroit—The Pull-More Motor Truck Co. has been organized with an authorized capital stock of \$250,000, of which \$125,000 has been subscribed and paid in in property.

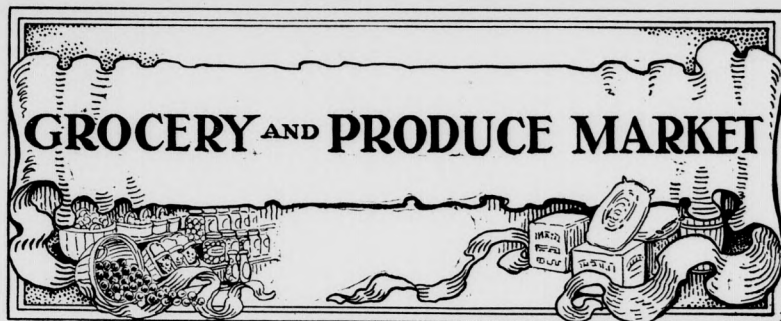
Kalamazoo—E. F. Flieschauer, who conducts the Royal Bakery at the corner of North and West streets, has sold it to A. G. Spense, who will continue the business under the same style.

Nashville—G. W. Gribbin has purchased the Brooks evaporator plant, which partially burned several years ago, and is repairing it and installing new machinery, preparatory to operating it May 1.

Grand Ledge—Thomas West has sold his interest in the West & Baldwin bakery and grocery stock to George B. Watson and the business will be continued under the style of Baldwin & Watson.

Detroit—The Johnson Co. has been incorporated to construct and deal in motor vehicles, their parts and accessories, with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed and \$3,000 paid in in cash.

The Fuller Station Lumber & Manufacturing Co. has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash. The stockholders and the number of shares held by each are: Austin P. Irish, 500 shares; Sherman H. Ketcham, 500 shares; Robert F. Hooker, 500 shares and Wm. C. Cowlishaw, 500 shares.



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.

Asparagus—\$1 per doz. bunches.

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

Butter—Receipts of fresh continue fairly liberal and the average quality is fine for the season. The consumptive demand is absorbing the receipts and prices are unchanged from a week ago, with a strong market. Storage butter is dragging and trade is very dull. Factory creamery is now being offered at 26c in tubs and 26½@27c in prints. Local dealers pay 18c for No. 1 dairy and 14c for packing stock.

Cabbage—2½c per lb.

Carrots—75c per bu.

Celery—\$2.50 per crate for Florida.

Cocoanuts—\$4.50 per sack containing 100.

Cucumbers—\$1.75 per dozen.

Eggs—The consumptive demand for eggs is increasing daily and the market is healthy at prices about the same as last week. The quality of the present receipts is very fancy and the market seems likely to remain about as it is now, with, however, a possible slight decline. The storage season has opened and the first eggs have gone in. In Pennsylvania fewer eggs will be stored than usual, owing to the oppressive operation of the cold storage law. Local dealers pay 17c.

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

Green Onions—60c 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, \$2.25 per bu.; hot house leaf is steady at 6c per lb.

Nuts—Almonds, 18c per lb.; butter-nuts, \$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 \$1.75 per crate.

Oranges—Floridas are now in market, commanding \$2.50@3, according to quality. Californias are in large supply at \$2.50@2.75.

Peppers—Green, 65c per small basket.

Pineapples—Cubans are now in market and are moving on the basis of \$4 per crate.

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—30c per dozen.

Spinach—\$1.25 per bu.

Strawberries—40c per quart for Floridas.

Sweet Potatoes—Delawares in bushels, \$1.25.

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

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

The Grocery Market.

Tea—New York reports increased sales in all lines and stocks on hand as low. The better grades of Japans will be at a premium before new crop teas arrive. Indias and Ceylons are firmer and supplies have been scanty, especially of the better grades. Javas are gaining quite a foothold in this country and compare favorably with Ceylons. The demand for high grades of all kinds of teas seems to be increasing. The tea trade generally is in a satisfactory condition.

Coffee—Rio and Santos are both weak. Santos coffee is now hardly more than 2c above the low point ruling before the boom of the last few years, while it is 6c below the highest point reached during the boom. Buying is very slow on account of uncertainty about the market. Depressed financial conditions in Brazil are a disturbing factor. Mild grades are unchanged and inclined to be easy. The demand is fair. Java and Mocha both unchanged and steady to firm.

Canned Fruits—The situation in this line shows no material change. Offerings from all packing sources are light and jobbers seem to have less to spare from their own trade requirements than usual, but the demand is limited and, while the general tone of the market is firm, prices show no quotable improvement.

Canned Vegetables—Tomatoes are steady and unchanged. Spot peas in the lower grades continue to sell more or less freely on small orders, and as stocks are getting into smaller compass prices are firm, with an upward tendency. Spot Southern corn is moving steadily into consumption on jobbing orders, but there is no great activity. The tone of the market on all standard grades of corn is

steady, while fancy under light offerings is firm, though the demand for that grade appears to be light. String beans are scarce on the spot and the market is firm, but buyers seem to be withholding orders for futures.

Canned Fish—Small offerings and a steady demand keep the market for most descriptions firm, pink salmon being the only thing on the list on which prices are in buyers' favor. In the latter, however, quotations remain on the basis maintained for a week past at least.

Dried Fruits—Raisins are working up on spot by reason of scarcity of seeded. Conditions on the coast, however, are unchanged. Currants are unchanged and quiet. Prunes are still firm and tending upward, but without material change for the week. The demand is fair. Peaches and apricots are very strong, but peaches are more liable to advance than apricots because they are low, while apricots are high. The demand for peaches is showing some signs of increasing.

Cheese—Stocks of cheese are very light, and owing to the high prices, the consumptive demand is light also. New cheese should arrive soon, and this will likely affect the prices of old stock. The consumptive demand is only moderate.

Molasses—The molasses market is quiet and steady for grocery grades, which are moving slowly for current withdrawals, needs of the distributors and baking interests. Blackstrap is taken by manufacturers in competition with refiners' offerings at quotations.

Tapioca—The market is without feature, there being a moderate enquiry from the wholesale grocers for pressing needs. It is evident that the reaction in the primary market and the adjustment of the import cost to nearer the spot parity have tended to restrain rather than stimulate activity.

Salt Fish—Norway mackerel are tending upward, due to scarcity. The demand for mackerel is fair. Cod, hake and haddock are unchanged and in fair demand.

Provisions—Smoked meats are steady and unchanged, but with only a moderate consumptive demand. Easter will probably bring an increased demand, but probably not much change in price. Pure lard is in fair demand at ½c advance and compound is likewise at ¼c advance. Dried beef, barrel pork and canned meats are unchanged and in light demand.

John Leff has discontinued the business in the grocery line which he has carried on at 339 Monroe avenue, where he has been located since 1908. He began business in 1892 on West Bridge street and has been at several locations and has made a success of the business.

John Mack, the veteran sleigh manufacturer, is commencing business at 1510 Madison avenue in the manufacture of sleighs and auto bodies. He has been located at 1034-36 Wealthy street. He was formerly Treasurer of the Mack Sleigh Co.

Foster, Stevens & Co., Incorporate.

Foster, Stevens & Co., the oldest business house in Grand Rapids, and one of the oldest in Michigan, has changed its organization from a partnership to a corporation. The old name is retained unchanged. The capitalization is \$300,000, \$100,000 being preferred stock and \$200,000 being common. The holdings are as follows:

Wilder D. Stevens, 293 shares of preferred and 417 shares of common.

Sidney F. Stevens, 293 shares of preferred and 941 shares of common.

Charles F. Rood, 294 shares of preferred and 642 shares of common.

Previous to filing the incorporation papers the above named gentlemen purchased the one-quarter interest of the late Charles C. Philbrick in the business, paying \$100,000 therefor.

At the first meeting of stockholders, held yesterday, the incorporators were elected directors. At a meeting of the directors, officers were elected as follows:

President—W. D. Stevens.

Vice President—S. F. Stevens.

Secretary and Treasurer—Chas. F. Rood.

The business of Foster, Stevens & Co. was founded in 1837, seventy-seven years ago, by Wilder D. Foster. In subsequent years the style was Foster & Parry, Foster & Martin and the Foster, Martin, Metcalf Company, and finally, in 1870, the present name of Foster, Stevens & Co. was adopted with Frank W. Foster and Wilder D. Stevens as partners. In 1882 the Foster interest was taken over and a new partnership formed, made up of Wilder D. Stevens, Charles C. Philbrick, Sydney F. Stevens and Charles F. Rood. This partnership continued uninterrupted for thirty-two years until the death a few weeks ago of Mr. Philbrick. During all these years not only were the partners business associates, but they were strong personal friends.

Frank George has bought the assets of the bankrupt Independent Plumbing & Heating Co., at 739 Stocking avenue, and will continue the business in his own name. Mr. George has been employed as a foreman by the Sproul-McGurrian Co.

Jos. F. Soukup has opened a hardware store at 662 Stocking avenue, occupying the stand recently vacated by W. G. McClymont and used by him as a wall paper store. McClymont has moved to a new location on Bridge street.

A. P. F. Rucinski have succeeded August Kroskopf in the grocery business at 740-42 Stocking avenue. The Rucinskis came from near Wayland where they have been engaged in farming.

Louis Dewitt is engaging in the tea and coffee business from his home at 1018 Julia street. He has been employed by the Wolverine Tea Co. of this city.

John Jasperse has sold his interest in the Princess Juliana Cigar Co. to his former partner in the same business, Joe Steghuis, who will continue the business.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, March 30.—Learn one thing each week about Detroit; The mills of Detroit produce about 1,000,000 barrels of flour each year and mill feeds to the value of \$15,500,000 are turned out.

On May 7 the merchants of Dix avenue are going to hold a celebration that is expected to eclipse anything of the kind ever held in that part of the city. There will be bands, parades and special attractions by the score to entertain visitors. Among the other attractions will be a magnificent line of floats in the parade. Incidental to the big celebration, the merchants on Dix avenue will bedeck their stores with bargains that will appeal to the mass of visitors. The Dix avenue merchants are to be commended for their enterprise and merchants in other towns and cities might do worse than to investigate this method of enlarging and coming in close contact with the trade. Other places that have tried it have found it to be very successful as a trade bringer.

The golfers are getting busy on the links. To thousands of other Americans the links would also prove inviting—that is, the links made of sausage.

"Allie" Jones, St. Johns grocer, always affable to traveling men, was particularly kind to them last week. The cause of Mr. Jones' happy smile was a surprise in the nature of a visit from his daughter, who has been attending school at Ypsilanti.

The swatter should begin on the flies now.

We knew all the time the editor of the Tradesman was jealous of the traveling men rhymesters.

H. C. Rice, city salesman for A. Krolik & Co., is using a new Ford car in his quest for business.

J. L. Borden, merchant of Ithaca, was a Detroit business visitor last week.

The Ypsilanti merchants have re-organized their association and have broadened their scope. The new association will investigate methods for bettering trade conditions and will keep a check on that vexing personage known as the habitual dead-beat. The people who will not pay their bills will be placed on a list that will be open to all members of the association. The name of the new organization is the Ypsilanti Industrial and Credit Association. It is headed by Fred Nissley, an up-to-date merchant with lots of push, energy and good ideas.

Pekin and Tientsin, China, are now connected by telephone. Now if they had a few Yankee traveling men making the territory they would be really and truly up-to-date.

Frank Ferris, who made Royal Worcester corsets become as thick as grass on a lawn throughout Michigan, says that stockings are a woman's savings for a rainy day.

A traveling man informs us that he visited the Steele Hotel, at St. Johns, last week and found no individual textile towels for the use of the guests. In view of the recent controversy between the hotel proprietor and a writer for the Tradesman and the fact that it is in direct violation of the law, we are loth to believe that the report is true—or that there must have been a mistake of some kind. We are sure if the hotel management made a mistake it has since rectified it. If it was intentional, we are also sure it will be rectified, as Uncle Jimmie Hammell's patience can expand only to a certain point before exploding.

The Hawkins House, at Ypsilanti, is another hotel that is violating the individual towel law.

A. Kellenberg, well-known merchant of St. Charles, was in Detroit on business last week.

A. M. Ganyon, who opened a small notion and confectionery store about

two years ago at the corner of Selden and Greenwood streets, has purchased the grocery stock of I. Cohen, on the opposite corner. Mr. Ganyon has worked hard and conscientiously since becoming a merchant and has made hosts of friends in the neighborhood who are pleased at his well-deserved success.

Swat the first mosquito also.

Store improvement are not confined to Detroit alone, according to stories we hear from the traveling men who have visited Bancroft of late. C. L. Parsons, who owns a hardware store in this enterprising village, is remodeling his store



ELMER BREVITZ

throughout and is putting in new fixtures, which will make his store one of the finest of its kind in that locality.

A mulish traveling man, according to Jack Golden, proprietor of the Hotel Golden, at Howard City, is a traveling man who is always kicking and generally at the wrong time.

F. A. Hinch, member of Cadillac Council, No. 143, is confined by illness to his home at 165 Wenona avenue.

The dance given by Cadillac Council, No. 143, at the Knights of Columbus hall last Saturday night was well attended, over 150 putting in an appearance and was one of the most enjoyable parties of the season.

C. D. Carpenter, who conducts one of the largest dry goods stores in Big Rapids, was in Detroit on business last week.

We are always glad to get a story—but, of course, it must be absolutely true. Everybody else is glad—unless he happens to be a perpetual grouch—and besides, it is a great help to us in filling up our Detroit page. Harry Bassett, a member of Cadillac Council and representative for the Harry Watson Cigar Co., of Flint, a few days ago started on an automobile trip with his employer, Mr. Watson. The start was made at Flint. If it were not for giving away the plot, we would say it soon ended there also. About eight miles out of the city the automobile got stalled in the mire—directly in front of a farm house. Harry Watson sent Harry Bassett to the house for help and when Harry B. reached the house he found the farmer loading a bull into a wagon, preparatory to bringing it to the market. In the meantime Harry Watson started up his engine and succeeded in backing out of the mud. Did he wait for his companion? Yes, like a politician keeps a promise. He simply started back for Flint as fast as the little machine would travel, leaving his discomfited companion to ride back with the farmer—and the bull. Right here is where Harry's troubles began. The farmer wanted him to ride with the bull, but the bull had ideas of its own and, according to Harry's friends, the bull won out, and on investigation, the friends found out the reason. It seems Harry's

reputation for throwing the bull had reached even the little farm house and what chance would one poor bull have with such a person as he?

Word has been received from Battle Creek that Mrs. Fred Clarke is in a precarious condition. Mrs. Clark fell down a flight of stairs recently, but apparently was none the worse from the fall. It is not known whether this had anything to do with the present condition or not. Mr. Clarke is representative for Weed, Colburn & Co., of Toledo, and is a member of Cadillac Council, having for the past year acted as editor of the Booster, a magazine published in the interests of the Council. The sympathy of the boys are extended to Mr. and Mrs. Clarke, with the hopes of a speedy and permanent recovery.

F. S. Stockwell, general manager Edson, Moore & Co., has gone South for a few weeks' vacation.

The Funeral Fund Association, recently organized by Cadillac Council, now claims sixty-five members. The object of the Association is to provide burial fund for members, the only assessments levied being on the death of a member and the amount will be restricted to one dollar. The amount to be dispensed in each case by the Association depends solely on the number of members in good standing. In other words, if there are 100 members, the amount issued will be \$100, etc. The membership is restricted to Cadillac Council and the cost is so nominal that no member of the Council should fail to send in \$1 for a membership in the Association.

We cannot understand why the clothing manufacturers employ artists at a high price to make pictures advertising their goods, when they could, at a small cost, take photographs of some of our young traveling men.

Our idea of unnecessary labor is undertaking to educate the Tradesman editor to traveling men's poetry.

Otto Lagsole, general merchant at Blissfield, was one of the many Detroit visitors last week.

Poor Richard says that it is better to have a swelled head than a shriveled brain.

About fifteen years ago a little man started a little store in Detroit. The little store contained a little stock of a little of everything in the dry goods line. The name of the little



CHARLES C. WELKER

man is L. L. Steinberg. Diligently Mr. Steinberg worked throughout all these years and, as usual, diligence brought its reward. The part of Detroit known as the west side is greater in population than any city in Michigan, outside of Detroit. To-day L. L. Steinberg is one of the big men of the west side and conducts one of the west side's big department stores at 2086-2088 West Jefferson avenue. Mr. Steinberg has accumulated his share of the world's goods and, in order to prepare for a real rainy day, he still continues to gather them in.

As is generally the case with successful men, he is not what would be called lucky, but he is a worker with the necessary amount of ability to make a success.

W. H. Gay, Milan; F. L. Cook, Farmington; Hubbard & Co., Caseville; Streeter & Co., Memphis; Luft, Biddell Co., Monroe; W. E. Dooley, Linden and M. C. Lathrop, Owosso, were a few of the hundreds of Michigan merchants who visited the Detroit market last week.

It is better to have loved and lost than to have to pay a weekly alimony.

As a special inducement to bring the Indiana merchants in closer relation with the Detroit market, the wholesalers and manufacturers' branch of the Board of Commerce will run special trains, at their expense, from Elkhart. The date has been set for May 8 and will extend through the following week. The traveling men covering Indiana will be in Detroit that week to assist in entertaining their customers. Special entertainments will be arranged for the amusement of the visitors and everything possible toward making the trip one long to be remembered will be carried out. The expenses for the week will be divided pro rata among those who belong to the association. With Detroit in the lead in many different lines and a close runner up in others and the excellent railroad service into Indiana, there is no reason why this city should not enlarge its present business with Indiana merchants. Besides, Detroit is one of the best cities in the United States in which to find the most varied and pleasing entertainment and wonderful sights.

True love never runs smooth. Then most married lives consist of true love.

The Detroit Board of Commerce has entered into a campaign to increase its membership by 1,000 members. At a meeting held in the rooms last Friday, 168 new members were taken into the organization. The campaign is being carried on by three divisions known as the Federals, Americans and Nationals. The three "leagues" to date are running neck and neck in the campaign.

Every smoker, however, knows that many a nickel cigar is sold for 10 cents.

The conductor on No. 4 Pere Marquette, leaving Grand Rapids at 5 p. m., is a firm deciple of the Safety First propaganda. A few days ago, on arriving near Fox Station, he found the block system to be out of order, and, in trying out the portable telephone, he found he was unable to elicit any response from the operator. The conductor then walked 3½ miles ahead of the train to the next station, which we believe is carrying out the Safety First movement with neatness and dispatch.

"Bill" Wallace, cub salesman for Herold, Bertsch & Co., is cavorting through Southern Michigan like a veteran. Up to January 1 Bill was assistant manager of the R. G. Peters Salt & Lumber Co. store, at East Lake. We wish we could be as sure of becoming rich as we are that he will make a successful salesman. His headquarters are in Grand Rapids.

Next of the series of dances given by Detroit Council No. 9, will be held at the hall, 109 Congress street, East, next Saturday night, April 4. Visiting members, as well as all traveling men, their wives or sweethearts, are cordially invited.

This does not mean traveling men are invited to bring their wives and sweethearts. One at a time will answer.

George Elmer Shrom (Union Paper & Twine Co.) is now willing to admit that a 10-cent cigar can also be a Nichol cigar.

If a traveling man had to depend on the revenue derived from selling poetry to the Tradesman

He wouldn't smoke cigars.

James M. Goldstein.

Four Members of One Family Selling Goods on the Road.

Grand Rapids is probably the only city in the country that can show four members of one family on the road at the same time. In the illustration above are Y. and J. J. Berg, each of whom has a son now following in the footsteps of his father as a traveling salesman.

Ysbrandus Berg was born at Sappemeer, Groningen, Holland, Aug. 24, 1864. He came to this country at the age of 19 and secured employment with H. Leonard & Sons as general helper and packer, then as stock-keeper and later as office man. He then went on the road, covering the territory within a radius of sixty miles of Grand Rapids, including the Holland colony. He still retains this position which he has held twelve years, never having worked for any one else. Mr. Berg was married February 24, 1887, to Miss Cornelia S. De Langen, whom he had known from childhood. They have five children—three boys and two girls. They reside in their own home at 447 Graham street. Mr. Berg is a member of the First Christian Reformed church of which he is a Deacon. He is also Treasurer of the Poor Fund. His hobby is fishing.

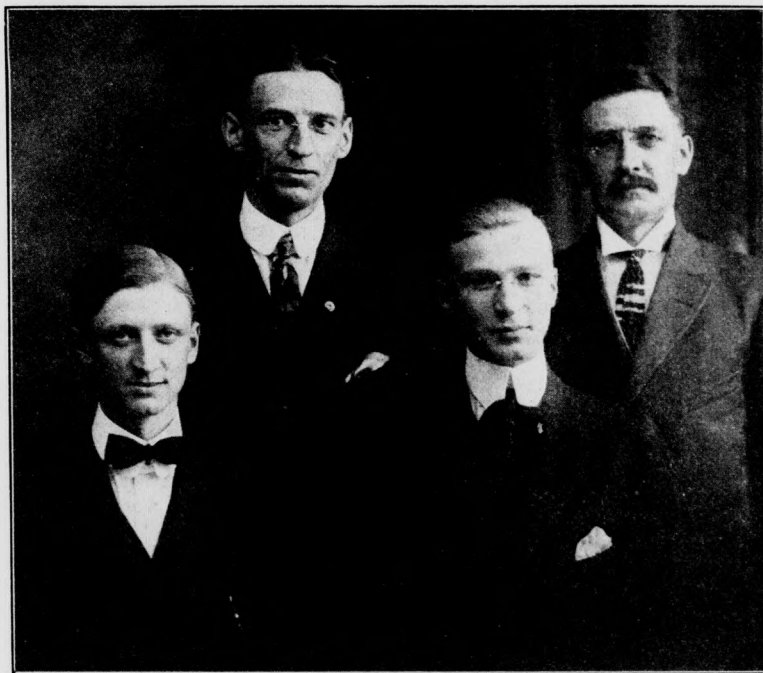
John J. Berg was born at Sappemeers, Groningen, Holland, April 24, 1873. He came to this country when he was 13 years of age. He secured a position with H. Leonard & Sons as errand boy, then as stock clerk, then floor salesman and later traveled on the road for the company for nine years. He then traveled for the Grand Rapids Notion & Crockery Co. for two years, when he went on the road for Geo. H. Bowman & Co., remaining with this house two years. He subsequently traveled for Geo. H. Wheelock & Co. of South Bend, Ind., for two and a half years, leaving this house to go on the road for Hollweg & Reesé, of Indianapolis, covering the entire State, with the exception of Detroit and the Thumb country. He sees his trade every ninety days. Mr. Berg was married Oct. 6, 1893, to Miss Nettie Den Houwer, of Detroit. They have three children—one boy and two girls and reside at 1014 Caulfield avenue. Mr. Berg is a member of Grace Reformed church on Caulfield avenue, of which institution he is a Deacon. He is also a member of the U. C. T. His hobby is work.

Jacob R. Berg, son of Y. Berg, was born in Grand Rapids January 15, 1888. He attended the parochial school on Wil'iam street and at the age of 15 secured a position with the Grand Rapids Stationery Co. as errand boy, which he continued one year. He then obtained employment with H. Leonard & Sons as errand boy which he held one year. He was later promoted to the position of stock clerk which he held two years, and then was made salesman one year. He worked a year in the freight office of the G. R. & I as tracing clerk when he left to represent the Prudential Life Insurance Co., where he

remained three and a half years. He then secured a position with Baker & Hoekstra and later with the Hanselman Candy Co. On January 1 of this year he engaged with the Valley City

866 Oakland avenue. Mr. Berg is a member of Fifth Reformed church. His hobby is music. He speaks both Holland and English.

Jacob Arthur Berg, son of J. J.



JACOB R. BERG, J. J. BERG, JACOB A. BERG, Y. BERG.

Candy Co. and covers the territory within sixty miles of Grand Rapids. He sees his trade every thirty days. Mr. Berg was married Dec. 7, 1908 to Miss Marina A. Sorber. They have three children—two boys and one girl—and reside in their own home at

Berg, was born Sept. 22, 1893. He attended the public schools until he was 16 years of age, when he secured a position as errand boy with the Houseman & Jones Clothing Co. Later he acted as assistant correspondence clerk for the American

Seating Co. for one year. He then secured employment with Peterson & Adler, clothiers, at South Bend, Indiana. He then took a position with P. Steketee & Sons, taking charge of the boy's clothing department. Later he allied himself with the Valley City Biscuit Co., covering the Holland colony and nearby towns. Mr. Berg was married Feb. 22, 1913, to Miss Margarette Ruth Tilman. They reside at 1014 Caulfield avenue. Mr. Berg is a member of Grace Reformed church. His hobby is automobil-ing.

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

Buffalo, April 1.—Creamery butteer, fresh 23@26c; dairy, 22@23c; poor to good, all kinds, 15@18c.

Cheese—New fancy, 17½c; choice, 16½@17c; poor to common, 6@12c; fancy old, 18@18½c; choice 17@17½c.

Eggs—Choice, fresh, 20½@22c.

Poultry (live)—Turkeys, 18@20c; cox 12@13c; fowls, 18@19c; ducks, 18@20c; dressed chick 18@20c; turks, 20@24c; ducks, 18@20c; fowls, 17@18c; geese, 15@16c.

Beans—Marrow, \$3@3.35; medium, \$2.10@2.15; peas, \$2@2.05; white kidney, \$3@3.25; red kidney, \$2.75@3.

Potatoes—70@75c. per bu.

Rea & Witzig.

The kind of language to use in writing an advertisement is the kind the reader of it will understand. That is the chief qualification.

The chap with a rowboat taste and a steam yacht income is rich.

Marriage sometimes opens the eyes of blind people.



We manufacture a big line of TRIMMED HATS

for Ladies, Misses and Children, prices ranging from \$1.75, \$2, \$2.25, \$2.50, \$2.75 and \$3 each.

Especially adapted to the General Store Trade.

These hats are made of new material, artistically trimmed and up-to-the-minute in style and design. Approval orders solicited on condition that customer agrees to keep two-thirds of number of hats sent. You are taking no chances, as we make nothing but good selling numbers. Delivery guaranteed within twenty-four hours from receipt of order.

Get the habit of handling the Corl-Knott hat.

CORL, KNOTT & COMPANY, Ltd.

GRAND RAPIDS, MICHIGAN





(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.Published Weekly by
TRADESMAN COMPANY,
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One dollar per year, if paid strictly in
advance; two dollars if not paid in ad-
vance.Five dollars for six years, payable in
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Sample copies 5 cents each.

Extra copies of current issues, 5 cents;
issues a month or more old, 10 cents;
issues a year or more old, 25 cents.Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

April 1, 1914.

ANOTHER LEGAL VICTORY.

In the case of E. A. Stowe vs. United States Express Company, decided last Thursday, the Supreme Court of this State sustained the rule that express companies are bound, at all hazards, to deliver the goods carried by them to the consignee personally, if he is to be found in the district established by the company for making delivery. So strict is this rule that it is held that "no circumstances of fraud, imposition or mistake will excuse the common carrier from responsibility for a delivery to the wrong person. The law exacts from him absolute certainty that the person to whom the delivery is made is the party rightfully entitled to the goods and puts upon him the entire risk of mistakes in this respect, no matter from what cause occasioned, however justifiable the delivery may seem to have been or however satisfactory the circumstances or proof of identity may have been to his mind; and no excuse has ever been allowed for a delivery to a person to whom the goods were not directed or consigned."

The Court held that it is "a rule of public policy and convenience introduced to prevent the necessity of going into circumstances impossible to be unraveled; that the rule is rigorous, but it must be considered that a carrier may always, with certainty, even if with some inconvenience, discharge itself of the responsibility as carrier."

In the case in question the express company's driver left the goods—a basket of peaches—at Mr. Stowe's former residence, which he had left about a year before. The last city directory, however, gave that as his place of residence and the directory was consulted by the agent of the express company for the purpose of ascertaining his residence before the driver was sent out with the goods. When the driver got to the house he enquired of a workman in the yard if that was Mr. Stowe's residence and was informed that it was. He also observed the name E. A. Stowe on the door plate. He found none of the family at home, but set the goods inside the house and went away, fraudulently signing Mr. Stowe's name to the receipt.

The court held that these circumstances furnished no excuse for the

failure of the express company to find Mr. Stowe, either at his place of business or at his then residence or to deliver the goods to him personally.

The editor of the Tradesman has prosecuted many causes of this kind through the courts in behalf of the mercantile interests of the State at an expense of many thousands of dollars and in no case has he ever solicited or accepted any reimbursement from those most directly benefited by the outcome. All he aims to accomplish is to clear up disputed points and make the life of the merchant a little more endurable when dealing with either corporations or individuals who seek to obtain unfair advantages through the power of numbers or the crushing force of aggregated capital. The combinations formed and maintained by the express companies have been criminal conspiracies which must be punished by the strong arm of the law unless they are immediately abandoned for all time.

It has been the custom of the editor of the Tradesman to invariably pursue these matters to the tribunal of last resort, so that when the questions at issue are finally settled they are settled for all time. It goes without saying that they have always been settled right.

The fact that Mr. Stowe has never received an adverse decision in the court of last resort shows very plainly that he never undertakes the prosecution of any cause until he has fully satisfied himself as to the fairness and justice of his position which ensures ultimate victory.

THE BUSINESS OUTLOOK.

The business outlook is considered here from two somewhat distinct points of view. One takes cognizance of immediate prospect; the other of the possibilities of a time some months away. From the first of these points of view, the fact that stands out with greatest prominence is the general reluctance of business men to embark upon new enterprise.

The other view takes account of the quite unmistakable broadening of the borrowing demand at banks by manufacturers and merchants, and of the enquiries for future accommodations. What chiefly engages attention now is the constant complaint that the season has not come up to expectations, and that buying has not grown beyond a demand for immediate needs. Industrially Michigan manufacturers are not operating on the average over 60 per cent. of capacity, while establishments depending upon railroads are down much below that ratio—which means a large number of workmen are still idle.

Yet, with the reduced forces, enough work is on hand to keep the plants going for two months hence, and an impression exists that a change for the better will be distinctly visible by July, assuming present crop prospects are fulfilled. Should the agricultural situation work out as is now indicated, it is the opinion that other considerations of an unfavorable or restrictive character may be disregarded.

THE RAILWAY RATE CASE.

The Interstate Commerce Commission's announcement, that the railway side of the application for higher rates will be heard again in April, has again directed attention here to the probable outcome. Even in Washington, there is much keener interest in the forthcoming decision on the application of the Eastern carriers for a 5 per cent. increase in freight rates than in the Congressional programme of general legislation. The prevalent expectation now is that the Commission will make its decision known toward the end of May. Few believe that the application of the roads will be refused completely; on the other hand, comparatively few believe that the Commission will grant all of the uniform 5 per cent. advance the roads have applied for.

It is estimated that, in round numbers, the carriers making the application would add \$50,000,000 to their annual revenue if the 5 per cent. increase is granted. Mr. Brandeis has undertaken to show that the transportation companies could save a large part of this sum by re-organizing their methods of doing business and by putting into effect certain large economies which he has named. The Interstate Commerce Commission, on January 20, decided that the allowances to industrial railways for free services performed on industrial railways, which are plant facilities, were illegal. The Commission ordered them discontinued. The Commission found that these services and allowances depleted the revenues of the carriers in official classification territory to an amount conservatively estimated at not less than \$15,000,000 a year.

This is nearly one-third of the total of what the increased revenue would be if the 5 per cent. rate increase is granted. The order of the Commission to discontinue this particular free service, therefore, gives at least some of the carriers this large measure of relief, whether or not the pending application for increased rates is granted. It is always to be borne in mind, however, that these "tap lines," "industrial lines," and other free services are a factor with only a few of the roads which are asking for the increase, and hence could not fairly offset such increase with carriers not concerned in giving such free service. And whatever principle is followed in the Commission's decision on the application for higher rates, it must apply to all railways engaged in the same general territory and in similar traffic.

TOO MUCH TEMPTATION.

While local merchants and business men are sometimes a little free in their criticisms of the police department for not being able to apprehend burglars and safe breakers more expeditiously, is it not possible that the merchants themselves are to blame, in a degree, for many of the burglaries which occur, by placing temptation in the way of men of cunning minds and seared consciences? For instance, a certain department store on the main business street of this city is keeping its daily receipts

over night in a safe that was never intended to be anything but fire proof and which would yield little resistance to the skillful safe cracker. It is not unusual for this house to have from \$6,000 to \$10,000 in currency on hand Saturday night. This amount is carried over two nights and a Sunday in a safe of an antiquated pattern which is devoid of a money chest or burglar proof device of any kind. A regular watchman is employed in the store, but it would be comparatively easy for two desperadoes to gain entrance to the store and cover him with weapons. Before it would be time for him to turn in his next report at the alarm box they could blow the safe with nitro-glycerine and make good their escape. This house could acquire a burglar proof chest for \$300 or \$400 that would render it invulnerable to attacks of this character. So long as business houses put a premium on safe breaking by making it comparatively easy for burglars to make large hauls, so long will complaints be made against the police department because it cannot apprehend the desperate men who are abroad in the land.

WATCHFUL WAITING.

The Tradesman gives President Wilson credit for being a thoroughly conscientious public officer, who would like to see the people of the United States happy and the country prosperous, but his unfortunate policy of "watchful waiting," in connection with the Mexican situation, is equally disastrous in its effects on the business interests of the country. On all matters pertaining to both big and little business and their relations to the enforcement of the Sherman law, no one is able to determine what he proposes to do or what his cabinet officers contemplate doing. The result is commercial chaos. Business has not been so dull for twenty years as it is at the present time. This condition will necessarily continue to grow worse until the Wilson administration gets down off the fence and takes a stand, one way or the other. This country is so big and its resources are so great that it can withstand any kind of adverse legislation, but there is one thing it can not stand—and that is uncertainty. It is, of course, unfortunate that Mr. Wilson is not himself a business man and that he has not surrounded himself by business men. His associates are mostly dreamers, idealists, freaks and cranks. Sooner or later, however, he must come to realize that his policy of "watchful waiting" is absolutely destructive to public confidence and good business and that unless he and his associates recede from their present position of inactivity and uncertainty, the business interests of the country will be plunged into chaos.

Don't wait for the doctor to order you to take a long vacation to avoid breaking down. Take a short vacation now.

Alas, that a wise man can't help looking like a fool at his own wedding!

STOWE VS. U. S. EXPRESS CO.

Former Wins Out in Court of Last Resort.

The Michigan Supreme Court handed down a decision March 26 in the case of E. A. Stowe vs. U. S. Express Co. which is of particular interest to every shipper in the State. In fact, the matter was fought through the court of last resort solely in the interest of the merchants and shippers of the State. The amount at stake was only \$1, but the editor of the Tradesman cheerfully expended several hundred dollars in prosecuting the cause and securing an important addition to the organic law of the land in the interest of those who deserve and require protection from the unjust exactions and criminal practices of the express companies. The full text of the decision, which was concurred in by all the judges of the Supreme Court, is as follows:

In this action the plaintiff seeks to recover against defendant a judgment for one dollar, the value of a basket of peaches. Defendant undertook to transport the peaches and is said to have incurred liability because of its failure to deliver them to plaintiff, the consignee. Begun in Justice Court, where plaintiff had judgment, the cause was appealed to the Circuit Court and was there tried by the court.

It appears that Dallas D. Alton, residing in Fremont, on September 6, 1911, delivered to the defendant, at Fremont, a basket of peaches, consigned to plaintiff and marked "E. A. Stowe, Grand Rapids, Mich." He prepaid the charges and was given defendant's receipt. The peaches were a gift to plaintiff who expected from them, he says, nothing but the pleasure of eating them. He did not know until later that the peaches had been sent to him. At some time during the same day the peaches arrived in Grand Rapids. Defendant undertook to deliver them to the consignee. For this purpose it consulted the city directory and found therein the name of plaintiff with his residence given at 100 North Prospect street. In fact, plaintiff did not live at the place indicated, and had not lived there for more than a year. He lived at the Hoffman Apartments and his place of business was, and for years had been, within one square of defendant's office. Plaintiff had lived for a number of years at 100 North Prospect street and his wife, from whom he was separated but not divorced and for whom he made provision, continued to live there. The agent of defendant took the package to this address, found a man employed about the place, asked him if it was plaintiff's residence, was told that it was, saw the name E. A. Stowe upon the door plate, found no one in charge of the house, set the package in the back part of the house and went away. He turned in a receipt for the package, signed "E. A. Stowe," himself signing the name. This was in the forenoon of September 7. Mrs. Stowe found the package about 12 o'clock and had it conveyed to the cellar. Plaintiff left Grand Rapids about 10 o'clock on the morning of September 7 and remained out of the city until Sunday evening, September 10. Arriving at his office September 11 he found two letters, one from his wife, telling him that a basket of peaches had been left at his residence addressed to him, the other from Mr. Alton, informing him about the shipment of the peaches. When these letters were written or were mailed does not appear. He requested the defendant to get the peaches and deliver them at his office, which defendant did. Plaintiff refused them be-

cause they were decayed. Defendant did not know of the estrangement and separation of plaintiff and his wife, or that plaintiff lived in the Hoffman Apartments, and did know, generally, where plaintiff's business office was. Plaintiff had previously received at his office express packages addressed as the package of fruit was addressed.

