

THE WASHERWOMAN'S FRIEND

In a very humble cot,
In a rather quiet spot,
In the suds and in the soap,
Worked a woman full of hope,
Working, singing all alone,
In a sort of undertone—
"With a Saviour for a friend,
He will keep me to the end."

Sometimes happening along,
I had heard the semi-song,
And I often used to smile
More in sympathy than guile;
But I never said a word
In regard to what I heard,
As she sang about her friend
Who would keep her to the end.

Not in sorrow nor in glee,
Working all day long was she,
As her children, three or four,
Played around her on the floor;
But in monotones the song
She was humming all day long,
"With a Saviour for a friend,
He will keep me to the end."

Just a trifle lonesome she,
Just as poor as poor could be;
But her spirits always rose,
Like the bubbles in the clothes,
And, though widowed and alone,
Cheered her with the monotone
Of a Saviour and a friend
Who would keep her to the end.

I have seen her rub and scrub
On the washboard in the tub,
While the baby, sopped in suds,
Rolled and tumbled in the duds;
Or was paddling in the pools
With old scissors stuck in spools—
She still humming of her friend
Who would keep her to the end.

Human hopes and human creeds
Have their root in human needs;
And I would not wish to strip
From that washerwoman's lip
Any song that she can sing,
Any hope that songs can bring;
For the woman has a friend
Who will keep her to the end.

Eugene F. Ware.

We Represent

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

We Sell

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

May we have a share of your 1914 business?

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

Good Yeast

Good Bread

Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST



Show her the whole
FRANKLIN line

Tell your customers there's a FRANKLIN CARTON SUGAR for every purpose. In addition to FINE GRANULATED in 2-lb., 3½-lb. and 5-lb. CARTONS, we pack DAINTY LUMPS, SMALL CUBES, and DESSERT AND TABLE in 2-lb. CARTONS; POWDERED, and CONFECTIONERS' XXXX in 1-lb. CARTONS with inside bag of moisture-proof paraffine paper. The demand for these sugars for cooking, baking, icing cakes, candy making and table use means lots of sales if you'll talk about them. Try it! Have a "sugar week" with window and counter displays and teach your customers to buy FRANKLIN CARTON SUGAR—the kind that will please them, save your time and pay you a profit.

You can buy FRANKLIN CARTON SUGAR in original containers of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

FRANKLIN CARTON SUGAR is guaranteed FULL WEIGHT and refined CANE sugar.



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.



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 8, 1914

Number 1594

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THE PENTWATER BRANCH.

District Where Every Merchant Reads the Tradesman.

Pentwater, April 6—Whitehall has an electric light plant, water works, fire department, a good graded school and eight churches of various denominations. Among the important industries are a tannery, planing mill and chemical works, manufacturing a sweeping compound. The Tradesman is a regular weekly visitor to most of the following business places: Gee & Carr, hardware.

C. A. Johnson, dry goods and groceries.

R. M. Leighton, groceries and shoes.

Geo. H. Nelson & Co., general merchandise.

Geo. Haverkate, groceries.

John Baasch, meat market.

Mrs. J. D. Meinhardt, drugs.

G. Berg & Co., meat market.

F. D. Glazier, groceries.

W. C. Cotes, hardware.

John O. Reed, flour mill.

Mrs. M. G. Hollis, dry goods.

G. J. Moog & Son, hardware.

T. B. Wideoe Clothing Co.

State Bank of Whitehall.

H. G. Marshall, general merchandise.

C. G. Pitkin & Co., drugs.

Hotel Mears, under the able management of Alex. Gloeckner, is first-class in every respect as to rooms, meals and service.

Montague is located on the opposite side of White River from Whitehall. It has seven churches of different denominations, two union schools, water works, fire department, an opera house with a seating capacity of 1,200, a flour mill, iron works and fruit evaporator. Fruit growing is extensively carried on in this vicinity.

The White Lake Inn, conducted by Chas. Shierstaedt, is the commercial men's headquarters and their wants are attended with neatness and dispatch. The Tradesman is a familiar publication to these business men:

J. P. Jacobson, groceries

I. L. Langford, hardware.

L. G. Ripley & Co., drugs.

Jacob Graf & Son, groceries and shoes.

Farmers State Bank.

Montague Milling Co.

C. A. Wiard, furniture.

J. S. Potter, dry goods.

A. L. Ainger, meat market.

White Lake Creamery

Chas. Ohrenberber, hardware.

T. E. Phelan, clothing.

Mrs. Lydia J. Grubb, millinery.

Fred Watkins, flour and feed.

New Era is 1 1/2 miles south of Hart, the county seat. It has two churches, a bank, a good hotel and several good stores. These business

men are readers of the Tradesman: James DeKruyter & Co., general merchandise.

Westing & Borgman, general merchandise.

Adema & Wolting, groceries.

Churchill & Webber, bankers.

J. G. Wickerink, general merchandise.

Fred Zandt, shoes.

J. C. Ham, hardware.

John Vanderveen, meat market.

Elmer Van Dyke, New Era Hotel.

Postema Bros., hardware.

Shelby is lighted by electricity, has water works, fire department, an opera house seating 700, a bank and a weekly newspaper. It has four denominational churches and excellent educational advantages. Among its interests are two basket factories, canning factory, planing, flour and saw mills, fruit evaporator, barrel and box factory, fruit package factory, etc. Shelby is located in the Oceana fruit belt and over \$350,000 worth of peaches, apples and smaller fruit and potatoes are shipped annually from here. Shelby has a first-class hotel—Hotel Shelby, conducted by Mrs. F. E. Beede—well patronized by the commercial men. Shelby also has some good stores and wide-awake business men who get much valuable information out of the Tradesman. Among them are:

Chas. I. Atwater, clothing.

Churchill & Webber, bankers.

C. E. Bechtel, drugs.

Jennie Bowerman, millinery.

Griffin & Morall, meat market.

Arthur Hunter, groceries.

O. J. Morse, hardware.

A. J. Rankin, hardware.

Runner & Spellman, general merchandise.

C. S. Sorenson, groceries.

Jno. W. Boughner, groceries.

Conger & Tallant, produce.

Myers & Son, general merchandise.

E. L. Stevenson & Co., drugs.

C. L. Eesley Milling Co.

O. A. Wood, variety store.

Johnson's Shoe Store.

C. W. Eader, shoes.

S. A. Thomas, general merchandise.

Isaac Fisher, general merchandise.

W. H. Shirts, groceries.

F. E. Lewellyn, produce.

Mears has three churches, stores and a warehouse. C. A. Brubaker, the general merchant, is not only a good merchant, but is an expert on automobiles, a politician, a trout fisher (in season), an entertaining writer and conversationalist and is very popular with all the people of his acquaintance. The Tradesman occupies the same place in his establishment as the M. O. catalogue and Bible do in some others.

G. E. Reid, the general merchant, has a good stock of goods and renewed his subscription to the Tradesman.

Hart is lighted by electricity, has water works, fire department, a \$50,000 high school building, two banks, saw, flour, planing and shingle mills, canning factories and numerous other manufactories and business houses. The shipments comprise peaches, plums, small fruits, potatoes, lumber, flour, wheat, canned goods and wool. The churches are Congregational, Baptist, Methodist and United Brethren. It is hard to find a better town than Hart and its business men are all up-to-date and carry good stocks of merchandise. Hart is one of the Trades-

man's banner towns for subscribers. The following are all live wires:

R. DeVries, dry goods.

Colby & Spitzer Co., hardware.

Anderson Bros., groceries.

Ray W. Ardis, general merchant.

Fred L. Corbin, produce.

Chas. B. Eddy, dry goods.

A. W. Cotton, racket store.

Collins' Drug Store.

Jos. Evans, hardware.

Lyon Furniture Co., Ltd., house furnishings.

H. H. Meneroy, Rexall Drug Store.

H. J. Palmiter, clothing.

Platt & Collins, clothing.

E. S. Powers Butter Co., creamery.

W. R. Roach & Co., canners.

F. Sanberg, restaurant.

S. S. Shelton, general merchandise.

Dempsey & Van Beeck, meat market.

B. S. Reed, retired druggist.

Geo. E. Williams, retired merchant.

Jno. Bothe, meat market.

First National Bank.

C. W. Noret, drugs.

Geo. R. Bates, hardware.

L. P. Hyde & Son, shoes.

A. W. Morris, groceries and dry goods.

W. J. Leicht, groceries.

C. Van Allsburg, meat market.

M. Hunkins & Co., shoes and furnishings.

Wm. A. Straley, with D. B. Hutchins.

Oceana Savings Bank.

Harry B. Tice, groceries.

Carl A. Peterson, clothing and furnishings.

E. R. Hubbard, produce.

Husted & Wallace, produce.

Lewellyn & Wachter, produce.

Bert Purdy, produce.

Frank Smith, produce.

The Wigton House is the leading hotel and is well patronized by the traveling public.

Pentwater is dredged so as to allow the passage of vessels drawing 16 feet of water. It is lighted by electricity and has churches of five different denominations, has excellent educational advantages, a public library, an opera house, fire department, water works, two banks and a fruit canning factory employing about 500 hands. During the season of navigation a steamer makes two trips daily to Ludington and in winter communication is had by stage with the same place daily. Ships tanbark, fish and large quantities of apples, peaches, potatoes and other produce. The Tradesman has many warm friends at Pentwater and the following business houses receive it regularly:

Sands & Maxwell, general merchandise.

Fuller & Duncan, meat market.

J. L. Congdon & Co., drugs.

W. H. Gardner, with J. B. Hendrick.

P. N. Lagensen, furniture.

Sears & Nichols, canners.

J. W. Arnys, bazaar.

Daggett & Harwood, groceries and meats.

M. D. Girard, dry goods.

E. A. Wright & Son, drugs.

Jos. Tibbetts, harness.

G. F. Cady, groceries.

Fred Lagesen, bakery.

Pentwater State Bank.

C. F. Lewis, hardware.

W. H. Bement has recently taken over the Hotel Arbor Rest and is making a home for the commercial men.

W. R. Wagers.

Another Co-operative Store Bubble Exploded.

Muskegon, April 6—The Polish Co-operative Produce Co., in which upwards of eighty Polish families possessed all the way from \$10 to \$25 worth of stock apiece, has ceased to exist and the individual stockholders are trying to recover whatever they can of the money they invested in the enterprise. The Co-operative Produce Co., which was organized by the Polish people that they might be enabled to secure their groceries at cost price was located at 186 Dale avenue and closed its doors after a desperate struggle to collect large sums owing it, as shown on the books.

Some of the most prominent Polish people in Muskegon sought advice in the matter from Justice B. G. Oosterbaan. Because, however, no articles of incorporation were ever filed and no other customary business procedure adopted the case is a complicated one. The backers of the institution desire to collect the money due them for goods received. It appears, however, that a number of the stockholders anticipated the ultimate failure of the concern and quietly abstracted from the store groceries to the amount of the stock subscribed by them.

The question of wages is also involved in the cost price grocery concern. The treasury, however, is depleted and no payment is forthcoming for clerk hire.

Desirous of straightening the matter to the best of their ability, those who have been in charge of the store are seeking a way of forcing the creditors to settle for the \$800 which appears on the company's books, that bills owed by the company may be paid.

No definite course of action has been decided upon, but it is not improbable that the officers of the company will collect what money they can that appears on the books and settle for the difference out of their own pockets.

Many of the people who subscribed stock and derived no benefit therefrom are clamoring for the return of their money, which they believe is the least they should get under the circumstances.

Traveling Salesman Buys a Mine.

Marquette, April 6.—Nels P. Flodin, traveling salesman for the Lake Shore Engine Works, of this city, has purchased the McDonald mine at Crystal Falls. Mr. Flodin bought the mine at bankrupt sale and believes that he has made a fine investment. He is not prepared at present to say whether he will work the mine or dispose of it.

It is said that there is considerable amount of ore on the property which was owned by Mrs. Hattie Bohman, of Chicago, and John B. McDonald of Minneapolis. About three years ago, the mine was leased to the McDonald Mining Co., which did not succeed in operating the mine at a profit. The mine was closed in December, 1913, and a petition in bankruptcy filed.

According to people familiar with the mining district in Iron county, the McDonald mine is one of the best mines in the vicinity of Crystal Falls. It is thought that if it were properly handled, there would be no reason why it could not be worked at a profit.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, April 6—W. C. Cornwell, of Saginaw, President of the Cornwell Beef Company, F. J. King, head of the provision department of Swift & Company, Chicago, and J. G. Kennedy, representative of Swift & Company, South St. Paul, were business visitors in the city this week. They happened to arrive during a temporary cold spell which is common at this season of the year here and were obliged to wear an extra overcoat to keep them comfortable. They visited the Canadian Soo and were surprised to note the rapid growth there since their last visit. They also remarked about the good condition of the streets while motoring through the city.

R. J. McMasters has purchased the general store of W. E. Donnegan, at Algonquin. Mr. McMasters also gets the post office in connection with the store. The transfer of the post office from Mr. Donnegan to Mr. McMasters was made by Postmaster Scott and the residents of Algonquin will be pleased to note that the station there is to remain.

The Brimley Produce Co., at Brimley, will contract for 1,000 acres of white field peas this spring, which is good news for the farmers throughout Chippewa county.

Wm. Bertram, of Brimley, has received a carload of fine cattle. This is the second carload he has bought and the farmers around Brimley are getting the dairy spirit, which will naturally help Brimley and the surrounding country. Brimley now has a cheese factory and may possibly be able to start a creamery there also, as the business men are certainly a lot of hustlers and are pushing to the front.

A meeting of the Holstein cattle breeders of Chippewa county was held last Tuesday afternoon in the Circuit Court room at the court house here and a permanent organization of Holstein breeders was effected. There was much enthusiasm displayed at the meeting and, after the plans and purposes were discussed, a name was adopted for the organization and an agreement signed which will mean much to the livestock industry in Chippewa county. The name of Chippewa County Cow Club—Holsteins Only was adopted and the following agreement signed by the members: We, the undersigned residents of Chippewa county, hereby agree to form the above named association for the purpose of promoting the Holstein breed of cattle in said county. We pledge ourselves to use pure-bred registered Holstein sires in breeding our cows and will urge others to do the same. We will not keep or sell unregistered bull calves for use, but will castrate them and will use our best endeavors to prevent bulls of all ages and kinds from running at large.

The local post office is having its troubles with the parcel post business. Postmaster Scott declares that because of the many recent changes made by the Department in the matter of parcel post rates, weights and other details, all printed instructions to patrons have been recalled and that at present there are no circulars available. This makes the work of the postmaster and his aides difficult, for they are obliged to instruct patrons verbally and have to answer innumerable questions every day. One of the greatest sources of annoyance is the large number of broken and crushed packages received at the local office and the same conditions undoubtedly prevails throughout the country. All parcel post packages are placed in ordinary mail bags and the only means used in designating the parcel post sacks is the use of red cards attached to the sacks, and these sacks are often placed at the bottom of the heap and sometimes there is a ton of matter crushing the

parcel post packages. The postmaster suggests that some sort of hampers that could not easily be crushed would be the only solution to the situation. He declares that many packages are sent by express because of the breakage by sending the packages by parcel post.

Distressing conditions prevail at the Upper Peninsula Asylum at Newberry, which is overcrowded. The building was built to accommodate 750 persons, but now accommodates 880. The patients are being cared for in hallways, smoking rooms and other parts of the building not intended for living rooms. They are required to sleep with their beds only a foot and a half apart. However, contracts have been awarded for the erection of a tubercular ward, an addition to one of the cottages, a physician's residence, a bakery and an extension to the power house. These buildings will cost \$25,000. So many patients are waiting transfer to the institution, the new buildings will not wholly relieve the congestion. The Board of Control will ask the Legislature for an emergency appropriation with which to erect additional cottages.

B. Blumrosen & Company, for a number of years one of our leading clothing and furnishing houses here, have decided to sell their entire stock here and Mr. Blumrosen is contemplating moving to Detroit, where he expects to make his future home. The store now occupied by them has already been leased to the Soo Co-Operative Mercantile Association, which is located next door, and will take possession as soon as the Blumrosen stock is sold.

According to the opinion of Attorney General Grant Fellows, received by Prosecuting Attorney Green here, the heirs of the late James Sutton, deputy sheriff of Chippewa county, and Allen Scribner, who accompanied Sutton to the lumber camp near Brimley, where both men were shot and killed by Joe Tobias, are not entitled to compensation under the provision of the liability law of this State. The law distinguishes between an official of a city, county or other political division of government and an employe, the former not coming under the provisions of the act. Accepting the opinion of the State's legal authority, the county could not consider the payment of compensation to the heirs of the murdered men. This shooting affair may be recalled by our readers, which occurred last June when Joseph Tobias, a woodsman, murdered Sutton and Scribner and successfully escaped without being captured and is still at large.