The plaintiff, on October 7, 1911, executed an order and release, authorizing the defendant to adjust a claim entered on account of the loss of the peaches with Mr. Alton, containing the statement:

"On such settlement I release United States Express Company from all claims and liabilities on account of loss in the above case."

No settlement has been made with Mr. Alton by defendant.

The principal contentions made upon this state of facts are, first, that plaintiff had no property in the peaches; second, there was a delivery of them, which discharged defendant; third, if there was a failure to make proper delivery, plaintiff's absence from the city would have prevented a delivery to him and no injury resulted.

Ostrander, J. (after stating the facts):

We have no doubt that the plaintiff may maintain the action. Defendant did not make a proper delivery of the peaches. It made no delivery. *Adrian Knitting Co., vs. Wabash R. Co.*, 145 Mich., 323; 4 *Elliott on Railroads*, Sec's. 1524, 1523; *Bullard vs. Am. Ex. Co.*, 107 Mich., 695.

The question of most importance is whether, having still reasonable time to make delivery when plaintiff left the city, the fact that he did leave, and that during the interval before he returned the fruit perished, may be offered as an excuse which will relieve defendant from liability as a common carrier. A single case, *Hutchinson vs. U. S. Express Co.*, 59 S. E. Rep., 949, in which a similar excuse was held to be available to the carrier, has been brought to our attention. In that case, the carrier failed to send to the consignee written notice, by mail, of the receipt of goods. It appearing that the consignee would not have received the notice if one had been sent and that the omission of duty resulted in no injury to him, a recovery was refused. Applying such a rule here, it may be said that plaintiff was not injured by the failure of defendant to deliver the peaches. It cannot be said that upon appearances defendant was not warranted in the attempt to deliver the peaches at the private house. If the agent of defendant had learned at the house that plaintiff did not live there, and had then made enquiry at his office or apartments, he would have learned that he was out of the city. Delivery to plaintiff could not then have been made. Delivery to any one else would have been at the peril of the defendant, there being no evidence of any custom or of any business or other arrangement of plaintiff's which would have protected defendant in making a delivery to any other person. If it had then sent a notice to plaintiff, he would have received it, probably, on September 11, which was the day he learned that the fruit had been sent to him and had arrived. The effect of the decision in *Hutchinson vs. U. S. Express Co.*, supra, is to relax the rule of the carrier's liability, a rule of public policy and convenience, "introduced to prevent the necessity of going into circumstances impossible to be unraveled." 2 *Kent Com.*, 602. Plaintiff is relying here upon a strict enforcement of the rule, having in reality suffered no injury on account of its violation. The rule is rigorous, but it must be considered that a carrier may always, with certainty, even if with some inconvenience, discharge itself of its responsibility as carrier. We are of opinion that the rule should not be relaxed.

The release referred to was condi-

tional. The claim was presented to defendant and not allowed. It is no bar to the action.

It follows that the facts do not support the judgment, and that a judgment should have been entered for plaintiff for one dollar and costs of suit.

The record is remanded to the Kent Circuit Court with directions to enter a judgment for the plaintiff.

Plaintiff will recover costs of both courts.

The Greater Grand Rapids Industrial Exposition.

How many people appreciate what the title means? But few. Even among the most enterprising of our citizens few realize that more than 400 different articles are manufactured in the industrial establishments of the metropolis of Western Michigan. Fewer still can form any conception of what it will mean to assemble a greater share of these products under one roof where the people can, as it were, secure a bird's eye survey of the industrial life of our city; where they can see capital and labor hand in hand in the development of the resources of this great State and great community; where these products can be seen in their making and in their finished condition.

When one enters the doors of the Klingman building in Grand Rapids, April 20, he will be confronted with a picture from fairy land. The hands of the artists in decorating will have changed the bare, uncompromising interior of this splendid exhibition hall into a bower of beauty in blue, gold and white, the colors of that patriotic, energetic, fine body of men, Grand Rapids Council, No. 131, United Commercial Travelers of America, who, without thought of financial return, have given unstintingly of their time and their energy to make the Greater Grand Rapids Industrial Exposition a success; to show to the world the growing importance of this city as a diversified manufacturing center, second only to Detroit and larger and more influential in its industrial activity than many other cities of its size.

Earnest and hearty co-operation upon the part of the business interests of Grand Rapids and, in fact, of all Western Michigan the management of this great undertaking is entitled to and should have. When it is over, this exposition will go down in history as one of the greatest events of its kind ever held in the Middle West. It will spread broadcast the fame of Grand Rapids and its industrial and commercial activities in a manner never before accomplished.

The exposition is unique in its inception and in the details being carried out, even in the methods of publicity. From among its thousands of fine specimens of American manhood and womanhood, four have been selected to convey to the public the keynote of the success of the city and the State, the harmonious, daily relations and intercourse between capital and labor. Mr. Capital, a man of fine face and figure, will escort Miss Grand Rapids, a gracious American beauty, whom he has helped to educate and develop into all that is attractive and worth while, while Mr. Labor and Miss Industry go hand in hand and shoulder

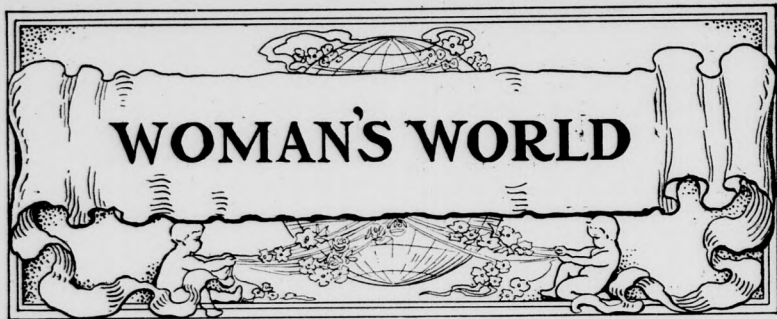
to shoulder with Mr. Capital and Miss Grand Rapids down the vale of life. The smiling countenances of these four representatives of all that is best in industrial and commercial life will be seen upon the highly ornamental and artistic posters and hangers gotten out to advertise the exposition, while they, in the flesh, will be seen upon our streets, in the theaters and other public places and upon the streets of towns and cities around Grand Rapids, all of which are tributary to this city.

Everyone in Western Michigan knows the exposition is going to be held. Why shouldn't they? The commercial travelers of this city—no greater hustlers on earth exist—have spread and are spreading the good tidings. The exposition should be the talk of the town in every community within a radius of 100 miles of Grand Rapids. It deserves to be and those who predict the exposition will be a success are making no mistake.

The Grocer's Encyclopedia.

Believing that the grocers and general merchants of the United States greatly needed a book giving information regarding their business, Artemas Ward issued, in 1882, *The Grocer's Handbook*. It was so crude a performance that he now feels ashamed of it. During the three decades that have since passed, he has diligently gathered material for a better book, the result being *The Grocer's Encyclopedia*, a large volume of 748 pages, which treats of more than 1,200 subjects. The author's activity, for twenty years, as editor of the *National Grocer*, gave him unusual opportunities, which he supplemented by writing letters of enquiry to all parts of the globe. The result is a work of great value and interest—a book indispensable to intelligent distributors of foods and at the same time of importance to housewives, who would less frequently have inferior articles foisted on them if they knew just what to ask for and how to judge quality. In these pages they can find out when different fishes are in season; what are the best coffees, teas, potatoes, apples, wines, and so on. There are twelve pages on cheese, with description of forty-eight varieties; twenty on coffee, with a color-page showing twelve varieties. Altogether, there are 449 illustrations, eighty of which are full-page plates in color; some of these are purely ornamental, but most of them are useful, such as the four which show the most important cuts of beef. Under Canned Goods many will be surprised to read that, while in the matter of quantity we hold the record, in variety Europe surpasses us, Holland having canneries which put up several hundred kinds of edibles. Incidentally, there is a great deal of miscellaneous information, such as how to cook bacon, how to eat mangoes, how to test butter. There are also general articles of use to all business men, such as Trade-Marks, Partnerships, Good Will and Window Dressing.

It takes an experienced traveler to tell about the things he saw that he didn't.



Estimating the Value of the Home Woman's Work.

Written for the Tradesman.

Mrs. Winfield is a happy woman, satisfied to do her part in life by looking after the welfare of her very excellent husband and their four bright, promising children, the youngest of whom is just eighteen months old. Mrs. Winfield is strong, capable and efficient, else she could not do alone as she does all the work of the household, with the exception of the laundry and occasionally a little heavy cleaning.

She is a good manager in all that that comprehensive term implies. She knows how to use her own energies to good advantage and she puts her efforts where they will count for the most, so that without being hurried and flurried and fagged and overworked, she keeps a tidy house, sets her table with well-cooked and palatable food, and still finds time to read books and magazines and enjoy a little well-earned leisure.

She is an expert financier. Mr. Winfield's income is not over-large, but his wife is so skillful in the fine art of wise expenditure that they always are comfortable and prosperous and are laying by a snug little sum every year.

Moreover, what is of even greater importance than the valuable abilities just mentioned, Mrs. Winfield has the rare faculty of putting all those about her at their best as to behavior, manners and efforts, and radiates an atmosphere of cheer and contentment. Mr. Winfield does not hesitate to declare proudly that she is his guide and inspiration, while the children look to her as the sun and center of their little universe.

In this commercialized age when the worth of almost everything under heavens is estimated in terms of money, it may not be out of order to raise the question, what are the services of Mrs. Winfield or of any other woman situated as she is and directing the affairs of her little domain as successfully as she is doing, worth in cold hard cash to her family and to the community at large? If Mrs. Winfield herself were asked the question, how much she really is earning in her position which involves much labor and the constant exercise of great tact, patience and discretion, she would not be likely to name a very high figure. She never has been a business woman in the commonly accepted meaning of the term. With the exception of teaching one term of a little country school before she was married, she never has drawn a salary nor received

wages in her life. If asked to estimate the value of her present services, she probably would name the thirty or thirty-five dollars a month that she drew as a teacher, or she might mention the pay of some women she knows who are employed as housekeepers.

A neighbor of the Winfields, Mr. Mandeville by name, has had a sad experience during the last twelve months, from which may be drawn some very instructive inferences as to the money value of the work of a good wife and mother.

Just about a year ago, by what some of us would call a dispensation of an inscrutable Providence, and others the inevitable consequence of a violation of law—albeit an unconscious and unintentional violation—Mrs. Mandeville took pneumonia and died suddenly. She had been in her home as seemingly indispensable a factor as Mrs. Winfield is in hers, and since her going to the Better Country her grief-stricken husband has employed whatever makeshifts he found available, in his efforts to supply as far as possible the mother's care and oversight of their children.

There are only two children in the Mandeville family, a boy of twelve and a girl of fifteen. The father did not wish to separate them, so the employment of a housekeeper seemed the best solution of his problem.

In point of fact he has had several housekeepers and could tell a sorry story of waste and incompetence and downright slovenliness. The latest incumbent was the best of the lot and remained the longest. She was a good worker and not especially extravagant, but she had no control whatever over the son and daughter. They simply ran wild. Mabel and Victor are not bad children, and while under their mother's firm and steady guidance they were well-mannered and obedient. But they are full of life and were quick to see the weak places in the housekeeper's attempted government. Mr. Mandeville, although a steady man, a model in his habits and very fond of his children and deeply conscious of his responsibility toward them, does not want to be tied down to looking after them every moment outside of business hours. (Let this last impress itself properly upon the mind of the reader.) All things considered, Mr. Mandeville has decided that it is best for him to break up housekeeping and not carry on longer a system of living that is by no means inexpensive as to money cost and very unsatisfactory as to results.

Accordingly he has placed Mabel

in an excellent private school for girls, where he is convinced she will not only be thoroughly instructed but looked after properly outside of study hours. For her board, tuition and school uniforms he pays \$725 per year. There are also some extras. Victor is soon to enter a boys' military school which is little if any less expensive. With clothing them, paying their board during vacations, paying dentists' bills and other incidental expenses, Mr. Mandeville's outlay for his son and daughter, even if they remain in good health with no accidents nor extraordinary expenses of any kind, will overrun two thousand dollars per year.

Perhaps he might find some schools just as good as those he has selected, where the rates would not be so high; but they would be farther away, thus necessitating additional cost for railroad fare. Besides, he wants his children near by, where he can see them frequently. So he thinks he may best pay the price and patronize the schools close to his home city.

Mr. Mandeville is not wealthy nor is he a man of any snobbish nor even aristocratic tendencies. He is a plain person, democratic in all his ideas. He really would prefer that his boy and girl be educated in the public high school, with useful home tasks to perform mornings, nights and Saturdays, to the training they will receive in the private schools where the atmosphere inevitably is somewhat remote from the common life of common people. That is, he would prefer the high school if he could make the home life what he feels it ought to be. Lacking this essential, he is trying to do the best that circumstances will allow.

As to his other plans, he has rented his home furnished, reserving one room for his own use. He has hated to do this, knowing that the furniture, treasured so watchfully by his wife that the different pieces look like new after years of service, will soon show signs of hard wear, and that it will cost more to keep up the building than when they occupied it themselves—all this even though his renters are careful people as renters go, and as good and reliable as he is likely to get.

When Mrs. Mandeville was alive she "ran the house" very nicely on an allowance of eighty dollars per

months. With this she bought all the groceries and provisions, paid the fuel, gas and light bills, and also clothed herself and the son and daughter. By careful economy she saved enough money to buy a new piece of furniture now and then, or new shades or curtains as they were needed. Occasionally she bought theater tickets for the whole family or took them all on a little outing.

It is plain to see that Mr. Mandeville's expenses will be increased at least from one thousand to twelve hundred dollars a year over what they were when his capable and efficient wife was alive. This is speaking merely of money cost, making no mention whatever of his loss of the comfort of his exceptionally happy home and of the companionship of his very congenial wife.

Now were not Mrs. Mandeville's services actually worth one thousand to twelve hundred dollars annually—worth more than this indeed because this is the cost of substitutes that no one pretends will compare with the original? And if Mrs. Mandeville, with only two children and one of these nearly grown, was worth eleven or twelve hundred dollars in her home, what may be considered a just estimate of the value to her family of Mrs. Winfield's services, she having four children, one of them little more than a baby?

The fact that there usually isn't the money to pay these home women makes no difference regarding the point under consideration. We are speaking of what their work is worth. In reality it can not be measured in terms of money but is like unto wisdom, which the Good Book declares "can not be gotten for gold, neither shall silver be weighed for the price thereof. No mention shall be made of coral or pearls; for its price is above rubies." But it may be a satisfaction to such women as Mrs. Winfield to realize that their labor of love is worth no inconsiderable amount in actual money, as shown when an attempt is made to secure as good a substitute for their services as is obtainable. Quillo.

The man who thinks that he knows it all never tires of trying to put others wise.

Some gifts were better left ungiven—the gift of gab, for instance.

MACAULEY SAID

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

USE THE BELL

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

AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.



The Isolation of the Country Merchant.

Written for the Tradesman.

A great many people at the present time seem to be much concerned about the isolation of the farmer, and are offering plans and suggestions for the amelioration of his condition. How many have discovered or are concerned about the isolation of the country merchant?

There may be a difference of opinion as to who should be classed as country merchants, so it may be well to state that the following has reference especially to merchants at the crossroads off the railroad, in the little villages and at the railroad stations which have only one or two stores, usually but one in the same line of merchandising.

The farmer has frequent opportunity for conference with others engaged in the same work and obtains valuable suggestions thereby. Not so with the country merchant. His chances to discuss questions relating to merchandising with others similarly situated are few and far between. He may gain considerable from traveling salesmen if he chooses; he may obtain helpful suggestions from his wholesalers if he but shows a willingness to accept advice; and he may obtain much from trade journals if he will subscribe for and read them. Still, there is a lack of the personal touch with others who best understand his problems and his needs, each of whom may have overcome some difficulty, solved some

problem, made some advance which he has not.

If the country merchant ever gets away to seek the companionship, the counsel, the encouragement to be had only from mingling with others of like occupation he must resolutely break away from his duties. The demands of the public, if not more exacting in his case than with merchants in villages and towns having several stores in each line, are unremittent. He is expected to be always at his post. Some one is disappointed almost every time he is away from the store.

This difficulty is hard to overcome. The most competent clerk can not fully take the place of the proprietor, and in his location and with his limited trade the country merchant can not always afford a clerk, let alone one of much experience and ability.

Again, the country merchant is isolated in respect to his position in society. His occupation is distinct from all others. Their aims, their plans, their methods, their sympathies, their companionship are all more or less influenced by their vocation. A farming community may ordinarily be most cordial and friendly toward those of a different occupation; they may have implicit faith in a merchant's honesty; their dealing with him may be pleasant and satisfactory; religious or educational matters he may discuss with them on an equal footing; but any indication that he aspires to lead, to direct, to shape, to influence their undertak-

ings in matters pertaining to their occupation is met with disfavor. His advocacy of any measure is at once attributed to selfish motives. The farmer puts the business man on the opposing side in the financial game, or always expects him to be there.

Without intention to injure his feelings, or even to apprise him of the fact, by what he may hear or observe he is made to feel that he is principally a servant of the people—very useful, very necessary it may be—and must accept a servant's position; the public to demand and command, he to exert himself to the utmost to comply with its requirements or lose its favor.

The greater his success as a merchant and the more indispensable he becomes in this relation to the community, the less opportunity he has to join in social gatherings. Farmers make it a point to transact business on their way to and from all week day or evening meetings or entertainments. The tardy ones keep the merchant at the store until too late for him to go, and the first to return must find him ready to serve them.

In another way is the country merchant classed by himself. The farmer who accumulates property in excess of his neighbors is credited with better ability, more industry or a better start in life. The merchant can only become rich off his customers—by their favor. In fact he is under obligation to them for a chance to make his living. They make him

what he is. If he exhibits his surplus in finer buildings, furnishings, dress, equipages, etc., he is flaunting his undue profits in the face of his victims.

Rather than get the reputation of being wealthy some merchants invest their surplus in some enterprise in a distant state so as to keep it secret from their customers. And sometimes they lose it all, whereas it could have been safely invested at home.

It would be unfair to present only one side of the matter. An unfavorable impression might be gained by those not well acquainted with all the aspects of a country merchant's life. It should therefore be stated that there are compensating advantages for all the undesirable features. A safe and profitable business may be conducted in such locations, free from many of the anxieties and vexations incident to city trade.

And then, perhaps only the oversensitive person would ever discuss or pay any attention to these features which have been described. Adaptability to the people and the circumstances is every desirable in a country merchant. One having little or no experience with country trade who seeks such a location must be prepared to discard or revise former methods. He must accept his isolation, if he deems it such, as a natural consequence of his calling, and find means to content himself in spite of it.

E. E. Whitney.

You Can Be Sure of Getting the Money by Using Our Plan the Same as These Merchants Have

J. M. CONNER
Dry Goods, Groceries, Boots and Shoes
Oklahoma

Brenard Mfg. Co.,
Iowa City, Iowa.
Gentlemen—On the first of November we closed with your plan and found it to be all that was claimed for it and even more, and to-day we are giving your Mr. Price an order for another, which we will start at once.

We highly recommend your system to any merchant looking for a fast cash producer.

Yours very truly,
J. M. Connor.

J. J. HILL & SON
The Corner Drug Store
Texas

Brenard Mfg. Co.,
Iowa City, Iowa.
Gentlemen—Our receipts for the last day—collections and sales—was \$1,192.75 in cash. That was quite a good sale and better than we expected on that day.

Yours respectfully,
J. J. Hill & Son.

BURCH CLOTHING COMPANY
Clothing and Furnishers
Missouri

Brenard Mfg. Co.,
Iowa City, Iowa.
Dear Sirs—Please send us more cards as ones enclosed. We are in immediate need of them and would like to have them as soon as possible. Our business for November 60 per cent. increase over same month last year. Please rush cards. We are,

Respectfully yours,
Burch Clothing Co.

P. GERANEN & SON
The Big Brick Store
South Dakota

Brenard Mfg. Co.,
Iowa City, Iowa.
Gentlemen—We must state that your proposition has done wonders for us up to the present time—can not see what else we could have done to bring in the money that it has while it has been such a poor time on account of the crop failure last year.

Trusting to hear from you by return mail, we remain,
Yours truly,
J. Geranen & Son.

MILAN & DOOLEN
Dry Goods, Clothing, Shoes, Racket
and Novelty Goods
Texas

Brenard Mfg. Co.,
Iowa City, Iowa.
Gentlemen—We know no better way to show our appreciation of your good work for us in the use of your plan that closed last August than to buy another one of your plans, which we have just signed up with your Mr. Price.

Our last contest was a decided success. Our last week's sales amounted to something over \$3,000.00, and during this sale we closed out all our odds and ends, and stuff we considered hard went at the regular prices.

We consider your proposition the best in the world, and we will keep you informed from time to time on the progress we are making with the new plan.

Yours truly,
Milan & Doolen.

CLAUDE H. SHETTEL & CO.
General Merchandise

Brenard Mfg. Co.,
Iowa City, Iowa.
Gentlemen—The storm is over. This is really the first time I have had to answer your letters enquiring how we were getting along with the plan. We closed up the plan last evening and it certainly was a success from every respect. We sold over 250 pairs of bed blankets at our Special Sale, besides a large number of the \$5.00 trading books. We paid for your proposition twice over just from the special sales, not counting the large increase in business generally. Our business for the entire plan shows a 72 per cent. increase over the same period of last year.

What have you new in a good trade bringer?

Yours respectfully,
C. H. Shettel & Co.

We grant exclusive use of this plan against competitors.

If you desire to use our plan in your town let us hear from you, as any delay on your part may mean that your competitor will already have secured the exclusive right in your town. For quick action telegraph.

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

It has come to us that some unscrupulous salesmen from another company have been going about showing letters and claiming to be connected with us. **BEWARE OF THEM.** Our salesmen carry proper credentials. You can get the famous Brenard Plan only from the Brenard Mfg. Co., Iowa City, Iowa.

BRENARD MFG. CO.

IOWA CITY, IOWA



Business men as a class have assigned "distrust of Congress" as the leading cause of the present disturbed and unsettled financial market. The advent of a new party with supposedly radical instincts gave plausible ground for it. So did the Money Trust enquiry, and the extraordinary measures proposed as a result of it. So, in a measure, did the bills rushed upon the calendar at the beginning of the regular session.

Now, however, a curious alteration in the point of view is observable. Wall Street, itself, which, six months ago, was asking only how far Congress would be likely to go in legislation hostile to great enterprises, seems to be uncertain what to infer to-day. These enquiries are going to Washington from a good many sources: Is the present Congress becoming conservative in its general instincts? If so, is that fact or is it not due to complaints of bad business coming from the constituencies? Is there a feeling among Congressmen that the disturbing of business should be avoided, so far as possible? These questions are to be answered in the affirmative. Rather an interesting story lies behind the questions and behind the answer, too.

At bottom, this is a radical Congress, particularly in the House of Representatives. There are individual members, and small groups of members, who hold views of the most advanced character—particularly with respect to the relations that should be sustained between the National Government and large corporations doing interstate business. At the beginning of this session, last December, there was some inclination to insist on putting these radical views into effect, through enacting drastic Anti-Trust legislation. This desire no longer finds expression.

The whole temper of Congress has changed, and the responsibility for the change lies primarily with the condition of business throughout the country, and the pertinent circumstance that every single member of the House must go to his constituency for re-election in November. This accounts for the present acute desire on the part of Congress not to do anything that would even slightly tend to emphasize business hesitation or depression.

For the sake of the record, a summary of the progress that has been made on the programme of anti-Trust legislation to this date may be set down here. In response to the President's Trust message of January 20,

only one bill, that relating to the Interstate Trade Commission, has even been formally introduced in Congress. Three tentative committee drafts, relative to additions to the Sherman law, definitions under the Sherman law, and interlocking directorates, have been put forth as bases of discussion only. On March 18, a fourth tentative draft, dealing with holding companies, was made public. No draft or bill has yet appeared relative to the control of railroad securities.

The bill creating an Interstate Trade Commission was the subject of hearings before the Interstate Commerce Committee of the House from January 30 to February 16. It was then placed in the hands of a sub-committee for redrafting, was re-introduced on March 14, and was ordered reported out of the Committee on March 16; but the report is yet delayed in order that it may be accompanied by printed explanatory matter. Consideration of the Interstate Trade Commission bill has been given in the Senate by the Committee on Interstate Commerce. It is now in the hands of a sub-committee.

Now as to the attitude of Congress towards this legislation. The new and more conservative spirit has shown itself clearly in connection with the amended form of these Trust bills, as contrasted with the first drafts that were presented as bases for discussion. The later drafts show that conservative counsels decidedly

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

GRAND RAPIDS SAVINGS BANK

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3½ Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

Fourth National Bank

Savings
Deposits

3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

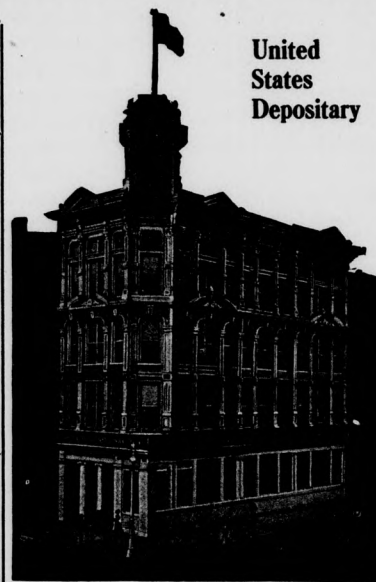
United
States
Depository

Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000



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

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.

have had the right of way, and that they have played an important part in shaping the legislation.

Washington ascribes a large responsibility for this new tendency to the personal influence of President Wilson and Attorney-General McReynolds, both of whom have taken an active part in framing the new drafts. But the really essential fact of the matter is, that in tempering the bills, President Wilson has not met with any opposition. Congress is not demanding enactment of radical anti-Trust legislation. Indeed, a great many persons here go so far as to believe that no anti-Trust legislation at all would be enacted at this session if President Wilson were to withdraw his insistence on it.

Perhaps it may be doubted whether the country generally has quite waked up as yet to this new condition of affairs. If financial leaders were to be convinced of such a change of heart at Washington it would be interesting to note whether the result would be a return of financial cheerfulness or whether it would merely be concluded that too much emphasis had been laid on "political influences."

For the third time in six years, the buildings of the Miners' National Bank of Ishpeming, one of the finest banking structures in the Upper Peninsula, was badly damaged by fire March 25. The loss is estimated at \$50,000, partially covered by insurance. The fire is thought to have been due to defective wiring.

Meeting the Mail Order Game.

Written for the Tradesman.

The longer I watch the fight between local retailer and retail mail order house, the more convinced am I that the local merchant can always win out—on the basis of service.

Every business man builds his advertising matter out of his best drawing points.

The man with low prices presses on them.

A man with popular priced goods duns that fact into his customers, day in and day out, and everybody, irrespective of business, brings out his strongest point and then hammers it home. A local merchant can beat the mail order house ten different ways when it comes to service.

The mere fact that a local merchant is a local merchant makes for good service, for quick delivery, for personal attention, for all the little courtesies that make buying pleasing and easy for the consumer.

Pleasant treatment is agreeable to everybody and the skillful, persistent, patient local retailer can devise ways and means of smoothing down the customer, soothing and serving him that are impossible now and always will be for any retail mail order house.

It is not necessary to mention these little services and courtesies in printed or written advertisements, but it is necessary to live them.

I know two drug stores, across the street from each other, that differ as much as day and night. The Jones drug store is a beautiful, marble lined affair, while Smith's is small, crowded and a little bit old-fashioned.

Jones and his clerks are boors. They treat trade as if the mere act of selling goods in that store was a great favor that should be received with songs of thanksgiving. They do nothing to accommodate the customer, nothing to please him, nothing to flatter him. Despite their fine equipment, their trade is actually filtering over to the other drug store where customers can be sure of cordial handling.

Smith's store is not characterized by gush or effusiveness, but a cordial treatment is given to everybody that makes the customer feel at home. There is hardly a favor possible to ask which Smith and his clerks will not consider. It is impossible, in this short space, to go into all the details of Smith's plans, but he is rapidly winning trade from his large competitor and from the metropolitan stores in the big city a few miles away.

The local retailer who will lay himself out to be accommodating will build up a regular following of patrons who will bring him more trade.

In the case of Smith's store, no printed matter is sent out, but the cordial expression of regard that one hears from Smith's customers wins new business for Smith every day in the week.

Anderson Pace.

A woman will do a lot of cheeky things to improve her complexion.

6% BONDS Tax Free in Michigan.

You can invest
\$100.00 or any amount more.

We recommend them
for investment.

The Michigan Trust Co.

In Choosing Investments

*the income yield is of less
importance than the*

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*

Descriptive Circulars upon request

GRAND RAPIDS TRUST COMPANY

123 Ottawa Avenue, N. W.
Both Phones 4391

United Light & Railways Co.

H-S-C-B

H-S-C-B

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

Howe, Snow, Corrigan & Bertles

Citizens 4445 and 1122
Bell Main 229

Grand Rapids, Mich.

Fifth Floor
Mich. Trust Bldg.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

OLD LINE INSURANCE AT LOWEST NET COST
WHAT ARE YOU WORTH TO YOUR FAMILY?
LET US PROTECT YOU FOR THAT SUM

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

PEOPLE HAVE TO RIDE ON STREET CARS, use gas and electric light during poor times as well as good. For this reason securities issued by Public Utility Companies are attractive investments. Let us tell you of a safe investment yielding better than 7%.

Kelsey, Brewer & Company

Bankers, Engineers and Operators

Michigan Trust Building

GRAND RAPIDS, MICH.

The Thrifty City on Black Lake.

Holland, March 31.—This city was originally settled in 1847 by a Dutch colony, which nationality still largely predominates. Adjacent to the city are located three large summer resorts. Prominent among the architectural features of Holland are its churches and educational institutions. Of the former there are a large number of different denominations. The city has recently completed a new high school building, of which it has reason to be justly proud. It has several ward schools, and is the seat of Hope College, which was located here in 1866 and is open to students of both sexes. Hope College, the seat of learning of the Dutch Reformed Church in America, offers four courses, all leading up to the A. B. degree. The college has a faculty of fifteen and is thoroughly equipped, being one of the leading educational institutions of the State. The Western Theological Seminary of the Reformed Dutch Church is also located here. The city is lighted by electricity and gas, has water works, fire department, excellent sewerage system and three banks. It is connected with Grand Rapids and North-eastern points and Macatawa Park and Saugatuck by electric railway. Holland is an important fruit market and general farm produce is largely shipped. The leading manufactures are woodenware and leather. There are also planing mills, iron foundries, tool, basket, piano and furnace factories, a beet sugar factory, the second largest pickling works in the United States, roller flouring mills, furniture factories, a large railway printing plant, sawmills, shoe factory, willow ware factory, etc. Population according to U. S. census 1910, 10,490. Holland has a large number of substantial business houses and a large majority of these mentioned are regular subscribers to the Tradesman:

Holland City State Bank.
First State Bank.
People's State Bank.
Lokker-Rutgers Co., clothing, shoes etc.
C. J. Lokker, Co., creamery.
Walsh Drug Store, drugs.
Albert Hidding, groceries.
Standard Grocer & Milling Co.
P. S. Boter & Co., clothing.
Consumers Ice Co.
Chas. Dykstra, drugs.
H. J. Fisher, drugs.
P. Vinkemulder, Ideal Grocery.
N. Kammeraad, shoes.
H. J. Klomparens, groceries and dry goods.
N. J. Jonkers, shoes.
Peter Prins, groceries and dry goods.
Chas. D. Smith, drugs.
S. Sprietsma & Son, shoes.
Steffen Bros. & Co., general store.
B. Steketee, dry goods.
Van Lente Bros., groceries and dry goods.
Henry Nykerk, groceries and meats.
H. Olert, groceries.
J. Ver Hulst, groceries and notions.
Westing & Warner, groceries and dry goods.
J. Wolfert, groceries and meats.
Zoerman & Verecke, hardware.
Molenaar & DeGoed, meats.
W. H. Van Der Veere, meats.
DePree Hardware Co., hardware.
Du Mez Bros., dry goods and groceries.
Haan Bros., Rexall Drug Store.
Boersma & Tenholt, grocers.
H. J. Dornbos, meats.
Pell & Aldworth, drugs.
G. T. Haan, drugs.
H. Van Ry, groceries and dry goods.
P. Moos, groceries and dry goods.
W. Sutton, Opera House pharmacy.
Ellerbeet & Co., Wolverine Tea Co.
John Nies' Sons Co., hardware.
Doesberg's Drug Store, drugs.
J. H. Schouten, drugs.
Robberts Bros, meats.
Fred Zalsman, Star Grocery.
A. Steketee, grocer.

Martin Dekker, shoes.
White Bros. Market, meats.
G. Van Putten, dry goods and groceries.
Van Dyke & Sprietsma, hardware.
J. Kramer, drugs.
Jas. A. Brouwer, furniture and carpets.
City Grocery & Market, groceries and meats.
Vanderlinde & Visser, clothing.
Notier, Van Ark & Winter, clothing and shoes.
Van Ark Furniture Co., furniture and carpets.
Beach Milling Co.
DeKraker & DeKoster, meats.
Groenwoud & De Vries, farm implements.
John Van Der Sluis, dry goods.
Nienhuis & Knoll, meat market.
Hotel Holland, under the management of H. Boone, is building up a good business by giving good service at reasonable prices.
W. R. Wagers.

Coming Conventions to Be Held in Michigan.

April.
Michigan Bowling Congress, Detroit, 9-17.
Michigan Cost Congress, Saginaw.
Greater Grand Rapids Exposition, Grand Rapids, 20-25.
May.
Michigan Congregational Conference, Grand Rapids, 12-14.
Michigan Letter Carriers' Association, Detroit, 30.
Degree of Honor, Flint.
June.
Michigan Dental Society, Detroit.
Knights of Columbus of Michigan, Detroit, 10.
U. C. T. Grand Council Saginaw, 12-13.
Eagles, Holland, 16-19.
National Association Chiefs of Police, Grand Rapids.
B. P. O. E., Petoskey.
Annual Encampment of the Michigan G. A. R., Lansing, 17-19.
Michigan State Bankers' Association, Alpena.
Michigan Unincorporated Bankers' Association, Alpena.
July.
Michigan State Barbers' Association, Flint.
Michigan Retail Jewelers' Association, Grand Rapids.
Michigan Association of Police Chiefs, Sheriffs and Prosecuting Attorneys, Alpena.
Michigan Association of the National Association of Stationary Engineers, Muskegon, 15-17.
Grand Circuit Races, Grand Rapids, 29-Aug 1.
August.
Michigan Retail Clothiers' Association, Detroit.
Grand Circuit Races, Kalamazoo, 10-15.
Michigan Postmasters' Association, Grand Rapids.
Fifth Michigan Veteran Volunteer Infantry Association, Saginaw, 26.
American Pharmaceutical Association, Detroit, 24-29.
Michigan State Pharmaceutical Association, Detroit, 25-27.
Michigan Pharmaceutical Travelers' Association, Detroit, 25-27.
National Encampment of the G. A. R., Detroit, 31-Sept. 6.
September.
West Michigan State Fair, Grand Rapids, 1-7.
Michigan State Fair, Detroit.
International Association for the Prevention of Smoke, Grand Rapids.
Michigan Association of County Superintendents of the Poor, Grand Rapids.
Michigan Association of Local Fire Insurance Agents, Grand Rapids.
Michigan Constitutional Convention, Grand Rapids.
October.
Order Eastern Star, Grand Rapids.
Michigan Poultry Association, Grand Rapids.
Michigan State Teachers' Association, Kalamazoo, 29-30.
November.
Michigan State Sunday School Association, Adrian.
Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.
December.
Michigan State Potato Association, Grand Rapids.
Michigan State Grange, Battle Creek.
Michigan Bricklayers, Masons and Plasterers' Association, Jackson.
January.
Michigan Tax Association, Detroit.
February.
Michigan State Association of County Drain Commissioners, Lansing.
Michigan Retail Hardware Dealers' Association, Saginaw.
Michigan State Rexall Club, Detroit.
Michigan Retail Grocers and General Merchants' Association, Lansing.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Two of Pontiac's auto plants, the Oakland and the Cartercar, are operating at nearly full capacity, with prospects of a busy season.

Battle Creek claims to be the first city in the world in the value per capita of its manufactured products and the first city in Michigan in per capita bank deposits.

Cassopolis is assured a salting station this year by the Lutz & Scramm Co.

The D'Arcy Spring Co., of Kalamazoo, has added more men and is operating day and night shifts of twelve hours each. The company has built a branch plant at Walkerville, Ont., to take care of its Canadian business.

According to the new directory, Saginaw's population is now 72,593, a gain of nearly 8 per cent. in the past year.

At Niles creek water has been turned into the mains to supply adequate protection from fire. There is sand in the wells and the pumps will not fill the stand pipe.

Cheboygan has voted to purchase a compressor and other apparatus to supply more water for fire protection.

The Michigan Central is now giving improved freight service on the Jackson-Grand Rapids branch, Hastings being made a division point.

Reports from Gaylord state that dirt is flying again in extension of the Boyne City, Gaylord & Alpena Railroad.

Pontiac is in the market for a garbage reduction plant, also garbage cans. The old system of collection and dumping on farm lands is unsatisfactory.

Ludington's Million Dollar Harbor Club is arranging for a monster celebration three months hence. This city, with an open port the year round, a million dollar breakwater to be built and with tonnage already that is excelled only by Chicago and Milwaukee, has a great future. All grading on the Grand Rapids & Northwestern Railway is to be completed by September 1, and this new line will also add to Ludington's development.

Grayling will have a new hotel, business men having raised \$30,000 by subscription toward it at a recent banquet.

Saginaw's new ordinance fixes the annual license fee of pawnbrokers at \$250.

Grandville will close the contract for its waterworks system this month and expects to have the plant completed in July.

"Made in Menominee Week" will be celebrated in that city the first week in June.

Jackson has a thriving State institution in the prison, the inmates now passing the 900 mark, which breaks all previous records.

The school year at St. Joseph has been increased from nine to ten months.

Ionia will install boulevard lights on Main and Second streets, the expense being estimated at \$8,000.

Almond Griffen.

Ceresota

The Guaranteed
**Spring Wheat
Flour**

Always Uniformly Good



JUDSON GROCER CO.

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

TEN GOOD REASONS

Why It Would Pay You to Carry

Tru-Fit Union Suits

These ten reasons relate to the advantageous points in the management of TRU-FIT UNION SUITS FOR MEN. There are other points of advantage to the merchant which relate to the selling and building of a permanent and profitable underwear business. We carry not only a *complete stock* at all times *but carry all styles*.

1. Perfect fitting, being built on scientific system of measurements.
2. All materials thoroughly tested to insure extraordinary good wear.
3. After the union suit is seamed the whole garment is then gone over (an expensive operation) and the seams flattened.
4. The button holes are made in such a manner that they will not stretch or tear. The union suit STAYS buttoned.
5. Twenty-six strands of silken thread are used to sew in the buttons. The ends of the thread are then tied in a strong double knot. THE BUTTON CANNOT COME OFF.
6. The extra shoulder gusset or yoke gives an elasticity to garment so that no matter what position the wearer assumes THE UNION SUIT CANNOT RIP.
7. The facing cannot rip or tear from ordinary usage. SIX lock stitch seams secure the facing. The ordinary union suit has TWO.
8. Tru-Fit Union Suits have the latest and best improved closed crotch.
9. Cuffs and ankles are knitted on special spring needle machines and no matter how strained the position of the wearer, the CUFFS AND ANKLES CANNOT CRAWL.
10. Made by one of the largest, most sanitary and modern mills in the country, employing the highest type of labor to maintain the Tru-Fit standard.

Tru-Fit Union Suits Retail at \$1.00 and Up

Samples sent on request or our salesmen will show them to you

EVERY SALE MEANS A PERMANENT CUSTOMER

Burnham, Stoepel & Company

Michigan's Greatest Underwear Department

Exclusive Selling Agents

DETROIT, MICHIGAN

THE MEAT MARKET

Best Methods of Preparing Poultry for Market.

I deem it necessary to consider first the proper condition of the poultry relative to feed immediately before the time of killing. It is well known that the crops should be free from food, and it is equally well known that the success of the shipper of dressed poultry very largely depends on the showing he can make on shrinkage; consequently poultry should be so fed as to avoid feed in the crops, but at the same time not allowing the crops to be empty longer than is necessary prior to killing. I would strongly discourage the feeding of whole corn at any time, as we have found it does not give satisfactory results on shrinkage, and in the shipping of live poultry it puts the stock in condition to eat nothing for at least two days, if it has been fed on whole corn. Our experience has taught us that slop feed, composed of fine meal and a very low grade of flour, or high-grade shorts, mixed with either water or buttermilk until it becomes quite sloppy, constitutes the cheapest and at the same time most satisfactory feed. With this sort of feed poultry that is not to be killed until the afternoon may be fed with a reasonably heavy sloppy feed early in the morning, but stock that is to be killed in the forenoon should not be fed the same day, but given plenty of water.

We now have the stock ready for killing, and there are various methods of doing this; but usually we have either string or bench pickers, and the fundamental thing is to have the proper sort of a knife. We find the ordinary shoemaker's knife (at about \$1 per dozen) the most economical and satisfactory. We have these ground to a sharp point and keep an emery stone and oil whet stone in our picking room, and insist on our pickers always keeping the knives very sharp, as this insures a clean-cut incision and free bleeding, which is very necessary. If bleeding is not properly done later work will be a failure, as where the bleeding is not free poultry will show discoloring of the wings, hips and necks, and no amount of care or attention can overcome this after the bleeding has been done.

In case of using string pickers we insist on each picker using a blood cup, constituted of a small can with a wire through the center and a hook on one end which is hooked into the bill of the chicken. The weight of this is sufficient to hold the neck straight, allow free bleeding and

avoid scattering blood all over the picking room or on the bird that is being picked.

In order to insure good bleeding do not permit the pickers to hold the chicken by the neck while picking it, as this is inclined to stop free flow and cause the blood to congeal in the neck, leaving the necks dark in color. We insist on our pickers not rubbing the feathers off but picking them off in order to protect the fine outside cuticle, as when this is broken the bird turns dark. Also avoid stripping the wings for the same reason. In bench picking there should be a hook at the lower side of the bench on which the bill of the bird is fastened. Do not use the old-time slide boards with a slot to hold the head, as this likewise causes the blood to congeal, and you do not get a free bleeding. Never, under any conditions, allow your pickers to bleed through the neck, but always in the roof of the mouth; and much time and improvement in the quality of dressing can be gained by careful attention to the proper braining of the bird by the picker.

We are now to the point of cooling. We have found the steel racks recommended by Miss Pennington to be very satisfactory and have them in use; but a great many use shelves or trays on which the birds are laid immediately after killing and this can be done satisfactorily.

In the method of cooling we will first consider ice-packed poultry. The most important thing in connection with handling dressed poultry, we believe, is cooling, unless it is the bleeding, which is rather more fundamental. If poultry is not properly cooled, ice will not save it, and your stock is damaged beyond any redemption. In using racks, shelves or trays, we would say to see that the poultry is put into running water in vats at least three times in one-half day, when the weather is at all warm.

A great many, instead of using racks, etc., use barrels and have a barrel for each picker. This is partly filled with water. As fast as the birds are picked they are thrown into the water and the checker checks them up two or three times in one-half day, transferring them to the large vat of running water same as mentioned before. We believe the barrel method is the best where it is practical to use it.

After the poultry has been placed in the large cooling vat it should be allowed to remain there three or four hours. Then shut off the water and put on ice, as the animal heat has now practically been taken out,

and the ice will harden and hold it in condition.

In ice packing, when it is necessary to hold the stock for more than forty-eight hours, we take the poultry out of the water and dry ice it in other vats, packing same as for shipment in barrels, using alternately a layer of ice and a layer of poultry. This method holds the poultry firm and solid, bleaches it out to a brighter color and avoids the water-soaked condition and appearance you will get by allowing it to remain in water for a longer period.

In packing iced poultry use good, strong, clean barrels, well coopered and water tight as nearly as possible. During the hot weather I would say to pack 160 to 175 pounds of young chickens and 200 pounds of fowls in a sugar barrel, using all the chipped ice, alternating a layer of ice and a layer of poultry, that you can get into the barrel with this amount of poultry. When the barrel is filled, cover it with a layer of chipped ice and a flat, large header that will cover the top of the barrel. Over the header put a sheet of rope wax paper, and over this the burlap. In especially hot weather use a double thickness of burlap as added protection for your ice.

Stencil the kind, number of head and weight of the poultry on each barrel. I would also advise numbering the barrels as additional help in collecting claims, should there be a barrel lost.

In loading poultry in the car keep the barrels right side up, retaining the water in the barrel as far as possible; and do not double-deck iced poultry if possible to avoid it.

You will note I have mentioned keeping the water in the barrel. Some years ago it was thought the proper thing to have holes in the bottom of the barrels, allowing the water to run out as fast as the ice melted. Some large shippers at one time practiced this method, but experience has taught better things as the ice water in the bottom of the barrels furnishes protection to the poultry for at least twenty-four hours after the ice has all melted, and this is sometimes of much value in case of serious delays.

We have now dealt with the ice packing problem, and in taking up dry packing will say that we will follow the same directions up to the time of putting the poultry in the water, but from this point we must follow a different course. As we have for the past two years dry-packed our poultry the year around, I will tell you our method of cooling and packing for the summer season.

We have our cooler divided into three different compartments. One we call the chill room and the next the packing room and the third the freezer. We aim to have our dressed poultry placed in the chill room at least two or three times in one-half day. In this room we carry a temperature of thirty-eight to forty degrees. We allow the stock to remain in this room for about five hours and then run the racks into the packing room, which we aim to carry at a temperature of thirty-two to

thirty-five degrees. In this room we pack the poultry in boxes containing one dozen birds, and after the poultry is packed we place the boxes in our freezer, which we carry at twenty to twenty-five degrees ordinarily and allow it to remain there for twenty-four hours, thus chilling it well before loading in car for shipment.

In packing our poultry we wrap the heads in parchment paper and line our boxes with care, using a two-layer box, and placing a sheet of parchment between the layers. We have various sizes of boxes for the various sizes of chickens, aiming to change the size of our box so as to accommodate one dozen birds of different sizes we are packing. We pack broilers eighteen pounds and under to the dozen, also eighteen to twenty-four pounds to the dozen; frying chickens, twenty-four to thirty pounds; exports, in two sizes, thirty to thirty-six pounds and thirty-six to forty-two pounds; medium roasters, forty-two to forty-eight pounds; and a four to five-pound roaster and those weighing more than five pounds. While with fowls we pack them five pounds and over, four to five pounds, three to four pounds, and under three pounds. This method of grading gives you uniform stock, put up in a way that suits the most fastidious trade, and gives access to all markets and their outlets.

The foregoing method of handling dry-packed poultry in the summer season has been followed by us for two years, and we have never had any trouble on account of bad order. In marking our boxes we show the grade of poultry, and net weight only. We use a branded box, and it is always our intention to give an honest pack, as life is too short to hunt up a new customer for every car of poultry we have to offer. It is our aim to put up such a pack that we will have more calls for our goods than we can supply, rather than more goods than we can sell.

In loading our dry-packed poultry we have our cars beef iced ten to twelve hours before loading, and the bunkers filled to capacity at each icing station en route.

H. B. Patton.

Jail Bird, Indeed.

"If you don't mind sir," said the new convict, addressing the warden, "I should like to be put at my own trade."

"That might be a good idea," said the warden; "what may your trade be?"

"I'm an aviator," said the new arrival.



Steadily Growing
In Popular Favor

Mapleine

is a very necessary item
in all up-to-date
stores.

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

Crescent Mfg. Co., Seattle, Wash.

Sale Starts April 10th

And for Ten Weeks Thereafter the
Puffed Rice and Puffed Wheat Coupons
Should Bring You an Abnormal Demand

It is important to order some stock
now. Not a large supply, but enough for first
calls, to get it by April 10th. You take no risk
whatever.

We Guarantee the Sale

If you find yourself on August 1st with one or two cases left on
hand, we will relieve you of surplus stock on request.

These Magazines Come Out With Coupons

In April (Issue Dated May)

Weeklies on List Come Out During April

Saturday Evening Post

Ladies' Home Journal

McCall's

People's Home Journal

Woman's Home Companion

Pictorial Review

Youth's Companion

Modern Priscilla

Literary Digest

Outlook

Vogue

Canadian Home Journal

McLean's Magazine

Western Home Monthly

Sunday Magazine of

Chicago Record-Herald

St. Louis Republic

Philadelphia Press

Pittsburgh Post

New York Tribune

Boston Post

Washington Star

Minneapolis Journal

Denver Rocky Mountain

News

Buffalo Courier

Detroit Tribune

Baltimore Sun

Pittsburgh Gazette-Times

Minneapolis Tribune

Rochester Democrat and

Chronicle

Memphis Commercial-

Appeal

Louisville Courier-Journal

New Orleans Picayune

Omaha World-Herald

Columbus Dispatch

Buffalo Times

Philadelphia Record

Boston Herald

Detroit Free Press

Milwaukee Sentinel

Des Moines Register and

Leader

Dayton News

Providence Tribune

Worcester Telegram

The Quaker Oats Company

Sole Makers



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.

In the Service of the Consumer.

A hardware store made a window display, using, as a central factor, a certain well-known brand of goods; at the same time, featuring the goods in a little newspaper advertising.

By the end of the week these particular goods were cleaned out, and the store was breaking up its window display to supply late customers.

In a rush, stock was replenished.

But—Not with the original well-known brand.

Six months passed. There, nearly intact on the shelves, was the new stock of the unknown brand. Some had gone out. Some had been returned by dissatisfied customers. A few had stuck. And against the new goods was a record of sales lost to customers who wanted what they wanted, and went where they could get it.

Then, just the other day, the retailer ordered in the old-established, always-wanted brand, and now is trying to make up for dissatisfied customers, lost sales and lost time.

The story sounds unbelievable! Yet it is true; and it will be recognized by at least one retailer as an accurate report of the facts.

Incidentally, anybody who can use a fair retail assortment of a line of goods that nobody seems to want, can have them at a bargain.

There is much to be learned from observing the mistakes of others; there is more of value to be learned from observing the successes.

To profit through observing the successes of others does not mean necessarily that one merchant shall watch another and copy his methods.

When a man retails goods, his success depends upon his work in the service of the consumer.

So, too—getting down to fundamentals—when a man wholesales goods.

When a manufacturing concern through the years has become the largest in its line in the world, there can be but one reason; because it has been successful in its work in the service of the consumer; and the people, in vast majorities, have responded with their buying preference exercised through the stores of the retailer.

Such is the conclusion I reach from the experience of the hardware man who dropped the standard line—the people's preferred—for the unknown, untried, unproved.

Such is the lesson I learn on the value of observing great manufacturing successes and making application thereof to retailing in the service of the people.

By reason of certain favorable conditions, a newspaperman suggested to a hardware retailer an advertising campaign on the So-and-so line.

"But," objected the retailer, "I don't specialize on So-and-so's goods."

Yet that line is more largely sold, therefore in greater demand, than all of the other lines of similar goods put together. The line—the brand—has the buying preference of the people.

I cannot follow the retailer's reasoning—on the curious ground of "not specializing"—in rejecting the advertising advantage of the strongest possible appeal to the greatest possible number.—J. C. Armstrong in Philadelphia-Made Hardware.

Makes Recommendation to Linoleum Manufacturers.

At the recent convention of the Michigan Retail Hardware Association the question arose as to why manufacturers of linoleum do not mark the lineal feet on the back of the rolls of linoleum. It is now necessary to take down a roll and lay it out to determine the number of feet it contains, a cumbersome job that could be avoided if the manufacturers would adopt the simple expedient referred to above.

The following resolution on the subject was adopted at the meeting:

Whereas—It has been brought to our notice that the yardage is plainly stamped on the selvage of many rolled goods and whereas the weight of linoleum, especially in 16-4 widths, is excessive, and whereas it is very important at times to obtain the lengths left in cut rolls. Be it therefore

Resolved—That the makers of linoleum be requested to stamp one foot apart upon the back of the roll the length in feet.

Sarcasm Has Its Place.

A gang of laborers was employed digging a ditch across the street. It was a sewer or a place to put a gas pipe or something. One man in particular was working as if he were a chorus man in a play, just going through the motions and pretending to dig a ditch. The foreman came along and spoke to him.

"Don't be afraid," he said, with rich sarcasm. "Lean on th' shovel now an' thin. If it breaks I'll pay for it!"

The buyer has a few rights as well as the seller.

Cutlery No Longer Chief Industry of Sheffield.

Although Sheffield, England, is famed throughout the world for its cutlery, this is no longer the city's chief, or even secondary, industry.

In the finest class of cutlery Sheffield probably still excels, but good scissors from Germany are now sold there for less money than the grinding of the competing article alone costs in that city. There are scores of small masters, with three or four workmen, still in the cutlery trade, but their lines of manufacture are specialized and their sales limited. The leading cutlery firm of Sheffield, doing a world export trade, operates without the use of a telephone, and another, of equal fame, occupies quarters of the most primitive character. Nevertheless, the excellence of the English workman is such that in surgical instruments and the higher qualities of nearly all classes of cutlery Sheffield still holds its own and probably leads the world.

In Harmony With Spring.

Easter is only a few days away, and it will not do to overlook the mercantile aspect of the time. The thoughts of womankind will very naturally tend toward new gowns and new hats, as well as a lot of other new things limited in number only by the extent of the purse's contents. Men, too, are not entirely neglectful of the magnetic power of Easter, drawing them toward something different in the clothing line. Such seasons are the times for taking advantage

of the power of suggestion. Let it be known both from your window trimming and from your printer's ink that you are ready to fit out these purchasers of spring garments. At the same time remember that everybody tries to look his or her best in the vernal season, and your store should be no exception to this general inclination. Let its best foot be forward. Be as particular in trimming it up with fresh arrangements and displays as you are about dressing the windows. Customers like to find the appearance of things in harmony with their own feelings. A snowy Easter is dispiriting, and a store which has the winter goods and arrangement prominently to the front at that time is also calculated to depress.

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.

Send for Samples and Circular—Free.

Barlow Bros. Grand Rapids, Mich.

ELEVATORS

For All Purposes

We make

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

Write for information
 and prices

SIDNEY ELEVATING MACHINE CO.
 Miami St. Sidney, Ohio

Foster, Stevens & Co.

Wholesale Hardware

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

Michigan Hardware Company

Exclusively Wholesale

Corner Oakes St. and
 Ellsworth Ave.

Grand Rapids, Mich.

MEN OF MARK.

**Fred S. Piowaty, Branch Manager
M. Piowaty & Sons.**

It is a satisfactory feature of the produce trade that so many of the sons of the pioneers in the pursuit are following in the footsteps of their fathers in their choice of occupation. In this they have, to a large degree, distinguished themselves from the sons of farmers, mechanics, professional men or other classes of sons whose elders have made their mark in some other calling. Perhaps this is so because there is fascination in the possibilities that pertain to the produce business, and the sons of men who have been successful in this branch of human endeavor are persuaded that there is no better prospect in life than to take up the work themselves and to continue to add to the family estate through the means by which their fathers have acquired competence and frequently wealth.

The youths who have been reared under the influences of stirring scenes in large produce houses are apt to be inspired by their largeness, their robust activities, their grasp and mastery of big things, and thus have been given an inclination toward participation in such activities. There is nothing small or petty about the produce trade. The industry connected therewith has to do with large things, in a wholesale way, and mostly by the employment of physical forces conjoined with good judgment and acumen in the application of means to ends. It handles commodities which are a necessity to civilized communities—real essential things like textiles, iron, stone and lime. Produce dealers do not have to purvey to the vanities, luxuries, amusements and vices of life as so many other business men do, but are engaged in buying and selling merchandise for the real benefit of humanity. The produce business involves scope, energy, enterprise, a mighty swing out of doors, a contempt of mere physical difficulties and endurance in the open in all sorts of weather. It must encounter storms, floods, fires, strikes, epidemics, transportation embargoes, market changes and other untoward circumstances of various kinds. It builds dams, cleans out rivers, erects docks, constructs railroads, puts up factories, warehouses and storage plants, and buys and builds vessels. It establishes plantations and installs colonies of hundreds of rough men and controls them. It must establish credit and maintain it, for produce is a commodity which must quickly be converted into money. A successful produce dealer must be a financier as well as a manufacturer and merchant.

With so much involved in the produce industry it is no wonder that the sons of produce dealers became enamored of the business and see in it a career, wherein they can gratify their ambition, satisfy their desire to accomplish things in a large, manly way, with good money profits as a result of the undertaking. Especially does the avenue to success seem wide and feasible of passage to the young

man whose father, by a life of strenuous endeavor, has opened it for him.

The young man of this time has a better opportunity to distinguish himself in the produce trade than did his father before him, however successful the latter may have been. The young man has the advantage of all the accumulated experience of the past, particularly in the improvements that have been brought to bear in the development and expansion of the business. The young men of education—and most of the sons of produce dealers have enjoyed educational advantages from which their fathers were debarred—have acquired such knowledge of transportation lore and the applied science of merchandising that they are better endowed to grapple with the numerous problems which confront them than were their fathers, who mainly had to rely on common sense, experience and main

Calumet branch. He remained in Calumet four or five years. He then went to Chicago to assist his father in the establishment of a produce house at the corner of South Water and River streets, under the style of M. Piowaty, subsequently changed to M. Piowaty & Sons. The following year Mr. Piowaty went to Fort Wayne, where he established the Clark Fruit Co., which is still continued under the same name. Four years later he went to Lockport, N. Y., to establish another branch of M. Piowaty & Sons, including the installation of a cold storage for apples. Mr. Piowaty remained there for a year, when he came to Grand Rapids in the spring of 1913 and opened a branch house of the Chicago institution. Later in the year a branch was also established at Muskegon. The firm is now conducting produce houses at Chicago, Fort Wayne,

has charge of all the branch houses. William Piowaty has charge of the onion storages and Carl has charge of the Chicago office, the cabbage storage and sauer kraut plant. The father looks after the business in an advisory capacity only.

Mr. Piowaty was married May 20, 1903, to Miss Elizabeth Anderson, of Chicago. They have a daughter 3½ years old and reside at 510 Paris avenue.

Mr. Piowaty is a member of the Masonic fraternity up to the 32nd degree, but has few other fraternal relations. He is essentially a family man, finding more comfort and satisfaction in his own home than at any other place.

Mr. Piowaty, like all successful men, has a hobby. Instead of being golf or billiards or fishing or hunting, his penchant is fancy apples. He has long advocated the improvement of the apple crop of the country and has done much—and expects to do still more in the future—to contribute to that result. He is a careful student of the apple situation and while at Lockport, N. Y., superintended the construction of a storage warehouse for apples which enables his firm to handle the best grades of New York State fruit.

Although Mr. Piowaty has only been a resident of Grand Rapids about a year, he has made many friends who have come to regard him highly and who predict that, under his management, his business will continue to expand as rapidly in the future as it has in the past.



FRED S. PIOWATY.

strength in overcoming their difficulties.

Fred S. Piowaty was born at Glencoe, Minn., August 5, 1878. His parents were both natives of Austria, his ancestors having been engaged in the meat packing business at Vienna for several generations. His father came to this country in 1875, locating at Glencoe, where he engaged in the produce business. Mr. Piowaty attended school at Glencoe until he was 16 years of age, when his father moved his headquarters to Hutchinson, Minn. He remained behind and assumed the management of the Glencoe branch, which he continued two years. At the end of that time the business was merged into the Lake Superior Produce Co. and Mr. Piowaty assumed the management of the

Grand Rapids, Muskegon and Lockport, with onion storages at Walkerton, Kimmel, Milford and Stillwell, Indiana, and cabbage storages at Corliss and Union Grove, Wisconsin. The former has a capacity of 1,500 tons and the latter 500 tons. The firm also maintains a sauer kraut factory at Union Grove which has a capacity of 120 cars per year. The store in Grand Rapids has recently been enlarged so that the firm now occupies a space 66x118, two stories and basement. This will enable it to add to its lines the handling of butter, eggs and poultry for which it has installed adequate cold storage facilities.

Mr. Piowaty's father's family comprises five boys and one girl. Three of the boys are identified with the father in the business. Fred Piowaty

Safety First In Buying

Safety in buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

You can be safe in buying when you buy from "Our Drummer." If you haven't the current issue handy, write for it.

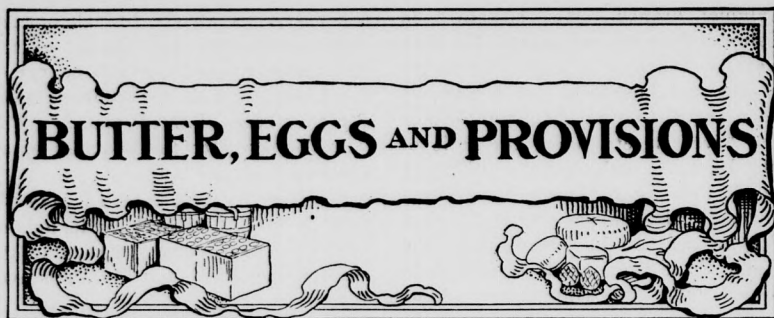
Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago

St. Louis Minneapolis

Dallas



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.

Caring for Butter in the Country Store.

At the present time the butter handled in the small store may for all practical purposes be divided into two grades: first, the butter fit for table use and generally obtained only from a few good local buttermakers; second, all the rest, generally known as packing stock. Butter of the first class is usually handled with a small profit. The second class is generally handled at a loss, the merchant depending upon the profit in the merchandise taken in exchange for the butter to even up the account. Some people have suggested the solution of this problem by advocating the paying of a premium for the better grades. This plan sounds well and in theory should work out. However, due to the keen, close competition that one finds in practically every locality, it simply refuses to work in practice. From a practical point of view, then, about the only chance for immediate improvement must deal with better methods of handling this packing stock butter.

A careful study of the methods employed in the handling of this butter in the country store would, to put it mildly, lead one to the conclusion that the fault of the bad butter is not entirely due to the farmer who so often is credited with the entire responsibility for its condition. Generally, one finds the butter barrel or stand tucked away in the unsightly back room. Frequently, it is found in close proximity to the kerosene tank, the onion bin, or other odoriferous articles which is not deemed best to keep in the main store. As a result the butter frequently absorbs odors and taints that are, to say the least, hard to get rid of, even by the process man. This, of course, means an inferior product, one for which the merchant must accept at a lower price.

The process man or wholesale dealer in packing stock butter bitterly complains of many other troubles that he lays at the door of the storekeeper. Some reported to me that fully one-third of their butter showed distinct evidence of foreign dirt or manifested a moldy condition. Butter received in this condition is taken out and scraped so as to rid it of all dirt and mold. The storekeeper stands the shrinkage. Again, there is a heavy shrinkage loss, due

to the practice of placing the butter in dry tubs. This means that much of the butter will stick to the sides, top and bottom of the barrel, and a tub in this condition will even absorb considerable moisture in the butter which will account for further shrinkage of the butter.

The practice of dumping a few pounds of moldy or disagreeably flavored butter into a tub of fairly good butter means likely that before the butter can reach the wholesaler the odors and flavors of the inferior butter will have thoroughly permeated the whole mass, thus meaning an inferior price for the entire barrel.

I would like to make the following suggestions which, I believe, in whole or part could be used to advantage in many of our country stores.

1. That the merchant make some effort to grade his butter.
2. That he ship as often as possible under his conditions.
3. That the butter barrels be kept in the coolest place in the store and that they be covered and in a place as free as possible from strong odors.
4. That the butter barrels be thoroughly cleansed and soaked before being used. This will mean that there will be no chance for dust and dirt to work into the butter from a dirty container, which seems a frequent occurrence, judging from the complaints of our wholesale men. Again, a barrel thoroughly soaked will prevent the butter sticking to the sides of the tub and will not absorb the moisture of the butter. This will mean a much smaller shrinkage than would be possible under other conditions.
5. If it seems advisable to ship bad butter with the good butter, a piece of parchment paper carefully wrapped around the few pounds of bad or moldy butter will prevent the flavor and the mold from spreading throughout the good butter.
6. The butter that is retailed in the store should be kept in a refrigerator and every effort made to keep it clean and cold. The tendency for a refrigerator and the barrels to become sour can be greatly improved by a good washing and a coat of whitewash. The whitewash will neutralize the acid and sourness present and give it a good, clean smell. This is also the cheapest and most efficient way of preventing the growth of molds. J. H. Frandsen.

Difference Between Raw and Finished Products.

At the recent convention of the Minnesota Retail Grocers' Associa-



HAMMOND

DAIRY FEED

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



Try F. J. SCHAFFER & CO.
Eastern Market Detroit, Mich.
EGGS AND LIVE POULTRY
WRITE FOR QUOTATIONS

When in the market to buy or sell

FIELD SEEDS

Call or write

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

The Secret of Our Success
is in our

BUYING POWER

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

M. PIOWATY & SONS
GRAND RAPIDS, MICH.

Western Michigan's Leading Fruit House

WE PAY FOR
EGGS and BUTTER



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

Fruits and Produce

Grand Rapids, Mich.

tion the head of the largest wholesale grocery house in the Northwest is quoted as having offered some sharp criticism of the breakfast food business. He said he believed it to be a bad condition when farmers sold their corn at 80 cents a bushel, sent it down to a mammoth factory in another part of the country, had it shipped back and had to pay from 6 to 13 cents per pound for the cereal ready to eat. "You and I pay the bill," he said. "I believe that this is bad business."

Primarily the answer is that if the gentleman who thinks it "bad business" he had best quit buying such cereals—and logically and morally quit selling it—and return to his 80 cent corn. But as a valid criticism it is hardly progressive or fair. Furthermore, he displays a narrow conception of the fundamental distinction between specialties and bulk products, in a mercantile sense, as well as scant knowledge of how modern cereals are prepared and what they are.

Corn at 80 cents a bushel—or any other grain for that matter—is not edible on the breakfast table, even if it is cheap; as a finished product it is regarded by thousands of people as delicious. Enough people so regard it to encourage manufacturers "in another part of the country" to put up expensive plants, hire expert chemists and food experts and millers and packers and salesmen and advertising men and railroads and wholesale grocers and retail grocers to prepare it. The hens and the cattle eat the 80 cent corn, just as it comes from the field or the corn crib. The two are totally incomparable if one regards a spirit of fairness.

As to the profitability of the specialty, deponent saith naught, but competition and food reformers are pretty likely to take care of that and keep it within due bounds. Such products have come into use on their competitive merits and in response to public demand. To accuse the manufacturers of making several thousand per cent. profit is as unfair as charging the watchmaker with selling iron at \$10,000 a pound (let us say) without admitting that the labor, etc., in the cost of the raw and finished product represents a far greater element in the final value than the raw material.

Most wise merchants make a business of "serving" the public; not acting as its monitors. Every time that some one finds a new and better way to prepare corn, or light houses, or dig holes, or travel around the world, he unquestionably adds to the high cost of living. But if he gives the world something in return—some better and more progressive—why should he be accused and assailed? The public ought to know what it wants, and if demand and supply get together as to the price it's about as futile to stop the transaction as it was for the old woman to sweep back the ocean with her broom.

Not Rightly Named.

The Department of Agriculture has recently received letters from a number of persons who desire to place a

product on the market under the name "Egg Powder" or "Egg Substitute." These designations would undoubtedly lead the ordinary purchaser to believe the product either to be made from eggs or to have the effect of eggs in baking. In reality, the product is nothing but a baking powder containing a considerable excess of ground rice as a filler and colored yellow with powdered tumeric. The Food and Drugs Act prohibits the sale of food products under false or misleading names, and, as it is evident that a product of this kind cannot be regarded in any way a substitute for eggs in baking, its sale as an "Egg Powder" or "Egg Substitute" is not sanctioned by the department.

Canned Whale Next.

It may make some of the prudent old whaling captains of New Bedford turn over in their graves with chagrin over the loss of untold millions they threw away after getting all the oil they wanted to out of the monsters of the sea, but here is a report that someone has discovered that if the flesh of whales were to be canned as food and the people could be educated to eating it there would be a tremendous increase in the food supply of the world and the proposition is made to start a whale meat cannery.

It is no secret that certain parts of the whale are not only palatable but really delicious. Tales are told around the wharves of Cape Cod and New Bedford of how fresh killed whales for generations past have furnished luscious steaks for the whaleship crews, though only when very fresh, and then but small portions of the leaner portions of the carcass.

It is not generally known that the sperm, or "blue" whale is not only the largest animal that lives to-day, but also is, so far as known, the largest animal that ever existed on the earth or in the waters of the earth. The flesh of the blue whale is said to be palatable, nutritious and healthful; Japan, however, seems to be the only nation up to this time that has adopted it as an article of food. From a whale, say ninety feet long, it might be possible to get 80,000 pounds of edible meat.

Exports of eggs during the year ending with December 1913, amounted to 17,666,000 dozens, compared with practically 19,000,000 in 1912, 5,666,000 in 1910, and 1,500,000 in 1903, a decade ago. While exports of eggs are still much greater than imports, the closing months of the year showed a distinctly downward tendency in exports and an upward trend in imports of that commodity.

Sixty-five cents a dozen for eggs out in the country looks pretty high. But that is what a party in a small town in Ohio had to pay recently because the daughter of the farmer who shipped in the eggs took the liberty of writing a note on one. The eggs came by mail, and in Uncle Sam's parlance handwriting is first-class mail, not general parcel post matter.

"Electric Daylight" EGG TESTERS



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.

The Ann Arbor Sales Co.

Factory and Sales Dep't

529 Detroit St. Ann Arbor, Mich.

Rea & Witzig

**PRODUCE
COMMISSION
MERCHANTS**

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

Established 1873

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

Dairy and Creamery Butter of the better grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

Watson-Higgins Milling Co.
Merchant Millers
Grand Rapids :: Michigan

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

Satisfy and Multiply
Flour Trade with

"Purity Patent" Flour

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

POTATO BAGS

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

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

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.

Dear Grocer:

How would your store look to-day lighted with the old oil lamps?

Are you still using the same style of scale that your father or grandfather used 30 or 40 years ago? The 20th Century Standard is an up-to-date Automatic Computing Scale that saves time, work and worry.

WRITE FOR INFORMATION

W. J. KLING, Sales Agent

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

WHEN IN THE MARKET FOR

Potatoes

or have any to sell, call or write

H. Elmer Moseley Co.

GRAND RAPIDS, MICH.

Citizens 2417
Bell M. 66

SUN KIST ORANGES

Send us your order.

Write us for our weekly price list.

M. O. BAKER & CO.

TOLEDO, OHIO

All Standard Varieties Northern Michigan Seed Potatoes

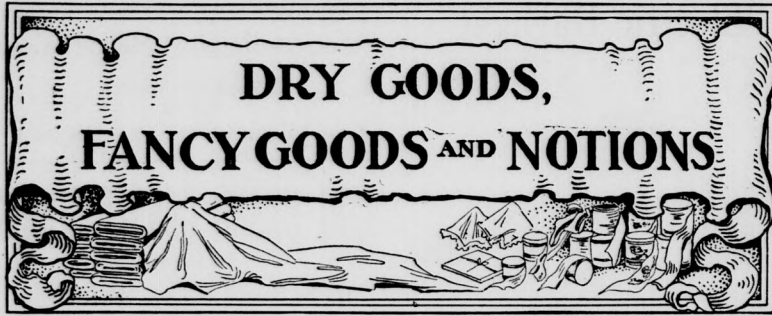
Send us your inquiries for small lots or car lots. Our own grown Late Petoskey—a Rural Russett variety—most prolific late potato grown.