The Ladies Civic League are getting ready for the summer campaign to clean up the city, that promises to eclipse anything attempted heretofore and we expect the Soo this year will look like a garden paradise with its clean streets and well kept lawns and sanitary alleys.

A resolution from the directors of the Soo Business Men's Association, requesting that the City Council authorize the mayor and the city attorney to attend the meeting of the International Joint Commission at Washington next week, was unanimously passed by the Council. The Council also placed itself on record as endorsing the application of the Michigan Northern Power Company for constructing remedial works in the rapids.

We understand that Morgan W. Jopling, of Marquette, has purchased three lots on Ludington street, Escanaba, on which he will erect at once a modern theater building. We certainly can congratulate Escanaba on being fortunate enough to secure so modern a place for entertainment. What really sticks in our crop here at the Soo is that some capitalist does not build a good opera house, where conditions are so favorable and the need so great.

The trades carnival at the Soo last week was a great success. The business men were very much pleased with the display advertising the various lines of business and the ladies of the Presbyterian church, under whose auspices the carnival was given, derived very neat returns for putting on the carnival. The exhibit was given two nights to a packed house at the armory, and so well pleased were the committee in charge that it has been asked to make the carnival an annual affair.

The U. C. T. met at the Soo last Saturday night at the Murray Hill Hotel and was called to order by Thomas F. Follis, where a class of nine members were initiated. As a number of the boys were not in the city on Saturday, it is expected that the next meeting will be a banner one and that a large increase in membership will be reported. The local Council is now in a flourishing condition and much interest is taken by the travelers for the future success of the order.

A leak in the pipes at the plant of the Soo Gas and Electric Co. last Tuesday night caused an explosion which resulted in a fire which partially consumed the building and caused a loss to the company of about \$2,000. The supply of gas was cut off for several hours, but the consumers were able to prepare their Wednesday dinners with the convenient fuel.

The Upper Peninsula Experiment Station, at Chatham, in trying to encourage the livestock business of the Upper Peninsula has added six pure bred Holstein heifers to its herd. These were purchased of McPherson Bros., Howell.

Deputy State Game Warden J. B. Eddy, who is in charge of the fisheries department, has returned from a trip made to DeTour and Cedarville, where he was called to instruct a number of the commercial fishermen regarding the change in the fishing license law. This new law provides a minimum license fee for launches up to five tons \$10 and \$2 per ton for each additional ton. Sail boats used for fishing purposes are charged \$5 a yearly license fee. The new law went into effect April 1.

W. G. Tapert.

Detailed Report of the Soo Meeting.

Marquette, April 6—At an adjourned meeting of the Upper Peninsula Council, No. 186, U. C. T., of Marquette, held at Sault Ste. Marie on Saturday evening, April 4, the following resolution was unanimously adopted: That the acting Senior Counselor, Thos. F. Follis, be and is hereby instructed to write a newspaper account of the present event for publication in the next issue of Michigan's greatest trade paper, the Michigan Tradesman; that same be written over his own signature, together with the title of his office.

On behalf of the Council, I would kindly ask that you comply with its request, and I enclose you copy accordingly.

Thos. F. Follis.

Marquette, April 6—Probably the most auspicious and most enthusiastic meeting ever held under the auspices of Upper Peninsula Council No. 186, of Marquette, was held at the Murray Hill Hotel, at Sault Ste. Marie on Saturday evening, April 4. This was an adjourned meeting of U. P. Council held at Marquette on March 28 for the purpose of initiating a large class of candidates who are residents of the Soo. The meeting was called for 8 o'clock, but the extra large amount of clerical work, due to the new application blanks, several of the applications having been filled out on the old form, caused some delay. The meeting was called to order at 8:30 with T. F. Follis in the chair as acting Senior Counselor; Charles Haase, of Oshkosh Council, as Junior Counselor;

John E. Krafft as Past Counselor; Ed. S. Royce, Conductor; Charles A. Wheeler, Secretary-Treasurer; Earl Cameron, Page, and Jas. A. McKenzie, of Petoskey Council, as Sentinel. Clint C. Collins exemplified the Ray of Hope. After the necessary part of the order of business was disposed of, the Council chamber was prepared for the reception of candidates, when the following candidates were announced: Frank Allison, G. A. Hauptli, E. C. Flood, M. W. Shafer, G. W. Laub, Charles E. Field, Frank E. Jenks, Morley Stevens, Chas. O. Pregitzer and Robert E. Moran, who were each and all duly and properly initiated into the grand commercial army of travelers. We were honored with the presence of Mr. Clark, of Saginaw, representing the Calumet Baking Powder Co.; Mr. Wiggins, of South Bend Council; Charles Haase, of Oshkosh Council, and J. A. McKenzie, of Petoskey Council, and, under the head of good of the order, each addressed the Council. Mr. Wiggins was the first speaker and made a telling speech on the inspiration of contact. We were then addressed by Mr. Clark, of Saginaw, his remarks being on Fraternalism. Charlie Haase gave us a most instructive talk on the National Biscuit Co.'s latest product, pretzels, with a free sample demonstration. The talk was thoroughly enjoyed, but the demonstration was rather dry—of itself. We were then delightfully entertained with a solo by M. W. Shafer, entitled "Turkey in the Straw," which was uproariously encored three times. The next on the program was by all odds the speech of the evening, Chas. A. Wheeler being introduced as a charter member of U. P. Council, an important factor in its inception, a past Grand Counselor, the one man who, as a Grand Counselor officer for seven years, put Marquette on the map, and who is to-day the most potent factor in the growth and development of U. P. Council. His speech was largely reminiscent. It was a thoughtful, serious, scholarly and, in fact, an inspiring talk which was thoroughly enjoyed by all present. Clint C. Collins, also one of our members for many years, spoke. He also talked along reminiscent lines, but broke into an automobile talk, in which he thoughtlessly and unconsciously told of the passing of that old proverbial member of society known as the horse trader and heralded the coming of a far more dangerous citizen, the automobile trader. John E. Krafft also gave us an excellent talk on the possibilities of the Soo bunch, which was well received. J. A. McKenzie gave us a live talk on not the largest but the liveliest council in the State. Good for Petoskey. Ed. Royce gave us a splendid talk which aroused the most intense interest, owing to the fitness of his topic, on the signs and grips of the order. He concluded his remarks by inviting us to the Soo again and promised us the use of a regular hall, provided we could come prepared to put on the initiatory work in full. Several of the candidates addressed the Council briefly, the principal speakers being Charles Field and Frank Allison. Mr. Allison was also selected as the candidate who would exemplify the degree work for the edification of the other candidates and he made a splendid candidate and stood for everything and fell for some things. The acting Senior Counselor then addressed the meeting briefly on the commercial side of the U. C. T., as compared with the I. C. M. A., the Iowa State and other insurance organizations, but the Chaplain pulled his coat tail and looked earnestly and pleadingly into his face and reminded him that only twenty short minutes stood between us and 11 o'clock. J. W. McTavish, the landlord of the Murray Hill, was called in to sing a song, which he obliged us with. It was

a masterly effort entitled, "Cats ramble to the child's saucepan," and was wildly encored. A resolution by a rising vote was immediately adopted that Mr. McTavish never be invited to again sing within our council walls. A rising vote of thanks was tendered the popular landlord of the Murray Hill Hotel for the courtesies he extended to us in according us the free use of not only his spacious parlors, but also the halls and such other rooms and furniture as were needed. Thus closed one of the most interesting and important sessions that probably U. P. Council ever held and it goes without saying that we will all and always have a good word for the Murray Hill Hotel.

T. F. Follis,
Acting Senior Counselor.

Boomlets From Bay City.

Bay City, April 6—The members of Bay City Council, No. 51, were greatly shocked to learn that the wife of Chester A. Keaghan, a member of our Council, had died in Alberta, where they had resided since last Jan. Mr. Keaghan brought his wife's body to Alpena, their former home, for burial and while en route to Alpena he was met at the Bay City railway station by a number of U. C. T.'s, who, by floral offerings and words of condolence, expressed to him their heartfelt sympathy in his great loss.

The store recently vacated by the E. P. Rowe Co., Bad Axe, will be occupied April 15, by Littleton & Heidelberg with a complete line of dry goods, notions and groceries.

It was stated in the Detroit Times last Monday that Saginaw Council, No. 43, has organized a Boosters' Club in the interest of the Pere Marquette Railway. If this statement is true it means that this railway system has been adopted by Saginaw Council and its future success is assured.

D. Gottschalk, Bad Axe, has bought the remnant of the E. P. Rowe

Co. shoe stock and occupies the store vacated by C. E. McConnell.

S. H. Blakely & Co., pioneer shoe merchants of the same town, are still doing business at the old stand. Blakely says, "Shoe merchants may come and shoe merchants may go, but we go on forever."

J. A. Soelmer has purchased the shoe stock of the Grandy Co., at Elkton, and Mr. Grandy, of the above firm, will engage in the piano business at Sebawaing.

The general stock of merchandise of McCaren & Co., Carsonville, has undergone a wonderful transformation under the direction of Manager Willard Kinde, formerly with Ellison & Stull, Kinde. Mr. Kinde is an expert in the arrangement of stock and store decorations.

The American hen has "come off her perch" and is attending strictly to business. Eggs are now more plentiful and cheaper in price, which is causing the good housewives to rejoice.

Those who believe that a hotel cannot be satisfactorily conducted without a bar in connection ought to visit the hotels in the Thumb of Michigan, especially those at Crosswell, Deckerville and Marlette.

The members of Detroit Commandery are demonstrating that man is a social being. By special arrangement with the management of the Hotel Griswold, they meet every Friday at noon in the hotel banquet room, where dinner is served at 50 cents per plate. Visiting Sir Knights are made honorary members.

Every traveling salesman has discovered that there are many men who spend a good deal of time kicking. These faultfinders may learn a lesson from the mule. When he is kicking he does nothing else, because he is attending strictly to the kicking business; therefore it is evident that when a salesman is kicking he is not selling goods. This also applies to

the merchant, the farmer and many others too numerous to mention. Moral: If you can't boost, don't kick. Pub. Com.

Commends Opposition to Corporate Crookedness.

Battle Creek, April 6—What is this world coming to!

I read with dismay and disgust in the Tradesman of April 1, the account of the decision handed down by the Michigan Supreme Court in the case of E. A. Stowe vs. U. S. Express Co.

Can it be possible that matters have reached such a pass in this country that a man has to spend several hundred dollars to convince a common carrier that it cannot make a delivery to a consignee at a place where he has not resided for a year, forge his name to the receipt and then claim immunity from further responsibility?

I have done business with the express companies for more than thirty years, during which time I have been subjected to many impositions, annoyances and dishonest practices, but this case is about the rankest I ever heard of; in fact, it is almost impossible for me to conceive of a corporation taking such an untenable position and forcing a customer to stand such a bill of expense in order to vindicate his position and satisfy himself that he lives in a free country.

Thank God there are some men who value money so little and personal liberty and independence so much that they are willing to face an ordeal of this kind without flinching and without complaining in order to make the world worth living in for his fellows! But for the existence of such men, criminal corporations like the express companies—I speak advisedly and understandingly when I class the express companies as criminal corporations—life would have few charms and the people of the earth would be a race of slaves and time servers.

Co-Worker in the Cause.

ORGANIZE Merchants—Organize

Get busy and join the

Retail Grocers' and General Merchants' Association of Michigan

Write the State Secretary for information and get the benefit of the Card Credit System adopted by the Executive Committee, March 24-25. Have a part in the distribution of a

ONE HUNDRED DOLLAR

Electric Coffee Mill

at the

State Convention, Lansing, February, 1915.

Our 1914 Slogan—

DOUBLE THE MEMBERSHIP

PRESIDENT

Wm. McMorris, Bay City

FIRST VICE-PRESIDENT

J. A. Lake, Petoskey

SECOND VICE-PRESIDENT

W. J. Cusick, Detroit

SECRETARY

Fred W. Fuller, Grand Rapids

TREASURER

Charles W. Grobe, Flint

BOARD OF DIRECTORS.

Charles Wellman, Port Huron

L. W. Schwemer, Saginaw

M. C. Goossen, Lansing

G. W. Faulmann, Detroit

Leonard Seegar, Cadillac

Sell Goods Which Have Been Advertised For Years—

they must be sure profit makers for dealers to warrant continued advertising expense.

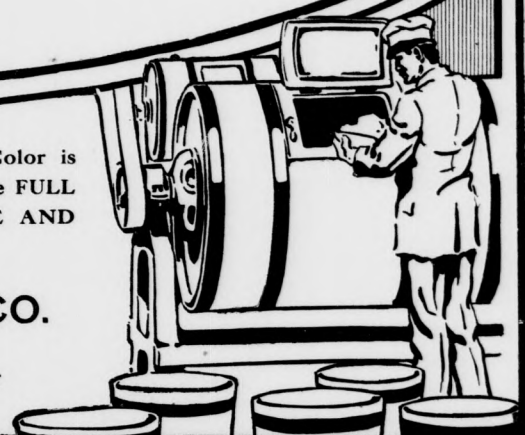
Dandelion Brand Butter Color has been advertised for more than a score of years and has always been a money maker for grocers.



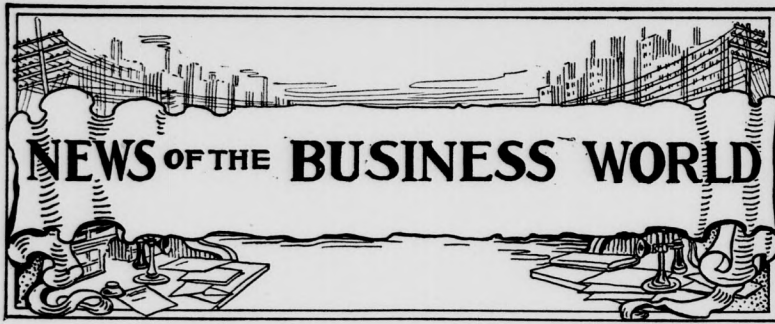
We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS, STATE AND NATIONAL.

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color
The color with  the golden shade



Movements of Merchants.

Chase—Dr. C. L. Grant has opened a drug store here.

Pentwater—A. L. Gifford succeeds C. D. Pool in the billiard and cigar business.

Ovid—Chamberlain Bros. succeed W. W. Wooll in the bakery and grocery business.

Owosso—George Tooley has closed out his stock of meats and retired from business.

Lansing—A. P. Austin is closing out his stock of motorcycles and electric fixtures.

Traverse City—Miss Teresa Carey has opened a millinery store in the Beadle block.

Cheboygan—The J. H. Clune Furniture Co. has changed its name to Clune & Myers.

Kings Mills—William H. Jenkinson lost his grain and produce elevator by fire April 2.

Lansing—The Machus Co. has added a soda fountain and ice cream parlor to its bakery.

Big Rapids—Phelps F. Ferris has engaged in business and will carry a line of auto supplies.

Greenville—Robert Cornelius, Jr., succeeds Fred Northquist in the restaurant and cigar business.

Manistee—Arthur Larson succeeds Matt Jensen in the restaurant and confectionery business.

Conklin—Amos Stockhill succeeds Hass & Stockhill in the elevator, feed mill and implement business.

Dryden—Miss Carrie Floyd lost her stock of millinery goods by fire April 4. The stock was not insured.

Lapeer—C. M. Bagley has closed out his stock of groceries and entered the employment of the railroad company.

Evart—Mrs. Charles J. Mills, formerly a clerk for Davy & Co., has engaged in the handling of women's garments.

Muir—Joseph J. Hettler, recently from Fowler, succeeds Breneman & Sturgis in the hardware and implement business.

Calumet—Vertin Bros. & Co., operating a department store, has decreased its capital stock from \$200,000 to \$100,000.

Battle Creek—Neale & Pulsifer have opened a men's furnishing goods, trunk and bag store in the Post Tavern building.

Titus—John W. Braman, recently engaged in business at this place, is conducting a small country store on his farm.

Delton—Edward Eckhart has purchased the H. Green & Son stock of general merchandise and has taken possession.

Lowell—The Scott Hardware Co. is closing out its stock, and will retire from business. J. A. Scott, President

and manager of the company, has been identified with the hardware business here for the past thirty years.