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.

LOVELAND & HINYAN CO.

Grand Rapids, Mich.

Use Tradesman Coupons



Status of the Principal Dry Goods Staples.

Staple cottons are in fair demand. Prints are firmer, especially many of the narrow staples. Sheetings and drills are irregular, due to the desire of small mills to secure advance business when buyers are not ready to move very far ahead. The larger mills have sold many standard numbers ahead and are holding steady on other goods. Heavy weaves in novelties and fancies for dress wear are quiet for the moment, while many of the new printed goods are very much wanted for quick shipment.

In the dress goods markets more interest is being taken in fine French serges, and recorders are coming along well on them. There is a very wide demand for crepes for immediate and later delivery. Broadcloths, both fine and medium priced goods, are in better demand than last year, and some of the fall business already laid down indicates a tightening on the part of agents with limited products for the coming season.

Raw silk continues to stiffen at home and abroad. The limited stock available for the balance of the year is a strong feature of the situation, but it is also true that silk is being used more largely than ever before in the history of the country. Aside from the all-silk goods that are now being used so freely by cutters there is a broad demand for silk from cotton mills and hosiery mills.

Linen.

The business being booked on linens for fall delivery by the advance guard of salesmen that started out some time ago is reported to be fairly satisfactory under the circumstances. Some of these salesmen have found a number of their customers unprepared to place advance orders, but as they were asked to call again in two or three weeks it is expected that before the traveling men return home they will procure a normal amount of business.

Some secondary distributions are disinclined to place advance orders for the fall season now because of the way spring shipments have been delayed. Jobbers are irritated and apparently justly so on account of the non-appearance of goods ordered many weeks ago. In some instances buyers who delayed making engagements until the last moment are to blame for not receiving their goods on time, but in many cases the mills accepted more business than could be handled in the time allotted.

Several jobbers were in the market last week trying to procure crashes to substitute for goods they have on order. Their search, however, was

futile, as no handler of crashes had the quantities desired on hand. It was stated that these buyers even offered to pay a slight advance in order to get prompt deliveries, as they had sold the crashes they have on order, and are being pressed by their customers for deliveries.

As there are no indications of crashes coming forward promptly the probabilities are that purchasers will have to carry these goods into another season, which, it is reasonable to presume will reduce the initial ordering for the fall season. Damasks, towels and other figured linens are also in comparatively small supply, according to first hands, and manufacturers are well provided with orders on goods of this kind for some time to come.

The curtailment of production by spinners and weavers is expected to improve Belfast market conditions materially. More attention is being given to plain linens already. Cambrics and sheer handkerchief linens are being ordered for quick delivery from the United States. Medium grade shirting linens are also reported to be moving in a moderate way and a slightly better enquiry for dress fabrics was noted.

Values are being well maintained by the mills. A few Belfast merchants, are finding it expedient to make slight concessions, but this condition can always be found even when the industry is in a flourishing condition.

Fine and Fancy Cottons.

The suggestions made early in the year by stylists of fancy and fine cottons to the effect that sheer goods were coming in again, and followed by news that some few orders were placed by houses using cloths wholesaling at 22½¢ a yard and higher, has caused a curious rush of enquiry to mills for sample pieces and for small lots. Some of the up-town cutters of waists and fine dress cottons want to get the sheer goods now, and some of them are willing to place small sample orders.

Mills that have been running on coarse yarns for a long time and have gone to considerable expense in changing over are not keen to change back to small lots of very fine yarn fabrics. They want some assurance that business is going to be at least moderately broad before committing themselves very far on spinning yarns that require the finest grades of staple cotton. Most stylists expected that the sheer tendency would not manifest itself widely at once, but the fashions are feverish and the efforts of small men to get something in their line that is new are causing a curious trend to enquiries.

Don't waste time dusting the shirt boxes on your shelves



Put in a stock of

HALLMARK

SHIRTS

and your sales will do your dusting for you.

Don't miss a chance to go over the new HALLMARK lines—the best values you've ever had to retail at

\$1.00, \$1.50 and up

HALL, HARTWELL & CO.

Troy, N. Y.

Note—Slidewell Collars are selling faster and faster

GRAND RAPIDS DRY GOODS CO.

DISTRIBUTORS

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

Mills making yarn dyed fancies are making some very beautiful samples of sheer fabrics for spring. They are not showing them indiscriminately, for if anything more than another of late years has hampered the profitable distribution of fine fancies, it has been the early and indiscriminate showing to purchasers who will buy but a handful of goods and will not aid mills in producing, by placing fir morders at once.

Underwear.

In cheap balbriggans the reports from the underwear market show a satisfactory and even active business for the spring season. Large lines are sold up to June 1 at least and are refusing new business for earlier delivery than that date. Large quantities of goods are being delivered promptly and taken in by jobbers. It is said that rarely in their experience did jobbers sell so much light underwear late in the year as they did last fall.

It is believed that, with an early spring, there may be a scarcity of certain goods this season. In the higher priced balbriggans there is not such an activity, or at least it is not so general. Some parts of the country are much better than others. The South and Southwest are sending in good reports, and the New York trade agents for standard 50c balbriggans find, is active. It is the opinion of agents for such lines that the season will go through strongly, though just at present they note some conditions not quite satisfactory.

In fall underwear there is slight change from conditions of the past months. Salesmen who have been out on supplementary trips have returned and report some business. They have found, it is said, rather backward conditions in the wool underwear trade in particular.

Hell in Business.

The Damm family, of world fame, bids fair to lose its renown by discovery of the Hell family in the town of Farrell, built by the United States Steel Corporation.

Members of the Hell family are not averse to using their name in a business way. The head of the family, Conrad Hell, an ice cream manufacturer, has signs readings, "Go to Hell for ice cream," scattered throughout the city. Another sign reads, "Ice cream from Hell is guaranteed pure and cooling." Still another bears the inscription: "Have you been to Hell? It's the coolest place in Farrell."

When a stranger enters Main street he is startled by a big billboard reading, "Hell is here; don't miss the place." A block further down the street this sign is encountered, "You will find everybody there on a hot day; Hell is always open." The big sign which, however, attracts most attention is in front of Hell's place of business. It represents a young couple eating ice cream and the young woman saying to her escort, "Hell for mine; always."

A bargain which is a bargain for only one party of the transaction while involving loss for the other is a poor bargain.

Story of Easter and Some Good Sellers.

Easter, the annual festival in commemoration of the resurrection, is of very ancient origin, and as a period of festival long antedates its celebration commemorative of the resurrection of Christ. The English word is derived from the German ostern and old Teutonic-Austro, the Goddess of Spring, which was celebrated as a festival in pre-Christian eras to indicate joy at the return of spring. It is a survival from the old Teutonic mythology; the question of the exact date for its celebration as a church festival, ecclesiastic and church authorities have had many arguments on, as indeed it is impossible to exactly fix its period, since it must come on Sunday, and nearly coincide with the Paschal full moon; by its date is fixed the time of all movable feasts.

Without doubt the Church, finding it in their pagan lands already celebrated as a festival in honor of revival, or resurrection, in the sense of the return of the sun to bring forth vegetation, adapted it to its present usage. In German lands, in pagan times, fires were lit, called Easter fires, to celebrate the triumph of spring over winter, and this custom and period nearly coincides with the pagan Celtic festival of Beltane. The meaning of this word is not known, but is still used in Gaelic Scotland for May day.

The use of eggs in this commemoration is of the very highest antiquity, the egg having been considered in widely separated pre-Christian mythologies as a symbol of resurrection, which doubtless later the Church adopted and consecrated. The custom of coloring eggs for Easter doubtless originated in Germany. The children were told that these eggs of various brilliant hues were laid by a rabbit and would hatch out a chick the same color as the egg. In Germany the rabbit is nearly as much a symbol, in popular fancy, for Easter as the egg; this is due to the fact that "bunny" shows his appreciation of the return of spring by getting succulent grass and clover for his meals, in place of his ofttime hard and scanty winter fare, and by his wild antics in the wood and meadow has made the phrase "mad as a March hare." Instead of being mad, bunny by his pranks and antics expresses his joy at the return of spring.

Many curious customs and legends exist in European lands at and concerning Easter time. In Paris is held the famous Ginger Bread Fair, certain streets being lined with booths at which gingerbread (Pain de Es-pice) in all shapes and forms is sold, a favorite shape being a rabbit into which is imbedded an egg. This fair lasts the entire week and is thronged by thousands day and night. A curious and pretty custom in Washington is that of the egg rolling games on the White Lots, back of the White House. If Easter Sunday afternoon be pleasant, thousands of children with bags of Easter eggs crowd to the White Lots, playing some

sore of game by rolling them on the lawn. Too, as a symbol of change at this period, we bedeck ourselves out in new raiment as gorgeous as our purses will permit, and betake ourselves to the boardwalk or the avenue to display ourselves.

What woman would be content not to don a new frock and hat on this occasion? The writer does not know of any such, and, in passing, we men are quite as proud to outfit ourselves in gladsome raiment as the gentler sex.

The Easter parade on the walk at Atlantic City is famous, being crowded almost from wall to rail; sometimes the weather is far from fair and many a dainty frock has to be covered for comfort's sake with coats of fur. In our own trade Easter is second only in importance to Christmas. Nearly everyone buys or receives on Easter Sunday something in the form of confectionery; chocolate eggs, hollow or cream filled, are sold by millions, from a few humble jelly eggs up to beautifully decorated boxes or large panorama eggs. In some sections many men are employed decorating these eggs, often with the senders' and recipients' names. The principal sections for the sale of what may be called strictly Easter goods are those settled by the German children, who would consider themselves neglected not to find in the nest at least half a dozen candy eggs of various sizes and flavors. New York, too, consumes a vast amount of Easter goods, and so does the West. New England, however, possibly because the original Puritans did not take kindly to festivals of any sort, has never so generally observed Easter as other parts of the country; yet many handsome Easter packages of chocolates are made and sold throughout New England; doubtless New York, Philadelphia, Chicago and St. Louis produce by far the greatest per cent. of all this class of goods made and sold in the United States. The quality of Easter candy is improving each year, being considered not only as something decorative, or for the children to play with, but ready to be eaten. Formerly buyers were careful of stocking Easter goods, considering that what was not sold at Easter was dead stock; since, however, the eating qualities of these goods have been so much improved

no such fear need exist. Easter goods themselves make handsome store decorations and window displays. There is therefore no doubt but that it will pay any confectioner to give full attention to his Easter trade.

It is to be remembered that whilst at Christmas many things may be bought for presents, at Easter confectionery or flowers are practically the only things ever sent, and the candy man should take advantage of this fact, knowing that many a girl would prefer a box of chocolates to a basketful of roses or a dozen stems of Easter lilies, because the candy she can eat, while the flowers she can only look at. George Harvey.

Sometimes Less.

"Twice did Smith refuse to take a drink on conscientious grounds."

"Then the third time he should have felt justified in taking one."

"Why so?"

"Because three scruples make one dram."

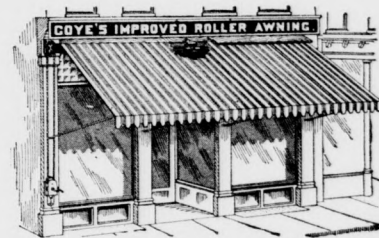
We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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

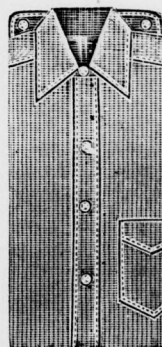
AWNINGS



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.



The Boss of Michigan

Work Shirts for Men and Boys

They're all that their name implies. They are the "Boss" of all shirt values and shirt quality at the price.

Cut big and full and full length, flat felled seams; all sizes for men and boys. Made of extra grade ducks, chambrays and sateens.

Prices \$3.75, \$4.00, \$4.25 and \$4.50.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

RETURNED GOODS.

Unpleasant Feature of the Mercantile Business.

NOTICE TO OUR CUSTOMERS.

Cleveland, March 25.—To eliminate the abuse of our customers returning goods without sufficient cause, as well as to avoid the possibility of error, no merchandise will be accepted from any transportation or cartage company unless an invoice covering same and an acceptable reason for such return is first received and on file at our office.

In this event we will send you a "Returned Goods Shipping Tag," duly registered at our office, to be placed on the package to be returned.

No package will be accepted by us unless it bears our registered shipping tag. Whitney, Wabel & Co.

In continuation of the subject of returned goods, which was inaugurated by the Tradesman in its issue of March 18, the Tradesman herewith presents communications from a number of leading jobbers setting forth the serious side of the subject and suggesting methods by which the abuse can be curtailed.

Burnham, Stoepel & Co., write as follows:

Detroit, March 30.—Your favor of March 29, referring to Butler Bros.' article on returned goods, received. We will write you fully on this matter in a few days. In the meantime we think that large Chicago houses, such as Marshall Field & Company, J. V. Farwell Company, Carson Pirie, Scott & Company, and other large houses would be eager to contribute generous articles on this matter, which is a growing evil and should be minimized, if it can not be wholly eradicated.

Burnham, Stoepel & Co.

G. Adolph Krause (Hirth, Krause Co.) writes as follows:

Grand Rapids, March 30.—Babson, the business statistician says: "When character is essential for promotion at school, and when righteousness is considered as vital as foreign trade, then will the great economic difficulties gradually disappear."

This implies that if business men were actuated by fairness to those with whom they deal and if a greater obedience to the Golden Rule were observed, various difficulties would, gradually disappear.

The return goods problem would not present any serious difficulty if the retail merchant would concede the rights of the shipper. As it is, it often proves a nuisance, and adds unnecessarily to the cost of doing business, which, in turn, reacts upon the retailer. A retailer frequently allows a pair of shoes to be taken to the home to be tried on. What would be his state of mind if this pair of shoes were returned by the hired man in a soiled condition without further comment than that they were not satisfactory?

This precisely illustrates the action of some retailers toward the wholesalers. Instead of notifying the wholesaler promptly on arrival of the goods that they are not satisfactory, giving reasons, he simply returns them without notification; or, more often, he disfigures the shoes or cartons by his cost mark and selling price, places them upon the shelf, and if the shoes do not sell as readily as expected, he packs them in a disultery manner, with broken cartons, and more or less soiled, returns them with the remark "not up to sample."

That the courts do not look favorably upon such transaction was ex-

emplified in a case decided several days ago in Detroit, where a retailer had placed the shoes upon his shelves and the season being an adverse one for selling summer goods, he concluded to return them, claiming they were not up to sample. The court held that inasmuch as the retailer did not immediately notify the wholesaler that the goods were not satisfactory, but kept them in stock thirty days, his action in returning the goods was not justified and judgment was rendered against him compelling payment.

While we do not believe that a majority of merchants who return goods do so from absolutely selfish motives, but rather from ignorance, believing the wholesaler will have no trouble in re-disposing of the goods, they should bear in mind that it costs money to make a shipment and that goods that are soiled or marked, or cartons broken, cannot be put back into stock without a loss. Hence it is obviously the duty of the retailer when he receives a shipment of goods which in his opinion are not of standard quality, to carefully set them aside and promptly notify the wholesaler and await his answer.

Crookedness has ceased to be a success as a buyer of merchandise, but as intimated in the beginning of this article, the time is at hand when character is esteemed as essential in a successful buyer as in all other walks of life. G. A. Krause.

Crowley Bros. write as follows:

Detroit, March 30.—The return of merchandise is a problem that we all are more or less interested in. When goods returned it is a notice to us to ascertain whether or not the fault is with the house, with the salesman or with the customer.

It frequently happens that the inattentive traveling man who is either too lazy or whose fourflushing tactics are so predominant that he will go to any extent to show the house that he is working, but at the same time will ignore information received from the house in regard to sold out condition of certain articles and notice to discontinue their sale. This is of such frequent occurrence as to necessitate calling the salesman into conference and showing him that while he is giving the customer the impression that he has these goods to deliver he, at the same time, is forcing the house to make a substitution or to write the customer that the goods are sold out. In any event it hurts the house and certainly hurts the salesman who pursues a method of that kind.

There is another side, also, to the responsibility of the house where careless and inefficient order fillers do not observe the niceties of the order and as a result goods are sent either wrong in color or design or filled in a slipshod way. The order clerk and department manager have much to do with satisfying customers, but frequently neglect this very important essential.

We will now touch on the question of the customer, especially the chronic returner of goods, and when we say chronic we know, that absolutely that when an order is filled right or wrong, a certain proportion of the goods are coming back. Some of these people will make misstatements in order to justify the return of merchandise. To show you how glaring is the return of stuff in some instances, a short time ago one of our customers returned dress goods that had been in his store for eighteen months and then complained that the goods were tender. Another customer returned merchandise to us that belonged to another house. In other words, the merchant gets so careless and takes so much liberty in regard to returning merchandise that at times he does not even go to the source from which the goods came in order to get credit. It strikes

us very strongly that many times some customers desire to pay their bills by returning goods.

We are not clear as to the remedy to apply where the customer returns goods without justification, except that they might be listed just the same as the people who do not pay their bills regularly. It is a violation of business ethics and should be met with some drastic action that will put a stop to the return of goods where it is unjust and unfair on the part of the customer to return them to us. The whole truth of the matter is that the competition between the wholesale dry goods concerns throughout the country has allowed this practice to be established so that it has grown to such an extent it is almost impossible to handle the evil. The wholesale dry goods merchants can only stop this practice by a diffusion of information concerning the dealer who makes a practice of this, to the end that knowing these people a firm stand can be taken to prevent the return of merchandise.

Crowley Bros.

A local shoes jobber writes as follows:

Grand Rapids, March 30.—I have received your letter of March 19, referring to the matter of returned goods. Of course there is a great deal to be said on this subject, both from the retailer's point of view, and the wholesaler's. We hardly see how we can add much to what has already been published and said in connection with the matter repeatedly.

It is our conviction that the general run of retailers desire to be fair and that very often where an aggravated instance arises, even then the retailer feels that he is justified in his position. The main trouble seems to be that goods are returned very often without giving the matter careful consideration from the point of view of the seller as well as the point of view of the purchaser.

It is not an uncommon thing to have goods returned which have been worn that the dealer did not intend should be returned. In many instances goods are gathered up after having been left in the store by the consumer after the purchase of a new article, and these are sent back in connection with a just claim.

Our observation leads us to believe that many retailers take an arbitrary stand regarding this matter of the quality of fresh goods shipped them or service received from goods that have been worn and complained of by the consumer. We find that such goods are returned and deducted from the remittance, and our opinion in the matter is utterly disregarded; that is to say, quite often the retailer considers his judgment absolute and final without being willing to recognize that in such a case as cited above, he should be willing at least to recognize that the wholesaler with his broad experience in analyzing goods and claims, should be entitled to some opinion. I think that if retailers when returning goods where they feel that they are justified in doing so, would show a willingness to compromise or consult with the distributor, that in the long run they would be better satisfied with the results, and would find greater pleasure in doing business.

We like to look upon the retailer as our representative on the field, and we wish him to feel that where claims for lack of service arise, it is up to him to represent us, the originator of the article, in a fair and equitable way, and that he should not look entirely to the interests of the consumer, or his own apparent immediate interest.

It is, of course, difficult to conduct business at a distance where the parties are personally unknown to each other and have each party feel the utmost confidence in the other under all circumstances and conditions, but

business as it is being conducted today is largely conducted, both wholesale and retail, by honorable men governed by good intentions, therefore it seems to us that where a retailer feels that he has cause for complaint, it would be no more than right for him to take the matter up with his supply house in a candid and open frame of mind.

We have often seen instances where a better grade of merchandise was sent at the price of the cheaper article ordered, and have the better and higher value merchandise returned forthwith with a statement that the merchant had ordered a different number, and would not stand for the change. Now, primarily, such a dealer is right in his position, but when you are sending the identical pattern and the identical materials, but of considerable higher value, and at a loss to yourself, it seems strange that any one would refuse to accept such a substitution, which in fact would be nothing more than the sending of the original article, but made better than at the time the sale was made. Such a procedure clearly indicates that the dealer who was actuated to refuse merchandise under such circumstances would sacrifice his own interests in order to maintain a weak position.

To sum it all up, we wish to reiterate that our observation teaches us that goods, both new and that have been worn, are constantly being returned by retailers without giving due thought to the matter, and that there are some retailers to-day who do not realize that they are taking a false position in the matter, which is adding to the expense of doing business, which expense is of course added to the cost of the goods they buy.

A local jobber recently sent out the following letter to a country customer:

Grand Rapids, March 30.—We received a shipment from you last week of a quantity of merchandise which we have not yet credited to your account and to which we desire to call your attention.

The larger majority of this merchandise has been out of our store from six months to two years and is very much soiled and mused and some of the piece goods have been rolled and partly sold and with the exception of two or three items which were bought this spring, we will be unable to receive more than 50 per cent. of their original value as a job lot, as that is the only way in which we can dispose of them.

We are unable to see for what reason you returned us these goods after being in your stock for this length of time and as this has occurred two or three times before, when we have credited the same and said nothing about it, we desire to notify you now that in the future we can accept and credit merchandise only which is returned to us according to the terms on our invoice, which clearly states that no goods will be accepted unless returned within ten days from receipt of the goods and any claim made after that date will not be considered.

We appreciate your business very highly and have always used all efforts in our power as you know to further your best interests, to give you good goods, to treat you right and we certainly expect from you in return the same treatment. We take it for granted that you personally did not see these goods and the condition in which they were and what they were, when they were returned to us as we would find it impossible to believe that a business man of your experience and ability would expect a wholesale house to accept and take into their stock goods that had been in your stock for a period from one to three years.

We trust that this letter will be placed in your files and that you will

notify your clerk in charge of the dry goods department that returns of this nature cannot be made in the future, and that if anything is returned, it must be done at once after the goods are received.

We will send you credit for the present shipment as soon as the same can be sorted out and adjusted, but in future any such goods will be returned very promptly to you.

Corl, Knott & Co., write as follows:

Grand Rapids, March 30.—The subject of returned goods, like the brook, goes on, seemingly, forever.

It's the old, old problem of how to convince the trade that returning merchandise is as bad for them as it is for the house.

Just to sum it all up once more, in a very few words, the situation is this:

This is the day of co-operation, the day of efficiency. Everyone knows that the more goods are handled, the more they are bound to cost—for some one must pay the ones who do the handling, don't you see?

If the milliners persist in sending merchandise back, time after time, the cost of the shipping room expense must grow bigger all the time.

It should not be hard for every one to see that the elimination of this increased cost, would, in the end, make the price of all articles the milliner buys much less.

Elimination of waste always means decreased price of production, and a lower price on the output.

Suppose we suggest the following rules for the governing of merchandise, when and when not to return it.

1. Goods bought in person out of stock should never be returned, except under special arrangement.
2. Goods sent according to order should not be returnable.
3. Goods sent not according to order should be returned within five days.

Do you not see that strict observance of these three simple rules would greatly eliminate the big expense of the shipping department, and thus reduce the price of merchandise to all consumers?

We are more and more convinced that milliners are not wilful violators of the principle of business efficiency. They err through carelessness alone, and when they realize that they will be making things easier for themselves, as well as for the house, we feel sure that the return of merchandise will be reduced to the minimum.

Here's for greater efficiency—the reduction of waste and the saving of cost to both the house and the trade.

Corl, Knott & Co.

A Cleveland jobber writes a local jobber as follows:

Cleveland, March 31.—Replying to your favor of the 30th, pertaining to our method recently adopted regarding the returning of merchandise on the part of our customers without permission, will say that we find it has been the means of greatly reducing our returns.

We have endeavored to be fair with our customers and at the same time take the stand that we do not intend to be unjustly imposed upon. We welcome the return of merchandise, which is defective or which has been sent through error, and when we find a customer who we feel is continually imposing upon us, we prefer his placing his orders elsewhere.

We believe as you do, that by all wholesalers and manufacturers taking up this matter seriously and being fair with the trade and so impressing them with the thought that we desire nothing but what is fair for all concerned, the return goods question will be greatly eliminated.

We enclose herewith such matter as we are sending to our trade, and while only part of our customers call for a tag, they at least write us fully as to why such merchandise is being returned.

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.

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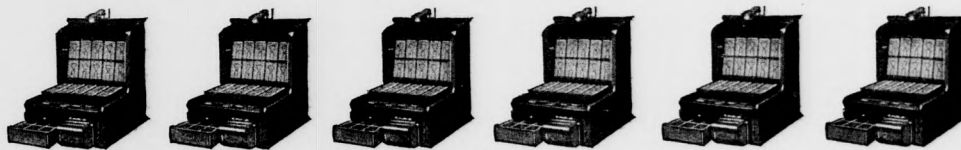
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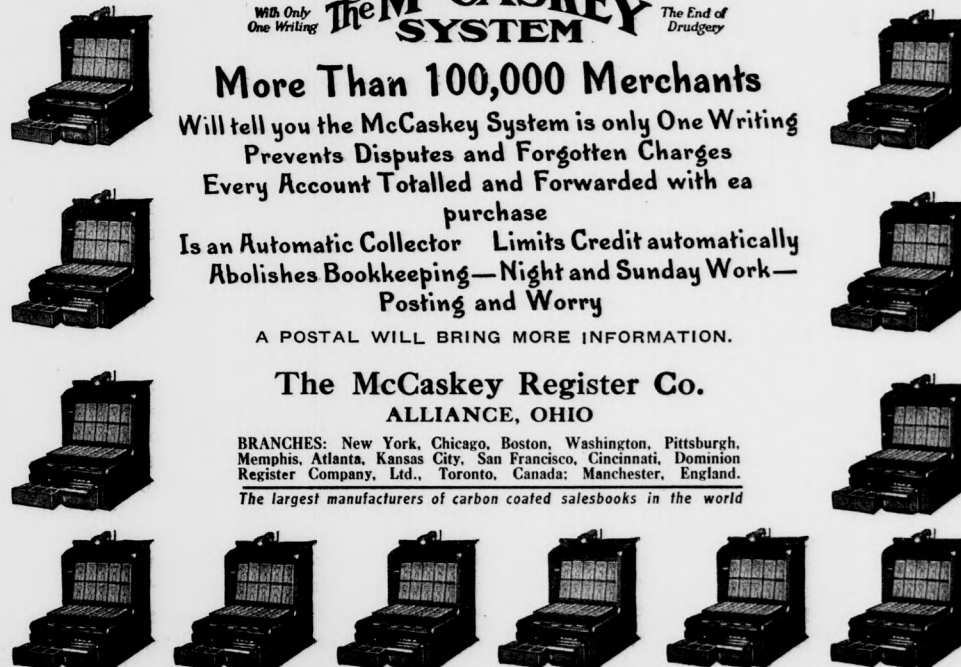
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PIONEER GRAND RAPIDS.

Historic Happenings in the Early Days.

There was a time when amidst the wild, romantic scenery at the rapids of Grand River, on the west side, might have been seen those mounds of earth, which like mute, patient sentinels, had endured the storms and alternations of heat and cold during untold centuries, while watching and guarding the everlasting rushing and tumbling of that noble stream. The Indians readily appreciated the advantages of canoeing, hunting and fishing offered by such a place as the rapids of Grand River and maintained one or more villages there, reveling in all the red man's pride and glory in the undisputed freedom of the river, the forest and his cultivated lands.

This historic spot, now the city of Grand Rapids, was once the imperial seat of Noonday, the great chief and ruler of the Ottawas and Pottawatemies, the two allied tribes whose chiefs came from the Ottawas. Both these tribes served the British in the war of 1812 and assisted in the burning of Buffalo the following year. Noonday himself was a tall symmetrically formed gentleman, while his wife was a short, dumpy lady with a face badly marred and scarred.

Many things indicate that even before the time of Noonday and his people there existed on this site another city just as intense and earnest and emotional as any in our latter day civilization. Why that city was not perpetuated is a question on which history remains silent, although the most reasonable supposition is that a warrior tribe from the North drove the inhabitants Southward before their irresistible advance.

Topography.

An early topography of the site of Grand Rapids would differ greatly from that of to-day. In early days the four islands below the rapids were striking features of the scenery. Pearl street now crosses the north end of No. 1; the county jail is on No. 2; No. 3 now holds the city market; and No. 4 is crossed by the railroad bridge near the foot of Wealthy street. The outlines of No. 4 can still be distinguished. The sinkhole where our magnificent postoffice now stands was once a pond and swamp filled with cat-tails and shaded by willows. Prospect hill was a landmark which has now entirely disappeared. Many streams and springs all over the ancient landscape are now no more than dim memories. One of these flowed from what is to-day Lake drive, down Fulton and Washington streets, along Jefferson avenue where it joined several others and crossed the neighborhood where the Union depot stands, and on into the river at a spot near the foot of East Fulton street.

Establishment of Christianity.

The earliest religious enterprise of which we have definite record was the establishment of the Baptist mission station at "Grand River Rapids" in the fall of 1826, five years after Rix Robinson had opened a trading post at the place since called Ada and the same year in which Louis Campau

came here to live and conduct the Indian trade in a log house half way between Bridge and Pearl streets, on the east bank of the river.

Previous to this the Jesuit mission established at Mackinaw in 1616 or earlier, had sent its rugged emissaries all over the Peninsula to give the Indians their first lessons in Christian civilization, but nothing definite can be learned of the Catholic missionary operations in any one particular locality.

Rev. Mr. McCoy, of Niles (at that time called Cary Station), opened the Baptist mission and in the spring of the next year (1827) young Rev. Leonard Slater and his wife moved here and had charge for the next nine and a half years, doing a work which required a most wonderful faith and perseverance. He evidently agreed with Jesse B. Davis on the question of vocational training, for, in addition to his own two-story log residence near the west end of the present Bridge street bridge, the pioneer history says he established a blacksmith shop a short distance north, in which a white man was engaged in making implements for the Indians and teaching them how; and a short distance northwest of that point a farm, on which was employed a white man to instruct those savages in the mysterious science of agriculture; on a small creek further north was a sawmill; on the same side of the river, and south of the ravine, was a cluster of neat block houses for the Indian families and one house for religious services and school, where a white teacher instructed the rising generation.

Chief Noonday was one of Mr. Slater's first converts, and so noble and devoted was he that when, on account of certain demoralizing influences, the Indian mission was moved to Prairieville, Barry county, in 1863, he and about fifty families of his people went with Slater to the new field. Noonday died, more than 100 years old, and was buried at his beloved Slater's station at Prairieville.

The second mission was the Roman Catholic, established by Vicar-General Frederic Baraga, or Father Baraga, as he was called, at the time when the white settlement began to look permanent. A frame church was started at the lower Indian village, but was bought shortly afterward by Louis Campau and moved across the river on the ice, placed on Waterloo street, now Market, and converted into a warehouse. Mr. Campau, himself, put up another building for the church on the spot where the Porter block now stands. After about twelve years of use St. Andrews parish outgrew these quarters and Mr. Campau sold the church edifice to the Congregationalists in 1846 for the magnificent sum of ten dollars (\$20?). The Catholics built a larger structure on Monroe avenue, just above Ottawa.

St. Mark's Episcopal parish received its impetus in a small wooden house north of where the present church stands on Division avenue. Increasing rapidly in numbers, the parish

built the larger church and dedicated it in 1849, holding a large and important convention of the Diocese at the time. The family of Dr. Cuming, whose daughter, Miss Mary Cuming, died recently, was closely identified with the founding of the new church and with all its activities.

Name and Postoffice.

The term, "Grand River Rapids," had been used rather as a description of the locality than as a definite name. The township, on the left bank of the river was called Kent, in compliment to Chancellor Kent of New York, and at that time it embraced a large territory, nearly all that is within the county south of Grand River; and it was then a part of Kalamazoo county. For a time the north section of the village was called Kent and the south part Grand Rapids. The name, Grand Rapids, was given officially to the first postoffice here in 1832, and to the village incorporated in 1838. The township name, Kent, was given by act of territorial legislature March 7, 1834, and at the same time it was provided that the first election be held at Joel Guild's house. Nine voters were present at this first meeting held April 4, 1834, and the following officers were elected: Town Clerk, Eliphalet H. Turner; Supervisor, Rix Robinson; Assessors, Joel Guild and Barney Burton, Collector, Ira Jones; Poormaster, Luther Lincoln; Constables, Myron Roys and Ira Jones; Overseer of Highways, Jonathan F. Chubb. On April 13 of the same year occurred the first marriage, that of Barney Burton just mentioned, and Harriet Guild.

Kent remained the town name until February 26, 1842, when it was changed by law to Grand Rapids, and when in 1850 the town became a city on the second day of April, the name was retained.

Leonard Slater, the missionary, was made the first official postmaster December 22, 1832. At first the traders and missionaries had depended upon Indian scouts for their correspondence with the rest of the world. Then the post office was opened at the mission station on the west bank of the river, a few rods south of Bridge street. Soon it became inconvenient to carry letters across the river in canoes and Joel Guild was appointed a deputy and carried on the mail business at his house. In 1836 the main office was removed to the east side of the river and kept at the home of the new postmaster, Darius Winsor, at the corner of Ottawa and Fountain. As the mail business was not very heavy at that time, Mr. Winsor's waistcoat pocket was sometimes called the postoffice. However, he soon established an office on Monroe avenue opposite Market street, and in 1838, when Alfred D. Rathbone became postmaster, headquarters were in a little building on the west side of Prospect Hill at Lyon street. Many more moves followed, until in 1879 the Government building was completed on the site of the present beautiful structure. Those holding the postmastership prior to the Civil war were James M. Nelson, Truman H. Lyon, Ralph W. Cole, Harvey P.

Yale, Noyes L. Avery and Charles H. Taylor.

Until 1837 the only mails brought in were from Detroit, first by scouts and runners, sometimes by horse or pony, and less than once a week. Then a route was established by way of Gull Prairie (Prairieville) and Kalamazoo, and in 1837 a stage route from Battle Creek was opened under contract for bi-weekly deliveries. In 1841 mail arrivals were from Kalamazoo, Howell, Grand Haven and Austerlitz—each once a week—and once in two weeks from Jackson. Not until August, 1846, was there a daily mail which then came from the east by way of Battle Creek and sometimes took two days to get through.

The free delivery system was put in force in 1873.

Earliest Industries.

Luther Lincoln was the first man who attempted to utilize the great water power that has made Grand Rapids what it is. In 1833 he built the first sawmill near the spot where later stood Sweet's Hotel and now the Pantlind. He may almost be said to have furnished the real commercial impetus to the city. He and Mr. Slater built another mill on the west bank a little later. These two supplied the lumber for the warehouses which Richard Godfroy, Louis Campau and James Watson put up for their fur trade. About the same time Joel Guild erected the first frame house and hotel of the city on the site later occupied by the First National Bank. From that time on the town was fully awake and the population increased rapidly.

Another important industry, opened in 1843, we owe to the Indians, who discovered the rich store of crude gypsum along the west bank of Plaster Creek. Richard Godfroy was the first one to set the style of stucco coats for houses, when he plastered the gable ends of his residence.

The manufacture of salt was an industry that did not last long. An excellent quality was produced for a time by Lucius Lyon, who drew the brine from an 800 foot deep well on the west side, but made little profit. State officials made another attempt later, but a broken drill interrupted the work which was never resumed.

In 1836 the great canal extending from the head of the rapids to a place near Bridge street was excavated by Lyon & Co., with the intention of building the "big mill" in which sixty perpendicular saws were to be operated, but as that number of saws could not be procured, a much smaller mill was finally erected.

Newspapers.

If newspapers, as they say, reflect the intelligence of the community and are potent agents in its development, Grand Rapids owes much to her press (speaking collectively), for in April, 1837, not four years after the beginning of the first permanent settlement, a weekly, six column folio appeared bearing the following title:

GRAND RIVER TIMES.

Printed and published every Saturday morning at the Rapids of Grand River, Kent County, Michigan. By George W. Pattison, editor and proprietor.

The Washington hand press on which it was printed came through

many experiences of shipwreck and accident on its way from the office of the Niagara Falls Journal, but did neat work which does not suffer much by comparison with papers of the present time. Louis Campau subscribed at once for 500 copies for a year, paying \$1,000 cash in advance and the first copy was printed on satin and presented to him; other copies on cloth were distributed as souvenirs. The first office of this newspaper was on lower Monroe avenue, south of Lyon street; it was the official paper and printed tax sales. In 1838 it was sold to Charles I. Dalker, who in turn, sold it to James H. Morse in 1839. Publication was suspended for a time, to be resumed for a short non partisan run during the first Harrison campaign.