Chesaning—William H. Hafner has sold his stock of general merchandise to A. H. Burk, who will continue the business.

Charlotte—J. W. Munger & Son have purchased the Barber & Barber hardware stock and will consolidate it with their own.

Carson City—George Walt has purchased the meat stock and fixtures of Walter Lawe and will consolidate it with his own.

Bay City—The Louis Price Co., dealer in clothing and men's furnishings, has increased its capital stock from \$1,000 to \$5,000.

Wexford—Geo. Furtsch, recently employed as a book-keeper in Traverse City, has engaged in the grocery business at this place.

Leonidas—G. O. Damon, dealer in agricultural implements and hardware, died at his home March 30. Pneumonia was the cause of death.

Onondaga—Beedon & Wendell, milliners at Eaton Rapids, have opened a branch store here under the management of Mrs. A. W. Nisbit.

Dighton—Dr. George W. Brooks has purchased the drug stock of the late Thomas W. Davis and will continue the business at the same location.

Sidney—Wm. A. Woodward, formerly engaged in the same line of business at Sheridan, has opened up a harness, shoe repairing and billiard room.

Kalamo—The Ira D. Smith & Co. stock of general merchandise has been sold to E. J. Barnabee, recently of Parkville, who has taken possession.

Elmira—A. W. Stein has sold his store building to Wm. Weaver & Son, who will occupy same in connection with their hardware and implement business.

Kalamazoo—Smith & Hurst, piano and music dealers at Traverse City, have opened a branch store here under the management of J. H. & B. A. Monroe.

Belding—W. E. Snyder has sold his interest in the Silk City Steam Laundry to his partner, E. A. Thorne, who will continue the business under the same style.

Detroit—The Harvard Laundry Co. has been organized with an authorized capital stock of \$30,000, of which \$15,000 has been subscribed and \$3,000 paid in in cash.

Alma—The Mitchell Drug Co. has sold its stock to W. Alex Brunner, for the past fourteen years in the employ of Sid V. Bullock, who conducts a drug store at Howard City, as registered pharmacist. Mr. Brunner will continue the business under his own name.

Nashville—Menno Wenger has sold his interest in the Wenger Bros. meat stock to his partner, Noah Wenger, who will continue the business under his own name.

Lawton—Edward Desenberg and Charles Stoker have formed a copartnership and purchased the J. H. Hall & Son grocery stock. They will continue the business under the style of Desenberg & Stoker.

Grandville—John Hage succeeds Van Kammen & Scholma in the hardware business. Mr. Hage is a farmer, but will live in the village, turning his farm over to a son.

Wakefield—The Wakefield Lumber Co. will begin operations with an authorized capital stock of \$15,000, of which \$10,000 has been subscribed and paid in in cash.

Battle Creek—Stephen Speer and Harold Holliday have formed a copartnership and engaged in the grocery business on Maple street under the style of Speer & Holliday.

Ionia—L. Seymour Clark has purchased the jewelry stock of the late A. F. Clark that had not been sold at auction and will continue the business at the same location.

Byron—A. W. Stein has closed out the Hattie Cole and Andrew Gillies stocks at this place and will hereafter give his personal attention to his general store at Fenton.

Morenci—McKenzie Seeley has sold his interest in the Cottrell & Seeley department stock to W. L. Cottrell and the business will be continued under the style of Cottrell Bros.

Grand Haven—Wm. Ver Duin has engaged in the fish business on his own account. He was formerly in business with his mother, under the style of Wm. Ver Duin & Co.

Sparta—Clarence Moore and Norman Wright succeed C. A. Moore in the stationery and wall paper business. They will continue the business under the style of Moore & Wright.

Lansing—Davis Furman, associated with Charles S. Furman, his brother, in the Great Four stores for the last four years, has opened a clothing store at 525 East Michigan avenue.

Bay City—A. L. DeWaele has purchased a half interest in the Beck Furniture Co. stock and the business will be continued under the style of the Beck-DeWaele Furniture Co.

Alto—A. O. Hood has purchased the interest of his partner, C. E. Farrows, in the harness stock and shoe repair shop of Farrows & Hood and will continue the business under his own name.

Benton Harbor—Frank X. Duerr has sold his interest in the stock of the Public Drug Co. to John Rieber, recently of St. Joseph, and the business will be continued under the same style.

Charlevoix—C. Danto & Son have engaged in the retail grocery and meat business, with an authorized capital stock of \$5,000, which has been subscribed and \$4,000 paid in in cash.

Detroit—Mathauer & Koester, wholesale jewelers, have merged their business into a stock company under the style of Mathauer & Tulian Co., with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$1,550 being paid in in cash and \$4,450 in property.

Traverse City—The Musselman Grocer Co. has recently furnished the following new grocery stocks: Mrs. A. F. Thompson, Traverse City; Geo. Burtsch, Wexford; J. C. Tillapaugh, Copemish.

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

Bellaire—William N. Nutt has purchased the interest of his partner, L. G. VanLiew, in the grocery stock of VanLiew & Nutt and will continue the business at the same location under his own name.

Muskegon—The Polish White Eagle Co. has been incorporated to deal in groceries and meats at retail, with an authorized capital stock of \$2,000, of which \$1,200 has been subscribed and paid in in cash.

Manistique—Herbert T. Baker, cashier and chief clerk of the Lake Superior Iron & Chemical Co., has been elected President and manager of the Manistique Handle Co., which will start a new plant May 15.

Deerfield—Fire destroyed the store building and meat stock of E. B. Kingsbury, the bakery of Mrs. Carpenter and the store building and agricultural implement stock of A. Clucas April 2. Loss, about \$20,000.

Bellaire—Medalie & Frank, dealers in dry goods and clothing, have dissolved partnership and the business will be continued at the same location by A. E. Frank, who has taken over the interest of his partner.

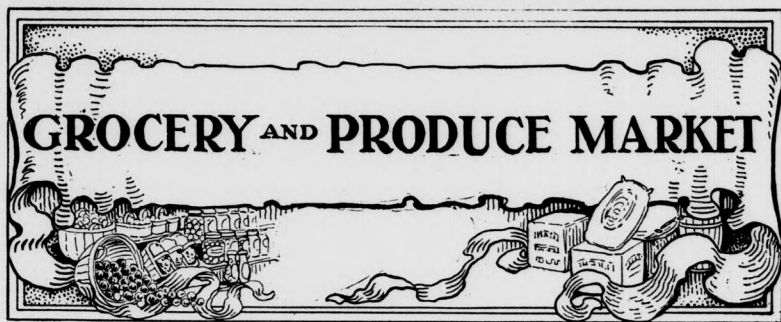
Detroit—A new company has been organized to engage in the grocery, meat and provision business under the style of the Detroit Cash Provision Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Shelby—Mr. Panghorn and Mr. Gillisse, formerly employed by the Winegar Furniture Co., of Grand Rapids, have engaged in the house furnishing business at this place under the style of Panghorn & Gillisse.

Corunna—Levan J. Fattel, jeweler, has filed a petition in bankruptcy, placing his liabilities at \$2,107.92 and assets at \$950. Fattel came to Corunna from Plymouth and leased part of the building formerly occupied by R. A. Haughton, Fattel's mother using the other part of the store as an ice cream parlor and for novelties.

Ionia—The F. W. Stevenson Co., dealer in dry goods and clothing, celebrated its fifty-fifth anniversary April 1. The business was established in 1859 by F. W. Stevenson, who is now 74 years of age and continues to give the business energetic attention, although the detail connected with the management has been shifted to his son, Charles M. Stevenson.

Gaylord—Fred E. Cook has re-entered the dry goods, clothing, shoe and music business with his brother, A. A. Cook, and the business will be continued under the style of Cook Bros., the same as it was prior to the withdrawal of Fred E. Cook several years ago. A. A. Cook takes back his former interest in the store at Wolverine and the business there will be conducted under the style of Cook Bros. & Co., as formerly.



T. J. Haven has opened an electric supply store at 1118 Wealthy street.

Wellington G. Sargent succeeds Albert Meissner in the confectionery business at 527 Birdge street.

Beverwyk & Bouwens are engaging in the painting and decorating business and will be located at 348 South Division avenue.

Garrett & Gilliland has engaged in the grocery business at Spring Lake. The stock was furnished by the Rademaker-Dooqe Grocer Co.

Mrs. Minnie Bedford, who has conducted the Fountain House, at Charlevoix, for some years past, is to have charge of the remodeled Clarendon Hotel.

A grocery store has been opened by J. H. Diephuis at the corner of Division avenue and Rose street. He purchased his stock of the Rademaker-Dooqe Grocer Co.

H. J. Williams has engaged in the grocery business at the corner of Godfrey avenue and the Holland Interurban tracks. The Rademaker-Dooqe Grocer Co. furnished the stock.

Fred Woodwork has engaged in the grocery business at Casnovia, purchasing one-half of his stock of the Worden Grocer Co. and the other half of the Rademaker-Dooqe Grocer Co.

Frank McDonald, of the McDonald Hardware Co., 1210 South Division avenue, has become a partner in McDonald & Cumberworth in the furnace business, occupying quarters with the McDonald Hardware Co.

Arthur V. Smith is engaging in the shirt business at 6 Giant block. Mr. Smith was formerly of the firm of Smith & Mooney, manufacturers of shirts here, and was later in the variety line on West Bridge street.

The Eagle Painting & Decorating Co. is reported as about to be incorporated with a nominal capital, the proposed stockholders being James Vanderwaals, Peter Kroeze and Albert Oltman. The corporation will be located on Huron street.

Walter Baker, the veteran Kalamazoo confectionery salesman, who was in town Tuesday on business. He has entirely recovered from the shaking up he received in a wreck on the Allegan branch of the Pere Marquette and has under consideration several business propositions, one of which he will soon embrace. Mr. Baker is a capable salesman and an energetic business man. It would require a large book to enroll the names of all of his friends.

R. E. Atkinson, who recently burned out at Burdickville, has resumed business at the same location. The Grand Rapids Dry Goods Co. furnished the dry goods and the Traverse City branch of the Musselman Grocer Co. furnished the groceries.

Pearl & Thompson have succeeded J. G. B. Sluyter in the meat business at 621 Lyon street. Mr. Pearl comes from Petoskey, where he conducted a contracting business and Mr. Thompson had been in the employ of the Standard Oil Co., of this city.

Boeskoel & Co. have opened a meat market at 960 East Fulton street in the remodeled Vanderveen block. Bert Boeskoel was formerly employed by Barclay & Howe, on Cherry street. Harry Vanderveen and R. A. Stonehouse are reported as partners. The latter two are associated in the R. A. Stonehouse Co., hardware dealers on Fulton street. Vanderveen is also known as a contractor.

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—Definite information as to the possible effect of importations on the butter market is not available, but it is certain that the danger in ocean transportation is not to be considered as with eggs and, therefore, heavy importations are looked for if the American butter market holds anywhere near the figure that was prevalent in 1913. The 2½c duty remaining on butter will, of course, check importations to a large extent, especially from Canada, but Siberia is now such a large producer that it is more than probable that we will begin to receive steady supplies from this source during the next few months. It is a little early in the season to do much guessing on the butter market and the influences at work are rather too remote to enable us to gauge the probabilities with any considerable accuracy. The market is now at a low level, and it is expected that prices will remain steady at about the present offerings. Milder weather has an influence upon the milk supply and more butter has been churned than usual. Substitutes are being eliminated and the demand for lower grades is very good. Surplus butter is being stored. Factory creamery is now being offered at 26c in tubs and 26½@27c in prints. Local

dealers pay 17c for No. 1 dairy and 13c for packing stock.

Cabbage—2½ 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 effect of importations on the egg market is problematical and there are those in the trade who believe that foreign competition will have comparatively little, if any, effect. The eggs which have been received from Asia have been received in poor condition and it would seem that little competition may be looked for in that direction, so far as whole eggs in cases are concerned. Possibly they may complete on bulk eggs, but it is doubtful if these goods will pass our inspectors. Whether the European eggs can stand the rough handling of ocean transport and be laid down in this country in marketable condition is somewhat of a question, but we believe that they can, as they have been doing this for many years in catering to the British markets especially. It is probable, however, that this year at least, should any material quantity be shipped to America, that it will have an effect on the European markets which will check exportation to any considerable extent. The egg trade, therefore, seems to be rather "at sea" to know just how to figure out the effect of foreign importations on the egg market of this country, and certainly this should give an air of caution to operations during the present spring. Local dealers are paying 17½c, and expect to see a lower range of values after Easter.

Grape Fruit—The market is steady at \$4@4.50 per box.

Green Onions—60c per doz. for New Orleans, Charlottes; 20c per doz. for Illinois; 15c 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 \$4.75 for fancy.

Lettuce—Eastern head, \$2.25 per bu.; hot house leaf is steady at 12c 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 home grown red and yellow; Spanish \$1.75 per crate; Texas Bernudas are now in market, commanding \$2.50 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 in fair demand and supply 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—The market is very firm. Farmers have not commenced to thin out flocks, although there have been many shipments of roosters and heavy hens to the market. The live poultry is in best demand, as the birds stand up better under shipment when alive.

Local dealers now offer 15@15½c 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.

Strawberries—40c per quart for Louisiana.

Sweet Potatoes—Delawares in bushampers, \$1.25.

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

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

Mapping Out Plans For the Year's Work.

At the meeting of the Executive Committee of the Retail Grocers and General Merchants' Association, held at Detroit, March 24 and 25, it was decided to issue tickets on the electric coffee mill that will be distributed at the next State convention at Lansing. Every organization will receive one ticket for every dollar paid to the State organization as dues.

It was decided to sell credit rating systems to the local organizations of the State on the basis of \$15, \$20 and \$25, according to the size of the organization.

It was also decided to give each association a Charter to remain in force so long as the per capita tax to the State organization is paid. The possession of this charter will enable the holders to receive reports on delinquents from other local organizations through the State Secretary.

J. C. Currie, chairman of the Legislative Committee, was instructed to enter into an arrangement with some one at Lansing to scrutinize all bills before the next Legislature, with a view to detecting any proposed legislation that would prove inimical to the interests of the retail merchant.

The President and Secretary were authorized to go into the field and organize local associations, so long as the funds of the State Association hold out.

It was decided to sell honorary memberships for \$10 apiece to manufacturers and jobbers to help meet current expenses of the organization.

It was suggested that a circular letter be prepared, requesting merchants to organize and to get in touch with the State Secretary without delay.

It was decided to hold subsequent meetings of the Executive Committee in towns where the merchants are lukewarm on the subject of organization, with a view to stirring up interest in the subject.

The Committee met at the rooms of the Detroit Retail Grocers' Association, 45 State street, and was handsomely entertained while in Detroit. Two sessions were held on Tuesday and one on Wednesday.

Secretary Fuller will take his first lesson in organizing local organizations at Caledonia this evening.

Grand Ledge—Mrs. Kate Somerville has sold her interest in Rathburn & Somerville millinery stock to her partner, Mrs. A. L. Rathburn, who will continue the business under her own name.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, April 6—Learn one thing each week about Detroit: There are twenty brick making plants in Detroit.

In last week's issue of the Tradesman, in announcing the Indiana excursion to Detroit to be given by the wholesalers and manufacturers' branch of the Board of Commerce, we announced the date of the start of train from Elkhart as May 8, whereas the correct date is May 6. The train will leave at 7:30 and the free excursion will include all towns through which it passes. As announced last week, the representatives of the various firms covering the territory through which the excursion passes will be in Detroit to entertain the visitors.

Detonations: In reading in your columns last week of the experience of my friend, Harry Bassett, and his widespread reputation for strength and experience in throwing the bull, brings to mind the 20th century aphorism as follows: Calves may come and cows may go, but "Bull" goes on forever.—C. H. B.

It isn't absolutely necessary that a traveling man carry a bottle opener on his key ring in order to make a success as a salesman.

Last Saturday night was to have been the last of the series of dancing parties for the winter season given by Council No. 9, but the enthusiasm and enjoyment was so evidenced by the fine crowd present that Chairman H. D. Murray called for a standing vote to decide whether another dance be given the first Saturday in May. There was not a dissenting vote. Even Windy Williams, who always sits at a card table throughout the evening, stood up.

Tom Elliott, manager of the Elliott & Co. branch of the National Grocer Co., has gone to Bermuda for a two weeks' vacation.

And to think the otherwise sedate Harry Eberline (Crowley Bros.) should be guilty of this one: "A living skeleton ought to make a rattling good husband." We always thought so, because Mrs. Sid Pungs always looks so happy.