The second newspaper was started in May, 1841, The Grand Rapids Enquirer, a weekly published by James H. Morse and Simeon M. Johnson. At first this professed to be non-partisan, but soon became distinctly Democratic in its editorials. Charles I. Walker, Sylvester Granger and Alfred D. Rathbone were some of the early political contributors.

The Grand River Eagle was started in 1844 as a weekly mouthpiece of the Whig party, with Aaron B. Turner as publisher. In 1855 the Grand Rapids Daily Herald, the first daily paper, was published by Alphonso E. Gordon, who consolidated it with the Daily Enquirer in 1857.

Transportation.

Few if any living here to-day can possibly conceive of the immense difficulties of transportation which confronted the pioneer settlers. The only easy means of communication with the outer world was by Indian canoes and flat bottomed skiffs on Grand River. The limitations were great by this route.

The first teams which brought settlers and their goods in 1832 came through Ypsilanti by way of Battle Creek, through Middleville and Grandville, with only Indian trails to guide them—trails so narrow in places that trees had to be felled to make way for the ox-carts. The next settlers, the Dexter colony, numbering sixty-three persons, blazed an entirely new route from Pontiac to Ionia, and a few of them came on to the Rapids in boats from that place.

Congress appropriated \$3,500 in 1832 for a wagon road from Detroit, through Shiawassee, to the mouth of Grand River. This amount supplementing the work already done by the settlers made the road passable. The first regular stage line was established from Grand Rapids to Pontiac in 1842. This ran three times a week. The next year saw a bi-weekly connection with Battle Creek and a line run to Ionia and Lyons once a week. In 1850 Grand Rapids had daily communication with Lansing, Battle Creek and Kalamazoo. In spite of the improvements, going was pretty rough, and a story is told of a trip on which a number of passengers, including John Ball and Mrs. Thomas B. Church, with her infant son, Fred S. Church, now the well-known artist, were tipped over in a mud hole and

little Fred was nearly drowned in the mire.

Much agitation and earnest effort in the good roads movement of that time finally proved fruitful after many disappointments and the Kalamazoo-Grand Rapids plank road was opened in 1855, and was of the greatest service for thirteen years until the first railroads entered the city. The Kalamazoo road was forty-eight miles long, extending due south from Division avenue.

In 1837 the first river steamer, the Governor Mason, began making trips to Grand Haven, succeeding the old pole boats navigated by Louis Campau, Thomas D. and Francis B. Gilbert, Richard Godfrey and others.

Agitation for a railroad began as early as 1845. In 1846 the Legislature granted charters for lines from Jackson, Battle Creek and Kalamazoo to Grand Rapids and the extravagant statement was made by Dr. Joseph Penney that he believed before 1900 the population (then 2,000) would reach 30,000. In July, 1858, the first trains entered Grand Rapids over the Detroit & Milwaukee Railroad from Ada and Lyons. In 1869 the Grand Rapids & Indiana entered the city and the Lake Shore & Michigan Southern, the oldest in the State, the same year.

Ethel F. Blake.

Egg Industry of Minnesota.

There is just one bird for Minnesota—it's the busy little hen.

Figures in the Secretary of State's office show almost miracles.

There are about 11,000,000 chickens in the State. Last year they produced 700,000,000 eggs. Fowls and eggs sold within the State represent \$15,000,000.

Or, in other words:

If all the eggs produced in Minnesota last year were fried and piled one upon another, they would make a column 3,600 miles high. If one man could eat ten eggs at a meal, it would take him just 60,000 years to get on the outside of the Minnesota product. It would take all the lawyers in the State 81 years to eat them; all the doctors 77 years to do it; all the barbers 74 years, and all the school teachers nearly ten years. If the 11,000,000 chickens in the State were made into one big chicken and every human being in the State sat down around this big fowl it would take the Minnesota diners twelve days to get down to the bones. If the \$15,000,000 receipts from the hen coops of the State were turned into the public school fund, it would pay the salaries of all the teachers for 16 months.

Popular Prejudice.

George W. Perkins was talking to a reporter about the obloquy, so frequently unjust, which nowadays attaches to great wealth.

"A little boy," he said, "once remarked to his father:

"Pa, I often read in the low-priced magazines about 'poor but honest people.' Why do they never say 'rich but modest?'"

"Because, my son," the father answered, "nobody would believe them."

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 re-

turned 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 than 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.



California Raisin Day

Benefits YOU as well as us

Observe California Raisin Day. Advertise raisins. You'll be benefitted. Thousands of leading grocers everywhere did this last year and nearly all were enthusiastic in their praise of it. Many have observed it every year for 6 years.

Have Plenty on Hand
Raisin Day
April 30

**CALIFORNIA
RAISIN DAY
APRIL 30th**

Send at Once for This Free Window Trim

The FREE window trim consists of pennants, posters, window cards, recipe books, stickers, etc. They will attract attention. They will help you make new customers. Feature raisins. Use the trim as we suggest and you'll benefit.



Recipe Book

These will help much in increasing the demand for raisins.

California Raisin Day Committee,
Fresno, Cal.

We Pay Express



Cash Prizes

We are giving cash prizes for the best newspaper ads and the best trimmed windows.

First Prize
\$50.00

Second Prize
\$25.00

Third Prize
\$15.00

All ads and photos must be submitted by May 15.



Command your hand to guide the brush

First of a Course of Lessons in Show Card Writing.

In presenting this course in the Tradesman the first issue of each month, it is assumed that Tradesman readers require no argument to convince them of the utility of show cards. They are already convinced. The show card and the price ticket hold now an undisputed place among the indispensable aids to the selling of goods.

Cards that can be gotten up quickly right in the store, worded and featured to fit the selling necessities of the goods and the hour, are what is wanted. You can not go to a printer and have one card set up and struck off on account of the expense. The rubber-type printing outfits which have been so widely used in small stores, because of the pressing need for show cards, have their narrow and distressing limitations. The best of them do not make a card that is pleasing or that is calculated to attract the attention of the passer-by. When all is said and done, the well executed handmade card is the one that catches and holds the eye; and for general store use it has a certain life and a smartness and fitness that are unequalled by the best work of the professional printer.

As to getting up cards without any training in the subject, most readers have had rather sorry experiences in this line. A card must be made and someone tackles the job. The amateur artist has no knowledge of a proper lay-out and no clear idea of the style of alphabet to use. Likely he gets hold of a coarse stiff brush

that the most expert card writer living couldn't make a decent letter with. For color he mixes up any kind of dope that comes to mind—perhaps the old lampblack and coal oil with which grandfather marked his shipment of butter and eggs. The result of considerable time and labor is a bum card—one which may afford some help in the sale of a particular article, but which in general effect tends to cheapen the appearance of a stock, and give the store a back-number look.

No one wants to make or to use more of such cards than are absolutely necessary; so the business suffers for the lack of that most effective kind of advertising afforded by the abundant use of well made show cards.

Fully realizing the disadvantages in this respect under which many are laboring, we are, in the preparation of these lessons, keeping sharply in mind the needs of the very great number of merchants who, on account of location or expense or both, cannot employ the services of professional card writers. We shall aim to give instruction so clear that any one who has a little natural aptitude for the work and will put in a reasonable amount of practice, will be enabled to get up good practical show cards that will act as silent and salaryless but most efficient salesmen, and which will add to the appearance of any store.

The system to be given to Tradesman readers is one in which scientific management has been applied to show card writing. The aim is to

obtain the greatest and best results in proportion to the expenditure of time and labor.

In this commercialized twentieth century, the question is not how beautiful a letter may be made by a slow and elaborate process of outlining and filling in, or by the painstaking use of drawing instruments; but rather how to get out, in a short time, cards that are attractive and easily read, for quick work is all that can be afforded for ordinary mercantile purposes.

Lesson One.

The alphabet given in this lesson is known as the Coast College alphabet. It has its inspiration in the Old English, than which no more beautiful formation of letters ever has been or ever will be devised. But real Old English is slow in the making and not easily read. To all previous attempts to Romanize Old English, E. S. Lawyer, of Los Angeles, has made important modifications, bringing the alphabet into the form here presented—a form that combines in rare degree the beauty of the Early English with the legibility of the Roman.

By practice on this lesson the student acquires facility in the use of the brush, and gets into his mind letter forms that, with slight changes, are used later in the other alphabets. The position of this alphabet is fundamental, and the student is urged to put his best efforts on acquiring it.

For beginning the work the student will need one brush and a small amount of black color. Later on he will need other colors and two or

three more brushes, but, for the present, one brush and one can of black color will keep him busy during all his spare moments. While procuring these he may get also a No. 1 and a No. 2½ Soenneken broad-nibbed pens, so as to have them ready when the lesson in which they are used comes out.

For the brush get a No. 11 red sable square-end rigger brush of reliable make. Don't be persuaded to take any other style. This brush is a round-shank brush. Later on flat brushes may be used for large work. The best kind of a brush for landscape or portrait painting is utterly worthless for lettering. The shape of the brush, especially as to its square end, is brought out nicely in the cuts. In a No. 11, the brush proper below the handle is almost seven-eighths of an inch long. No attempt has been made in the cuts to show the fineness of a red sable brush. It is also very durable. A coarse brush is of no account for show card writing.

The student does not need an elaborate or expensive outfit for this work, but let it be made emphatic that the few materials and tools he does require should be of the best. The wrong kind of brush or unmanageable color may cause so much difficulty that the pupil will become disheartened before he gets a start.

Use water color for show card work. Oil colors spread on cardboard and leave a greasy transparent rim around each letter. It will be best for the student to buy ready-prepared color, especially adapted to



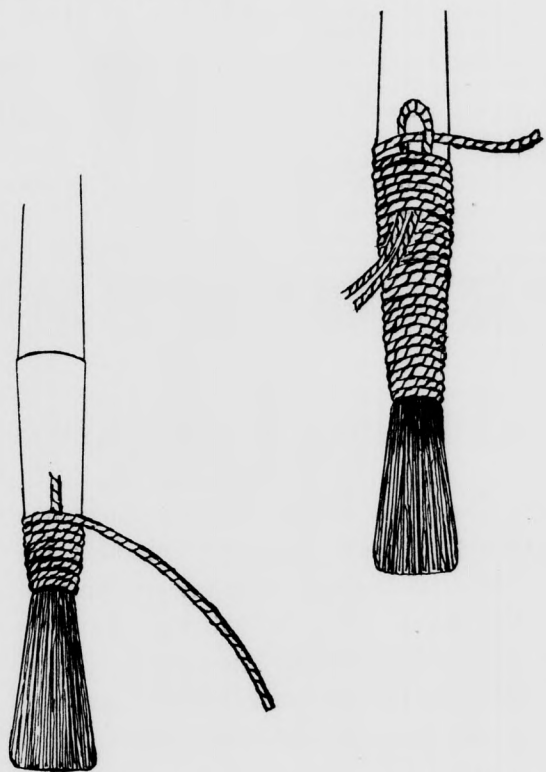
card writing. Pupils living in good-sized towns may be able to supply themselves at a stationer's or a paint shop.

Observe carefully the directions for mixing that come with your color. Most kinds will be found to work better if mixed ten or twelve hours before using. If there is any trouble with color spoiling or fermenting, adding alcohol or formaldehyde or keeping on ice will tend to preserve. However it may be more satisfactory for the beginner to mix only a small amount at a time—prepare each evening just what will be needed on the following day.

There is nothing to hinder the student's buying dry colors, lampblack or Swedish black, ultramarine blue, etc., and mixing in the binder, which is mucilage, himself. But to get just the right proportions is a tedious,

pieces of board or old books. Some go a step further and remove the screws or whatever fastens the top of the table to the bed underneath. They then hinge the top to the bed in front and arrange a leg or other contrivance to hold it up to a proper height at the back. The drawer furnishes a handy place for ruler, brushes, pencil, etc. Some hinge a broad board to the wall and use it for a desk. Most beginners prefer to work sitting.

If the handle of the brush is more than seven inches long, cut it off to that length. A brush is held more easily if the smooth metal shank is wound with coarse thread. Begin at the end next the brush. Lay three quarters of an inch of the loose end of thread back toward the top of handle; then wind right over it. This takes care of that end of the thread. Wind closely and tightly.



fussing job, and it is not best for the beginner to undertake it.

For a color cup a thick earthen bowl, four inches or a little more in diameter, is the correct thing, but a teacup or other small dish will answer. Always have a little wooden stir stick in the color cup and when at work stir the color frequently. Also have at hand water for thinning.

In mixing color use at first just a little water, only enough to make a thick paste. Rub or stir this smooth and then add more water. The proper consistency will be learned by practice—color must not be too thick to work smoothly, nor yet too thin and watery.

The student can usually improvise a desk at his home or his store. It should be large enough to hold a good-sized card—at least two by three feet; a little larger is better. It should be somewhat higher at the back than in front. An ordinary kitchen table will answer admirably if two of the legs are blocked up by

When nearly done, cut the thread, allowing plenty to finish. Then cut off three inches of thread, double it, and lay this doubled thread on the top of your winding, the two ends toward the brush end and the loop projecting up onto the handle beyond the winding. Wind around the center of this doubled thread half a dozen times, leaving the ends free and the little loop at the top free. Now put the free end of your main thread through the little loop and draw the loop downward by the ends. The end of the main thread will be pulled under the last half dozen windings and held tight. It can now be trimmed close. Your brush will stay wound indefinitely.

Practice on newspapers or common Manila wrapping paper that has a good surface. With a pencil rule lines three quarters of an inch apart for the small letters and an inch apart for the capitals. Do not measure for the ruling—practice doing it by the eye. Aside from these rulings which give the alignment of the let-

ters at top and bottom, this alphabet work is entirely free-hand.

By reference to the small cut (a b c d) you will see just how the guide lines are used. In this cut the ruling has purposely been made black and heavy so as to come out plainly



in the reproduction. The letters have also been placed far apart so that the lines may show well between them. In practice the guide lines are made as light as can well be seen.

It is not customary now in show card writing to say much about the measurements of letters, space units, etc. Up-to-date card writers aim to work out of those old ways. But for the benefit of students who will naturally wish to know just how to proportion their letters the following is given, referring of course to this alphabet:

The capitals are made of uniform height above the base line. With the small letters, the height of such letters as a, c, e, etc. may be considered the unit of height. It will be noted that all the letters of this alphabet extend above the upper alignment line. With the capitals, the lower case letters of unit height, and the unit-height portion of the taller letters, this extension taken diagonally is the width of the chiselled brush. The height of b, f, h, etc., in proportion to the unit of height, taken as nearly as may be, is as 12 to 7½. Small d is as 11 to 7½ and small t as 10 to 7½. Reference to the copy will make all this clear to the student. As a student becomes proficient and develops an individuality of style, he varies the height and width of the letters to suit the space available and the effect desired; but the proportions here given are to be followed as closely as can be without measurements, while doing the elementary work. The student should be careful to keep his work neatly in alignment at top and bottom.

It is better not to use newspapers

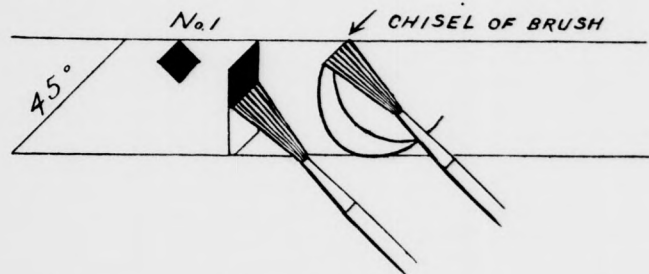
learn to make these independent of any aid.

To begin practice, dip the brush into the color and then on a piece of glass or waste paper work the color well up into the heel of the brush. A habit of doing this will

keep the color flowing from the brush and save too frequent dipping.

When at work always keep your brush well chiselled. Chiselling the brush is simply making the lower end as thin and broad as it can conveniently be worked. It is done by stroking the brush on the piece of glass or on waste paper. Glass is better for getting a good chisel, and with it a saving of color can be made, for, when it becomes coated you can moisten the color spread on it and scrape it back into the cup.

The first principle is made just as it looks to be made—a diagonal stroke from left to right. The student learns that it is much easier to start a stroke with a clean, sharp edge than to end it so. The second principle, which is used in the formation of all but a few of the letters of this alphabet, is just a straight downward stroke with the chiselled brush. The student will note the pointed shape at top and bottom. This is made by starting the stroke with the chisel of the brush placed diagonally on the paper (just as for the first principle), which position of the chisel is maintained throughout the stroke. This is well brought out in the cut. In each of the four remaining principles, the stroke is begun with the edge of the chiselled brush; it is gradually made wider and again gradually narrowed to a line. The strokes used in the first seven of the small letters are numbered in the copy, so that the student may see just the order in which to proceed. He will observe at once that the small letters a, c, d, e, g, o, q, and capitals A, C, G, O, and Q, are all begun with the same kind of stroke. In making such a letter as b or f he



for all one's practice—use plain paper part of the time. The work looks better on plain paper, so the pupil feels more encouraged. Then with a newspaper, no matter which way it is taken, either the column lines or the lines of print furnish a guide for making vertical strokes "straight with the world." The student must

will learn to stop on the straight downward stroke a little before reaching the lower line—otherwise a small prong of the downward stroke would project beyond the diagonal stroke at the bottom that is made second. Stroke 4 of d is just a tiny three cornered spur used to complete the diagonal top of the third stroke

of the letter. The way each letter of this alphabet is to be made will by this time be so obvious to the student that no further explanation seems needed, except perhaps to say that the fourth stroke of g is started at the lower end, narrowing as it goes up to meet the third stroke. The same kind of stroke is used for the lower part of j. The third stroke of k is much the same only more slender and made from above downward. Stroke 5 of g is a small spur.

In making the principles and letters the brush is held much like a pen only more nearly upright. The handle crosses the forefinger between the knuckle and the next joint, nearer this next joint than to the knuckle.

Better progress will result and the pupil will be less likely to fall into desultory ways if he will form the habit of making just one copy of each letter and go through the entire alphabet in this way, instead of making a half dozen copies or a whole line of a single letter.

Do not spread the letters too far apart—keep them what will seem to you pretty close together. Further instruction about spacing will come later on.

The student probably can spend only odd times at the work, and really is likely to find practice less tiresome if sandwiched in with other duties. In these early lessons, use time and care in getting correct formation. Later on you will begin to speed up.

Form the habit of thoroughly washing the color out of your brush with water whenever you are done using it for the time.

Finally, preserve this issue of the Tradesman and later numbers in which lessons appear. You will need them for reference and reviews. Sharp-eyed pupils doubtless have observed before this that on many of the letters short fine lines or points are to be seen, about which no mention has been made. Capital L is a good example, this having a long spur at the beginning and another at the end. After a proper amount of practice the student can turn back to this alphabet and make all these tiny spurs, thereby enhancing greatly the beauty and finish of his work. For the present, however, it is best to confine the effort to making good strokes and getting correct letter forms.

Ella M. Rogers.

Miss Rogers will be glad to hear personally from every one who undertakes to learn what will be given in this course on show card writing. State clearly the difficulties you encounter. She may be able to help you. Her address is Long Beach, Calif.

The Greatest Tease.

It was a Missouri boy who disagreed with his teacher about Xantippe being the greatest tease. "I think" said he, "that her was husband was a greater tease." "And, why do you think so?" "Socrates," (Socrates) was the answer.

Many a clerk fails to see an opportunity because he keeps his eyes on the clock.

REAL FACTS

Regarding the Management of Public Utilities.

Written for the Tradesman.

The statement is frequently made that public service corporations are antagonistic to the dissemination of information regarding their operations, that their meetings are star chamber sessions and their operations cabinet secrets, because education would be a means to high rates and big dividends.

Statements of this character show great ignorance of the manner in which modern public service corporations are conducted. Education is what these corporations most fervently desire, because only through this channel can the public be convinced that these corporations are like any other business institutions, governed by modern conditions. It can be stated without fear of contradiction that such corporations as the American Light & Traction Company, Commonwealth Light & Power Company, United Light & Railway Company, American Public Utilities Company, and other public utilities companies of a high character do not wish excessive dividends and high rates because these two factors open the door to destruction through the antagonizing of the people and invitation to competition. These companies realize that, in addition to the bad effects mentioned, excessive dividends and high rates are nowadays destructive of confidence on the part of the people who have money to invest. Take the gas field alone, there is \$195,530,762 of capital invested and the value of the product of these gas companies is \$166,814,371, and the industry absorbs practically \$50,000,000 new capital yearly.

The investor of to-day demands stability in the business in which he puts his money. It is therefore plain to be seen that the well managed public service corporations welcome regulation by commission, reasonable rates and the widest publicity. In the various public utility enterprises, including electric railways, there are to-day approximately \$400,000,000 invested. This investment represents millions of people who have placed their savings in this enterprise because they have come to realize that the percentage of safety in investment is greater in public utility corporations than in any other line of industrial endeavor.

For the reasons above enumerated public utility corporations of the present time are utilizing as much of their revenue as possible in keeping the properties in first-class physical condition and giving excellent service at the lowest possible rates, and are thus securing for their investors permanency and regularity of dividends and interest returns.

One feature of the public utility field of investment which gives confidence to the investor is the lack of sensational and erratic schedule of gains in earnings. It will be noted that the earnings of public utility companies show a steady and normal

increase commensurate with the growth of the communities they serve.

Earning statements of more than 120 gas, electric light and power companies for the year ended December 31, 1913, show a gain in the gross of more than 8 per cent over 1912, while the net after deducting expenses and taxes showed an increase of more than 7 3/4 per cent. These companies are representative concerns and include such companies as those mentioned in the first part of this article. Taking all the electric light and power stations of the United States the gross earnings in 1912 were in excess of \$302,000,000, an increase of 252 per cent. in ten years, or an average increase of more than 25 per cent in gross earnings. This favorable condition of public utility enterprises is significant when the fact is taken into consideration that in twenty-six states of the Union the properties are operated under the supervision and regulation of public utility commissions, and in the communities where the companies are most prosperous, the widest publicity has been given to the operations and policies of the company showing conclusively that where the press is broadminded enough to print the facts, the public is quick to re-

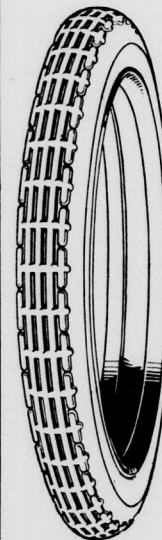
spond in appreciation of the efforts made to give them good service and fair treatment.

Paul Leake.

Geo. L. Collins & Co.

Wholesale Live and Dressed Poultry, Calves, Butter, Eggs and Country Produce.

29 Woodbridge St. West
DETROIT, MICH.



Diamond Automobile Tires

Made in Squeegie and Smooth Treads.

We are jobbers of these goods in this section, and would be pleased to have your order.

Sherwood Hall Co., Ltd.

30-32 Ionia Ave., N.W.
Grand Rapids, Mich.



Finding a Market

National Biscuit Company advertising finds new consumer markets for National Biscuit Company products all the time. By advertising a large variety continuously and widely, a fixed demand for National Biscuit Company goods is created and maintained.

This means quick sales and a quick turn over on a small investment. Carrying a good assortment of National Biscuit Company goods in the famous In-er-seal Trade Mark packages and the attractive glass front cans means automatic sales.

It is good business to be able to supply any of the National Biscuit Company products, whether known as cookies or cakes, jumbles or bars, crackers or drops, snaps or wafers—all have their fixed place in modern grocery merchandising.

NATIONAL BISCUIT COMPANY



Why Men Leave Home

Many of them leave home without any particular reason, of course, but there are a great many who pull out because they are "peeved" at the bill of fare.

Sometimes it is their own fault because they do not provide the wherewithal with which to produce an interesting bill of fare.

But many, many times when the man is working hard and providing well, the "lady of the house" is too much the "lady" and not enough "helpmate."

Just a little pains to please him with good home baking such as can be done with

LILY WHITE

"The Flour the Best Cooks Use"

Will keep many a man plugging hard for his home and family, whereas otherwise he will lose interest.

He can get bakers' stuff at the restaurants without the expense of keeping up a home, and when he comes home at night, tired and hungry, he hopes to find a home-cooked dinner.

He is mightily pleased when he finds it. He is tremendously disappointed when he doesn't.

He is especially pleased when there is bread, or biscuits or cake made of Lily White.

Try it on him to-morrow and see.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICH.



New Customers Made and All Departments Helped.

The sale, oh the sale, that worthy institution devised to assist the merchant to keep his stock free from the necessary accumulation of a season's business, has become his Nemesis. It pursues him with unrelenting fury. It takes a death grip on his profits. It plays the deuce with his season's business. From a valuable assistance it has become a parasite, whose ever hungry system demands more and more nourishment.

Why?

Because the sale has deteriorated from its natural function of stock cleaner, or occasional business producer, to an unhealthy stimulant. Its effect is like alcohol upon the human body. The more it is used, the more the diseased system cries out for an increased dose.

The time was once, and not so long ago, when January and July were the sale times. Then, perhaps, the thrifty shopper might wait.

To-day a glance at the daily papers will show you that all lines of merchandise can be bought somewhere at a reduced price. As the chronic alcoholic hurriedly snatches his morning cocktail, so the American public pick up the merchants' "Week End Specials," or the "Wonderful Purchase from a New York Manufacturer." The public have so long been accustomed to the cry of "Wolf, Wolf," that the most startling opening in a sales advertisement hardly causes the rising of an eyelash in anything except the chronic bargain-hunter.

Thus the demand for the so-called original sales' plan for which the worried merchants and weary advertisement men day in and day out rack their brains.

There is one magic word, however, which invariably halts the man as he hurriedly runs through his morning paper.

That is the slap on the back that starts every man from the cold indifference with which he views all things outside of his own personal joys and sorrows.

"Gold Given Away" is to the reader what the "Stop, Look and Listen" sign once was to the farmer at the railroad crossing. It implies attention. "It may not be true," says the man, many times fooled before, "but what is it? Gold Given Away," and he reads.

Here are two sales plans that always work: They are an infallible pulmotor for reviving business. You know there is something about the five dollar gold piece on the Christmas tree that make it different

from the \$5 in paper money. You look at it; you put it on your dresser or in your pocket, and you keep it there a day, even at the risk of exchanging it with the first newsboy for a penny paper. Yes, there is something alluring about gold, and that is the principle upon which this sale plan is operated.

A concern in one of the large cities of the country, who had operated under one name since their beginning, advertised to celebrate their fiftieth anniversary by giving their customers something for nothing. It was right in the middle of the season, all merchandise being sold at regular prices. This was a concern with a reputation for integrity and fair dealing, slowly built up and maintained for over half a century. Their advertisements were never of a sensational character. The very atmosphere of their store breathed reliability. Of course, any announcement from such a concern as this could not fail to receive marked and widespread attention. They advertised that on Thursday, Friday and Saturday they would include with every purchase of a suit or overcoat in their store, at \$15 or more, one five dollar gold piece. Their conservative methods, maintained for many years, made this advertising feature stand out as something entirely away from the ordinary. They used no large space in the newspapers. Their advertisements were set up with plenty of display space. The plain statement about the gift of a five-dollar gold piece with each suit and overcoat was featured at the head, and followed by a short story of their business history since their beginning, together with a few words about the merits of their clothing.

To their mailing list were sent letters giving their regular customers an opportunity to take advantage of this on Tuesday and Wednesday, the two days previous to the sale announcement. It proved a tremendous success.

Better Than a \$5 Reduction.

Not only was their clothing department crowded from Tuesday until the following Saturday, but their haberdashery and hat business showed a wonderful increase over the previous year. The writer would venture the opinion that they could not have produced one-half of their volume of business with double advertising had they merely reduced their suits and overcoats \$5 in price.

Of course, the expense was tremendous, but it had the double effect of creating first: a tremendous amount of publicity, and in getting into their store, hundreds of patrons

who had never visited it before; and, second, in reducing their stock beyond what would be possible by an ordinary sales event. Their volume more than made up to them their enormous expense. Had the largest number of garments been sold at \$15 it would have, of course, been a failure, but the suits and overcoats sold at an average price of somewhere in the neighborhood of \$19, and perhaps as satisfying a feature as any in the whole plan was the increase in their other departments, that is, haberdashery and hats, which were sold at a regular price.

This plan never grows old. Its lasting power was proved the following season, when one of their competitors doing about the same size business operated the same plan, with the result that they did the largest week's business in their history.

Gold Every Twenty-fifth Purchase.

Another most successful plan was operated by an enterprising concern for increasing their sales. They advertised that their past season had been one of exceptional success, and in order to show their good-will they would include a \$2.50 gold piece with every twenty-fifth purchase of \$1.00 or more made in their store. Their sales jumped almost a third at comparatively small expense. A peculiar happening was that the \$2.50 gold piece in a large percentage of cases seemed to go to needy people who appreciated them and gave the event more and better publicity than it could possibly get through any other medium. It had a tendency to make patrons who would make 50c or 25c purchases to take a dollar's worth of merchandise. Of course, it also attracted a large number of new patrons who would under ordinary circumstances have traded elsewhere.

Every time a twenty-fifth sale was made, a large bell was rung in the office which caused people in the store to enquire its meaning, and this furthered the idea. The whole thing was taken good humoredly. These two plans have produced success for merchants already. They will produce success for any merchants who try them, because they appeal to the American public's desire "to get something for nothing."—Charles Hudson in Haberdashery.

The married man who hesitates is bossed.

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.

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.

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

GREED AND BAD FAITH.

Have Unsettled Confidence in Railway Securities.

It is one of the unpleasant facts of life that very often where there has been wrong-doing the innocent suffer with the guilty.

This is being illustrated emphatically at the present time in America's greatest industry, after agriculture—in railroads. In this field, where fresh resources of capital are needed, there are substantial evidences of extreme distress, and, although every thinking American realizes that distress for the railroads means distress for the Nation, relief is reluctant and sympathy is cool. The most eloquent and cogent arguments by masters in the field of transportation are received with reserve, and the most startling marshaling of statistics meets suspicion.

Many railroad men seem to look upon this situation as an exhibition of envy and injustice on the part of the people. It is dismissed as a phase of "the deplorable prejudice against corporations." Even the most intelligent are disposed to deal with it as an unfortunate aftermath of sins of the past.

But while it is probably true that railroad financing and management are on a higher plane than in the eighties, and that railroad wrecking is a less popular sport than in the days of Jay Gould, recent exposures of operations lacking even the rudiments of good faith, to say nothing at all of cautious trusteeship or public spirit, are quite serious enough to retard investment by the general public. Undoubtedly the bad history of American railroad financing and manipulation gives added impact to the shock of these disclosures and, as we began by saying, the innocent suffer with the guilty.

This situation is not only serious immediately but also in its more remote consequences. The opponents of the rate raise are attacking with vigor the statistical basis of the claims made by the railroads, and at the moment of these attacks one of the great railroads of the country is charged circumstantially and by high authority with having falsified or manipulated its reports so as to make out its condition to be other than it was, and thus encourage investment in its securities. Now in the tribunal of the interstate commerce commission this fact will go only for what it is worth—for its logical bearing, if any, upon questions before the commission. But with the public, in America and abroad, every American railway security, and even every American security of any kind, is in slight or serious degree affected. Taken with the evil history of past railroad manipulation, and with such contemporaneous outrages as the Frisco and New York and New Haven collapses and with persistent sinister rumors of nepotism and supply graft, the effect not only upon the economic but upon the social and political conditions of the country is serious.

Trickery and indirection among men of high place breed cynicism

and hostility widespread. It is easy for "the man in the street," on reading that a great corporation has tricked its investors to say: "That's how they got it. They are all crooks." In his mind is sowed a profound distrust, which permeates eventually public policy as well as economic conditions. This man decides to enjoy life as he goes and not save. He decides not to repose the results of his self-sacrifice in the care of trustees whose character he does not know but whose class he does not trust. He carries the same spirit to the polls with him and cares very little for theories of the "sacredness" of private property, its importance to civilization, and his duty to accumulate and respect it.

As a matter of fact, the insecurity shown by certain conspicuous American securities, made the victim of unscrupulous greed and bad faith, has checked seriously what ought to be one of the chief solidifying tendencies in our affairs—small capital investment. Shares in corporate enterprise and especially in what are virtually National enterprises, like railroads and other great public utilities, should be the chief resources of popular thrift. It takes time and capital to buy real estate. A share of stock is only \$100 par and may be less. The wage earner and the clerk should be able to put at least their first savings into such shares and feel that when they buy the "securities" of a great enterprise which is founded virtually on the prosperity of the whole Nation they have in fact a security that is secure.

Stable conditions and orderly progress can be more directly and permanently assured by a wide distribution of property than by anything else, and there is no form of investment so convenient and so well suited to the means and conditions of the great mass of thrifty Americans as corporate shares. If securities of the great utilities were beyond suspicion, if our laws prevented the raids and manipulations of control, then the small investor could be attracted to them and through them he would share the prosperity he creates provide for his old age in peace of mind, and greatly broaden the economic basis of our democracy.—Chicago Tribune.

The Pace Maker.

It is a waste of time to grasp an opportunity unless you know how to make use of it—Get busy.

A good fighter dodges lots of quarrels—Think it over.

If your boss isn't satisfactory, just mention the fact to him and perhaps he will permit you to resign.

Our idea of a hypocrite is a person who throws mud at a man while alive and puts flowers on his coffin later.

Ever notice anyone trying to get rid of his wealth because it doesn't bring happiness?

When you have a good impulse, get busy and act.

The under dog gets lots of sympathy—that's all.

Was the Golden Rule intended only for measuring the conduct of others?—Think it over.

TRU VAL

SHIRT OF TRUE VALUE



The TruVal materials are high grade—the patterns are select. The colors are fast and the boxing most attractive. The TruVal is cut full to fit men of ample proportions. And the details of finish are equal to those found in higher priced shirts. The bosom center-stripes are accurately spaced and the cuff-stripes are carefully matched. TruVal shirts are built to bear the closest scrutiny of the man who knows.



Branch stocks of TruVal Shirts are carried by 108 jobbers, to afford retailers convenient and quick delivery. Fill in as you need from your nearest jobber. Write us for the names of jobbers near you who carry branch stocks of TruVal Shirts.

M. KOBLENZER & SON
82 Franklin Street New York City

Coast College of Lettering

Germain Building
LOS ANGELES, CALIFORNIA

We teach the following branches by mail:

Show Card Writing

Business Writing Engrossing
Ornamental Writing Pen Drawing Round Hand
Automatic Pen Lettering
Pen Lettering Flourishing

Show Card Writers' Supplies

The Famous Eberhard Brushes
Coast Brand of Dry Adhesive Colors
(To be mixed with water)
Coast Manual. A Text Book for the Sign and
Show Card Writer, \$3.00

Send for Catalogue of School and Supplies

SELLING AND SERVICE.

Where the Merchant Must Look for Profits.

Written for the Tradesman.

Buying isn't what it used to be. When I first went to work for Old Man Knowles, buying was the whole thing in business. Nobody ever thought of selling anything as we understand selling now. Knowles had a sign up: "If You Don't See What You Want Ask For It." And honestly, that was the only enticement of any kind there was around the store. Knowles never asked anybody to buy anything; if you wanted anything you had to coax it out of him and he always seemed reluctant to let it go. Mrs. Knowles when she waited on store used to say, "There wasn't anything else, was there?" which showed that she was willing to accommodate a customer if he really insisted on it.

Knowles was prosperous; he would be a joke to-day or else he would be in some other business like real-estate. He was a natural born trader. He knew by instinct where the soft spots were and he bought recklessly when he found one. He knew how to play one merchant against another, and he always squeezed the last cent out of a bargain. He was the best trader within forty miles of Dover Corners except one; that was Ab Waite. They used to say Ab would start out riding an old mare and after trading round a month he'd come home in a side top buggy drawn by a pair, and leading a whole string of cattle besides the old mare he started with, and enough cash to boot to keep him a year. Trading was an art with him and he loved it.

Nowadays buying doesn't cut much figure—except overbuying. Prices are pretty much standardized. The jobbers and manufacturers tell you what you have to pay and half the time they fix the margin on which you do business besides; all you have to do is handle the goods and collect the money, and sometimes the margin is so small that's all you get out of it, the privilege of handling the goods. Buying isn't a game any more; it's just keeping score.

I was saying to Henry Sellers the other day that I didn't believe I paid enough attention to buying; if a fellow shopped round a little he ought to add a little velvet to his profits. I knew all the time that there was nothing to it, but I wanted to see Sellers rise. He came up better than I expected. "Do you know, Wright," he says, "our house has pretty fair buying facilities; we are in close touch with all our markets all the time and we have eight department heads who do nothing but study buying; well, I heard the boss say only the other day he would give fifty thousand dollars a year to any man who could save the house 1 per cent in its buying. There isn't half or 1 per cent difference in buying costs between any two well managed wholesale houses in the country. And yet you talk about taking a few minutes of your spare time and saving 5 or 10 per cent in prices; I tell

you it can't be done. The margin isn't there."

That's a good hunch he gave me. Next time I see Jenkins I'm going to have a little argument with him. Jenkins is always telling how he saves from 25 to 50 per cent, buying off the catalogue house. It can't be done; the margin isn't there. And then I will explain gently to Jenkins that with half the effort he puts on trying to save 5 per cent, on his purchases and not doing it, he can add 10 per cent, to his production, and I know darned well he can do it.

There's nothing in this buying game. Jenkins can send his little girl with a jug for molasses and she will get exactly the same measure and pay the same price as if he came himself. It wasn't so in Old Man Knowles' day. What is more, he won't send a jug to be filled. I have not seen a molasses jug in I don't know when. Molasses comes now in tin cans, full measure at that or there will be trouble, and there's no more variation in price than there is in sugar or three dollar shoes.

Buying used to be a game, a contest of wits or a game of chance, as you happened to take it. One fellow got the best of the bargain and the other got the worst of it. It's a reformed game now like the slot machines. Used to be four of them in Lukens' drug store; you put in a nickel and got three cigars or fifty cents or nothing—mostly nothing. But now since the town has got good, if you want to be real sporty you put in a nickel and get a nickel package of chewing gum—no more, no less.

Oh, yes, there's some open ground yet. How many of you fellows bought potatoes last fall? Paid forty cents, didn't yeh? Sold most of them in the spring at thirty-five, didn't yeh? Yes, a man who is looking for chances can find them. But I don't know but this standard price and safe margin is a healthier way of doing business even if it ain't quite so exciting.

You know, I'm getting so I don't like it when a competitor comes into my field with goods bought cheaper than I can buy them. I really am. And when he gets a better price than I can from the jobber who supplies me, I actually resent it. I feel something the same way I did when I discovered the Mercantile Company was getting a rebate of 20 cents a hundred from the railroad company; it didn't seem like a square deal. There was a time when the smartest man got the biggest rebate; now we don't stand for rebates to anybody. And I wouldn't be surprised if the same thing happened in jobbing; you'll see the retail trade come to the point where they won't stand for discrimination between the big buyer and the little buyer. That is, to the trade, you understand. The price to the consumer is naturally another matter. But in the trade we're all in the same field and we ought to be all on the same footing.

Old Man Knowles would have had a fit to hear anybody talk that way. He'd a thought it was treason to the trade and he's a wanted to prosecute somebody for being a trust the min-

utes you talked about fixed prices. He believed in competition and every man for himself. Well, Old Man Knowles would have a good many spasms if he tried to adjust himself to our ways of doing things—and that was only twenty years ago I worked for him at that. Old Man Knowles never belonged to a credit association that reported on customers who were careless about their accounts. He never belonged to a Retail Merchants' Association where all the competitors took supper together around one long table. He never held stock in a co-operative creamery. He never had a young man call on him every ten days with his prices all printed in a little book and no variation allowed. Charles Sommers who used to make Dover Corners never had any prices; he made his up as he went along, and he could always tell by the wrinkle in the corner of Knowles' eye whether he guessed too high or not. For that matter, sometimes I don't see why they need send the young man

with the quotations at all; just shoot out the price list and let every man order what he wants. Considered as a game there is as much fun in buying as there is playing with the dumb-bells every morning. And I've heard of fellows who actually swung Indian clubs but you can't make me believe they ever really enjoyed it.

Selling is where the fun comes in business now. Selling and service. And that is where you have to look for your profits. The little figures in red ink look just as good to me as they ever did to Old Man Knowles. And they stand for a lot of all around satisfaction that he never got in all his dickering and trading.

John S. Pardee.

The man who is going to make his store absolutely necessary to the public is going to do it by service, not by price.

A man may never discover how ignorant he is if he doesn't try to tell his wife how to run the house.



"Get Together With your Bookkeeper"

Be sure that your system is efficient. Then let us make the forms. You will get the best workmanship and service from a concern that has specialized in this business for ten years.

KALAMAZOO LOOSE LEAF BINDER CO.
KALAMAZOO, MICHIGAN

IMPERIAL BRAND

Spraying

Largest Line



Compounds

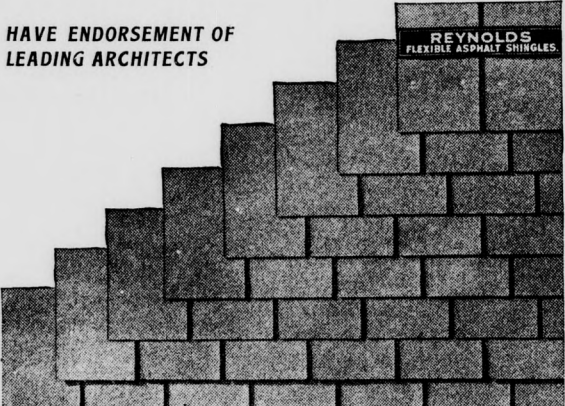
Superior Quality

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

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

Reynolds Flexible Asphalt Shingles

HAVE ENDORSEMENT OF
LEADING ARCHITECTS



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

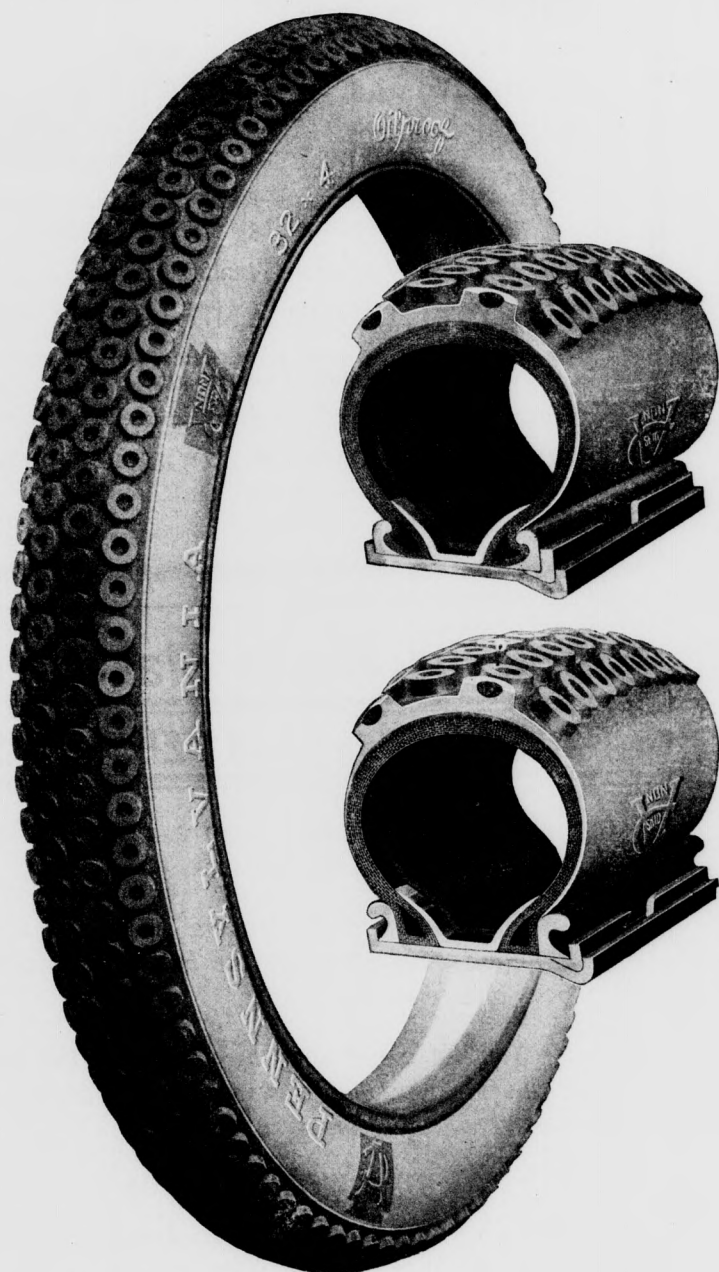
H. M. REYNOLDS ASPHALT SHINGLE CO.
Original Manufacturer

GRAND RAPIDS, MICH.

PENNSYLVANIA

OILPROOF

Vacuum Cup Automobile Tires



They absolutely prevent the destructive effects of oil. Tires take up oil from roads and pavements, motor standings and garage floors. The pores and small cuts in the tread absorb it. Oil disease sets in and road friction completes the ruin of the tire that is not guaranteed Oil Proof.

Pennsylvania Tires are Oil Proof—they will last where non-oilproof tires go to pieces. They spell "economy."

This great new feature is in addition to those anti-skid and long-wearing qualities which have made these tires the safety and service sensation of the past four seasons.

Guaranteed not to skid on wet or greasy pavements. A printed guarantee of 4,500 miles service under liberal conditions of car weight goes with each tire

Ford Type, 30x3 in. and 30x3½
are also made in Vacuum Cup.

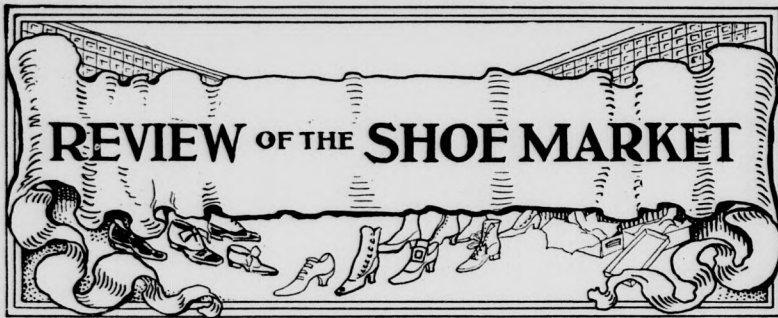
Write for Particulars and Prices on
Vacuum Cup and Smooth Tread Tires,
Gray and Red Inner Tubes.

Michigan Hardware Company

EXCLUSIVELY WHOLESALE — WESTERN DISTRIBUTORS

Cor. Oak-Ellsworth,

Grand Rapids, Michigan



Trade Building Plans for Spring Business.

About ten days now before Easter Sunday. I think it is time you set your imagination at work on the problem of selling spring shoes in your store.

There is a place for the exercise of imagination in business. Imagination has to do with ideals very often, and ideals are necessary in your business. What are your ideals, anyway? If you are a keen business man, alive to the conditions and needs of your business, you can come back at that question with forty answers.

I have cleared out the winter stock. My spring goods are here, most of them, and the rest will be here soon. This is a dull time for selling. I will take this month to educate my trade about spring business. This season shall open with a swing. I will do many things differently. I will be ready, ahead of the season, to conduct my business economically, efficiently, profitably, and to the satisfaction of customers. They shall be served well in my store.

Just as an experiment, start your imagination working along such a train of thought as it may happen to follow, and you will see that it will suggest a great many things that ought to be done in your store, at this between-season period, and with the opening of the new season.

I was in a big shoe store early in February, and noticed some disorder, aisles rather cluttered up, coverings over cases, some little debris here and there and other indications of something going on. Walls and ceilings were washed clean of decoration and workmen were just ready for redecorating.

Windows and Interior of Store.

This is a good time of the year to freshen up the appearance of things, make the store look clean and new, put on paint, changing the color some possibly to make the place look different, perhaps, refinish the floors and woodwork, and many other things you will think of.

How is the flooring in your windows? Would not new flooring be a good investment? How about putting in another display case for the findings or stocking departments? How about another section for your filing cabinet where you keep the names and addresses of your present and prospective customers?

I merely suggest these things in passing, by way of reminding you that now is the time to be ready for another season.

How to Keep Up the Salesforce.

If I were you, I would go after my

salesforce pretty strongly just now. Sit down some evening and take another mental measurement of each man, and settle on the point where he is weakest. Decide in your mind just how you will put it up to him in such a way as to lead him to strengthen himself in this regard. Make extra efforts, just at this time, to arouse and develop the spirit of your men, to secure the esprit de corps that means vitality and energy and success for the men. Talk with them personally. Enthuse them. Instruct them on the new elements in the shoes business for spring, the character of the new shoes, the tendencies of style, and the selling points that they will find effective in dealing with customers. All this is rather basic, but I find that many dealers are apt to neglect it entirely.

Of course, you have already gotten past the cut-price sale and bargain-at-clearance-prices, and are probably waiting for business to start. To break away from the old and begin on the new means—break away and begin. Out of sight with everything that suggests winter! Bring on the new things for spring!

Ideas for Window Advertising.

Always your windows are ready to serve you. Make the most of the opportunity. You have plenty of time now, for the trade is not at its brisk-est. Make your window displays better and trim your windows oftener. Make twice as many changes between now and Easter week as you ever did before.

Show the new goods, in all departments—now the new mahogany tan shoes for men, now children's ankle ties, now the new tongue-and-buckle effects for women, stockings, evening slippers, rubber soled shoes, patent leathers with cloth tops, and a score of other typical sorts of spring footwear. Make the windows look different.

Perhaps you will criticize the idea, but it is a good one nevertheless—suppose you put in the window some morning just a couple of pairs of shoes for the same sort of wear, but a little different in some style features, and perhaps put in one or two pairs of stockings. Arrange them on pedestals in such a way as to bring them into prominence fairly well toward the foreground of your window. You will see that the display will attract attention.

It is none too soon to show spring flowers in your windows, preferably in moss in low boxes. Certainly you should show their bright colors in your windows before the snow disappears. And for Easter week—a

THERE IS GOING TO BE A BIG DEMAND

For rubber soled footwear during the coming spring and summer, and we want our customers to know all about these



NEW AND SNAPPY

"Campfire"
Outing Shoes

Regular Bal and
Stylish Oxford



The upper is made of extra quality canvas, and white soles of best vulcanized rubber.

Special Feature "Leather Insole"

GET ON THE JOB AND ORDER NOW

Our salesman will show them to you and convince you of their SUPERIOR QUALITY AND STYLE.

RINDGE, KALMBACH, LOGIE COMPANY
Grand Rapids, Mich.

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

good decoration, with natural flowers, both in windows and store. By the way, now is a good time to arrange with your florist for what you want. Then he will have it ready for you when you want it.

Get after the windows right away. There is no better advertising for your store.

How to Use Your Mailing List.

We are reminded once more of the desirability of using that store list of customers and prospects. There are two or three times every year when every dealer who has a list of names and addresses to work upon can do so with unusual advantages. And one of these times is Easter, which comes this year on April 12.

I saw a small folder, the other day, that is to be used this spring for advertising a retail shoe store, and I thought it particularly attractive. A piece of good weight cover paper was folded twice, making two panels, with a small edge folded over. On the left panel was "tipped on" a picture of a girl with lilies, done in colors, and underneath it was the caption "Easter 1914." On the right hand panel was printed the dealer's message.

If one did not care to go to the expense of color work, a very satisfactory effect would be secured by substituting for the picture of the girl a good illustration of a spring shoe. But I speak of this chiefly by way of hint that now is the time to decide what printed literature is to leave your store this Easter, to prepare and print it, and to get it into the mail at least ten days before Easter.—Adv. Critic in Shoe Retailer.

How One Shoe Dealer Handles Complaints.

The retail shoe business is full of complaint and complaints of all kinds from all kinds of people, hence all complaints cannot and must not be handled alike. I would say that fully 50 per cent of the complaints we get are not warranted; I mean by that, they are trivial, such as shoes getting out of shape. Now, as to the nature of complaints.

1. The most abused of all complaints is from burnt shoes. No consumers ever realize when they burn their shoes and even sometimes will make the assertion that the leather was burnt before being put into the shoes. These customers I try to satisfy by a new pair of soles, by making an allowance on another pair of shoes, so as to enable me to retain a satisfied customer.

2. The creasing and cracking of patent stuff gives cause for a world of complaint, even though we have twenty signs in our stores stating that patent stock will crease and crack. We never make any allowance on the stock creasing, but when the stock cracks through we satisfy the customer.

3. The wearing of soles in boys' and misses' shoes is a source of constant complaint. It is impossible to make soles wear on these shoes when they are subject to the hard wear that is usually given them, and so many parents cannot understand why we sell shoes that won't wear at all, as

they express it, when it is absolutely the child's fault and not ours. In these cases I have the shoes repaired so that we may have peace in the family.

Now, the many, many complaints, such as rips, heel taps pulling off, eyelets coming off, I have repaired free of charge to the customer.

I never let a consumer go out of our store dissatisfied, from the fact that the complaint has never been given attention, for consumers must be satisfied. Unless, as I have stated before it is a creased or cracked patent complaint, or a chronic complainer, the sooner you get rid of the latter class the better off you will be. I have figured that it costs me two hundred and fifty dollars a year, but where could I spend that much that would bring me greater results than a satisfied boosting customer?

Now, let me say that in handling complaints, I rarely ever ask the manufacturer to stand any allowance made. If it is a bad case and I think the customer is entitled to a full claim, I gladly replace the old with a new pair and charge the same to the manufacturer, but if I make a half price allowance, I always share the loss equally with the manufacturer. A cost price allowance I stand myself and charge the manufacturer nothing. The small items I never charge to the manufacturer, such as rips, etc., but pay that myself.

In my years of business I have had only two manufacturers to complain of my treatment of them in handling the complaints of their bad shoes. I

treat the manufacturer as I would ask him to treat me.

In conclusion allow me to say that someone has to be the complaint man in every firm, and as such we can make a name for ourselves, and for our firm, for fair and reputable dealing, by being a cordial, genial complaint man, one that is willing to smile when things go wrong, and ready to do when things need doing.

Allen H. Meadors.

Visiting the Markets.

Many opportunities come to the retail merchant in the outlying districts, contiguous to large cities, to visit the market centers for the purpose of buying. Trade excursions at various times of the year offer chances which should not be neglected. There are jobbers who will gladly pay the expenses of such a trip occasionally, for their customers if they receive orders in return. But, if neither of these ways is open, it is more than worth while for him to spend the money necessary for such a jaunt. It brings him closer in touch with the heart of merchandising, and enables him to learn much that he cannot find out at long distance. Contact suggests points of view to him concerning which he would never have thought to enquire, except for the fact of being thus brought in touch. There is also inspiration in being taken out of his own sphere for a while and seeing how others attend to matters mercantile. He cannot buy everything he sees, but he better understands the whole scope of the situation by the

broader knowledge he thus absorbs. The catalogue and the traveling salesman may speak to him for months about all these things without giving him as much real vision of what is going on in the world as he can gain by a half hour in a great, big jobbing house with its floor after floor of goods. The city from which most of his supplies come should be the Mecca of his pilgrimage at regular intervals, and the money and time thus spent will neither of them be lost. Such a trip is not an expense, it is an investment in a liberal education.

Mayer **HONORBILT SHOES**
THE LINE THAT SATISFIES

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

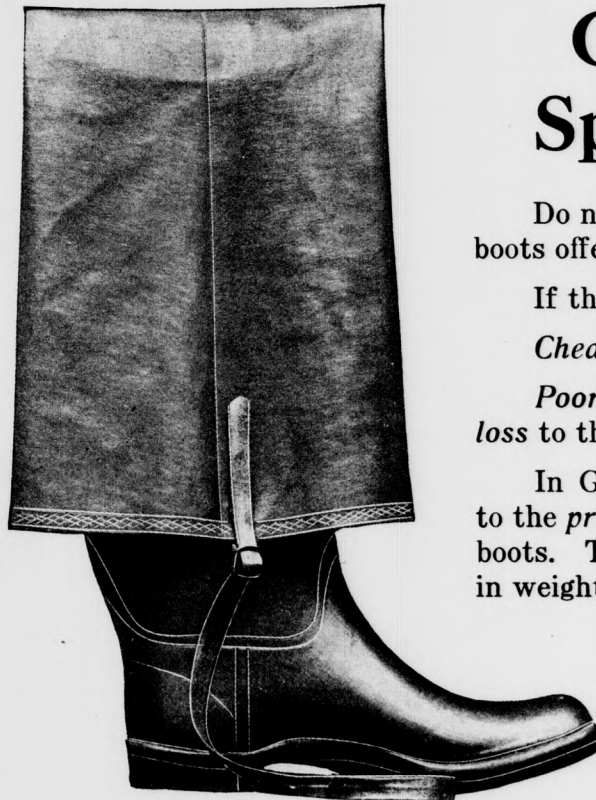
THE Tisch-Hine Co.

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

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

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.

Where Management and Clerks Work Together.

Big Rapids, March 23.—One of the most up-to-date, prosperous and enterprising stores in Northern Michigan is the Bertreau-Almorth Co. store at Big Rapids.

Mr. Bertreau traveled on the road for a good many years and while selling goods to the retail trade, was always on the lookout for new and better methods for handling the retail business; and much of the success of the present enterprise, is the result of his observing nature while on the road.

Mr. Almorth is a man of many years experience in business and one whose judgment in business matters is equaled by few; and his pleasing appearance and honest dealings has won for the firm a host of friends and customers.

On March 17 and 18 they held their annual spring opening and despite the prevailing cold weather, the store was filled to overflowing.

Many new and novel features were used to get the crowd, and much credit is due their advertising man, Mr. Hainey, for the large attendance.

Several traveling men representing many of the firms from whom they buy goods were present during the opening and spent their time demonstrating their goods to the many visitors.

One of the most modern methods of creating a friendly and co-operative feeling between the management and the clerks, book-keepers and other help was originated by the heads of two of the departments. They have what they call the Bertreau-Almorth Clerk's Association and hold their meetings every two weeks. They have their president and secretary and talk over different methods by which they can increase their efficiency by doing more business at a better profit and preventing the little leaks that occur in the average department store.

The management furnishes each manager with a monthly report showing the amount of business done in his department and the cost of doing it fully itemized as, so much for labor, insurance, taxes, rent, interest on capital invested, depreciation, etc. The management takes a deep interest in this movement and the evening of the closing of the Spring opening gave a banquet served at Big Rapids' best eat shop to all the help, consisting of about twenty-five young ladies and gentlemen. The traveling man is usually left out here, but not at the B. A. Co. store. All the traveling men who helped at the opening were asked to go along and if any refused, they missed the time of their lives. The writer is somewhat of a judge of good things to eat, and can truthfully say we had them there, and also had a fine orchestra to play during the meal, so we could eat by music and aid digestion. After the banquet, all adjourned to the store, where seats were arranged and some very interesting talks were given by the different traveling men, which seemed to be appreciated by the clerks and also by the management.

Any one wishing to get some good ideas on modern department store business methods would do well to get acquainted with Bertreau-Almorth Co. and also the B. A. C. Association. F. W. Wilson.

Extravagant Statements Regarding Shoe Prices.

Bay City, March 30.—Many arguments are heard pro and con—principally pro—regarding the high cost of living and it is somewhat amusing to analyze the extravagant statements regarding this subject. The assertion is frequently made that the prices of merchandise, and especially of shoes, are at the present time higher than ever before. This statement appears ridiculous when compared with statistics and, considering the

statement at its face value, it is evident that the authors of it have arrived at erroneous conclusions by comparing present prices with those prevailing during one period of time only. That is, the never forgotten period of four years, 1892 to 1896, when business depression stagnated business and prices reached bed rock.

Beginning with the prime necessity, flour, we discover that in 1866 it sold at \$16 per barrel, and during a period of several years later than the above date, the price was \$8 to \$12. An excellent grade of flour is now sold at \$6 a barrel.

During the '70s sugar was retailed at 12½c to 15c a pound and during the same period and earlier tea cost \$1 to \$2 a pound. To-day sugar is retailed at 4½ to 5c a pound and a good quality of tea may be purchased at 50c a pound.

Food, with the single exception of meat, may be purchased now at lower prices than during other periods, and it has been proven conclusively that meat is not a necessity.

From 1865 to 1880 a tailor made a suit of clothes cost from \$50 to \$60. To-day a suit, tailor made, equally as good for service, is sold at \$35 to \$40.

During a period of fifteen years—1875 to 1890—women's shoes, without style or good fitting qualities, sold at \$3.50 to \$6 and now good, serviceable shoes, plus style, fit and finish, may be purchased at from \$2 to \$4 a pair. Men's shoes, factory made, during the '70s sold at \$6 to \$8 a pair. In style they were a cross between a Norwegian ski and a double decked Mississippi river flat boat. Men's shoes, having the combination, style, fit and service, are now sold at from \$3.50 to \$5 a pair.

The prices of all classes of leather have been advanced at frequent intervals since the beginning of 1906, owing to the decreasing supply of hides and skins and, while the hide supply has decreased, the population of the United States has increased. Therefore, there is a smaller production of leather each year and a larger number of persons to supply with footwear.

The United States census reports show that in 1896 the population was, in round numbers, 86,000,000 and the cattle supply 67,000,000. In 1913 the population was 97,000,000 and the cattle supply 57,000,000. These statistics prove that we have 11,000,000 more wearers of shoes than there were in 1906 and 10,000,000 fewer head of cattle to yield hides.

Anyone who gives these facts and conditions due consideration will decide that the present prices of shoes are low. In fact, the prices of shoes are lower, in ratio, than the prices of other lines of merchandise. This is made possible by improved shoe machinery, more skilled workmen and increased facilities in manufacturing.

During the past twenty years, the manufacturers of shoes in the United States has increased by leaps and bounds. Previous to the beginning of the present century, shoes were imported, but since 1901 millions of dollars' worth of shoes have been exported. There are stores in many cities in Europe that are stocked exclusively with American made shoes. It is conceded that Uncle Sam's subjects are the greatest shoemakers in the world. J. H. Belknap.

Window Dressing.

"Waiter," said the indignant customer, "what does this mean? Yesterday I was served for the same price with a portion of chicken twice the size of this."

"Yes, sir!" answered the waiter. "Where did you sit, sir?"

"Over by the window."

"Then that accounts for it. We always give people who sit by the windows large portions. It's an advertisement."

When Is a Contract?

Leather for many years has been sold on a basis of what is known as a "gentleman's agreement." Quantity in such agreement has been of less importance than the price to be paid. Buyers sent shipping instructions for their leather, when desired, but if not desired for one cause or another, these instructions were withheld, and prolonged neglect meant only one thing to the tanner who would dispose of such leather elsewhere, and take his medicine, although the dose might be unpleasant.

Conditions are changing, however, in the purchasing of leather. Reduced supplies of hides and skins accompanied by stronger leather values and moderate stocks of leather, have combined to stiffen tanners' ideas on selling.

The sole leather tanners have led the way in the needed reform. The leading houses for some time, have only accepted orders on the distinct understanding that deliveries would be accepted within a specified time. Moderate but sure orders have been preferred to large contracts with uncertainty as to actual acceptance of the leather at the price originally agreed upon. Leather buyers on their part have been willing to take their purchases considering the general advancing tendency of sole leather and offal.

The majority of shoe manufacturers and other leather buyers stand by their purchases, and there is a better and more satisfactory atmosphere in the leather markets. It has been learned, however, that a substantial contract for bottom stock was cancelled a short time ago, by the buyer. But the seller, much to the surprise of the customer, absolutely refused to permit the cancellation and insisted on the leather being taken as ordered. The buyer was also notified that refusal on his part would result in suspension of further business relations.

Curiously enough, the value of the bottom stock mentioned was higher at time of desired cancellation of order than when originally purchased. The bottom stock producer would make money by accepting the cancellation, but resolutely opposed it on the ground that a contract is a contract and should be strictly and honorably carried out by both parties.

Something presighted in this.

This is how the leather man puts it: "Let us have more rigid rules regarding the sales of leather. Why should leather men fool themselves by believing their leather sold when it is only booked on memorandum? This unbusinesslike policy is deservedly passing away. Hides are cash; and leather, cut stock, and everything else down the line should be properly merchandized. Tanners cannot expect to prosper by offering special terms, private concessions or other unwise attractions to either hold present customers or get new ones. A healthy process of elimination is apparent in the leather business and tanners who establish and steadfastly maintain a reputation for refusing to let contracts be broken will not suffer in popularity with leather buyers but rather earn their respect, as strong and square business men."

The rules of honor should govern the business world just as strictly as they govern the social world. It has taken a long time for leather buyers and sellers to realize that contracts for leather should be strictly lived up to. The policy of the bottom stock manufacturer, already mentioned, should have the hearty support of all in the leather industries.—Hide and Leather.

How Rival Shoe Dealers Do in Detroit.

A Woodward avenue shoe merchant recently became considerably provoked because a big automobile was parked in front of his store all day long for a number of days. He could not discover the owner, but he realized that the car hurt his business because no other auto could find room to stop in front of his store. Accordingly he consulted a police officer who took the number of the car, looked it up in the police department records and found that the car belonged to a merchant who has a store directly across the street from the shoe dealer. The car owner wouldn't block ingress to his store by parking the automobile on his side of the street all day, but had no compunction about leaving it in front of his neighbor's store. He was informed by the police officer that he would have to find another place to park the machine.

EGGS and BUTTER



We will pay for shipments up to and including Wednesday, April 8, F. O. B. Detroit.

Eggs, cases included,	-	-	18¼c.
Dairy Butter, Straight Run,	-	-	17c.
Packing Stock,	-	-	13c.

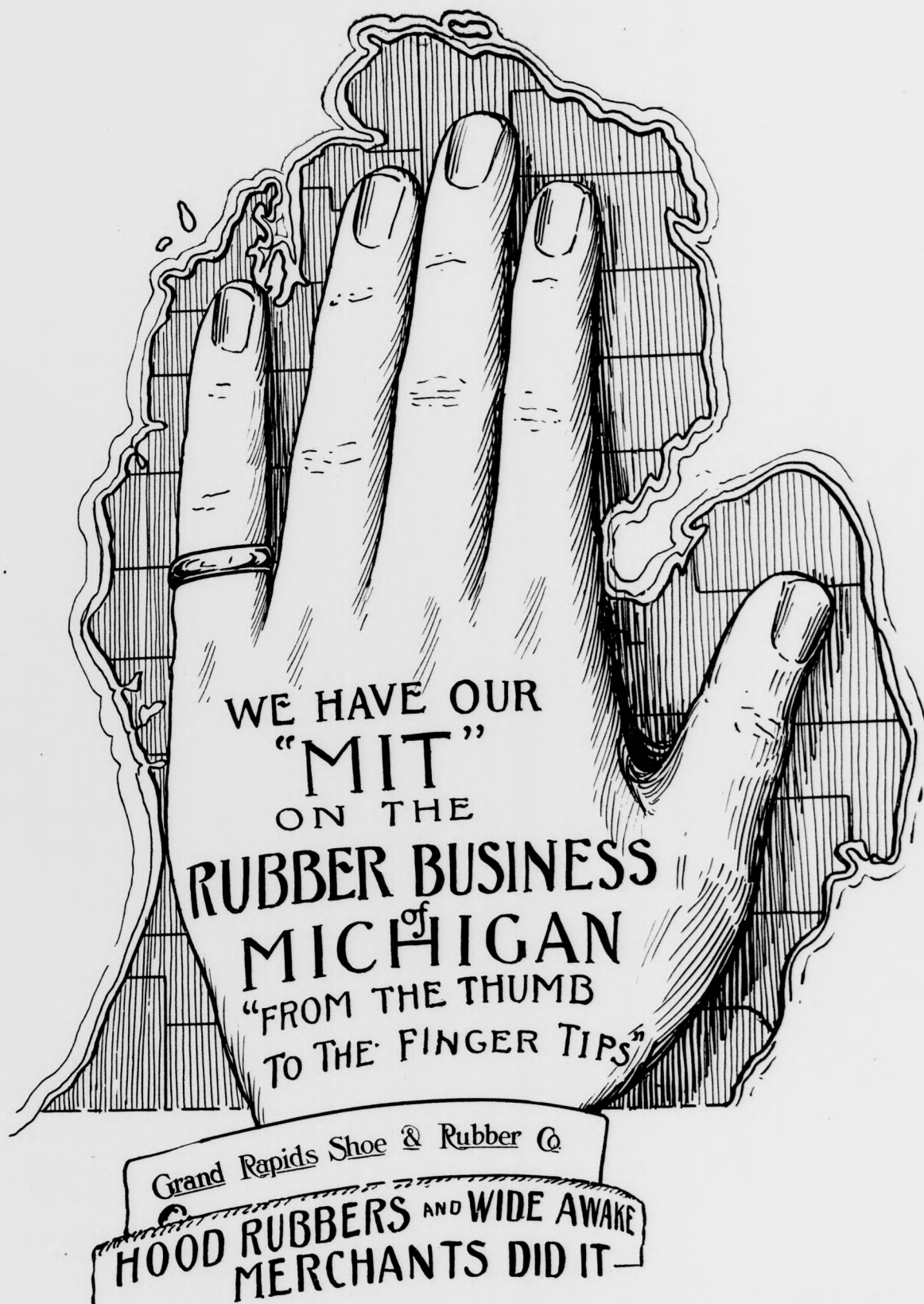
Will sell empty egg cases practically new at 12½c. F.O.B. Detroit. Guarantee prompt remittance on all shipments.

Schiller & Koffman

323-25-27 Russell Street

DETROIT, MICH.

WRITE FOR WEEKLY QUOTATIONS



—, and are still doing it. Don't you want our sales-
man to call and show you why *Hood Rubbers* are better?

Save that 5 per cent.



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.

Tips to Traveling Salesmen.

The traveling salesman should always be on his guard against being influenced by local prejudices in sizing up a dealer. Men of really stanch character and fine business capacity are frequently underrated by their neighbors and sometimes by their friends, on account of some peculiarity which has no bearing upon his standing as a desirable customer. These same neighbors and friends are also liable to err in recognizing important characteristics. Herein lies much of the trouble experienced by the various commercial reporting agencies which depend upon fellow townsmen for estimates of the standing of dealers concerning whom enquiries are made. The wideawake salesman will investigate his man systematically and, practically, independently. Of course he will consider what he hears; but he will measure it and weigh it several times before he will accept it at anywhere near its face value.

When a salesman has succeeded in selling a merchant a full line to replace a competing line previously carried he obligates himself to aid that dealer in every possible way to clear his shelves of the old stock by inaugurating a good system of advertising and clearance sale announcements that will "pull" the trade on the sale and prepare the public for the offering of the new stock. This takes time and hard work; but it is an important part of business building—it is founding that business upon a rock and may be regarded as an insurance upon the permanency of that customer's patronage.

When the science of salesmanship is practically applied you may depend upon it that the results will prove satisfactory. There is a little

story going the rounds of the press at the present time which illustrates this point admirably. For years and years attempts had been made to introduce clover into Australia, and year after year failure attended every effort. The farmers could not understand it. The soil was right. The climate was right. But the clover would not seed. Then along came a practical scientist and he set out to find the cause of the trouble. He did not discover it until he reached the realm of natural history where he struck up an acquaintance with the Australian bees and found that they are a short-tongued set of honey makers that cannot reach the nectar cups of the clover blossoms and accordingly left them severely alone. This destroyed all chance of the transfer of clover pollen and seed fertilization was impossible. Now, having discovered the trouble, that scientist, being a practical fellow, sent to this country for a large supply of bumble bees, members of the bee family that have such lengthy tongues they would be gossips if they could talk. And lo! clover is flourishing in Australia now like a green bay tree. Science did the business.

One of the most valuable assets of any business concern is its trademark, if it be properly used; but the average salesman does not seem to realize it. It is frequently a better money maker than the name of the house and has the great advantage of not requiring the weight of years before the public to give it force. If it is the trademark of a meritorious article that has been properly placed on the market, the salesman ought to consider himself doubly armed to resist competition and, if by some mischance or carelessness he does not know how to utilize it in getting business, he ought to undertake immediately an educational course with himself; for he certainly does not understand the goods unless he knows the value of its trademark.

The small things count. It was Henry Clay who remarked that "It is the picayune favors of life that count in this world."