Dave Seitner, Flint, and Morris Seitner, Bay City, of Seitner Bros. department stores, have returned from a business trip to New York.

Irving Herzog (Schmitz & Schroeder) left last week for a trip to New York.

It isn't always because of a man's love for his wife that he brings her home a box of candy. He might have been lucky in a dice game.

Ben Plotler, who for years conducted and still owns a general store in Harrietta, has cast his lot with the business interests in Detroit. Ben was one of the most popular merchants in Harrietta and stood highly with those of the traveling fraternity whom he came in contact with, always having time to show them the courtesies which many merchants seem to lack. He has opened a dry goods and furnishing goods store at 1212 West Warren avenue. As Mr. Plotler is a good business man, has an exceptionally pleasing personality and is absolutely honest, there is but one result in store for him in his new venture—success. Sol Mitchell, a brother-in-law, has charge of the Harrietta store.

After sizing up the bills for the Easter bonnet, etc., it becomes Easter daze for us.

B. J. Elsie, clothing merchant of Lapeer, was a Detroit business visitor last week.

J. N. Krolik (A. Krolik & Co.), accompanied by his wife, has gone to Atlantic City for a two weeks' stay.

A fellow doesn't use horse sense when he bets on the ponies.

Charles F. Backus, who severed his connection with the firm of Richmond & Backus last year, after being at the head of that concern for thirty years,

has again resumed active connection with the firm and will assume the general management, a position in which he is one of the most qualified men in the country to hold. Mr. Backus has hosts of friends throughout Michigan, as well as in Detroit, who will be pleased to hear that he has again allied himself with the old firm. Richmond & Backus is one of the largest concerns of its kind in the United States, manufacturing loose leaf ledgers, book binders, etc. It also conducts a large retail department store on Woodward avenue.

To date there has not been found an oculist who has been able to fix a person's eyes so that he can see his own faults as well as he sees the faults of others.

Mr. Moreland, of Moreland Bros. & Crane, wholesale confectioners and cigar dealers at Adrian, has gone to Florida for a brief vacation and will return about the 15th of this month.

B. Hickok, the Litchfield dry goods merchant was in Detroit last week in the interest of his store.

J. Zill, Argentine, was another well-known merchant who was in Detroit last week.

We hear and read of this person and that person leaving for Florida during the cold spell and many times envy crawls all through our miserable frame to think we have to keep right on plugging away in Michigan. It took Fred Sterling, senior member of the firm of Sterling Bros. Co., Battle Creek, to drive all the envy out of our system. Fred Sterling is what might be termed a rabid baseball bug and when he decided a few weeks ago to take a trip to Florida, he had visions of being perched comfortably where the greatly advertised Florida sunshine would kill all the germs that had accumulated in Michigan and, incidentally, he would witness some high grade baseball games, thereby getting the jump on his less fortunate fellow citizens in Battle Creek. Mr. Sterling was disappointed, however, having witnessed but one or two of those advertised days and one ball game. Everybody knows what a splendid winter (for poor people) we had at home and if you want to hear a growl, just tell Fred Sterling that you wish you could go to Florida instead of staying in Michigan. After all, being too poor to vacation in the South during the winter sometimes has its advantages also. The weather during Mr. Sterling's stay in Florida was miserable, hence the ready growl.

Cadillac Council will hold a regular monthly meeting next Saturday night. At this meeting it is the intention to further increase the lead as the largest council in Michigan by initiating a number of real live up-to-date traveling men.

We might advise Dick Pennefather, who memorizes all the poems printed on the Tradesman cover, if they do not come fast enough he might write the Tradesman editor to express the contents of his waste basket each week. Many of the poems sent in for publication find their final resting place therein. However, none written by us go to the waste basket, because we don't write them (not by request; just plain hints).

Harry Nichols, member of Council No. 9, who underwent an operation recently at a local hospital, is much improved and was able to be removed to his home last week. Harry's many friends will be pleased at this news.

David Schever, notion department manager for A. Krolik & Co., is in New York on business.

Abe Friedman, who for years has conducted a clothing and furnishing store in Belding, was in Detroit on business last week, incidentally visiting his many friends.

Ed. C. Whitcomb, formerly of Hattiesburg Miss., and a member of a U. C. T. council in that State, has moved his family to Detroit, where he has decided to make his permanent home. Mr. Whitcomb represents

Bauer & Black, of Chicago, covering a portion of Michigan, working two weeks out of each six in the city. He has signified his intention of transferring to one of the local councils. His residence is 634 Cass avenue.

Where ignorance is bliss, why go in debt for an encyclopedia?

Petitions are being circulated for the traveling men to sign, asking the President to appoint one of their number, Charles Dye, postmaster at Battle Creek. Mr. Dye, unlike his name, is very much alive and has been a successful salesman for many years. At different times Mr. Dye has had the opportunity of displaying his executive ability as a member of different committees and as an officer of different traveling men's organizations and has always come through with flying colors and dignity. Mr. Dye has the support of many of the Battle Creek merchants and citizens and, we believe, the traveling men of Michigan en masse. If he is appointed postmaster, the honor will not be his alone, but will be considered an honor to the entire traveling fraternity of whom Charlie Dye is an able representative and a man whom all are proud to call a friend and associate.

Some persons wait so long for opportunity to appear that they fall asleep when it does show up.

H. C. Rose, of Ashley, was a business visitor to our city last week.

Mr. Fitzgerald, of Hawley & Fitzgerald, owners of one of Alpena's large department stores, has been ill at his home for many weeks and has been obliged to go to Hot Springs in quest of relief. It is hoped by Mr. Fitzgerald's many friends throughout the State that the Western trip will prove beneficial to him. Rex Fitzgerald, who has had charge of the store during his father's illness, has gone West to look after some lumber interests, leaving the store in charge of Wm. Johnson.

Not all dishonest people can lay the cause of their downfall to the other fellow's umbrella.

It is rather hard to overcome the spring fever delirium of wanting to write a poem.

Mr. Hirshberg, clothing merchant, Bad Axe, was in the Detroit market last week.

Jack Blitz, representative for Johnson & Johnson, of New Castle, N. J. was taken seriously ill while in Cleveland, a couple of weeks ago and was obliged to take to his bed at the Hollenden Hotel, where he stayed for a few days before being able to leave for his home. At the present writing he is gaining in health rapidly and expects to resume his duties on the road within a few days—minus about 25 pounds avoirdupois.

Trying to hide one's light under a bushel won't keep the meter from doing the regulation click-click.

The man who means what he says very seldom has much to say.

The Toeller-Dolling Co., which purchased the Hoffmaster department store in Battle Creek about a year ago, has remodeled the store until to-day it is one of the finest, from both architectural and convenience points of view, department stores in Michigan.

We wish to express our regret at having been unable to clasp mitts with Guy Pfander while in Battle Creek. Guy, you know, came to the hotel at 8:30 a. m. and, of course, we had left to work the town about one hour and thirty minutes before—and still Harry Bassett is the champion thrower.

Believing our good friend, Angus McEachron, has forgotten our address and, for the benefit of those who may have some items of interest for these columns, the address is 211 Columbus avenue.

One feature of the Federal-National league squabble in Grand Rapids is that a great many people throughout the country will learn that there is such a place as Grand Rapids, Mich.

It is pretty hard for a married man to be good to his mother and at the same time get along with his wife.

Harry Gillette, who for a number of years represented the John T. Woodhouse Co., has resigned to accept a position with Sprague, Warner & Co., of Chicago, and will work the Chicago city trade. Harry leaves many friends in Detroit and about the State who will hear of his move with regret, but hope it will prove an advantageous one. Lee Burnham, another well-known traveling man, who has been covering the territory for the American Tobacco Co., will take up the duties where Mr. Gillette leaves off. Mr. Gillette closes his connection with the Woodhouse Co. Saturday, next.

Secretary of the Navy Daniels has prohibited the use of liquor on any vessels in the navy, as well as in any navy yard or naval stations. This move is to increase the morality, etc. Well, they certainly needed it, they make such miserable(?) exhibitions during war times. It took them almost a week to clean up the entire Spanish navy.

J. J. Poole, of Algonac, was in Detroit in the interest of his dry goods store last week.

Charles E. Gray, clothing and furnishing goods merchant at Kalamazoo, is remodeling his store and is also having the store next to his present place of business remodeled, after which he will occupy the entire space, making a large and up-to-date clothing store. Mr. Gray's business has been growing at such a rate that the quarters he now occupies, which also includes the basement, were far too small for him.

Gordon French, Chesaning; H. E. Trumbull, Traverse City; C. W. Gregg, Caro; F. Armstrong, Wyandotte; H. Nedermeier, Newport, and C. A. Jordan, Dundee, were among the many Michigan merchants who visited Detroit during the past week.

Not wishing anyone any harm, if the Government must have a new postmaster in Battle Creek, we hope to see Charlie Dye in the position.

News has been received of the serious illness of Mrs. List, wife of J. F. List, well-known merchant of Bay City. Mr. List and his good wife have many friends among the traveling men, who hope to see Mrs. List among the well and happy at an early date.

John Dietrich, Secretary of the G. J. Johnson Cigar Co., of Grand Rapids, spent a couple of days with Guy Caverly, the Detroit representative, last week while en route to Louisville, Peoria and Chicago on a business trip. Incidentally, we might mention that the fame of the Dutch Masters which his company manufacturers is spreading through the country like dust on a windy day.

W. S. Backus, one of the leading merchants of River Rouge and all round good fellow, says that any man who think there is any satisfaction in finding fault with the gas company over the size of a gas bill must be light headed.

Mrs. John Murray met with an accident last week, falling and breaking her kneecap. It is not known at this writing how Mrs. Murray is progressing, but it is the hope of her many friends that she will recover quickly. Mr. Murray is a charter member of Detroit Council, No. 9, and is yet one of the most active workers in the Council. He is also famous as being the father of the world renowned H. D. (Buck) Murray.

O. U. Fido Richter sneaked over a few words in last week's issue and Guy Pfander promises us an increase over last week's assortment of phrases.

May be he won't feel that way after talking over finances for the missus Easter bonnet.

On the other hand, according to the suffragettes in Michigan

Men don't have any consciences.
James Goldstein.

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, March 25—In the matter of J. J. Van Zoren & Co., bankrupt, formerly doing a clothing and dry goods business at Grand Rapids, the final meeting of creditors was held to-day. The final report and account of the receiver, showing cash receipts of \$124.83 and disbursements and expense incurred but not paid amounting to \$94.86, was considered and allowed. The final report of the trustee, showing total receipts including that as receiver, \$2,119.97, and disbursements for administration expenses, \$256.12, and balance on hand for distribution of \$1,863.85; also showing receipt of \$206, proceeds of a certain insurance policy on the life of Albert Van Zoren, one of the members of the co-partnership bankrupt, was considered and allowed. Petitions for fees and expenses as attorneys for bankrupt, receiver and trustee were considered and allowed. The petition of A. Krolik & Co., Detroit, for the special insurance fund of Albert Van Zoren by reason of the personal guaranty of said Albert Van Zoren on account of the partnership was considered and the fund was turned over to the petitioner, they being the only individual creditor of said Albert Van Zoren. Creditors were directed to show cause why a certificate recommending the discharge of the bankrupt should not be made by the referee. No cause was shown, and the referee reserved his decision in the matter pending an examination of the files and records of the matter. Final order of distribution was made and a final dividend of 5% per cent. was declared and ordered paid to creditors.

In the matter of the estate of Edward W. Simpson, the District Judge has affirmed the decision of the referee relative to the bankrupt's exemptions. In the matter the bankrupt claimed exemptions from the fund transferred in violation of the Michigan sales in bulk law and subsequently ordered transferred back to his creditors. The referee held that having transferred before the bankruptcy he waived his claim to exemptions.

March 27—In the matter of George L. Hickox, formerly in the restaurant business at Coopersville, the first meeting of creditors was held to-day. Upon the examination of the bankrupt it appeared that there were no assets not claimed by the bankrupt to be exempt and no trustee was appointed. Decision as to the exemptions of the bankrupt was withheld by the referee pending investigation of the assets.

In the matter of Nicholas Baker, Grand Rapids, the grocery stock of the bankrupt was this day sold to G. J. Hoeksema, of Grand Rapids, for the sum of \$192. The fixtures are still unsold. The dividend, if any, to creditors in this matter will be very small. An order has also been entered in this matter confirming the trustee's report of exemptions of the bankrupt.

In the matter of Harvey C. Daniels, Grand Rapids, the final meeting of creditors has been called for April 10. The only assets of the estate consists of a patent right on a dump box for hauling dirt, etc., which patent right will be offered for sale to the highest bidder at the final meeting. It is not at all probable that there will be a dividend for creditors in this matter.

In the matter of Van-L Commercial Car Co., Grand Rapids, the trustee has filed petition for authority to intervene in suit now pending in the Circuit Court of Kent county in which the alleged purchaser of the assets of the bankrupt before bankruptcy proceedings, viz: Commercial Service Truck Co., et al., are being sued. It is hoped by the trustee that he may be able to show the fraudulent sale of the assets and obtain judgment in favor of the estate. At present there are no assets in the estate and if this suit is not successfully brought there will be nothing for creditors in the matter.

March 2—John A. Miller, of Grand Rapids, has filed a voluntary petition in bankruptcy and the adjudication made and matter referred to Referee Wicks for administration. The first meeting of creditors has not yet been called by the referee. The schedules on file at this office reveal the following: No assets; Liabilities \$835.00. The following are listed as creditors:

Heyman Co.	\$ 117.00
Young & Chaffee Furn. Co.	211.00
Donovan Clothing Co.	18.75
Anderson Bros.	129.50
St. Mary's Hospital	25.00
Charles W. Shumway	12.00
J. A. Van Zoren	25.40
Albert Miller	25.00
G. H. Southwick	19.00
S. A. Morman & Co.	19.00
S. P. Tuttle	85.00
Mich. State Tele. Co.	12.00
W. A. Miller, Montpelier, Ind.	50.00
Jacob Pot	18.00
Richard Morse	4.00
C. S. Peterson Coal Co.	3.50
Moon Lake Ice Co.	6.00
R. Van Boshove	8.65
Mrs. J. S. Kater	16.00
C. L. Rebentisch	3.50
E. L. May	50.00

Bertha Wigman	10.60
A. F. Schmidt	2.00
Norman Amon	9.45

In the matter of Everett F. Northup, bankrupt, Boyne City, formerly in the drug business, the trustee has received an offer for the assets of the bankrupt in the sum of \$1,500 and an order to show cause why the sale should not be confirmed has been issued by the referee returnable on April 10. At that time any further offer or offers in excess of this offer will be considered.

March 30—In the matter of Gibson & Greenfield, bankrupts, of Nashville, the final meeting of creditors was held to-day. In the partnership estate the trustee reported not sufficient assets to pay the administration expenses in full and no dividend was declared or ordered paid. In the individual bankrupt, Emmett E. Gibson, the trustee made a return of no assets and this was approved by the referee. In the estate of the individual bankrupt Elmer B. Greenfield, a final dividend of 26 per cent. was declared and ordered paid by the referee. The time for filing claims has not expired, but it was found that all creditors of the individual bankrupt had proven their claims.

In the matter of Guy C. Longcor, bankrupt, formerly doing business at Elmdale, an order has this day been entered approving the trustee's report of sale of a portion of the assets of the bankrupt for the sum of \$431.75. In this matter about \$1,000 was paid to some of the creditors before the bankruptcy proceeding which was later determined to be a preference and ordered refunded to the trustee of this estate. The trustee now reports that this has nearly all turned into the estate and it is probable that a first dividend will soon be paid in the matter. The referee has also entered an order to-day confirming the trustee's report of the bankrupt's exemptions.

In the matter of Bob H. Dillard, formerly doing business at Grand Rapids as the Stetson Shoe Shop, the trustee has filed his final report and account which shows the following: Total receipts as shown by report of December 10, 1913, \$8,986.31; receipts since that date, \$338.88; total receipts to date, \$9,325.19; Total disbursements to date, including administration expenses, first dividend, etc., \$4,309.35 and a balance on hand for distribution of \$3,027.84. The account further shows that there are still due and uncollected accounts of doubtful value and that the trustee has received a bid of \$1 for the same and recommending that the same be accepted. The final meeting of creditors will be called for some time in April and it is very probable that a final dividend of about 10 per cent. will be paid in the matter.