The salesman who makes careful note of the little things finds that he has secured a wonderful leverage on business! for the average dealer is wedded to his prejudices and the only thing is to find out what they are and adjust the conditions accordingly.

The salesman who fails to get the business is not always blamable. Too many houses still believe that salesmen are born that salesmanship just comes natural to them, and that

is all there is to it. If this were wholly true, experience and an understanding of the business would amount to very little; but both are educational and are direct proof that education is the great essential in business. The house that believes in practical education will require it of its men and place a bar on a considerable amount of poor work.

W. B. Carhart.

Traveler's Advice to Suburban Merchant.

"Mr. Blank, you say that you cannot afford to install my line because so many of your townspeople patronize the city dealers or purchase their supplies through a mail order house. This condition of things must be very bad for your trade, and if I were you I would take strenuous measures to put a stop to it. You have a right to the patronage of the members of your community so long as you are prepared to supply their wants with right goods at right prices. They are under obligation to patronize you so long as you are a taxpayer in their city and help to support its public enterprises.

"I offer you a way to get back your custom. As a business man, Mr. Blank, and as a spirited man, you should be willing to accept this opportunity. Install an attractive stock and advertise it. Let the people see that nowadays a merchant in a town of this size can afford to give the best goods at the lowest prices. Appeal to their pride as a community by keeping in the lead with as good a stock as the city merchant. Show the people that they can get no better bargains anywhere than you have to offer. Unless you buy liberally and wisely there's no possibility of keeping a modern and complete stock on hand; and unless you have a modern and complete stock, you cannot blame your townspeople if they go to the city dealer in order to obtain the best."

Game and the Mails.

The American Game Protective Association is reported to have received from the Postoffice Department at Washington a telegram stating that an order has been issued which will effectively put a stop to the illegal use of the parcel post in the shipment of game. The Department's action will be hailed with delight by sportsmen and conservationists generally throughout the country. They feel that a very serious menace to the adequate preservation of our game supply has been averted.

The telegram in question reads as follows: "The Postoffice Department has issued an order prohibiting acceptance for mailing of game killed or offered for shipment in violation of the laws of any state, territory or district in which it was killed or tendered for shipment. The order permits acceptance for purposes of mailing of game lawfully killed and offered for shipment, but fresh game may not be mailed beyond the second zone."

Only the man who has more dollars than sense can afford to be sarcastic.

Wafted Down From Grand Traverse Bay.

Traverse City, March 30.—Traverse City Council No. 361, held its regular meeting Saturday afternoon and one more member was added to our list. After regular routine of business we proceeded with the annual election of officers, which resulted as follows:

Senior Counselor—Frank W. Wilson.

Junior Counselor—Herman C. Hoffman.

Past Counselor—Wm. F. Murphy.

Secretary-Treasurer—Harry Hurley.

Conductor—Wm. E. Bennett.

Page—E. C. Knowlton.

Sentinel—Sam C. Taylor.

Executive Committee—Jay Young Archie B. Jourdon, L. D. Miller and A. E. Ford.

Representatives to the Grand Council—Frank W. Wilson and Wm. F. Murphy; alternates, Harry Hurley and Wm. L. Chapman.

After election of officers, the Council adjourned to the banquet chamber, where the ladies had in waiting a sumptuous Easter supper which was very much enjoyed by all, after which we held a public installation which was conducted by Past Senior Counselor Wm. L. Chapman. Our newly-elected Senior Counselor gave us a short talk on the good of the order and we again go on record as closing a very successful year.

The committee to make arrangements for attending the Grand Council meeting at Saginaw in June was appointed and they are already busy, and we expect to have a goodly number in attendance. Last, but not least, we expect to be represented with one of the best base ball teams in the jurisdiction and will try and put up a good article of ball.

Professor Herman Hoffman was on the job again and favored the boys with music and dancing was enjoyed after our meeting. Prof. Herman has arranged for another dancing party for Friday evening, April 17, and a goodly attendance is desired.

Rev. A. Worger-Slade, of the Episcopal church, extended the Council a most cordial invitation to attend his church on Sunday, April 5, which is U. C. T. Memorial day. The Senior Counselor has requested the members to meet at the hall at 10 a. m. and march in a body to the church, where services will be held at 10:30 a. m. sharp.

Fred C. Richter.

Careful buying is a big help to the store's success, but the effects of the most careful buying can easily be offset by careless selling.

HOTEL CODY

EUROPEAN
GRAND RAPIDS, MICH.

Rates \$1 and up. \$1.50 and up bath.

EAGLE HOTEL

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

Dear Grocer:

Who are you working for, Mr. Leaks or Mr. Profit? This is not mere TALK, but a sincere business question. A modern 20th Century Standard Computing Scale connects you WITH prosperity.

WRITE FOR INFORMATION

W. J. KLING

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

Gabby Gleanings from Grand Rapids.

Grand Rapids, March 30—Regular meeting of Grand Rapids Council next Saturday, April 4.

Mr. and Mrs. Ward Morton are grandparents. A son was born to Mr. and Mrs. H. K. Dykehouse, Friday, March 27.

Some of the U. C. T. ladies have formed a thimble club. The club consists of the following: Mrs. O. W. Stark, Mrs. F. E. Beardslee, Mrs. Bert Bartlett, Mrs. J. I. Wernette, Mrs. Chas. Aupperle and Mrs. J. M. Thompson. They met last Thursday with Mrs. O. W. Stark.

Quite a few of our members have been sick recently. Harry Hoag is ill at his home, 19 Central avenue.

Wm. Druke, Sr., met with an accident a week ago and is laid up.

Roy Alton met with an accident at Traverse City and will not be able to be out before May. His address is 301 Pine Hill avenue, Cheboygan. He will be glad to have the boys call on him in Cheboygan.

Mr. and Mrs. J. A. Burr have both been ill last week.

Mrs. Bert Hudson has been on the sick list.

We understand that Grand Rapids is to have another new six-story hotel, costing half a million dollars. The hotel will be built by Louis Mehrtens on the site of the Crathmore, opposite the union depot. Mr. Mehrtens is very popular with the traveling fraternity and his business has outgrown his present quarters.

Miss Gatha, daughter of Mr. and Mrs. F. E. Scott, returned Saturday from Lansing and Grand Ledge, where she has been spending her Easter vacation.

Chas. Nason and wife will move next week into their new bungalow on Benjamin Terrace, which Mr. Nason has been building this winter. Charlie is a popular salesman for the W. C. Hopson Co.

Pete Boven, of Reeman, was a Grand Rapids visitor last week. He called on Brown & Sehler Co. and placed his order for a nice large bill of goods.

Chas. Marshall, of Cleveland, (Standard Oil Co.), who for many years traveled out of Grand Rapids, passed through the city last week on his way to Ludington. Mr. Marshall is specializing on road oils now and says business is fine with him. He has secured very large contracts this spring.

Posters for the Industrial Exposition can be obtained at English's cigar stand, union depot.

Last fall the Board of Education tried an experiment of putting on a class in salesmanship and public speaking in the night school at the Central High. The idea was to give an opportunity to the worthy young men of Grand Rapids who work day times to secure a broader training, so that they might fit themselves for better positions. Arnold Oostdyk, a member of the U. C. T. and an efficient salesman for the Worden Grocer Co., was given charge of this class. The experiment has proven a success, as the class now numbers seventy-eight, the largest and most enthusiastic class in night school work that the Central High has ever known. Fifty members of this class tendered a banquet to the Board of Education in the Association of Commerce dining hall last Tuesday. Friday night the class had a contest in public speaking. A great deal of credit is due Mr. Oostdyk, who is a native of the Netherlands. He came to this country a few years ago and has since mastered the English language and has availed himself of every opportunity to not only better his own condition, but to be helpful to those around him. He is also an enthusiastic Y. M. C. A. man.

Members of Grand Rapids Council should remember that on Saturday afternoon, April 4, in our Council rooms, the Guild of Ancient Mystic Order of Bagmen of Bagdad will be instituted, all interested should undertake to be there at 1:30, for the work will be put on not later than 2 o'clock. The list

on the application for charter is a good big one, but if your name is not on it, it will be open for you at that time. Come up early and meet the imperial officers who will be with us. This guild will be the first one in Michigan. Don't miss it. Wm. E. Sawyer.

Honks from Auto City Council.

Lansing, March 30—Absent for two weeks and a short one this time. The various members of our Council are responsible for the shortness of this letter. Twenty-three were asked personally for news items and each one said, "I don't know a thing."

D. J. Riordan (Reid, Murdock & Co.) spent several days at Chicago recently, getting new prices. Dan says the Chicago movies were exceptionally good last week.

C. C. Chamberlain spent Sunday within the city limits simply because the rural highways are at this time without bottom. Under these conditions, it is difficult to drive even a Ford car.

E. H. Simpkins (Perry Barker Candy Co.) is very fond of bull dogs or, rather, was very fond of them up to a few years ago. And thereby hangs a tale: While visiting his parents at Linwood some three years ago, his attention was called to an exceptionally vicious canine which roamed the streets of Linwood and, seemingly for the mere pleasure of doing it, cleaned up on every dog which dared follow his master's wagon to town. Being burdened with a somewhat sympathetic nature, this was not altogether pleasing to our genial candy merchant and he vowed vengeance upon this odious cur. After spending some time in finding him and more money in buying him, he started for Linwood with Ebenezer, the dog, with a string of victories to his credit as long as a sunbeam, and, incidentally, invited several of his friends to see Carlo cleaned up for all time to come. Imagine the surprise and real disappointment when it was found that the two champions, for some unexplainable reason, absolutely refused to mix. No wonder Ed. hates a dog.

L. L. Colton is wonderfully silent since his last trip to Cheboygan. What's the matter, Louie?

Geo. O'Tooley has received his rough rider from the painters, who have made it look like a real automobile.

Don't forget the Council meeting next Saturday night. Our Ladies Auxiliary will serve one of their famous Bohemian suppers in the Council parlors at 6:20. Several initiations and other important business. H. D. Bullen.

Chirpings From the Crickets.

Battle Creek, March 30—The wife of Fred Clarke, of Detroit, is seriously ill in this city.

Mrs. Chas. Brewer is very sick at her home.

Messrs. Schoonmaker, Adams and Longman picked out Room 17 on second floor of annex of Nichols hospital as our U. C. T. room.

Wm. Masters is out among his trade again.

James Goldstein, of Detroit, is at the Post Tavern to-night. Want to shake hands with him in the morning.

Stephen Spear has opened a grocery store on Maple street.

J. E. Weeks and wife have returned from a trip South.

Local politics wax hot. Spring vacation is on and the children are happy; also the teachers.

Wonder what wholesale hardware house started the sale of roller skates? Some sale, now.

Don't ask how business is. Look at your own order book.

I expect to hit my stride again in these columns about the next issue. News items are rare with me to-night. Guy Pfander.

The opportunities you let go by yesterday will never come back, but there are plenty of them passing today. Get hold of those before they too have passed.

Reminiscences of a Man With a Memory.

Grand Rapids, March 30—I see by the daily press that you cleaned up on the United States Express Co. good and plenty. I knew you would all the time, because I have been familiar with your career ever since you started the Michigan Tradesman, more than thirty years ago, and I have never seen you start out to accomplish an object and stop short of actual accomplishment.

I well remember how you espoused the cause of the uniform insurance policy form, more than a quarter of a century ago, and never let up until you secured the enactment of a law authorizing same; how you labored with Governor Luce to get a merchant on the Insurance Policy Commission and how you expended days of time and oceans of energy in getting a form adopted that would be fair to the insuring public. I very well recall how the insurance companies tried to bribe you, to deceive you, to cajole you and, finally, how they abused you. You turned a deaf ear to them, rejecting their advances and ignoring their abuse.

I recall many other contests you have engaged in—all in behalf of others; never in behalf of yourself—and as a life long acquaintance I glory, in the thought that you have never laid down, never cried for mercy, never deviated from the path you started out on and—what is quite as comforting—that you have never failed to win out in anything you have set out to accomplish. If we had more men like you there would be fewer corrupt corporations and less abuses for the merchant to face and combat.

Monroe Avenue Merchant.

Kalamazoo Grocers and Butchers Merge Organizations.

Kalamazoo, March 31—What the members claim to be the initial step of building up the biggest and most influential Grocers' and Butchers' Association in the State was instituted when a new set of officers was elected and a committee was appointed to boost for a membership to include every grocer and butcher in Kalamazoo.

Rhenius Bell was again selected for President. The term which he has just concluded as head of the Grocers' Association has been a successful one and the members of the two associations which have merged into one body, were unanimously in favor of him for another term.

The other officers selected follow: First Vice President—Marinus Besterveldt.

Second Vice President—William Moerdyke.

Secretary—W. P. Johnson.

Treasurer—Frank Toonder.

With a determination to bring every butcher and grocer in the city into the newly organized Association, a special committee was appointed and directed to visit every non-affiliated man in the city. The members of this committee are: M. Besterveldt, N. Sanford, Sam Poelstra and Peter Vander Brook.

To insure an entirely new organization a committee was selected to draw up new by-laws. This committee, composed of W. P. Johnson, E. H. Priddy, Frank Toonder, William Moerdyke and E. B. Russell, will submit the new constitution at the next meeting of the Association to be held in the Commercial Club rooms on the night of April 13.

Detroit—The plant of the Kruce Cracker Co. has been purchased by the Lakeside Biscuit Co., of Toledo. The erection of a \$100,000 building on the same site is to be started immediately. The construction work will not effect operations in the old building, however. The bakery will employ 100 persons to start with, and when the new building is completed it is expected that 250 persons will be employed. The Toledo Biscuit Co. was organized in Toledo twelve years ago. When plans were made to branch out to other cities, the name was changed to the Lakeside Biscuit Co. to avoid confusion.

Joseph Klaasen will engage in the shoe business at Traverse City. The Rindge, Kalmbach, Logie Co. has the order for the stock.

We take particular pains to have our ice examined and certified.

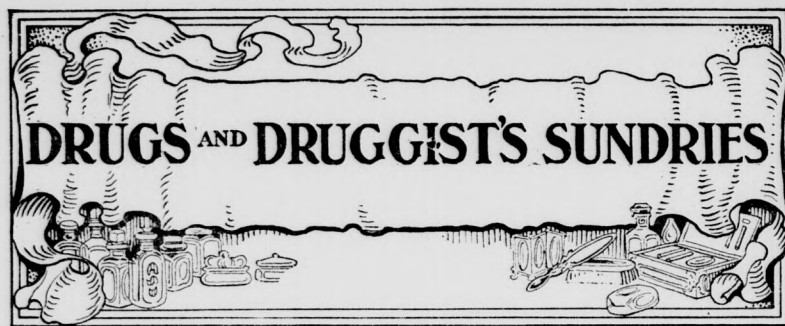
Are we to be commended?

Your order for ice is the answer.

Consumers Ice Co.

Certified Ice Only

For the month of April, the price will be \$1.35 net for Thirty Pounds put in box three times per week.



DRUGS AND DRUGGIST'S SUNDRIES

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.

That Corner Drug Store.

I went to the corner drug store the other day. No, there is nothing particularly astonishing about that; but it is strange to think that a drug store owner can live on any stray profits he happens to make.

First, a tall woman, dressed entirely in black, entered. Yes, she entered; she did not simply come in. She swept majestically up to the counter, and glanced at the clerk as one would at a worm on a fish hook.

"Will you kindly let me have the correct time?" she queried with an air of aloofness.

"Five minutes of two," was the reply, spoken to her back.

She did not even thank him, but calmly set her watch while she stared through the window.

As she opened the door to pass out, a tall man accompanied by a small and very muddy black dog, sidled in.

"Say, kin you tell me what date it is? My wife says it's the twelfth. 'n I say it's the eleventh."

After being told and shown the calendar to prove the answer, he stopped and discussed how he and his wife had come to make the mistake. As a matter of fact, it was the tenth of the month. He shuffled out, holding the door open to wait for the dog, who had stolen a long stick of licorice from the candy counter.

The store was quiet, in a business sense, for maybe five minutes. Then a little girl rushed in.

"S-a-a-y" she drawled, "when do pussy willows bloom?"

The clerk was not sure and the child turned away, pausing long enough to say:

"I was going to buy some stamps; but I shall do all my trading where I can find out a simple little thing, when I want to."

The clerk smiled feebly and turned to wait on the old lady who had come in.

"I want some change for this dollar," she asserted. "And, say, I also came in to ask you-all whether a department store is a good place to buy specs. I know you-all don't sell glasses 'n you wouldn't have no reason to call me wrong."

After receiving the advice asked for, as well as the change for the dollar, she ambled out, stopping on the way to look over the rack of postal cards, to finger the pictures, but not to buy any, you may be sure.

A richly gowned woman stepped from her limousine and entered the store, enquiring for a certain brand of scented toilet soap.

"I wish you would put aside a half dozen cakes for me," she said. "I'm going abroad for a few months and will not need them until I return."

"But, madam, why have such a small order put aside? We always carry the soap in stock."

"Yes, I know; but the tariff on imported soap has been raised and I want to be sure of getting it at the old price." And she swept out to her car.

A miserly old man was the next. He stopped and gazed at the picture postals. The druggist stepped forward and waited.

"How much be them postals?" bleated the ancient customer, although the sign was in plain view.

"Three for five," patiently responded the clerk.

"Wall, I only want to buy one. Will that be a cent?"

Upon being answered in the negative he walked out in high dudgeon.

A fluffy, young girl minced in leading a toy poodle.

"Come, mother's lamb," she murmured as she waited for it to trot through the open door. Gliding up to the counter she asked for some stamped newspaper wrapper. When they were handed to her, she contemplated the clerk reproachfully:

"Won't you please wrap them?" she gurgled. "I do hate to take off my gloves. And I can't tie a good knot."

When the unprofitable wrappers had been concealed, she flitted out, dragging the poodle after her. There were muddy dog tracks all over the marble floor, and the clerk wiped them away with a woollen mop. While he was finishing, I also, ambled out, because my car was coming.

I felt rather sorry for that poor drug store man; but did I buy anything? Oh, no. I was merely waiting until a man and two women ahead

of me were through using the telephone! Lilliance L. Montgomery.

Syrup of Lemon.

To make a rich lemon syrup, select eight or ten bright, yellow, ripe, juicy lemons and grate off into a large mortar, the yellow part only. Cover the grating with about a half pound of granulated sugar and with the pestle rub thoroughly together. If the mixture is allowed to stand for three or four hours the result is better, but this is not necessary. When ready to finish cut the lemons and extract the juice. Add the juice to the grated rind and sugar, and stir until it is all, or nearly all dissolved. Now take a one-gallon bottle and with a funnel and piece of cheese cloth strain the liquid into the bottle, agitating with a spoon until all the syrup has passed through. Now pour over the residue about eight ounces of boiling hot water. This will carry through any surplus of sugar and will soften the rind which should now be thoroughly squeezed to extract the oil and yellow color as much as possible. Add a good heavy syrup to nearly fill the bottle and shake up thoroughly. This syrup should be a rich lemon color and of fine flavor. The syrup should be used up inside of two days if possible, and it is better to make it every day.

An artificial fruit syrup can be prepared as follows:

Syrup 1 gal.
Acid Citric 3 ozs.
Sol. Essence Lemon 2½ ozs.
Liquid Saffron ¼ oz.

Peroxide Must be Labeled.

The activity of the Federal authorities at Washington in enforcing the National insecticide law has brought out a ruling of interest to the grocery trade—that hereafter peroxide of hydrogen must be labeled in accordance with the insecticide law rather than under the food and drugs act of 1906. In a letter to Chairman C. A. West of the committee on legislation of the National Druggists' Association Chairman J. K. Haywood of the Insecticide and Fungicide Board writes:

"We are of the opinion that hydrogen peroxide is a bactericide, and that it is subject to the provisions of the above mentioned act. Section 8 of the insecticide act of 1910 is specific in requiring a statement on the face of the principal label of the correct names and percentage amounts of each and every inert ingredient and the fact that they are inert, or in lieu of this a statement of the correct names and percentage amounts of each and every active ingredient and the total percentage of inert ingredients. We are of the opinion that the statement 'U. S. P. 3 per cent. 10 volumes' does not fulfill the above requirements. Whether or not the various claims made on your label are in accordance with fact we, of course, are unable to say in the absence of tests."

As peroxide is a common commodity sold in grocery stores this ruling will make it important that hereafter the provisions of the insecticide act be fully complied with on peroxide labels, and grocers not caring to run into trouble with the Government will do well to examine labels fully. The same applies to popular vermin poisons, bug killers, etc., in which ingredients, especially such "inert" ingredients as water, must be declared on the label.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid.	Asked.
Am. Light & Trac. Co., Com.	367	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	76
Citizens Telephone Co.	80	82
Comw'th Pr. Ry. & Lt., Com.	59¾	60¼
Comw'th Pr. Ry. & Lt., Pfd.	80½	81½
Comw'th 6% 5 year bond	98	100
Pacific Gas & Elec. Co., Com.	38	39
Tennessee Ry. Lt. & Pr., Com.	16	17
Tennessee Ry. Lt. & Pr., Pfd.	69¾	70¼
United Light & Rys., Com.	78	80
United Light & Rys., 1st Pfd.	75¾	76¾
United Lt. & Rys. new 2nd Pfd.	73	74
United Light 1st and ref. 5% bonds		89

Industrial and Bank Stocks.		
Dennis Canadian Co.	39	105
Furniture City Brewing Co.	64	70
Globe Knitting Works, Com.	135	141
Globe Knitting Works, Pfd.	97	100
G. R. Brewing Co.	130	140
Commercial Savings Bank	215	217
Fourth National Bank	215	220
G. R. National City Bank	173	177
G. R. Savings Bank	255	
Kent State Bank	255	265
Peoples Savings Bank	250	

April 1, 1914.

The holy passion of friendship is of so sweet and steady and loyal and enduring a nature that it will last through a whole lifetime, if not asked to lend money.—Mark Twain.

Match Price List

NON-POISONOUS

Strike Anywhere Safety Matches

	Price for 5 cases and over per case	Price for less than 5 cases per case
--	-------------------------------------	--------------------------------------

SAFE HOME

No. 5 size—5 boxes to package, 20 packages, (100 boxes) to case \$3.50 \$3.60

BIRD'S-EYE

No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case 3.40 3.50

BLACK DIAMOND

No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case 3.25 3.40

MARGUERITE

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 4.40 4.65

SEARCH LIGHT

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 4.40 4.65

BLUE BIRD

No. 5 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case 4.10 4.35

CRESCENT

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 4.00 4.25

SWIFT & COURTNEY

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 3.85 4.10

BLACK SWAN

No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case 3.70 3.85

BEST AND CHEAPEST

No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case 1.60 1.70

RED DIAMOND

No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case 1.60 1.70

ANCHOR

No. 2 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case 1.60 1.70

GLOBE

No. 1 size—packed 12 boxes in package, 36 packages (432 boxes) in case 2.70 2.85

STRIKE ON BOX MATCHES

RED TOP

B Size—12 boxes to package, 60 packages (720 boxes) to case \$2.50 \$2.75

ALUMINUM

AL Size box—12 boxes in package, 60 packages (720 boxes) in case. Per case 1.90 2.00
boxes) in case 1.40 1.50

WHOLESALE DRUG PRICE CURRENT

Acids			Cubebs	@4 50	Digitalis	@ 60
Acetic	6 @ 8		Erigeron	@2 50	Gentian	@ 60
Boric	10 @ 15		Eucalyptus	75 @ 85	Ginger	@ 95
Carbolic	16 @ 20		Hemlock, pure ..	@1 00	Gualiac	@1 05
Citric	63 @ 70		Juniper Berries ..	@1 25	Gualiac Ammon.	@1 25
Muriatic	1 1/4 @ 5		Juniper Wood ..	40 @ 50	Iodine	@1 25
Nitric	5 1/2 @ 10		Lard, extra	85 @ 90	Iodine, Colorless	@1 25
Oxalic	13 @ 16		Lard, No. 1	75 @ 80	Ipecac	@ 75
Sulphuric	1 1/4 @ 5		Laven'r Flowers 4	50 @ 55	Iron, clo.	@ 80
Tartaric	38 @ 45		Lavender, Garden	85 @ 90	Kino	@ 80
Ammonia			Lemon	3 25 @ 3 50	Myrrh	@1 05
Water, 26 deg. ..	6 1/2 @ 10		Linseed, boiled, bbl.	@ 54	Nux Vomica	@ 70
Water, 18 deg. ..	4 1/2 @ 8		Linseed, bdl. less	58 @ 62	Opium	@2 00
Water, 14 deg. ..	3 1/2 @ 6		Linseed, raw, bbls.	@ 53	Opium Camph. ..	@ 65
Carbonate	13 @ 16		Linseed, raw, less	57 @ 61	Opium, Deodorz'd	@2 25
Chloride	12 @ 15		Mustard, true ..	4 50 @ 5 00	Rhubarb	@ 70
Balsams			Mustard, artif'l	2 75 @ 3 00		
Copaiba	75 @ 1 00		Neatsfoot	80 @ 85		
Fir (Canada) ..	1 75 @ 2 00		Olive, pure	2 50 @ 3 50		
Fir (Oregon) ..	40 @ 50		Olive, Malaga, ..			
Peru	2 00 @ 2 25		yellow	1 30 @ 1 50		
Tolu	1 00 @ 1 25		Olive, Malaga, ..			
Berries			green	1 30 @ 1 50		
Cubeb	65 @ 75		Orange, sweet ..	4 75 @ 5 00		
Fish	15 @ 20		Organum, pure ..	1 25 @ 1 50		
Juniper	7 @ 10		Organum, com'l	50 @ 75		
Prickly Ash ..	@ 50		Pennyroyal	2 25 @ 2 50		
Barks			Peppermint	4 75 @ 5 00		
Cassia (ordinary)	25		Rose, pure	16 00 @ 18 00		
Cassia (Saigon)	65 @ 75		Rosemary Flowers	90 @ 1 00		
Elm (powd. 25c)	25 @ 30		Sandalwood, E. ..			
Sassafras (pow. 30c)	@ 25		I.	6 25 @ 6 50		
Soap Cut (powd. 25c)	15 @ 20		Sassafras, true ..	80 @ 90		
Extracts			Sassafras, artif'l	45 @ 50		
Licorice	24 @ 28		Spearment	5 50 @ 6 00		
Licorice powdered	25 @ 30		Sperm	90 @ 1 00		
Flowers			Tansy	5 00 @ 5 50		
Arnica	18 @ 25		Tar, USP	30 @ 40		
Chamomile (Ger.)	25 @ 35		Turpentine, bbls.	@56 1/2		
Chamomile (Rom)	40 @ 50		Turpentine, less ..	60 @ 65		
Gums			Wintergreen, true	@5 00		
Acacia, 1st	40 @ 50		Wintergreen, sweet			
Acacia, 2nd	35 @ 40		birch	2 00 @ 2 25		
Acacia, 3d	30 @ 35		Wintergreen, art'l	50 @ 60		
Acacia, Sorts	@ 20		Wormseed	3 50 @ 4 00		
Acacia, Powdered	35 @ 40		Wormwood	6 00 @ 6 50		
Aloes (Barb. Pow)	22 @ 25		Potassium			
Aloes (Cape Pow)	20 @ 25		Bicarbonate	15 @ 18		
Aloes (Soc. Pow.)	40 @ 50		Bichromate	13 @ 16		
Asafoetida	@ 50		Bromide	45 @ 55		
Asafoetida, Powd.			Carbonate	12 @ 15		
Pure	@ 75		Chlorate, xtal and			
U. S. P. Powd.	@1 00		powdered	12 @ 16		
Camphor	55 @ 60		Chlorate, granular	16 @ 20		
Guaiac	35 @ 40		Cyanide	30 @ 40		
Guaiac, Powdered	50 @ 60		Iodide	20 @ 30		
Kino	@ 40		Permanganate ..	15 @ 30		
Kino, powdered ..	@ 45		Prussiate, yellow	30 @ 35		
Myrrh	@ 40		Prussiate, red ..	50 @ 60		
Myrrh, Powdered ..	@ 50		Sulphate	15 @ 20		
Opium	7 25 @ 7 50		Roots			
Opium, Powd.	8 75 @ 9 00		Alkanet	15 @ 20		
Opium, Gran.	8 75 @ 9 00		Blood, powdered ..	20 @ 25		
Shellac	28 @ 35		Calamus	35 @ 40		
Shellac, Bleached	30 @ 35		Elecampane, powd.	15 @ 20		
Tragacanth			Gentian, powd.	12 @ 16		
No. 1	1 40 @ 1 50		Ginger, African, ..			
Tragacanth, Pow	75 @ 85		powdered	15 @ 20		
Turpentine	10 @ 15		Ginger, Jamaica ..	22 @ 25		
Leaves			Ginger, Jamaica, ..			
Buchu	1 85 @ 2 00		powdered	22 @ 28		
Buchu, Powd.	2 00 @ 2 25		Goldenseal pow. ..	7 00 @ 7 50		
Sage, bulk	18 @ 25		Ipecac, powd.	2 75 @ 3 00		
Sage, 1/2s Loose ..	20 @ 25		Licorice	14 @ 16		
Sage, Powdered ..	25 @ 30		Licorice, powd.	12 @ 15		
Senna, Alex.	45 @ 50		Orris, powdered ..	25 @ 30		
Senna, Tinn.	15 @ 20		Poke, powdered ..	20 @ 25		
Senna, Tinn, Pow.	20 @ 25		Rhubarb	75 @ 1 00		
Uva Ursi	10 @ 15		Rhubarb, powd.	75 @ 1 25		
Oils			Rosinweed, powd.	25 @ 30		
Almonds, Bitter, ..			Sarsaparilla, Hond.			
Almonds, Bitter, ..	6 00 @ 6 50		ground	@ 50		
Almonds, Sweet, ..	@1 00		Sarsaparilla Mexican			
Almonds, Sweet, ..	90 @ 1 00		ground	25 @ 30		
Almonds, Sweet, ..	40 @ 50		Squills	20 @ 35		
Amber, crude	25 @ 30		Squills, powdered	40 @ 60		
Amber, rectified ..	40 @ 50		Tumeric, powd.	12 @ 15		
Anise	2 25 @ 2 50		Valerian, powd.	25 @ 30		
Bergamont	7 50 @ 8 00		Seeds			
Cajeput	75 @ 85		Anise	15 @ 20		
Cassia	1 50 @ 1 75		Anise, powdered ..	22 @ 25		
Castor, bbls. and ..			Bird, 1s	8 @ 10		
cans	12 1/2 @ 15		Canary	9 @ 12		
Cedar Leaf	@ 85		Caraway	12 @ 18		
Citronella	@ 75		Cardamon	1 75 @ 2 00		
Cloves	1 50 @ 1 75		Celery	30 @ 35		
Cocanut	20 @ 25		Coriander	12 @ 18		
Cod Liver	1 10 @ 1 25		Dill	25 @ 30		
Cotton Seed	80 @ 1 00		Fennel	@ 30		
Croton	@1 60		Flax	4 @ 8		
			Flax, ground	4 @ 8		
			Foenugreek, pow.	6 @ 10		
			Hemp	5 @ 7		
			Lobelia	@ 50		
			Mustard, yellow ..	9 @ 12		
			Mustard, black ..	9 @ 12		
			Mustard, powd.	20 @ 25		
			Poppy	15 @ 20		
			Quince	75 @ 1 00		
			Rape	6 @ 10		
			Sabadilla	25 @ 30		
			Sabadilla, powd.	35 @ 45		
			Sunflower	5 @ 8		
			Worm American ..	15 @ 20		
			Worm Levant	50 @ 60		
			Tinctures			
			Aconite	@ 75		
			Aloes	@ 65		
			Arnica	@ 60		
			Asafoetida	@1 00		
			Belladonna	@ 60		
			Benzoin	@ 90		
			Benzoin Compo'd ..	@ 90		
			Buchu	@1 00		
			Cantharides	@1 00		
			Capsicum	@1 00		
			Cardamon	@1 20		
			Cardamon, Comp. ..	@ 80		
			Catechu	@ 60		
			Cinchona	@1 05		
			Colchicum	@ 60		
			Cubebs	@1 20		

1914
Seasonable Goods

Linseed Oil Turpentine
White Lead Dry Colors

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

Kyanize Finishes and Boston
Varnishes

Japalac Fixall Paris Green

Blue Vitrol
Lime and Sulphur Solution

We solicit your orders for above and will ship promptly.

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.



"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
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are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination.
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TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

Beans.
Wingold Flour.

DECLINED

D. S. Gasoline.

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Axle Grease		AXLE GREASE		Blueberries	
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Bath Brick		BATH BRICK		Clam Bouillon	
Blueing		BLUING		Corn	
Breakfast Food		BREAKFAST FOODS		French Peas	
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CHEESE

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Carson City	@20
Hopkins	@20
Brick	@18
Leiden	@15
Limburger	@18
Pineapple	40 @60
Edam	@85
Sap Sago	@18
Swiss, domestic	@20

CHEWING GUM

Adams Black Jack	55
Adams Sappota	55
Beeman's Pepsin	55
Beechnut	1 25
Chiclets	25
Colgan Violet Chips	60
Colgan Mint Chips	60
Dentyne	1 10
Flag Spruce	55
Juicy Fruit	55
Red Robin	55
Sen Sen (Jars 80 pkgs.	\$2.20)
Spearment, Wrigleys	60
Spearment, 5 box jars	3 00
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Trunk Spruce	55
Yucatan	55
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No. 40 Twisted Cotton	95
No. 50 Twisted Cotton	1 30
No. 60 Twisted Cotton	1 70
No. 80 Twisted Cotton	2 00
No. 50 Braided Cotton	1 00
No. 60 Braided Cotton	1 25
No. 80 Braided Cotton	1 85
No. 50 Sash Cord	1 75
No. 60 Sash Cord	2 00
No. 72 Jute	1 00
No. 60 Sisal	90
Galvanized Wire	90
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
No. 20, each 100ft. long	1 00
No. 19, each 100ft. long	2 10

COCOA

Baker's	37
Cleveland	41
Colonial, 1/4s	41
Colonial, 1/2s	42
Epps	42
Hershey's, 1/4s	30
Hershey's, 1/2s	38
Huyler	36
Lowney, 1/4s	34
Lowney, 1/2s	34
Lowney, 5 lb. cans	33
Van Houten, 1/4s	18
Van Houten, 1/2s	36
Van Houten, 1s	65
Wan-Eta	36
Webb	33
Wilber, 1/4s	33
Wilber, 1/2s	32

COCOANUT

Dunham's	per lb.
1/4s, 5lb. case	30
1/4s, 15lb. case	29
1/4s, 15lb. case	29
1s, 15lb. case	28
1/4s & 1/2s 15lb. case	28
Scalloped Gems	10
1/4s & 1/2s pails	16
Bulk, pails	13
Bulk, barrels	12
Baker's Brazil Shredded	10
10 5c pkgs., per case	2 60
26 10c pkgs., per case	2 60
16 10c and 33 5c pkgs., per case	2 60

COFFEES ROASTED

Common	19
Fair	19 1/2
Choice	20
Fancy	21
Peaberry	23

Santos

Common	20
Fair	20 1/2
Choice	21
Fancy	23
Peaberry	23

Maracabo

Fair	24
Choice	25
Choice	25
Fancy	26
Fancy	26

Guatemala

Fair	25
Fancy	28
Private Growth	26@30
Mandling	31@35
Aukola	30@32

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Mocha

Short Bean	25@27
Long Bean	24@25
H. L. O. G.	26@28
Bogota	
Fair	24
Fancy	26
Exchange Market, Steady	
Spot Market, Strong	
Package	
New York Basis	
Arbuckle	19 50
Lion	21 50

McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago	
Extracts	
Holland, 1/2 gro. bxs.	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43

CONFECTIONERY

Stick Candy	Pails
Horehound	8
Standard	8
Standard, small	8 1/2
Twist, small	9
Jumbo	8
Jumbo, small	8 1/2
Big Stick	8 1/2
Boston Cream	13

Mixed Candy

Broken	8
Cameo	12
Cut Loaf	9
Fancy	10 1/2
French Cream	9
Grocers	6 1/2
Kindergarten	11
Leader	8 1/2
Majestic	9
Monarch	8 1/2
Novelty	10
Paris Creams	10
Premio Creams	14
Royal	7 1/2
Special	8 1/2
Valley Creams	12
X L O	7

Specialties

Auto Kisses (baskets)	13
Bonnie Butter Bites	16
Butter Cream Corn	16
Candy Crackers (bks)	15
Caramel Dice	13
Cocoanut Kraut	14
Cocoanut Waffles	14
Coco Macaroons	16
Coffy Toffy	14
Dainty Mints 7 lb. tin	15
Empire Fudge	14
Fudge, Pineapple	13
Fudge, Walnut	13
Fudge, Filbert	13
Fudge, Choco. Peanut	12
Fudge, Honey Moon	13
Fudge, Toasted Cocoa	13
Fudge, Cherry	14
Fudge, Cocoanut	13
Honeycomb Candy	15
Kokays	14
Iced Maroons	14
Iced Gems	15
Iced Orange Jellies	13
Italian Bon Bons	13
Lozenges, Pep.	10
Lozenges, Pink	10
Manchus	13
Molasses Kisses, 10	13
Nut Butter Puffs	13
Salted Peanuts	13

Chocolates

Assorted Choc.	15	Pails
Amazon Caramels	15	
Champion	11	
Choc. Chips, Eureka ..	18	
Climax	13	
Eclipse, Assorted	15	
Eureka Chocolates ..	16	
Favorite	16	
Ideal Chocolates	13	
Klondike Chocolates ..	18	
Nabobs	18	
Nibble Sticks	25	
Nut Wafers	18	
Ocoro Choc. Caramels ..	17	
Peanut Clusters	22	
Pyramids	14	
Quintette	16	
Regina	10	
Star Chocolates	13	
Superior Choc. (light) ..	18	
Pop Corn Goods		
Without prizes.		
Cracker Jack	3 25	
Giggles, 5c pkg. cs.	3 50	
Oh My 100s	3 50	
Cough Drops		
boxes		
Putnam Menthol	1 00	
Smith Bros.	1 25	

6

Graham Crackers Red	Label, 10c size	1 00
Lemon Snaps		50
Oysterettes		50
Premium Sodas		1 00
Royal Toast		1 00
Saratoga Flakes		1 50
Social Tea Biscuit		1 00
Uneda Biscuit		50
Uneda Ginger Wafer		1 00
Vanilla Wafers		1 00
Water Thin Biscuit		1 00
Zu Zu Ginger Snaps		50
Zwieback		1 00

Other Package Goods		
Barnum's Animals		50
Chocolate Tokens		2 50
Butter Crackers NBC		2 50
Family Package		2 50
Soda Crackers NBC		2 50
Family Package		2 50
Fruit Cake		3 00
In Special Tin Packages		
per doz.		
Festino		2 50
Nabisco 25c		2 50
Nabisco, 10c		1 00
in bulk, per tin		
Nabisco		1 75
Festino		1 50
Bent's Water Crackers		1 40

CREAM TARTAR		
Barrels or drums		33
Boxes		34
Square Cans		36
Fancy Caddies		41

DRIED FRUITS		
Apples		
Evaporated Choice bulk		10
Evaporated Fancy pkg.		