In the matter of the Belcarmo Nut Butter Co., bankrupt, of Grand Rapids, the trustee has filed his final report and account and the final meeting of creditors will soon be called in the matter. The account on file shows the following: Total receipts to date, \$538.40; disbursements for administration expenses, court costs, etc., \$30.50; a balance on hand, \$507.90. The account also show some few assets still on hand of doubtful value.

In the matter of C. C. Rice & Son, Portland, the trustee has filed his final report and account and the final meeting of creditors in this matter will be called within the next few days. The account on file in this office shows the following: Balance on hand, as per last report of trustee, \$2,236.42; disbursements since that date, including first dividend to creditors, administration expenses, etc., \$1,539.23; a balance on hand for distribution at this time of \$697.19. A small final dividend may reasonably be expected.

Cassius R. Bunker, of Bailey, has this day filed a voluntary petition in bankruptcy and the adjudication made and matter referred to Referee Wicks for administration. The first meeting of creditors has been called for April 18, at which time creditors may be present, prove their claims, elect a trustee and transact such other and further business as may come before the meeting. The schedules on file in this office reveal the following: Assets: \$973.66; liabilities, \$1,838.26. The following are listed as creditors of the bankrupt:

Versa M. Bunker, Bailey	\$ 25.00
Judson Grocer Co.	314.03
Mutual Life Ins. Co.	381.00
Moulton Grocer Co.	561.44
A. E. Brooks & Co.	18.58
Valley City Milling Co.	12.46
National Biscuit Co.	17.25
Trent Milling Co.	7.25
U. S. Rusk Co.	4.76
H. Van Eenenaam & Bros.80
Chas. Gould, Bailey	15.94
Will Ragan, Bailey	60.00
Mary L. Bunker, Bailey	182.05
Adella Pierson, Bailey	213.42

In the matter of the Ludington Manufacturing Co., bankrupt, the receiver has filed petition for authority to intervene in certain suits now pending in the municipal court, Chicago, and order was this day entered authorizing the receiver to intervene as prayed in said petition.

In the matter of Wm. A. Reynolds, doing business as the Enterprise Plumbing Co., Grand Rapids, hearing was held to-day to determine the rights of cer-

tain creditors and to hear the report of the trustee as to the funds now in his hands. It is alleged that the bankrupt made an assignment before bankruptcy and these creditors are now endeavoring to have the fund transferred to them in compliance with this assignment. The matter has not yet been determined by the referee.

Taking No Chances.

Tom McNeal, of Topeka, found this story roaming round Kansas: Two little boys in a Kansas village, whose parents go out a good deal in the evening, are left in care of a grandmother who looks after them. A few nights before Christmas the boys were getting ready to go to bed and were saying their prayers. Little Jimmie was petitioning the Heavenly Throne for a certain line of Christmas presents and he was doing it in a voice that could be heard for a half a mile. The noise annoyed his older brother, who interrupted Jimmie to ask: "What you prayin' for Christmas presents so loud for? The Lord ain't deaf."

"I know it," answered Jimmie—"but grandma is."

Pat's Rejoinder.

One day an Irishman entered a London butcher's shop and ordered a pig's head. The butcher, a rather fleshy individual, always enjoyed having a joke at the expense of an Irishman. Having wrapped up the pig's head, he resolved to frighten Pat by pretending to commit suicide. He turned the back of the knife and pretended to cut off his own head.

"Oh, no, thank you, sir," said Pat, "I don't want more than one pig's head at a time."

A good husband is an asset, but a worthless one is a liability.

Make Out Your Bills THE EASIEST WAY

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

Notice of Sale Under Trust Chattel Mortgage.

By virtue of a Trust Chattel Mortgage executed by Frank G. Hudson, of Paw Paw, Van Buren County, Michigan, to William B. Holden, of Grand Rapids, Michigan, as trustee for all of the creditors of said mortgagor, dated the 19th day of December, A. D. 1913, and filed in the office of the Township Clerk of the township of Paw Paw, Van Buren County, Michigan, on the 19th day of December, 1913, and upon which default has been made, I have taken and shall sell at public auction, on Wednesday, the 15th day of April, 1914, at 11:30 o'clock, A. M. at the store formerly occupied by the said Frank G. Hudson, at Paw Paw, Michigan, the property mortgaged, consisting of all store furniture and fixtures and his entire entire stock of clothing, gentlemen's furnishings, shoes and rubber goods. Said sale will be for cash, and immediate possession will be given after the sale.

The property is inventoried at cost price as follows: Furniture and Fixtures \$182.50; Clothing and Furnishings \$1,634.11; Rubbers, \$145.79; Shoes \$637.03; Total \$2,599.43.

Itemized inventory with trustee and will be on hand at the sale.

WM. B. HOLDEN, Trustee and Mortgagee, Grand Rapids Dry Goods Co. Grand Rapids, Mich.

Dated April 6, 1914.

El Portana Cigar



This is Size No. 5

THE POPULAR SHAPE

Handled by all jobbers—sold by all dealers.

G. J. JOHNSON CIGAR CO. Grand Rapids



(Unlike any other paper.)

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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 8, 1914.

THE ALMIGHTY FACT.

The most incorrigible gossip particularly if his specialty be sociological gossip, can generally silence criticism by a virtuous protestation of his interest in facts. If he ask foolish questions, he is only "seeking light"; if he sticks his nose into dirty business practices, he is a devoted truth-seeker, trying to get at the facts. The Almighty Fact has become one of our lesser gods and bids fair to be raised to the rank of the two great gods, the Almighty Dollar and the Almighty Ballot. Who is there that dares to question the value of fact and the superlative merit of the fact-seeker? At the risk of sacrilege, it must be said that facts are what the gossip, as well as the scientist, seeks; with this difference; that the scientist values a fact because of its relation to some truth which he believes to be of value, whereas the gossip values it because of the interest he can create by telling it to somebody else. The unthinking world has often mistaken the gossip for the scientist, especially when they have dealt with some of the same facts.

How many Government commissions of enquiry have we had during the last fifteen years? Does anybody remember now what they did or what they discovered although at the time our ears tingled with horror at the facts brought out? Has any real good come of any of them? If one wants to know why these mountains of published evidence have brought forth so little, let him follow carefully the hearings of any commission of the present day. Let him try to determine how much of their enquiry is mere economic or sociological gossip, and how much relates itself to any real problem in any logical way. The theory seems to have been that, if we can only pile up a large enough mountain of facts, the truth will, in some magical manner or by some process of parturition, emerge. Truth is not to be discovered in that way. Suppose that a court of law, without any idea as to what evidence was relevant and what was not, should proceed to gather volumes of evidence, valuing each fact for its own sake, whether it had anything to do with the question at issue or not, how long would it take to determine the merits of even the most ordinary case? What is especially needed in these enquiries is some general ideas on the relevancy of sociological evidence. That is the only thing which will prevent them from be-

coming mere collections of gossip.

It has long been believed that when, for any considerable time, there are more laborers seeking employment than are wanted by the employers, then labor conditions are bad; but when, for any considerable time, employers are looking for more men than there are men to be had, labor conditions are good. Now, this is either true or it is not true. If any commission doubts it, why does it not test it out and determine, once and for all whether it is true or not? If it is true, it furnishes the key to the whole situation. All that has to be determined is how the number of men looking for jobs can be reduced, or how the number of jobs looking for men can be increased. If your commission cannot do that, it had better disband as incompetent to handle the question.

It would be an interesting enquiry if the members of the commission would spend half their time disguised as employers seeking unskilled labor, and the other half as unskilled laborers seeking employment. By this means, they could determine whether it is harder for an employer to find an unskilled laborer who is willing to work for him than it is for an unskilled laborer to find an employer who is willing to employ him, or vice versa. If it is especially hard for employers to find unskilled laborers who are willing to work for them, obviously we should either have more unskilled laborers, or fewer employers, or both. Most employers would certainly agree to that, and they would probably set themselves to get more unskilled laborers imported. By the same reasoning, if it is especially hard for unskilled laborers to find employers who are willing to employ them, most obviously we should try to get more employers or fewer unskilled laborers. If it is good policy to import unskilled laborers when they are scarce and hard to find, it ought to be equally good policy to stop importing them when they are so abundant that they have difficulty in finding employers enough to employ them all. No one who is not willing to do this need be taken seriously if he professes interest in "labor."

Our industrial system needs a balanced ration; but it seems to have an excess of unskilled labor and a deficiency of employers. Obviously, the ration can be balanced up only by reducing the excessive ingredient or adding to the one which is deficient. Why not do both? At the present time we are doing the opposite in both cases. We are not only importing vast numbers of unskilled laborers, but we are discouraging employers by holding them up to public odium and ridicule, especially if they are unusually successful. When we need more employers who can start new productive (not acquisitive) enterprises and carry them through successfully, we should hold them up to public esteem. Otherwise we are imitating the old woman who threw clubs at her chickens because they would not come when she wanted them.

If we shall stop doing the obviously wrong things, and do one or two obviously right things, we shall need no more, or very little more, "social" legislation. Moreover, the sociological gossips will be among the unemployed.

WAITING FOR WASHINGTON.

When the Tradesman attempts to define either the present or future of general business or strictly financial affairs, it becomes perplexed because of the operation of two currents of a positive tendency. There is a rather general conviction that a forward movement cannot be far distant; that judgment being based, not upon theories, but upon indications revealed by the almost uniform requests for immediate shipments in practically every line of importance. It is mainly on this consideration, along with cheap money and low cost of raw materials, that the Tradesman rests such hope as it entertains of a later substantial development of enterprise; but these things at least give ground for trusting that, with the first definite incentive, existing restraint will relax. This view is modified in most quarters by the conviction that no permanent or healthy progress can ensue unless the country is relieved of misgiving regarding drastic governmental regulation of business affairs.

Looked at from any angle, there is not much in the actual volume of trade at the moment which is calculated to inspire optimism. Such business as is being transacted is the business which must of necessity be done. There is a lack of enquiry for distant deliveries, and yet a willingness and a desire to go ahead should the outlook become less obscure. The position generally taken here is that, on the present basis of production and consumption, there is at least little fear in the way of possible adverse happenings, but the consensus of opinion is that industrial activity is destined to contract further before a change in the tide can be expected.

One of the chief obstacles just now in sight is that purchasing power is greatly curtailed by the forced idleness of a large army of working people. This is causing much dullness in mercantile lines, and it is emphasized by the other important influence of the compulsory cutting of expense by railroads. This is where the shoe pinches most. It is not seriously doubted that this latter policy was forced by the widening gap between expenses and receipts of the railroads. The consequent shrinkage of gross and net income has necessitated deferring of payments of accounts to steel companies, some of these accounts now being overdue two to five months. In some cases, railroads are borrowing in the open market to meet these obligations.

It is certainly no surprising result of this condition that railroads should for the time at least be postponing or cutting down their orders for rails, cars and supplies. Orders that would usually have been placed at the close of last year have not yet appeared. This is why so much stress is laid on the settlement, one way or the other, of the railway rate case. That settlement would at least show the railways and the business community what they have to reckon on. The action of the Interstate Commerce Commission in agreeing to hear testimony of railway men on the question of freight rates, instead of waiting until later in the month, as previously arranged, is construed as indicating a purpose on its part to hasten

a verdict. This was therefore accepted as a favorable development.

If one could assume that economic influences only must be dealt with in forecasts of the situation, our people would be disposed to predict more wholesome business conditions at an early date. But it is recognized as futile to attempt to forecast the outcome of existing unsettlement without taking into consideration what Washington is likely to do. What is meant by this is the universal uncertainty as to what course the Chief Executive may take upon legislative questions pertaining to business. It is very generally believed that President Wilson is not unfavorable to trade expansion, but his unfortunate policy of inaction—"watchful waiting," he calls it—is proving very destructive to business. Much suspense also exists on the further and more uncertain question of the general policies of Congress toward corporate management. If this aspect of the situation could be eliminated, and argument based upon general economic precedent, the belief would find wide acceptance that the extensive retrenchment now going on among the railroads should mark the approach of the end of the spell of retrogression. Such retrenchment is regarded as a necessary remedy before sound basic conditions can be re-established. Even the present retrenchment in the field of labor is in a way a sequel to the disturbance of 1907.

HOW TO BOOST A CITY.

Houston decided that it was going to become the money center of Texas. It therefore announced that it would not place cash upon its assessment rolls for the purposes of taxation; as a result the bank deposits have increased \$7,000,000 in two years.

Houston decided that it needed more buildings and better buildings so it announced that it would require the owners of buildings to assess them at only 25 per cent. of their reproductive cost; as a result in two years the building industry has increased over 50 per cent. per annum.

Houston decided that it was impossible to assess household furniture equitably, and it also thought that it was a good thing for people to have household furniture—plenty of it and of the finest grade—so it decided to exempt household furniture from taxation entirely.

Houston was desirous of reducing the rate of interest so that those who had money and who loaned it to those who had none would not increase the rate of interest because of a tax upon credits, notes, mortgages, bonds or stocks. As a result the man who has no money can borrow it in Houston at a fair rate of interest.

Houston decided that it was becoming too difficult for those who wanted homes to secure them on account of the high price of land, so it announced that it would tax land at its fair value for use. As a result the owners of vacant land have been improving it and thus increasing the number of buildings. Others who have large tracts of land are getting in the mood to sell it at a fair price, all of which will tend to develop Houston.

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**Spring Wheat
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Always Uniformly Good



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SERVICE

Service means to us being interested in every movement along the lines for purer foods, and a more economical distribution thereof.

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The Prompt Shippers

Safety First

Safety in buying means getting the goods YOU can sell—getting them in quantities you KNOW are judicious and at prices you **KNOW** are right

“Safety first” in buying is easy for every merchant who has for his buying guide our catalogue—America’s Price Maker in General Merchandise

A study of the current issue with its Forty Thousand Items and its PRICES that TALK will show you what we mean.

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Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS
 MINNEAPOLIS DALLAS



Three Weights of Underwear Instead of Two.

The average retailer of men's apparel has always regarded certain lines as seasonal. Influenced either by tradition or past experience, he has come to believe in arbitrarily fixed limits to the period of usefulness of perhaps the major portion of the stock you carry. These limits may be divided into two classes, natural and imaginary. An example of the first class would be the straw hat. Here, indeed, is one of the strange phenomena of your merchandise—a line with "mushroom" characteristics. By fashion it is decreed that this style of headgear must appear first upon a certain day. After a brief existence of a hundred days, it is fashionably oslerized. Short as is the time allotted to its existence, the business done in straw hats is increasing enormously simply because of the shrewd methods of merchandising which dealers have adopted. The other class of seasonal merchandise is that constrained by imaginary limits. A good example of this is to be found by reverting to several years ago when tan shoes were considered salable in summer only. The idea of russet footwear in winter could not be imagined. With his choice of footwear confined to one color, the average customer had no special inducement to lure him into the purchase of several pairs of shoes. However, with the use of russet leather in heavier shoes came an increase in the wardrobe of the average man, so that in place of one pair of black shoes, he began to buy a pair of tans and also a pair of blacks. Just recently this idea has been carried much farther by one manufacturer, who advertises "a shoe for a purpose," attempting thereby to double and triple the shoe wardrobe of the average man.

There are many analogous cases in the clothing and furnishing-goods business. Many merchants have built up an excellent additional business by getting away from the staple commodities. For example, scorching hot weather offers an opening for light alpaca coats. A timely advertisement will call your customers' attention to this stock.

But these are the commonplace possibilities, the ones familiar to nearly every merchant. There are other big opportunities which as yet have not been much sought after. Take, for example, your underwear department. Underwear has always been generally considered a two-season proposition. It was either "summer" underwear or "winter" un-

derwear. Summer underwear, donned with the thermometer at blood heat, was, and is, worn until several weeks of frost have hinted broadly of winter's approach. Then came the change to heavier garments, which were worn by most men until dangerously near straw-hat time. Figuratively, it was either a feast or a famine; there was no happy medium. But one excuse existed for this delayed change: the wearer feared "taking cold." And no wonder; surely the jump from one extreme to the other allowed great possibilities for this to occur. The long-suffering mortal, therefore, endured many week's discomfort rather than risk a cold.

Both discomfort and risk of cold could be averted if the dealer were fully awake to his possibilities. Here, indeed, is shown the need of a medium-weight — superweight, they are technically called—under garment. But how few customers are told of such a thing! How seldom has this text been taught by the merchant. The months of fall and early winter, and later, of spring, offer a splendid field for the merchant to build up a big trade on superweight underwear—to bolster up the departments' earnings when they would otherwise slump. There is the possibility of three crops of profits where there were previously but two—and this with practically no additional investment!