Apricots		
California		15@17
Citron		
Corsican		16
Currants		
Imported 1lb. pkg.		8 1/2
Imported, bulk		8 1/4
Peaches		
Muir's—Choice, 25lb.		7 1/2
Muir's—Fancy, 25lb.		8 1/2
Fancy, Peeled, 25lb.		15

Peaches		
Muir's—Choice, 25lb.		7 1/2
Muir's—Fancy, 25lb.		8 1/2
Fancy, Peeled, 25lb.		15
Peaches		
Lemon, American		12 1/2
Orange, American		12 1/2
Raisins		
Cluster, 20 cartons		2 25
Loose Muscatels, 4 Cr.		7 1/2
Loose Muscatels, 3 Cr.		7 1/2
L. M. Seeded, 1 lb.		9@9 1/4

California Prunes		
90-100 25lb. boxes		@ 7 1/2
80-90 25lb. boxes		@ 8 1/4
70-80 25lb. boxes		@ 9 1/4
60-70 25lb. boxes		@ 10
50-60 25lb. boxes		@ 11
40-50 25lb. boxes		@ 12

FARINACEOUS GOODS		
Beans		
California Limas		7 1/2
Med. Hand Picked		2 10
Brown Holland		1 80
Farina		
25 1 lb. packages		1 50
Bulk, per 100 lbs.		4 00
Original Holland Rusk		
Packed 12 rolls to container		
3 containers (40) rolls		3 20
Hominy		
Pearl, 100 lb. sack		2 25
Maccaroni and Vermicelli		
Domestic, 10 lb. box		60
Imported, 25 lb. box		2 50
Pearl Barley		
Chester		3 15
Empire		
Peas		
Green, Wisconsin, bu.		1 45
Green, Scotch, bu.		1 45
Split, lb.		4 1/2
Sago		
East India		4 1/2
German, sacks		4 1/2
German, broken pkg.		
Tapioca		
Flake, 100 lb. sacks		4 1/2
Pearl, 100 lb. sacks		4 1/2
Pearl, 36 pkgs.		2 25
Minute, 36 pkgs.		2 75

FISHING TACKLE		
1/2 to 1 in.		6
1 1/4 to 2 in.		7
1 1/2 to 2 in.		9
1 3/4 to 2 in.		11
2 in.		15
3 in.		20
Cotton Lines		
No. 1, 10 feet		5
No. 2, 15 feet		7
No. 3, 15 feet		9
No. 4, 15 feet		11
No. 5, 15 feet		12
No. 6, 15 feet		15
No. 7, 15 feet		18
No. 8, 15 feet		20
Linen Lines		
Small		20
Medium		26
Large		34
Poles		
Bamboo, 14 ft., per doz.		55
Bamboo, 16 ft., per doz.		60
Bamboo, 18 ft., per doz.		90

FLAVORING EXTRACTS

Jennings D C Brand		
Extract Lemon Terpeneless		
Extract Vanilla Mexican		
both at the same price		
No. 1, F box 1/2 oz.		85
No. 2, F box, 1 1/4 oz.		1 20
No. 4, F box, 2 1/4 oz.		2 00
No. 3, 2 1/4 oz. Taper		2 00
No. 2, 1 1/4 oz. flat		1 75

FLOUR AND FEED

Grand Rapids Grain & Milling Co.		
Winter Wheat		
Purity Patent		5 10
Sunburst		4 80
Wizard Flour		4 70
Wizard Graham		4 80
Wizard, Gran. Meal		4 40
Wizard Buckwht cwt		3 40
Rye		4 40
Valley City Milling Co.		
Lily White		5 15
Light Loaf		4 65
Graham		2 15
Granena Health		2 25
Gran. Meal		1 85
Bolited Med.		1 95
Watson-Higgins Milling Co.		
Perfection Buckwheat		
Flour		6 00
Perfection Flour		5 00
Tip Top Flour		4 60
Golden Sheaf Flour		4 20
Marshall's Best Flour		4 75
Worden Grocer Co.		
Wizard Flour		4 70
Quaker, paper		4 60
Quaker, cloth		4 70
Quaker graham		4 40
Kansas Hard Wheat		
Worden Grocer Co.		
American Eagle, 1/2s		5 30
American Eagle, 1/4s		5 20
American Eagle, 1/8s		5 10
Spring Wheat		
Judson Grocer Co.		
Ceresota, 1/2s		5 50
Ceresota, 1/4s		5 60
Ceresota, 1/8s		5 70
Worden Grocer Co.		
Wingold, 1/2s cloth		5 70
Wingold, 1/4s cloth		5 60
Wingold, 1/8s cloth		5 50
Wingold, 1/2s paper		5 55
Wingold, 1/4s paper		5 50
Wykes & Co.		
Sleepy Eye, 1/2s cloth		5 50
Sleepy Eye, 1/4s cloth		5 40
Sleepy Eye, 1/8s cloth		5 30
Sleepy Eye, 1/2s paper		5 30
Sleepy Eye, 1/4s paper		5 30
Meal		
Bolited		4 20
Golden Granulated		4 40
Wheat		
New Red		93
New White		93
Oats		
Michigan carlots		44
Less than carlots		46
Corn		
Carlots		66
Less than carlots		68
Hay		
Carlots		15 00
Less than carlots		17 00
Feed		
Street Car Feed		33
No. 1 Corn & Oat Feed		33
Cracked Corn		32
Coarse corn meal		32

Worden Grocer Co.

Wizard Flour		4 70
Quaker, paper		4 60
Quaker, cloth		4 70
Quaker graham		4 40

Kansas Hard Wheat

Worden Grocer Co.		
American Eagle, 1/2s		5 30
American Eagle, 1/4s		5 20
American Eagle, 1/8s		5 10

Spring Wheat

Judson Grocer Co.		
Ceresota, 1/2s		5 50
Ceresota, 1/4s		5 60
Ceresota, 1/8s		5 70

Worden Grocer Co.

Wingold, 1/2s cloth		5 70
Wingold, 1/4s cloth		5 60
Wingold, 1/8s cloth		5 50
Wingold, 1/2s paper		5 55
Wingold, 1/4s paper		5 50

Wykes & Co.

Sleepy Eye, 1/2s cloth		5 50
Sleepy Eye, 1/4s cloth		5 40
Sleepy Eye, 1/8s cloth		5 30
Sleepy Eye, 1/2s paper		5 30
Sleepy Eye, 1/4s paper		5 30

Meal

Bolited		4 20
Golden Granulated		4 40

Wheat

New Red		93
New White		93

Oats

Michigan carlots		44
Less than carlots		46

Corn

Carlots		66
Less than carlots		68

Hay

Carlots		15 00
Less than carlots		17 00

Feed

Street Car Feed		33
No. 1 Corn & Oat Feed		33
Cracked Corn		32
Coarse corn meal		32

FRUIT JARS

Mason, pts., per gro.		4 20
Mason, qts., per gros.		4 50
Mason, 1/2 gal. per gro.		6 85
Mason, can tops, gro.		1 30

GELATINE

Cox's, 1 doz. large		1 45
Cox's, 1 doz. small		90
Knox's Sparkling, doz.		1 25
Knox's Sparkling, gr.		14 00
Knox's Acidu'd doz.		1 25
Nelson's		1 75
Oxford		1 15
Plymouth Rock, Phos.		1 25
Plymouth Rock, Plain		90

GRAIN BAGS

Broad Gauge		18
Amoskeag		19

Herbs

Sage		15
Hops		15
Laurel Leaves		15
Senna Leaves		25

HIDES AND PELTS

Hides		
Green, No. 1		12
Green, No. 2		11
Cured, No. 1		13 1/2
Cured, No. 2		12 1/2
Calfskin, green, No. 1		15
Calfskin, green, No. 2		13 1/2
Calfskin, cured, No. 1		16
Calfskin, cured, No. 2		14 1/2

Pelts

Old Wool		60@1 25
Lambs		50@1 00
Shearlings		50@1 00

Tallow

No. 1		@ 5
No. 2		@ 4

Wool

Unwashed, med.		@ 18
Unwashed, fine		@ 13

HORSE RADISH

Per doz.		90
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Jelly

5lb. pails, per doz.		2 40
15lb. pails, per pail		55
30lb. pails, per pail		1 00

JELLY GLASSES

1/2 pt. in bbls., per doz.		15
1 pt. in bbls., per doz.		16
8 oz. capped in bbls.		
per doz.		18

MAPLEINE

2 oz. bottles, per doz.		3 00
1 oz. bottles, per doz.		1 75

MINCE MEAT

Per case		2 85
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MOLASSES

New Orleans

Fancy Open Kettle		42
Choice		35
Good		22
Fair		20
Half barrels 2c extra		
Red Hen, No. 2 1/2		1 75
Red Hen, No. 5		1 75
Red Hen, No. 10		1 65

MUSTARD

1/2 lb. 6 lb. box		1b
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OLIVES

Bulk, 1 gal. kegs		1 00@1 10
Bulk, 2 gal. kegs		95@1 05
Bulk, 5 gal. kegs		90@1 00
Stuffed, 5 oz.		90
Stuffed, 8 oz.		1 25
Stuffed, 14 oz.		2 25
Pitted (not stuffed)		
14 oz.		2 25
Manzanilla, 8 oz.		90
Lunch, 10 oz.		1 35
Lunch, 16 oz.		2 25
Queen, Mammoth, 19		4 25
Queen, Mammoth, 28		5 75
Olive Chow, 2 doz. cs.		2 25

PICKLES

Medium		
Barrels, 1,200 count		7 75
Half bbls., 600 count		4 38
5 gallon kegs		1 90
Small		
Barrels		9 50
Half barrels		5 25
5 gallon kegs		2 2

SPECIAL PRICE CURRENT

12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 10
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip'g. Johnson	30
Cigar Clip'g. Seymour	30
Identity, 3 & 16 oz.	40
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Corn Cake, 5c	4 70
Cream, 50c	5 76
Cuban Star, 5c	5 76
Cuban Star, 16 oz	3 72
Chips, 10c	10 30
Dills Best, 1 1/2 oz.	79
Dills Best, 3 1/2 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mix, 5c	5 76
Duke's Mix, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A. 4 oz.	5 04
F. F. A. 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c	4 70
Gall & Ax Navy, 5c	5 76
Growler, 5c	42
Growler, 10c	84
Growler, 20c	1 87
Giant, 5c	5 76
Giant, 10c	3 96
Hand Made, 2 1/2 oz.	5 76
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, 16 oz	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Curve 1 1/2 oz.	96
Old Crop 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz. per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. cs.	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 92
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Queen Quality, 5c	48
Rob Roy, 5c	5 76
Rob Roy, 10c	10 52
Rob Roy, 25c	2 10
Rob Roy, 50c	4 19
S. & M., 5c	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c	5 76
Soldier Boy, 10c	10 50

13

Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c	5 76
Standard, 10c	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers and	
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 80
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c	48
Velvet, 10c	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb. doz.	4 80

TWINE

Cotton, 3 ply	24
Cotton, 4 ply	24
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	9 1/2

VINEGAR

White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co's Brands	
Highland apple cider	22
Oakland apple cider	16
State Seal sugar	14
Oakland white pickling	10
Packages free	

WICKING

No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75

WOODENWARE

Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	3 50
Splint, medium	3 00
Splint, small	2 75
Willow, Clothes, large	8 25
Willow, Clothes, small	6 75
Willow, Clothes, me'm	7 50

Butter Pates

Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90

Wire End

1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 250 in crate	65

Churns

Barrel, 5 gal., each	2 40
Barrel 10 gal., each	2 55

Clothes Pins

Round Head	
4 1/2 inch, 5 gross	65
Cartons, 20 2 1/2 doz. bxs	70
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1, complete	40
No. 2, complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15

14

Faucets	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90
Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12 lb. cotton mop heads	1 45
Palls	
2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40
10 qt. Galvanized	1 70
12 qt. Galvanized	1 90
14 qt. Galvanized	2 10
Toothicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25
Washboards	
Banner Globe	2 50
Brass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50
WRAPPING PAPER	
Common Straw	
Fibre Manila, white	2
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't 10	10
Wax Butter, full count	15
Wax Butter, rolls	12
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	58
YOURS TRULY LINES.	
Pork and Beans	2 70@3 60
Condensed Soup	3 25@3 60
Salad Dressing	3 80@4 50
Apple Butter	@3 80
Catsup	2 70@6 75
Macaroni	1 70@2 35
Spices	40@ 85
Herbs	@ 75
Extracts	@2 25
Chili Powder	85@2 12
Paprika	@ 85
Celery Salt	@ 85
Poultry Seasoning	85@1 25
Prepared Mustard	@1 80
Peanut Butter	1 80@2 80
Roller Oats	2 90@4 15
Doughnut Flour	4 05@4 50
AXLE GREASE	
MICA	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00

15

BAKING POWDER

Royal



10c sixe	90
1/4 lb cans	1 35
6 oz. cans	1 90
1/2 lb. cans	2 50
3/4 lb cans	3 75
1 lb cans	4 80
3 lb cans	13 00
5 lb cans	21 50

CIGARS

Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch Masters Grande	68 00
Dutch Masters, Pan.	68 00
Little Dutch Masters	
(300 lots)	10 00
Gee Jay (300 lots)	10 00
El Portana	33 00
S. C. W.	32 00
Johnson's Hobby	32 00
Johnson's As It Is	33 00

Worden Grocer Co. Brands

Canadian Club	
Londres, 50s, wood	35
Londres, 25s, tins	35
Londres, 300 lots	16

COFFEE

Roasted

Dwinnell-Wright Co's B'ds



White House, 1 lb	
White House, 2lb	
Excelsior, Blend, 1lb	
Excelsior, Blend, 2lb	
Tip Top, Blend, 1lb	
Royal Blend	
Royal High Grade	
Superior Blend	
Boston Combination	

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.



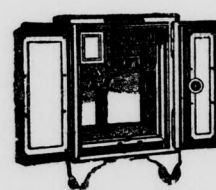
Old Master Coffee31
San Marto Coffee



Royal Garden Tea, pkgs 40

THE BOUR CO., TOLEDO, OHIO.

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

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	3 15
German Mottled, 5bx.	3 15
German Mottled, 10 b.	3 10
German Mottled, 25 b.	3 05
Lautz Naphtha 100 ck.	3 85
Marseilles, 100 cakes	6 00
Marseilles, 100 cks. 5c	4 00
Marseilles, 100 ck. toll	4 00
Marseilles, 1/2 bx toll	2 10

Proctor & Gamble Co.

Lenox	3 20
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 35

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
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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.

Farms and income properties everywhere for merchandise. Real Estate Exchange, Catesby, Okla. 999

For Sale—One-half interest in elevator, coal and lumber yard. Buyer take charge of business. Prospects excellent. Prosperous farming country. Unusual opportunity. Address No. 71, care Tradesman. 71

For Sale—General merchandise business, except groceries, worthy your prompt investigation. Present and future conditions fine, doing \$38,000 cash business, stock invoices \$12,000 and will be kept in A1 condition until sold. For particulars address Box 506, Helper, Utah. 70

Shoe stock for sale. Best location in good town 2,000. Small stock well assorted. No real competition. Other business requires attention of owner. Act now. Address Shoes, care Tradesman. 69

For Sale—Overland automobile, 1914 model, electric starter and lights; much extra equipment; finish perfect; fine performer. Run 460 miles. Have other use for the money invested. W. D. Cramer, Big Rapids, Mich. 68

Drug stock and fixtures must be sold at once. Good location in progressive town. Owner's death, reason for selling. For further information and terms address H. S. Fox, Central Lake, Mich. 67

For Sale—General stock inventorying about \$4,000 in thrifty town of 700 people. Store building, fixtures, barn, feed shed and warehouse can be rented for \$40 per month. Good opening for meat market in rear of store. Can do \$30,000 business on \$6,000 stock. Terms, satisfactory to good merchant. J. W. Cruse, Honor, Michigan. 66

Note head, envelopes or cards, prepaid; 75c for 250; \$1.90 per 1,000. Autopress, Wayland, Mich. 65

For Sale—Steam laundry with building, in good town in Southern Michigan, price \$1,500 cash. An ideal place in summer for fishing, having two good lakes. Address F. D. McCrum, Colon, Mich. 64

Are you looking for an excellent location to establish hardware, tinshop and plumbing or a general dry goods, shoe, notion store? Either combination a winner in my vacant room; long lease, reasonable rent. See or write C. M. Andrews, So. Michigan street, South Bend, Indiana. 63

On account of sickness, fine meat market for sale cheap. Address Chas. Blum, 118 Locust, Ottawa, Kan. 62

For Sale—Only drug store in good town in the Thumb. Good business. Sickness reason for selling. Real estate or bankable paper considered. Drug-gist, Box 5, Uby, Mich. 61

Furniture store for sale, annual sales \$30,000, stock \$7,000. Anyone looking for a good established business in Chicago, it will pay you to investigate this offer. Address Owner, W. S. McClave, 11336 Michigan Ave., Chicago, Ill. 60

For Sale—A beautiful soda fountain, with 8 ft. back bar, trimmed with finest Mexican onyx, the work board of best German silver. A snap if taken at once. For price and terms apply to T. D. Lovering, care J. H. Allen & Co., Allen Square, St. Paul, Minn. 59

For Sale—A good established grocery and dry goods business in best farming country, doing \$18,000 yearly. Very little credit business necessary. Address No. 58, care Michigan Tradesman. 58

Sacrifice Sale—Creamery in a thriving dairy community. Has made 100 tubs butter a week. Fine shape for business. Owner non-resident. Splendid chance for right party who understands business. Cost to build, \$4,500. Buildings and machinery insured for \$2,500 at 3/4 value. \$1,500 takes it. Address E. F. Phillips, Real Estate, Armada, Mich. 57

For Sale—Good paying drug store; well located. Address The Alger Drug Store, Alger, Ohio. 56

Wanted—Experienced saleslady, dry goods department, one who has had experience in notions, ribbons and corsets. Address No. 55, care Tradesman. 55

For Sale—Good clean stock shoes and fixtures, inventorying about \$2,300. Address Box 162, Belding, Mich. 54

For Sale—General store, postoffice, hotel and livery connection. Doing fine business. Good reasons for selling. Address Peter Christensen, Bitely, Mich. 52

For Sale—Lumber yard for building trade. Established trade in the best city in the United States. Address Warren Ross Lumber Co., Jamestown, N. Y. 73

Complete Steam Plant—One Allis-Reynolds engine, 14 x 36, with condenser, oil cups, etc. Two horizontal tubular boilers, 60 x 168 inches, with feed pumps piping, etc. One Hoppes feed water purifier and heater. Two skimmers. The above can be seen in daily operation in our mill, all in prime condition and will be sold entire or in part at a very low price. Investigate this and write The Thoman Milling Co., Lansing, Mich. 53

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

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

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—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. Lossi 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

\$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

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 Cheap—One-half ton motor truck, 20 h. p., solid tires. Just the thing for grocery delivery. Jansen & Joosten, Planagan, Ill. 51

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

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

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

For Sale—Hotel property, 1/4 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—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

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

For Sale—Clean bazaar stock in best city, Central Michigan, low rent and long lease. Address Bazaar, Station C, Detroit, Mich. 932

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 money-maker. 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. Feneley, Engadine, Mich. 956

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

Wanted—A young man who is good accountant, to take charge of book-keeping and credit department of a local firm. Must be able to invest five thousand to ten thousand dollars in dividend paying stock. Address No. 823, care Tradesman. 823

For Sale—Clean stock of general merchandise in Kent county, gravel road to Grand Rapids. Stock will invoice about \$3,000. This store has paid big for 19 years. Located in good farming section, small competition, splendid chance for good man to step right into paying business. Will rent or sell reasonable. Could use unincumbered real estate. Other business. Address No. 873, care Michigan Tradesman. 873

For 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

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

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, 334 Indiana Ave., Toledo, Ohio. 952

Wanted—To exchange good farm for stock of merchandise. Describe stock and give price. Phillips, Manchester, Tenn. 908

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

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

\$25 to sell your farm or business. Get our proposition or list. Pardee, Traverse City, Mich. 740

Safes Opened—W. L. Shocum, 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.

Wanted—Clerk for first-class shoe store in city of ten thousand, must be a man accustomed to fitting fine trade, single man preferred. Give all details, age, where you have worked and salary in first letter. Address No. 72, care Tradesman. 72

Wanted—Registered assistant pharmacist. References required. Address No. 50, care Michigan Tradesman. 50

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

ENGRAVING

J. D. WOOD

For many subjects of a mechanical nature wood engravings are not only better for printing and for making electrotypes but are cheaper than halftones. Both are made by

TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

IRRECONCILABLE ISSUES.

The investigations now in progress in Washington and elsewhere are crystallizing one fact in the minds of distributive students; that we are trying to make the Sherman law do something quite different from what it was intended to do. In fact, some believe that it must defeat what it was intended to accomplish if it is made to accomplish what is being aimed at now.

The whole gamut of popular unrest to-day is ranged in two distinct classifications of details—economic and competitive. One has to do with problems allied to the high cost of living; the other has to do with fair competition and anti-trust considerations. The two are totally different and very few people have been realizing the distinction until recently. Still more recently it is dawning on the more thoughtful that the two cannot be reconciled.

For instance, the Sherman law, when enacted twenty years ago, was intended to give the small merchant a living chance against the "trust" and the monopoly. It was based on a fair profit for the tradesman and ethical practices which would leave him a living chance. Such things as agitation against the quantity price, the mail order house, the chain store, opposition to free deals and the proposition to allow the manufacturer to name his resale price on his specialty are allied to this issue. It is purely a measure of regulating competition in business and the only true fruitage of it will be the result of competition.

But the popular cry to-day is not for fair trading at all; it is merely "let us have things as cheaply as we can get them." It protests against a uniform price in any and all quantities. It rebels against a manufacturer maintaining his resale price for the protection of distributors. It says that if a buyer is big enough to persuade the manufacturer to sell him at an inside price "the public should worry," if it only gets its share of the benefit and preference. Logically, if a trust sells cheaply enough—because of its big buying power—the small merchant might cry in vain. So may the manufacturer whose business is ruined by the operations of the big buyer. It is purely an economic question with the test of its outcome, the lowest price to the dear consumer.

Now, it might be just as well for the reformers to discover which of these ends they want established before they further complicate legislation. If the economic plan is to rule, why should there be any occasion for curbing the wicked and cruel operation of the evolutionary law by Sherman laws or any other form of restraint? If the big buyer is to rule the markets, why curb him when his competitive ability has made him a "trust"? If fair trading is wanted, then there must a restraint of individualism; if it be by legislation, then it will meet with the popular fancy more than restraint by a manufacturer, but it is none the less a restraint of free competition.

The popular error lies probably along the line of misunderstanding of what the real conditions of business are. Hardly a day passes when one does not read of the formation of some new form of co-operative mercantile concern—a co-oper-

ative association of consumers, or a buying exchange of retailers, or a pool of manufacturers, or some form of compulsory public marketing from "producer to consumer direct." Hardly a day passes without one of the promising experiments going to the wall. But, unfortunately, these latter facts are not heralded by the newspapers. Rarely do the experimenters discover that the savings promised are possible or the anticipated profits realized. They quietly throw up the sponge and pocket their losses—unless they can make some creditor do it—and in the end the sufferer is the "legitimate" grocer who has been "made the goat" for it all.

It looks feasible for a group of consumers to buy a wholesale quantity and divide it. They get the wholesale price. But they must also perform the retail work of subdividing the package, distributing it among the contributing members, collecting the money for it, doing the wrapping and carrying and ordering and a lot of other things. So long as these can be done without inconvenience all goes merrily, but humanity is prone not to do too much gratuitously. When they tire of it, the work falls on certain good-natured souls who work for nothing or employees must be hired. The minute managers and clerks and warehouses and book-keeping are involved—and they must be when transactions attain a certain measure—the economies fail to materialize.

After all, these "middlemen" are but employees. Their charges are not exorbitant, as a rule, for the service performed. Competition takes cares of that. In fact, it is probable they work for less than they would if they were actually hired servants, free from personal responsibility and executive cares. They have come into being in response to a genuine need, in a competitive field, and until something better appears they will remain. As the grocer sees it, good law and good ethics would seem to indicate that merchants are entitled to a fair chance for the same "life, liberty and the pursuit of happiness" under the rule of humanity, as consumers are under our political system. Some day public information will attain a point where it will cease to follow fallacious economic will-o'-the-wisps and will appreciate the soundness of competitive co-operative—or co-operative competition, whichever one pleases.

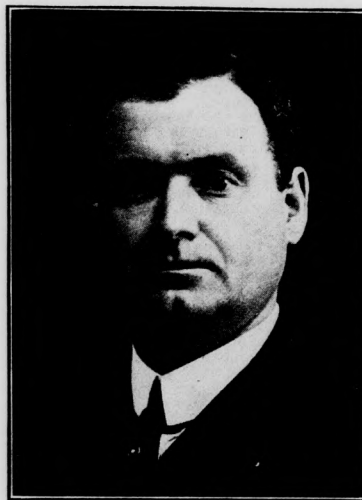
Worth One Hundred Dollars.

A Kalamazoo shipper writes the Trades: "The decision you have obtained in the Michigan Supreme Court, bringing the express companies to time on the arbitrary tactics they have pursued in the past, is worth \$100 to every shipper in Michigan. Any business man can well afford to pay \$10 a year for the Michigan Tradesman for the remainder of his business career. Every man engaged in business in Michigan owes you a debt of gratitude in this matter which he can never repay."

Cadillac—The Cadillac Manufacturing Co. has been incorporated to manufacture and deal in forest products, with an authorized capital stock of \$30,000, which has been subscribed, \$5,200 being paid in in cash and \$24,800 in property.

Maxwell McIntosh Locates at Stanton.

Maxwell McIntosh, who was connected with the Boston Store here for fifteen years and was for many years manager of the women's ready-to-wear department, has purchased the general stock of D. E. Finch, at Stanton, and will take up his residence at that place. Mr. McIntosh thoroughly understands all branches of the business which he has acquired and will give the people of Stanton the benefit of his long experience in the mercantile line. Mr. and Mrs. McIntosh are held in high esteem by the residents of the East End and their residence on Gladstone avenue has always been a



Maxwell McIntosh.

radiating point of hospitality and good cheer.

Mr. McIntosh was born in Scotland forty-five years ago and was apprenticed at an early age to the largest dry goods house in Glasgow, where he learned the business under the best possible conditions. After remaining with this house ten years he came to this country, locating first at Norwich, Conn., where he was employed by the Porteous & Mitchell Co. Two years later he was transferred to Detroit, where he assumed an important position with the Detroit branch of the same house. Three years later he came to Grand Rapids and took the management of a department in the Boston Store, which he worked up from comparatively nothing to one of commanding importance.

Mr. Finch will devote his entire time to the manufacture of the Florin washing machine which he has had on the market for the past twenty-two years.

Everything comes to the farmer these days. Even the new dances promise to pay him tribute. The popularity of these dances has created an enormous demand for phonograph records of dance music. Now the phonograph records are made out of a composition into which denatured alcohol largely enters, and the demand for it is causing the manufacturers to look around for new sources of supply. This means new locations for factories. But denatured alcohol is strictly a farm product, being made from potatoes and farm waste. And

so it comes to pass that the farmers exert themselves to produce a larger supply of some of the ingredients of denatured alcohol, in order that more phonograph records may be manufactured, in order that more people may have music to which they may dance the new dances—which many a farmer holds to be an abomination.

Saginaw—The Saginaw Ladder Co. whose plant was destroyed by fire last week, has taken over the factory formerly occupied by the Saginaw Wheelbarrow Co. at the corner of South Niagara and Adeline streets and will continue the business.

George Smalley, grocer at 727 Butterworth avenue, has sold his stock to Leonard Lieffers, recently of Coopersville, who has taken possession.

Don't shake hands with customers who don't want to shake hands with you. Don't fail to shake hands with those who expect it.

William H. Anderson and Amos S. Musselman have returned from a trip to New Orleans, Havana and Florida points.

Johnson & Barnes are succeeded in the grocery business at 757 Oakdale street by Moore & Watson.

The W. P. Canaan Co. has contracted to furnish 75,000 ice cream pails to the Sell Right Co.

Frank Schlafley is engaging in the wall paper and paint business at 9 Burton street.

Henry J. Williamsen has opened a grocery store at 1975 Godfrey avenue.

BUSINESS CHANCES.

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 92

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

In the matter of Hanauer, bankrupt, the entire stock of groceries and meat market, inventorying \$2,300, will be sold at public auction, as a whole, on Monday, April 6, at 2 o'clock at the store, 294 Oakland Ave., Detroit, Mich. Harold Goldstrom, Trustee. 77

An opportunity to engage in the drug business in Grand Rapids. A good location in a Holland neighborhood for the right man. Must be capable and able to speak Holland. A young Hollander preferred. Address No. 76, care Tradesman. 76

For Sale—Stock of Hardware, fine opportunity. Address Owners. Platt & Bridgman, Williamsfield, O. 75

A good restaurant and bakery with a good patronage in a good town in Michigan. Address Judge, care Michigan Tradesman. 80

HELP WANTED.

Wanted—Registered pharmacist desiring steady position. Married man preferred. Address 79, care Tradesman. 79

Wanted—Energetic salesman to sell Superior Ironing boards and Superior clothes bars. Brook Novelty Co., Brook, Indiana. 78

Salesmen wanted to sell our Great White Way powder for cleaning white shoes and gloves. New item. Can be carried in pocket. Fast seller, good commission. Write E. T. Gilbert Mfg. Co., (Sole makers), Rochester, N. Y. 74

In Your Quest of the Best
BUY
Williams
Beans
 They are Best
Just That!

The Williams Bros. Co.
 ALL SIZES of Detroit ALL GROCERS

**Makes Business
 for You**



Shredded Wheat not only yields you a good Profit, but helps you to sell fresh or canned fruits with which it makes delicious combinations.

Shredded Wheat

is not only the standard cereal breakfast food of the world, but it is the only breakfast food that combines well with fruits. Nothing so delicious and nothing so easy to prepare as Shredded Wheat with canned peaches, pears, prunes, plums and other fruits.



TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

MADE ONLY BY

The Shredded Wheat Company
 NIAGARA FALLS, N. Y.

**Every
 Passer-by a
 Prospective
 Customer**



20 MULE TEAM BORAX

Should be used with soap wherever soap is used.

Tell your customers that BORAX is the best water softener known, and should be used in water wherever any cleansing is to be done.

20 MULE TEAM BORAX

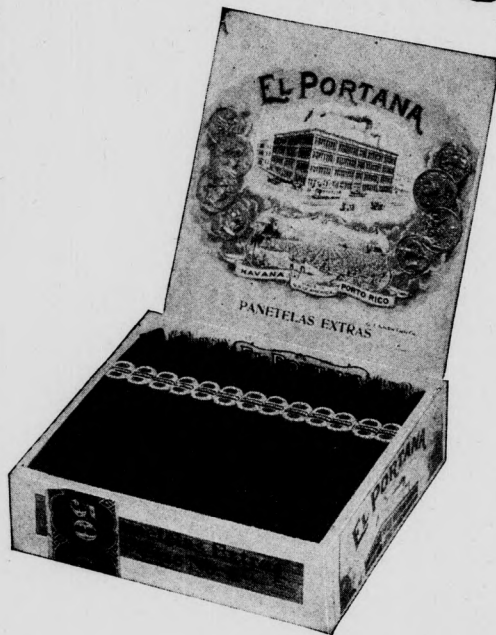
not only softens the water but doubles the cleansing power of soap, and makes everything sanitary and wholesome.

It gives them greatly improved results in the way of cleansing without additional expense.

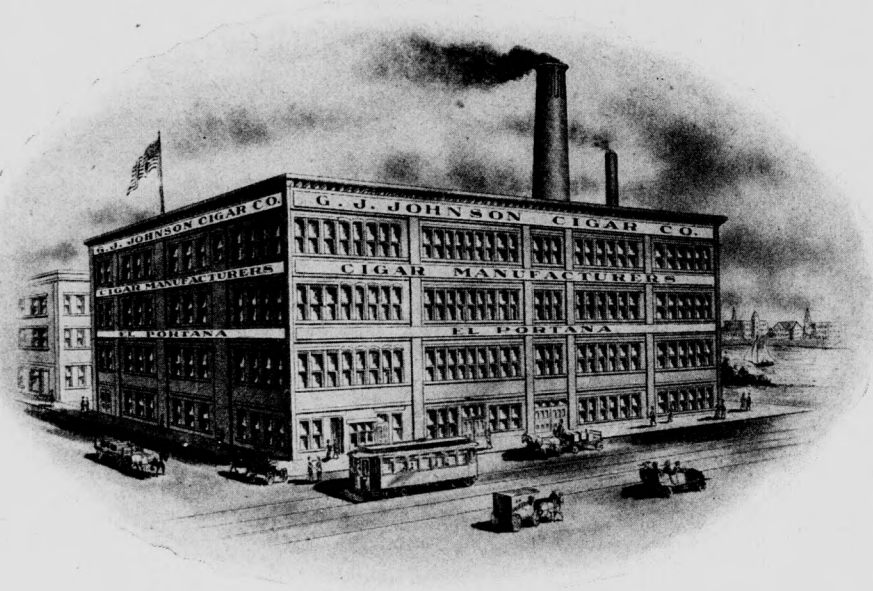
You can get increased business on this profitable article by calling it to the attention of your customers, and they will thank you for it.

The Pacific Coast Borax Co.
 McCormick Building, CHICAGO.

EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions



Made in
Eight Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.