What is true of underwear is true of numerous other articles in your stock which are hampered by this seasonal handicap. During how many months of the year do you sell gloves? About three or four, probably—yet the increasing use of the silk glove has given this department all-year-around possibilities. Still another example which has been frequently outlined in these columns: The average man wears one style or weight shirt the year around. He would buy more shirts if his attention was drawn to a light, cool shirt for hot weather and the bosom shirt or flannels for colder weather. A moment's consideration will apprise you of numerous other opportunities.

What is necessary to produce this third crop? A campaign of education is the first essential—but such a campaign means absolutely no additional expense. Of course, you advertise—every successful merchant does. Let us look over the underwear advertisements. A composite photograph of them all would read something like this: "We are local agents for Blank's union suits. These are the union suits that fit perfectly. In all weights and sizes." And so on. This occupies about six square inches.

Now suppose that it is about the first of April and you were preparing an underwear advertisement. Let us devote those six inches to a different purpose. Tell your customer, "With these warmer days, heavy winter underwear becomes a burden. It's too chilly yet for our cool summer garments, but just right for one of the medium-weight garments displayed in our south window. You will be more comfortable and less liable to colds if you make this change. Priced, etc." That, indeed, is the supreme function of advertising—to lead a man to desire something which he had never before desired. You are not getting the worth of your money merely to tell a man through an advertisement that you are agents for such and such a product. Make him desire that particular thing by showing him how it would be to his advantage! Then you are utilizing your advertising space in a thoroughly efficient manner.

The way, then, to harvest three crops a year instead of two is very simple. It is not a matter of more fertilization; there is no need for more irrigation. It is simply a case of timely sowing of seed. Your own advertising, your own show windows, is the seed. You have only to see that this is sown properly at the right time. In other words, let timeliness be the keynote of your advertising; don't advertise umbrellas during a drought. Dealing in "futures" don't count for much in the merchandising game. But if you aim to make the customer see that you have something he wants at that very moment, you can cash in at once on his "buy now" impulse. This is true of all your lines. But, since it is true of all, why not apply it particularly to the possibilities which we have outlined above. Then you would be assured of your three crops.—Apparel Gazette.

Why He Kept His Office.

A young lawyer excused himself from a luncheon party the other day, saying: "I must go to my office."

Said the hostess, laughingly, "We didn't know you had an office."

"Not have an office!" he replied "Why, if I didn't, what would I have to stay away from?"

Lots of family trees bear lemons.

Advertise Your Town



By Uniforming Your Band Boys

You can make no better investment

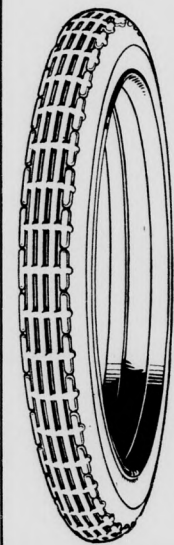
Buy Uniforms That Every Citizen will be Proud of

We make that kind

Style Plates and Cloth Samples Free

Mention The Tradesman

THE HENDERSON-AMES CO. KALAMAZOO, MICH.



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.



Use Tradesman Coupons



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



MADE IN
GRAND RAPIDS

MADE IN
GRAND RAPIDS

Adding Machines
Adding Machine Tables
Advertising Novelties
Alabastine
Aluminum Castings
Art Needle Work
Art Leaded Glass
Asbestos Table Covers
Automobiles
Automobile Parts
Awnings
Badges
Baked Goods
Band Instruments
Bags
Barrels
Bath Heaters
Beds
Bed Springs
Benches
Bee Keepers' Supplies
Belting
Belt Lacers
Biscuits
Blacksmiths' Supplies
Blank Books
Blow Piping
Blinds
Boats
Boilers
Bookcases
Books
Boxes
Brass Goods
Buffets
Beer
Bread
Brick
Bridges
Bronze Goods
Brooms
Brushes
Building Materials
Button Fasteners
Buttons
Cakes
Carbonated Drinks
Canned Goods
Carpet Sweepers
Carriages
Casters
Caskets
Catsups
Card Index Cabinets
Catalogs
Cement Blocks
Cement Machines
Cereal Foods
Cigars
Cigar Boxes
Chairs
Chamber Suits
Chewing Gum
Clocks
Clothing
Church Seats
Cider
Coal Bags
Corsets
Corset Accessories
Coal Tar

Coats
Coffins
Coke
Confectionery
Cornices
Cotton Felt
Couches
Crackers
Crating
Coupon Books
Cut Stone
Dental Supplies
Desks
Dies
Dining Room Furniture
Doors
Door Plates
Drafting Room Furniture
Drill Grinders
Drugs
Dust Arresters
Electric Batteries
Electric Dynamamos
Electric Fans
Electric Motors
Electric Signs
Electrical Supplies
Electrotypes
Elevators
Embalming Fluid
Embalming Supplies
Engines
Engravings
Engravers Wood
Excelsior
Exhaust Fans
Fertilizers
Filing Devices
Films
Filters
Fire Brick
Fire Clay
Fireless Cookers
Flags
Flavoring Extracts
Flour Compound
Flour
Feed
Fire Escapes
Fluid Extract
Fly Nets
Fly Paper
Furnaces
Furniture
Furniture Packing Pad
Furniture Polish
Furniture Supplies

Furniture Trimmings
Gas Engines
Gasoline Engines
Gold Finish Furniture
Gas
Garments
Gas Machines
Gas Fixtures
Gypsum Products
Gas Grates
Ginger Ale
Gloves
Glue
Glue Pots
Grates
Graining Machines
Grill Work
Grinding Machines
Hair Tonic
Handles
Hardware
Harness
Hearses
Heating Systems
Hosiery
Horse Collars
Horse Shoes
Ice
Ice Cream
Iron Work
Iron Castings
Interior Finish
Jewelry
Knit Goods
Labels
Launches
Lawn Furniture
Lap Robes
Leather
Legal Blanks
Letter Files
Lime
Lithographing
Lockers
Locomotive Headlights
Loose Leaf Devices
Lumber
Machine Tools
Machinery
Malleable Iron
Mantels
Medals
Macaroni
Mattresses
Medicines
Metal Polish
Mill Supplies

Millinery
Mirrors
Monuments
Mops
Moulding
Musical Goods
Music Cabinets
Near Beer
Novelties
Office Fixtures
Office Supplies
Optical Goods
Opera Seats
Ornamental Iron Work
Ornamental Stucco Work
Overalls
Paint
Parlor Furniture
Paper
Paper Boxes
Pedestals
Paste
Perfumes
Photo Supplies
Pianos
Piano Cases
Pickles
Picture Frames
Pillows
Pies
Pipe Covering
Plaster
Plaster Board
Plumbers' Supplies
Postal Cards
Poultry Supplies
Preserves
Printing
Printers' Supplies
Propeller Wheels
Proprietary Medicines
Punches
Radiators
Racks
Railroad Cars
Reedware
Refrigerators
Road Building Machinery
Roads
Roller Bearing Axles
Roll Paper Cutters
Roofing
Roofing Materials
Rubber Stamps
Rugs
Saratoga Chips
Sash

Sash Pulleys
Sample Cases
School Seats
Sausages
Saws
Saw Gauges
Sewer Pipe
Scales
Sectional Bookcases
School Supplies
Screens
Sheet Iron
Steel Sanitary Furniture
Steel Shelving
Steel Opera Seats
Shingle Mill Machinery
Shipping Packages
Shirts
Shoes
Show Cases
Sleighs
Soap
Souvenirs
Souvenir Post Cards
Sprinkler Systems
Stationery
Steam Heaters
Steam Turbines
Steel Ceilings
Stencils
Store Fixtures
Straw Board
Tallow
Tables
Tanks
Tents
Tile
Tinware
Tobacco
Tools
Toys
Toilet Preparations
Trucks
Trunks
Twine Holders
Types
Typewriter Desks
Typewriters
Umbrellas
Undertakers' Supplies
Underwear
Upholstery Goods
Upholstered Furniture
Vacuum Cleaners
Varnishes
Veneers
Ventilating Systems
Vises
Wagons
Wardrobes
Wall Coating
Washing Machines
Water Motors
Weather Strips
Whips
Window Shade Adjusters
Wood Carving
Woodenware
Wood Working Machinery
Wooden Shoes
Wrappers

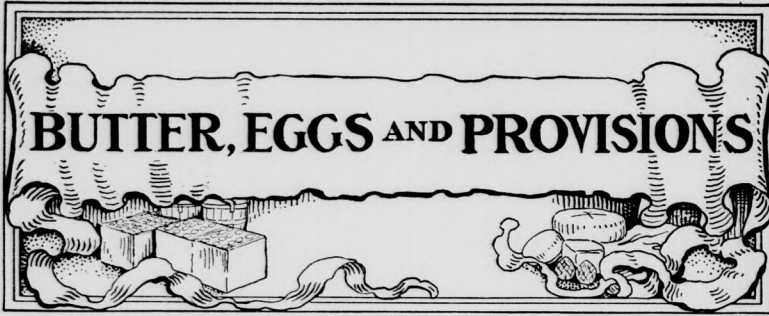
You did not know that these are all made in Grand Rapids
Did you? *They are.*

VISIT THE

Greater Grand Rapids Industrial Exposition

AND SEE FOR YOURSELF

Klingman Building, April 20-25, 1914



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.

Fruit Pre-Cooling by Modern Processes.

During the last thirty years, ever since the advent of that "ice-box on wheels," the refrigerator car, the business of making, storing and selling frozen water has grown, until to-day it has assumed enormous proportions and has become an important factor in the economic life of the nation.

Should a sudden ice famine descend upon the country in the mid-summer it would be followed almost immediately by a famine of fresh food in the big cities, all of which depends upon the refrigerator car and the cold storage warehouse for a large portion of the stuff that goes into their insatiable stomachs. And yet, despite the development of the ice industry, until recently little progress was made in the methods of handling the immense amounts of freight shipped in refrigerator cars. For thirty years no fundamental changes were made in these methods. For thirty years these cars were filled with perishable freight and ice in the same manner as the refrigerator on the back porch is filled and with results even smaller until the "pre-cooling method" of shipping perishable freight was evolved and put into practical operation.

All refrigeration has for its object the chilling and numbing of the multitudes of bacteria and fungi present in organic matter, so that they cannot multiply and cause decay because of their activities, and the retardation of the zymotic process of ripening, whether the refrigerated stuff be fruits, vegetables, fresh meats, eggs, butter or beer. To retard these processes in transit, the food stuff is placed in the car at the point of origin, and the loaded car is switched to the icing platform, the bunkers at either end are filled with ice, every opening is sealed and the car is sent off. The cold air in the ice-packed bunkers, obeying the law of gravitation, sinks to the bottom of the car, absorbs some of the heat of the lowest portion of the warm freight, rises to the top as its temperature increases until it re-enters the bunkers for another circuit. Of course, air spaces have to be left in the load of freight to allow the cold air access to all parts.

By this slow process of gravity circulation of air the perishable freight

in the car is not cooled off sufficiently to prevent decay or ripening, until two, three and sometimes four days after the start, according to the temperature of the freight at the time of loading. Even when the lower two-third of the carload have attained the required minimum, the upper third, especially in the center of the car furthest from the bunkers, is several degrees warmer than the minimum. Because the ice in the bunkers cannot conquer this relatively high temperature in the upper part of the car, the shipment of fresh deciduous fruits, of peaches, grapes, berries and sensitive vegetables, plums, apricots, melons, and cherries, is restricted by the distance over which the upper portion of the freight can be carried with safety, thus preventing the development of the markets farthest distant from the producer. As the processes of ripening and decay proceed rapidly, immediately after fruits or vegetables are picked, during the first two or three days in the perambulating ice-box, while the temperature is falling slowly, the growers, could not, under the old method of icing, ship fully matured stuff over long distances. They had to pick their fruits and vegetables green and hard to prevent them becoming over-ripe on the journey. As a result the buyer received tasteless, flavorless produce which hurt the reputation of the producing district and the feeling of the consumer.

Take a peek into the refrigerator of Mrs. Jones, back porch any Sunday morning in summer, when it is doing its biggest business. You will probably find a quart or two of milk, a pint of cream, four or five boxes of berries and fruits, two pounds of butter, a five pound roast, some chops for breakfast, a little cheese, tomatoes, and other ingredients of a Sunday meal. Altogether the weight of the food to be kept cool, including the dishes and wrappings, will be barely thirty pounds and usually much less. A fifty pound cake of ice, almost two pounds of ice for every pound of food, reposes tearfully in the ice compartment. With these odds of two-to-one in favor of the ice in your mind, look into a refrigerator car carrying 28,000 pounds of fruit. If this car were to be cooled as effectively as Mrs. Jones' ice-box, it should carry 50,000 lbs. of ice. Instead of that it carries nine thousand pounds of ice, or one-third of a pound for every pound of freight. Pre-cooling aims to equalize the odds in the refrigerator car, to do the work that cannot be performed effectively by the nine thousand pounds of ice, to reduce the temperature of the

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

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

EGGS and BUTTER



We will pay for shipments up to and including Wednesday, April 15, F. O. B. Detroit.

Eggs, cases included,	-	-	19c.
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

SUN KIST ORANGES

Send us your order.

Write us for our weekly price list.

M. O. BAKER & CO

TOLEDO, OHIO

When in the market to buy or sell

FIELD SEEDS

Call or write

Both Phones 1217

MOSELEY BROTHERS

Grand Rapids, Mich.

Try F. J. SCHAFFER & CO.

Eastern Market Detroit, Mich.

EGGS AND LIVE POULTRY

WRITE FOR QUOTATIONS

freight to the minimum before the car starts out, leaving to the ice in the bunkers only the comparatively light task of keeping the temperature down.

It stands to reason that a specially equipped stationary plant of large size can remove a certain number of heat units out of fourteen tons of freight better, faster and cheaper than a small plant on wheels depending for its refrigeration solely upon an insufficient supply of ice. The ice in the car cannot reduce the temperature of the cooling medium, the air, below the freezing point, while a static plant can easily produce below zero temperatures in unlimited quantities of air.

These facts are simple, but despite their simplicity were overlooked until Professor G. Harold Powell, of The Bureau of Plant Industry, pointed them out after painstaking investigation. He likewise pointed out that the grower, by cooling his stuff immediately after packing, need not leave air spaces between the packages in the car, could safely load the stuff in a solid mass, and need not ship green deciduous fruits and unripe vegetables, ripening and decay being checked at once by pre-cooling instead of after three or four days under the old method of standard icing.

As soon as the importance of the pre-cooling method to the fruit industry of California had been realized, and its practicability demonstrated, the Southern Pacific began construction of two large ice and pre-cooling plants in the deciduous fruit and citrus fruit districts of California, one of the plants being built at Roseville, near Sacramento, and the other one at Colton, in Southern California.

Pre-cooling is a profitable process, It saves ice, increases the weight of the paying load that can be stored in a refrigerator car, widens the market of the producer by enabling him to ship ripe, fully flavored produce and extends the distance over which he may ship without danger of decay in the upper stratum.

The practice of pre-cooling perishable freight will grow and spread. Its advantages are too obvious to be overlooked by the interests affected. With proper pre-cooling facilities provided along the lines, practically very commodity shipped under ice could be handled by these plants to the advantage of the producer and carrier as well as consumer, although the greatest stimulus will be given the shipping of fresh, ripe fruits and vegetables from isolated districts to the centers of population in the East.

Walter V. Woehlke.

Labor Trouble Among Chicago Egg Men.

Prospective labor trouble is another bugaboo, which the Chicago egg man will have to contend with in the immediate future and add to the worries of this already harassed man of business. The egg candlers have a working agreement which expires in 1915, but the inspectors have discovered that the dealers are not living up to their agreement, at least this is the consensus of the allegations, and have

sent a communication to J. B. Mitchell, President of the Butter and Egg Board asking for a meeting of the Grievance Committee and the matter will be thrashed out. As to who is at fault it is hard to ascertain. The dealers claim that the union is at fault and the inspectors are equally as vehement in alleging it is the fault of the trade.

President Mitchell said: "I do not believe there will be any trouble. I think this matter can be settled easily before the men will take any radical action. We have been treating our men fairly. As far as living up to the agreement is concerned, the men also are at fault. The agreement states that the wages of the inspectors shall be approximately \$19.80 per week but it is impossible to employ any inspector at that price during the present time. Almost every inspector that is looking for work is demanding \$4 per day, and we are compelled to pay it to them. I do not know of any houses employing non-union inspectors, and, if they are, it is more than probable that it is because of their inability to get union men. The matter is now in the hands of A. J. Strigl, chairman of the Grievance Committee."

There Will Be Something Doing.

Discussing the Chinese egg situation, a produce dealer recently remarked:

"I don't take much stock in all this Chinese egg scare. These reports coming from the West sound big, but they are only natural. They don't like the Chinese or the Japanese. Why shouldn't they raise a roar about Chinese eggs? I don't have any fears of the inroads of Chinese eggs. The consumers, especially in the West coast, will hate the eggs as badly as they hate the people that produced them."


"That's a very gratifying view for you to take," replied another in the group. "You don't notice one drop of water in a bath tub. But get enough drops, and there is plenty of water to take a bath, or drown yourself in. Take it from me, please, that if 500,000 cases of eggs—eggs that can be eaten—from China or any other place are dumped onto the markets in America between the coming September 1 and January 1, there will be something doing. We'll feel it, and we'll feel it so much that I don't want to be owning too many storage eggs"

Back From an Outing.

Philadelphia, April 6.—C. M. Drake of the firm of W. R. Brice & Co., is back to his desk from a well-deserved vacation at Stuart, Florida. There is a well grounded suspicion that fishermen as a class, develop an imagination which acts in the nature of a magnifying glass when applied to the size, weight and beauty of the fishes caught by themselves. There is no reflection intended of the high character for veracity possessed by C. M. D. who claims to have landed a number of extremely large fishes known locally as Jew fish, some weighing over 300 pounds each. C. M. D. suggests that the name Jew fish is bestowed on them from their habit of devouring large quantities of gold fish.

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

Walter Baker & Co.'s Chocolate and Cocoa



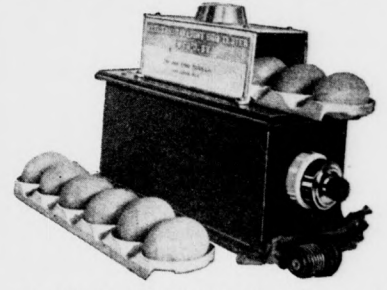
Grocers will find them in the long run the most profitable to handle.

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

53 Highest Awards in Europe and America

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

'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

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.

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.

Eggs Highest Prices for Eggs

Country Collections—Returns day of arrival.

Zenith Butter & Egg Co.
Distributors to Retail Trade

Harrison and Greenwich Sts.
NEW YORK

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

WHEN IN THE MARKET FOR

Potatoes

or have any to sell, call or write

H. Elmer Moseley Co. GRAND RAPIDS, MICH.

Write or wire us when ever you have

POTATOES TO OFFER

LOVELAND & HINYAN CO.

236-248 Prescott St. Grand Rapids, Mich.

COME IN AND SEE US

Use Tradesman Coupons



During the past three months, the three Government officials, to whom was entrusted the task of deciding which cities should contain regional reserve banks, and what district each should serve, has been holding public hearings at all the principal cities. The result was that practically every city of any size eagerly asserted its own title to the distinction, and that the organization committee, instead of making selections based primarily on commercial, financial, and economic grounds, has been forced to the position of balancing between rival claims. In such cases, the result usually is that the dissatisfaction of the rejected applicants is greater than the satisfaction of those whose applications are approved. This seemed to be clearly the case, on the announcement of Boston, New York, Philadelphia, Cleveland, Richmond, Atlanta, Chicago, St. Louis, Minneapolis, Kansas City, Dallas, and San Francisco.

One consideration, however, may fairly be kept in mind as offsetting such disappointments. Selection, for a district's banking center, of a city which is not the financial or commercial capital of the district, will not necessarily obstruct the usefulness of the regional bank thus located. In the case of cities containing the central money markets of a whole great section of the country, such omission might make trouble, because time is in such localities a factor of the first importance in financial operations. But the general function of rediscount, and the function of holding together all banking resources of the district in a real emergency, may be pursued in one substantial business center of most districts as well as in another, even when the selected city is not the greater commercial center.

The more serious part of the problem is bound to concern the delimitation of the districts themselves, because rupture of the natural relations of the every-day credit market, when the work of rediscounting paper is applied, may seriously obstruct the working of the new machinery. This question of district boundaries, as arranged by the organization, will call for careful consideration and criticism. One obvious remark will be, that the Committee has utilized all the twelve districts authorized by law, while placing no regional bank in the enormous stretch of territory between Kansas City and San Francisco. Another is, that is has cut off from New York's district the cities on the opposite bank of the Hudson

—which was apparently no more economically logical than if Brooklyn had been included in the Boston district.

Before the passage of the present strict banking laws in Wisconsin, starting a bank was a comparatively simple proposition. The surprisingly small amount of capital needed is well illustrated by the story a prosperous country-town banker told on himself, when asked how he happened to enter the banking business: "Well," he said, "I didn't have much else to do, so I rented an empty store-building and painted Bank on the window. The first day I was open for business a man came in and deposited a hundred dollars with me; the second day another man dropped in and deposited two hundred and fifty; and so along about the third day I got confidence enough in the bank to put in a hundred myself!"

The Farmers and Merchants Bank of Lawrence, a private institution managed by James L. Welch, has closed its doors and gone into the hands of receivers. The Circuit Court appointed W. C. Mosier, of Paw Paw, receiver. A new organization, the New Home State Bank, is alleged to have been partially responsible for a run on the Welch Bank which was unable to meet liabilities of \$10,000. The assets are about the same. It is believed the depositors will be paid in full. It was understood that the two banks were to consolidate and that President Welch would be con-

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

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank
in Western Michigan

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

The Old National Bank

GRAND RAPIDS, MICH.

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

Fourth National Bank

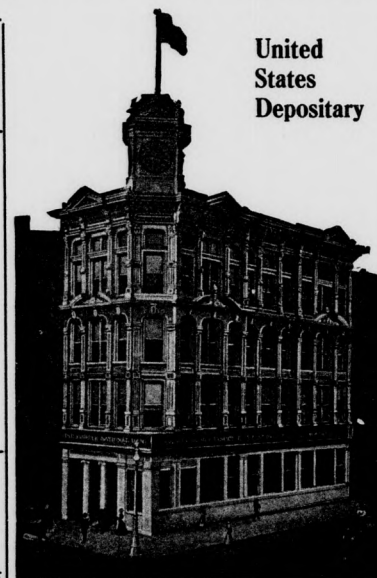
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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



United States Depository

Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

nected with the new Bank, but someone started the story that the Welch Bank had failed and a run ensued.

The \$6,000 judgment which was obtained by George Scofield, Pitterville, Eaton county against the Grand Ledge State Bank, and its President, William R. Clark, and Raymond A. Latting and Bert R. Moore, in February, 1912, has been reversed by the Supreme Court. The action grew out of the financial troubles of William Andre, who operated at Grand Ledge, and whose financial methods were of such a character that a large number of people were the losers and he, himself, served a period in state's prison. Scofield was one of the losers in Andre's dealings and obtained assignments of the claims of a number of other losers and commenced a suit in Eaton county against the Grand Ledge State Bank and others on the claim that the bank assisted Andre in bringing about these results. The case was closely contested in the Circuit Court, the defendants claiming that they did not profit by anything that Andre did, and also that they had no knowledge of Andre's evil purposes when they permitted him to do business with the bank. After the judgment was taken against the defendants in the above amount in Circuit Court, these defendants appealed to the Supreme Court, which reversed the judgment as to all of the defendants. The Supreme Court was divided upon the legal questions, Justice McAlvay writing a minority opinion and Justice Ostrander writing the opinion of the majority reversing the case. After this judgment was obtained in the Circuit Court, other of Andre's victims began another suit against these parties, hoping to be able to recover what they had lost. All of these cases will be governed by the decision of the Supreme Court in the Scofield case, so that the decision of the Supreme Court is of considerable importance to the parties interested.

The Illinois Bankers' Association will tour the Northern Michigan resorts next summer and will stop at Harbor Springs and Wequetonsing. S. B. Montgomery, President of the Association, has a summer home at Wequetonsing.

The Kalamazoo City-Savings Bank will again be the city's depository for the fiscal year of 1914-1915. The bid for the depository was 2½ per cent. on the daily balances of the city. The City-Savings Bank has been the city's depository for the past four years and again this year the bid from this institution was higher than the other three banks

Michigan State banks and trust companies are in good condition, according to the report of Banking Commissioner Doyle, in which he shows a gain in total business of \$2,018,722.89 since the report of January 13, 1914. Since the last report was issued there has been a decrease in loans of \$1,196,970.47. Deposits have increased \$1,345,330.08, while various State banks have increased capital stock to the extent of \$185,585.

The prevalent feeling, in this section of the country, is fairly voiced by one of the largest manufacturers in the section, who recently declared that he had never seen so much optimism and so little business. He admitted, however, that optimism is a good thing, and a necessary foundation for active trade conditions.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid.	Asked.
Am. Light & Trac Co., Com.	365	366
Am. Light & Trac Co., Pfd.	107	103½
Am. Public Utilities, Pfd.	72	74
Am. Public Utilities, Com.	47½	50
Cities Service Co., Com.	91	93
Cities Service Co., Pfd.	74	76
Citizens Telephone Co.	78	80
Comw'th Pr. Ry. & Lt., Com.	60	61
Comw'th Pr. Ry. & Lt., Pfd.	81	82
Comw'th 6% 5 year bond	98	100
Pacific Gas & Elec. Co., Com.	39	40
Tennessee Ry. Lt. & Pr., Com.	17½	19
Tennessee Ry. Lt. & Pr., Pfd.	70	72
United Light & Rys., Com.	76	78
United Light & Rys., 1st Pfd.	75½	76½
United Lt. & Ry. new 2nd Pfd.	71	73
United Light 1st and ref. 5% bonds		89
Industrial and Bank Stocks.		
Dennis Canadian Co.	99	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 8, 1914.

Angel Food.

Mrs. Knicker—Do you have eggs for breakfast?

Mrs. Bocker—No, but we have a phonograph record of a cackle.

The fruits of industry do not grow on every family tree.

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.

We own and offer

6%

REAL ESTATE FIRST MORTGAGE BONDS

Secured by improved city properties

Denominations \$100, \$500 and \$1,000

TAX EXEMPT IN MICHIGAN

Circulars upon request

GRAND RAPIDS TRUST COMPANY

123 Ottawa Avenue, N. W.

Both Phones 4391

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.

6%

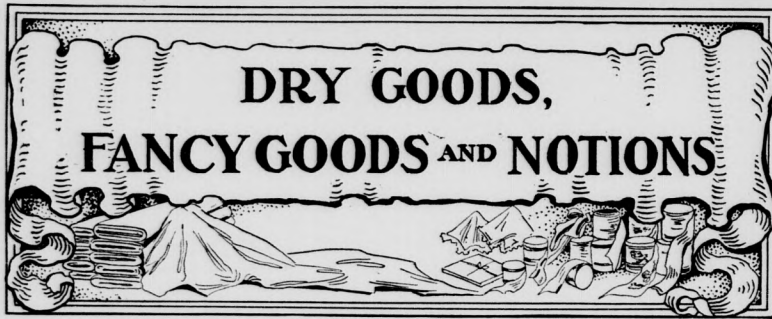
State, County and Local TAX FREE

We can give you that in bonds which we recommend.

\$100.00 or \$1000.00

The security is the same.

The Michigan Trust Co.



Importance of Making Good on One's Advertising

Written for the Tradesman.

Smith and Jones advertise as a "Money-Back Store." They are making a considerable outlay in order to impress on the public mind that their shop is a safe place to buy. If goods are not satisfactory when gotten home, if an article "doesn't suit the folks," or if for any other reason the purchaser feels sick of the deal, all he or she needs to do is to bring the goods back and the money will be refunded. This is what they claim they will do. The only exception to the rule is made regarding piece goods, which, of course, have to be cut to suit the requirements of the particular customer and so are not classed by any store as returnable merchandise.

Smith and Jones further make a strong point of making it right with the customer as to any goods that are not satisfactory in the wear, that do not prove in actual service to be exactly what they were supposed to be when purchased. That is, Smith and Jones advertise to make everything right. You might think to read their printed matter that their sole end and object in life was to please their patrons, that margins and profits, and large sales, were entirely secondary and subordinate in their estimation.

To the person of vacillating mind, who finds it hard to come to a decision upon even trivial matters, that permission to return an article is very attractive. It often gives such a one the opportunity to back up his or her judgment with the opinion of some more resolute soul after the goods are taken home. It postpones for a little time the necessity for irrevocable decision. Moreover, the custom of allowing the return privilege is so general among the better class of stores that it has come to be an almost indispensable factor of successful store policy.

That other phase of the "Money-Back" proposition, the assurance that if anything proves unsatisfactory in use the matter will be promptly made right, is also an effective inducement with many buyers. Quite a large proportion of customers prefer to pay a higher price and have the feeling that they can come back on the merchant if the coat or suit or material for a dress should not prove satisfactory. This is especially true as to articles that require an expenditure that is a little heavy for the ordinary pocket book.

So there are perfectly valid and substantial business reasons for just

such advertising as Smith and Jones are putting out.

But what is their practice when their widely proclaimed policy is put to the test? A customer brings back a lace collar, we will say, or a parasol or a pair of silk hose that she has decided she would rather not keep. The goods are in perfect condition and are brought in not more than two or three days after being taken out. It is a case where it would seem that there is nothing for Smith and Jones to do but take the article and refund the money. But this is never done without an argument, which often becomes heated and usually gives rise to unpleasant and antagonistic feelings on the part of the customer. There invariably is an attempt to convince the lady that the goods are just what she wants, when after due consideration in the quiet of her own home she has firmly decided to the contrary. If the attempt to argue her into keeping the article fails, as it is sure to do if she is a person of any spirit, the next thing that is done is to try to induce her to accept something else as a substitute. In all probability she looked over everything they had in stock before, and the item she selected came the nearest to meeting her requirements, so if she is bullied into taking something in place of the other, she is not satisfied in so doing nor is she likely to speak favorably of their store to her friends. As one woman remarked, "Smith and Jones will pay back your money, but it's as much as your life is worth to get it."

Merchants, make a note of this, if you are advertising your store as a "Money-Back Store," let it be "Your money back with a smile," in good earnest, with no cavil nor complaint. Otherwise your practice will counteract and annul all possible effect of your advertising.

If a garment or other article that has proved unsatisfactory as to wearing qualities is brought in to Smith and Jones, their manner of dealing with the case is not as would be inferred from their advertising, but as might be expected from their way of handling a simple return of goods. They are sure to assume that the fault was not in the article but that in some manner it has been misused, or that as much service has already been gotten from it as reasonably could be expected, and this when the customer is a reliable person, not given to making needless nor unfair complaints. If anything is done to right the matter, it is done grudgingly and at the lowest figure that the

customer will accept. It is needless to say that the Smith and Jones advertising of "money back and everything made satisfactory to the purchaser" is worse than wasted, and rapidly is becoming a joke among those who know the customs of the store.

Now, as has heretofore been pointed out in these columns, the exchange privilege often is abused by thoughtless and unscrupulous persons, and it may be well to place certain limitations upon it, and to have these limitations thoroughly understood by all patrons. Also in regard to standing back of goods sold, it may be necessary to handle some kinds and grades that no dealer can afford to guarantee. Make no secret of it that such articles are sold at the buyer's

risk. And as to other goods, it may not be wisest to sell under the broad general assurance to make everything satisfactory to the customer. It may be better as complaints come in to treat each as a separate matter and make such adjustment as seems fair under the circumstances.

Whatever plan is adopted, let it be carried out with thorough consistency and let there be no discrepancy between the advertised promises of what will be done and the actual performance when put to a test. It is a good rule to claim all the merits your store possesses. It is not less important that it should merit all that you claim for it. This applies to other points of store policy besides the two brought out in this article. Fabrix.

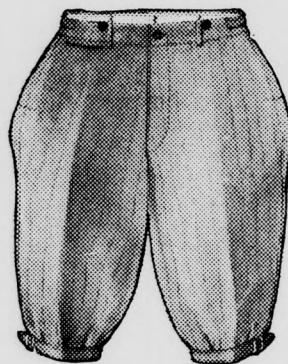
Undermuslins That Sell

That's the kind you get when you choose from our well selected stock. This will be the biggest muslin underwear season in years—supply your requirements now. *Corset Covers, Drawers, Skirts, Gowns, Combinations and Princess Slips, in Newest Styles. Lace and Embroidery Trimmed.* Give us a trial order or write for further details. All grades, all prices and all sizes.

Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Are We Right?

We figure that ages 4 x 14, 5 x 15, 6 x 15, 7 x 14 and 10 x 16 ought to keep any merchant's line of Knickerbocker sizes well balanced. These are the size combinations we carry and our stock consists of excellent values to retail at 25c, 50c, 75c and \$1.00.

Our salesmen are showing samples.

GRAND RAPIDS DRY GOODS CO.

Exclusively Wholesale

Grand Rapids, Mich.

The Clerk Who Hangs Back.

Written for the Tradesman.

Young Maitland was pretty close to 21 when he took his first job. He had been a student all his days, and had never mingled much with people. The first day he was at work the telephone rang. He had heard it half a dozen times before but always there had been some other clerk on hand, prompt to answer. But this time he was alone. For a long two or three minutes he waited, desperately, hoping that someone might come in. And then he walked down to the telephone booth with his knees shaking and with a trembling hand took down the receiver.

And nothing happened—nothing at all. But he had never talked over the wire before, and he was filled with a terrific, sub-conscious dread of the unknown.

He has often laughed over that experience since then. But, in that experience, he represented just a peculiar, exaggerated instance of a trouble which many young clerks experience, and which, in many cases, never seems to entirely leave them. The employer, who sees the clerk hanging back, thinks he is lazy—a shirker—and feels like handing him the blue envelope on Saturday night.

But the real trouble is timidity—fear to go forward and speak to a stranger. If the incoming customer is an old friend, it is different. The timid clerk goes forward, greets him by name, takes his order and even tries to sell him something extra—just in the hope that if a stranger comes in meanwhile, he will be engaged and another clerk will have to wait upon the newcomer.

This form of timidity is far more common than many employers realize. Quite often the clerks whom they regard as shirkers are really afraid—and it is a real and deep rooted fear, despite the fact that the object of the fear is entirely imaginary.

It isn't a fear that is confined to clerks, either. I know merchants now and then who are affected by it. They are men who have gone through the mill, who have sold goods behind the counter for years, but who, now that they have salesmen in their employ, leave the latter to do the selling while they, themselves, attend to the management of the business. And, odd as it may seem, such businesses are usually well managed, from a financial point of view. The man who shrinks from selling goods to his fellow-townsmen is often singularly capable when it comes to turning financial corners, or organizing his selling force.

One of the best newspaper reporters I ever knew—a chap who made a striking success of his work—confesses that after a good many years' experience he is still haunted by this feeling of dread whenever he goes out on a new assignment, and that sometimes it is only by a titanic effort that he can bring himself to face a man whom he has been sent to interview. Yet he has been successful in securing interviews where bolder men have failed, merely by reason of the fact that, once he can bring himself to talk to a person, he is singularly tactful and seems to inspire and invite confidence. Yet a superlative

talent for "butting in" is usually associated in the popular mind with the newspaper reporter.

Theorists often hold that this form of timidity is due to lack of ability. But careful enquiry in a large number of cases show pretty conclusively that lack of ability has nothing to do with it. The instance of the reporter, previously cited, is typical. It is a well known fact that many men well fitted for public office shrink with absolute horror from the necessity of canvassing, or even of publishing a card soliciting support. In a good many cases it is not that the candidate is proud—or "stuck up" as the colloquial phrase is—but merely that he is timid in regard to approaching strangers. Yet such men very often make capable public officers. And the man who once conquers his first feeling of timidity as a rule makes the best and most successful salesman—simply because he is naturally more tactful, and more careful in his choice of arguments. He takes count of what the man on the other side of the counter may be thinking, as well as of what is running in his own mind.

But, before success can be achieved, this timidity must be conquered. This difficult task is merely a matter of will power. The timid man is usually tenacious, once he gets into action; and therein lies his hope.

Meanwhile, he needs encouragement. A pat on the back from an employer, a jolly "Go to it, boy; the customers can't eat you," will often do more to stir an apparent shirker into action than any amount of criticism.

William Edward Park.

Horseflesh Sold in Montreal.

The civic health authorities have admitted that there are large quantities of horseflesh being sold as sausages and beef in Montreal.

Steps are being taken to prevent it, although medical men are not in agreement as to its demerits as food.

There is an ordinance which forbids its sale.

At Sea.

First Passenger—Sir, I fancy your mother over there has a touch of seasickness; perhaps you'd better look after her.

Second Passenger—The lady is my mother-in-law.

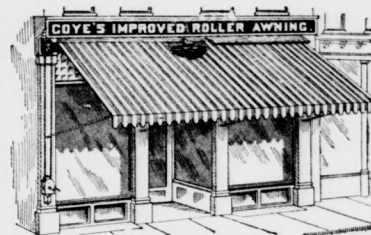
First Passenger—A thousand pardons.



We are manufacturers of
TRIMMED AND UNTRIMMED HATS

For Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.
CORL, KNOTT & CO., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.

AWNINGS

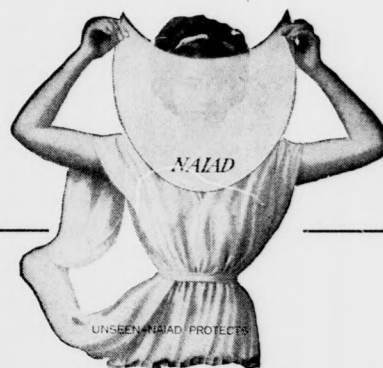


Our specialty is **AWNINGS FOR STORES AND RESIDENCES**. We make common pull-up, chain and cog-gear roller awnings. Tents, Horse and Wagon Covers, Hammock Couches. Catalogue on application.

CHAS. A. COYE, INC.

Campau Ave. and Louis St., Grand Rapids, Mich.

"The 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

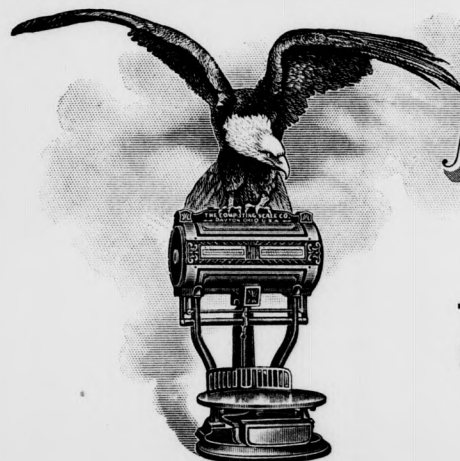
add the final assurance of cleanliness and sweetness. They are a necessity to the woman of delicacy, refinement and good judgment. NAIAD DRESS SHIELDS are hygienic and scientific. They are **ABSOLUTELY FREE FROM RUBBER** with its unpleasant odor. They can be quickly **STERILIZED** by immersing in boiling 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



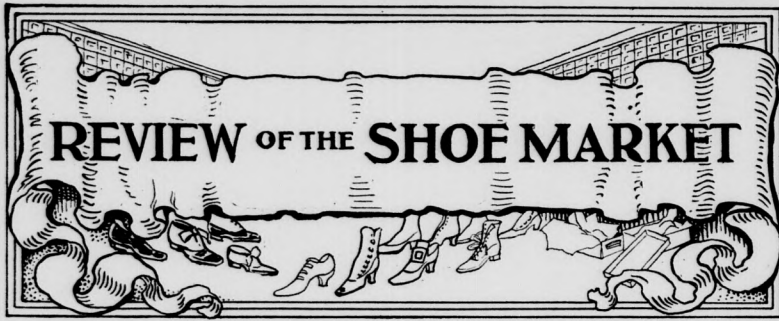
MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
The Computing Scale Co.
Dayton, Ohio.

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE

165 N. STATE ST., CHICAGO

ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN



The Shoe Dealer's Dream of Heaven.

I dreamed it was Monday morning and as I stepped into my store I found a couple of young folks waiting to see me, to whom I had sold shoes the week before and who promised to pay on Saturday night. They were both profuse in apologies and each paid his bill.

Going back to my desk I found a letter with check enclosed from the Railroad Co covering a claim I had made the week before. Another letter contained a check from a customer who had moved to Texas, and still another from a fellow that owed me and had joined church, but could not get full forgiveness for his sins until his account was paid. Glancing at my bank book I saw a nice balance with all bills paid. We opened a shipment of shoes I had bought six months before and they were better than the samples—best of all they were right in style. We marked them up to bring 75 per cent profit, and sold eight pairs while marking them. The parcel post now came and delivered a pair of lavender satin pumps I had promised for Monday at 9 a. m., just as the lady stepped in the front door. She tried them on, they fitted, she complimented me on my promptness, handed me \$4 and I wrapped up the pumps.

A family enters and the father tells me to fit them out with the best shoes and rubbers I have and he will call again in a few minutes. One of the girls weighs 200 and her foot measures EEE. I have it. Another is slender and takes a 3½ triple A. I fit them all out. Father returns, hands me a check for \$21 and tells me I have such a splendid reputation for selling good goods he thought he'd change his shoe buying from my competitor to me.

A trio of ladies enter, but only one wishes to purchase shoes. I flash a new kidney heel with pointed toe and brocade topping. It doesn't suit and I pull down an old crab and show it, and they all like it much better, and so do I, because I have had it since it was in style before. It was on the bargain counter once for a dollar, but since it's back in style again it is worth \$5. I sell all the ladies silk stockings because they have heard my silks never tear.

A Jew enters and wishes to buy my unsalable odds and ends, and, owing to the advance in leather, he offers me the same price I paid for them. Do I sell? Well, I almost hug and kiss that fellow.

In my second delivery of mail was a letter from my rubber house. It tells me they have decided to extend the dating on all bills to May 15.

I notice the "sample shoe store" across the street moving out, and upon enquiry I find they are forced to close owing to the enforcement of the new false advertising law. The mayor call and tells me the council has passed an ordinance absolutely prohibiting the solicitation of any funds from business men for any purpose.

I have a date with a life insurance agent who wishes to deliver a \$25,000 policy I have just taken out. I meet him at his office, hand him a check for the premium, and my good luck continues, for on my way home I try to dodge an automobile, but step directly in front of another and am killed.

I find myself knocking at the Gates of Heaven, and am asked my name, residence and business, and just as soon as I said I sold shoes the gates fly open and I am royally received. I meet Sam Swartz, of Muncie, and Joe Fadely, of Anderson, and while I am still wondering how it was I gained admittance so easily, Swartz says, with all the Hell a fellow has on earth in the shoe business they figure up here that he has had enough. He said they let him in because he asked long profits and Fadely because he lived in Anderson, and he told me that in all the time they had been there only two shoe men had been refused; one that ran a sample shoe store and sold \$5 shoes for \$2.49, and the other a fellow that didn't ask a profit. While we were talking, we were joined by an innumerable company of shoe men.

Our joy knew no bounds and just as we were being fitted with golden slippers and wings to enter into our long life of happiness and peace, I was awakened by the ringing of my telephone. A lady wanted me to come to the store and change a pair of shoes. I had sent out both for the same foot, one three and one seven, and she wanted to catch the 4 a. m. train. I realized I was back on earth in the shoe business, but how I shall always remember that dream of the shoe business as it should be and as it would be if only dreams came true.

Roy C Kanouse.

New Phase of Shoe Store Service. Written for the Tradesman.

The young lady who has full charge of decorations in—well, never mind the store, for she is one of your rather timid girls who doesn't care at all for publicity; but it is a great big metropolitan shoe retailing establishment employing, I should say, at a venture, forty or fifty salespeople.

We had been talking about artifi-

TIME TO STOCK UP

Farmers and other outdoor men are getting active and your call for heavy shoes will soon be brisk. Supply your trade with the famous

H. B. HARD PAN Shoes for Service

We show here our number 849 H. B. Hard Pan—three sole, standard screw, full bellows tongue, plain toe Blucher. . . \$2.50

838—Same shoe only unlined and has double toe and tap \$2.50

909—Same shoe only unlined and has ½ double sole \$2.30

892—Is a tan elk skin with ½ double sole, plain Blucher \$2.35



No. 849

You simply cannot go wrong on the H. B. Hard Pan Shoes. They wear like iron.

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH.

QUALITY TALKS

And quality means

MORE PROFIT FOR YOU

in the long run.

You can buy cheaper shoes than ours, and you can sell them ONCE, but you need a consistent trade. You want your own little army of satisfied customers; dependable trade that appreciates SERVICE. WE ARE HERE TO GIVE YOU THAT SERVICE.

This is a good year for Goodyear Welts, and our welt department turns out shoes that are the acme of good fit, good style and good wear.

The cut opposite is that of one of our best sellers for early spring trade, and is a winner among its kind.

Gun metal, half double sole, Goodyear Welt. Made in prices ranging from

\$2.25 to \$3.00

Best by test of half a century.



RINDGE, KALMBACH, LOGIE COMPANY
Grand Rapids, Mich.

cial flowers. And this young lady, by the way, makes—or rather has them made under her supervision—all the flowers used in her elaborate decorative schemes. She invariably makes the petals of all flowers out of thin sheets of white paper just like that wrapped about shoes, and tints according to the requirements of the particular flower she is counterfeiting. One of her recent decorative schemes called for forty dozen American Beauty roses. Manufacturers get \$7.00 a dozen for American Beauties—only the petals are of silk and the stems of rubber. So you begin to see how much she saves her firm each year on the single item, artificial flowers. Her roses were just as rich in color, and simulated the original in every particular, quite as successfully as did the more costly product of the manufacturers.

That girl, of course, has an eye for color. It isn't an acquisition with her; it's a gift. And when accused of it by the writer, she modestly admitted that it was so. "But," she hastened to add, "I love this sort of thing so much, that perhaps accounts to some extent for my success."

"And what d'you do," enquired the writer, "besides superintend the making of artificial flowers, planning and executing decorative schemes, etc.?"

"Oh, lots of things," she mused.

"For instance—?" I queried.

"Well, for instance, I act as a sort of arbiter on mootable style-matters, upon which salesladies and their patrons cannot agree."

"D'you mean to say," I returned deprecatively, "that all women shoppers don't know what's what in footwear appareling?"

"Huh!" she sniffed, "disannex from the idea!"

"Really, then," I ventured, "some of them do actually require a little help—to—well, to keep from destroying the fundamental harmony of the toilette ensemble by getting something that doesn't fit in?"

"Precisely!" she corroborated.

"And this," I considered, "is also a long suit of yours—this coming to the rescue in order that milady's footwear appareling may be comme il faut."

"M'hm!" she acquiesced.

"But just how?" I pursued, with a man's persistence for cases.

"Well," she painstaking told me, "in selecting buckles, for instance, to go with particular kinds or styles of slippers; or, it may be, tango sets and ribbons; or rosettes. In such matters many women are at sea. To be real frank with you—which I perhaps shouldn't be, as you are almost certain to write it up—many of our customers either don't know what they ought to have, and mince no words in saying so; or they think they want something positively bizarre. You know," continued my entertaining vis-a-vis, "there are a good many items comprehended in footwear appareling for women. There are many kinds of footwear creations for many kinds of occasions; and there are different patters of buckles and sorts of footwear jewels that go best with certain fabrics and colors; and all these

things must be considered; and the color of the hosiery and the color of the gowns—don't you see," she concluded, "how easily a woman who isn't up on such matters might be confused, and how grossly she might blunder in her selections, if left to her own judgment?"

"I think I begin to see a dim light" I decided. "So you," I facetiously remarked, "are the arbiter of mooted styles-questions; an advisory committee of one to help milady whose mind is perturbed?"

"M'hm!" she smiled, "isn't it lovely?"

"It may be a bit tedious to you, at times," I conciliated, "but at all events it is a fine thing for the store. This gives a new angle of an old theme—the shoe store's service-feature. I think you are, without realizing it," I complimented, "a real pioneer (or should I say, a pioneeress?) in a big, new field. You are entirely correct in your surmise. This light that you have started is too precious to hide under a bushel. You must let me put it on a candlestick. There are, I dare say, simply oodlings of retail shoe dealers throughout the country who ought to be doing for their patrons just what you are doing here."

And the manager of decorations conceded that the interviewer had spoken not ineptly.

Chas. L. Garrison.

Encourage kindness—even if you have to practice it on yourself.

The dog in the manger is only one of the chronic growlers.

From the Thumb

To the Finger Tips

This Boot has given us the RUBBER BOOT Trade of Michigan

BULLSEYE
HOOD RUBBER CO.
MADE IN U.S.A.

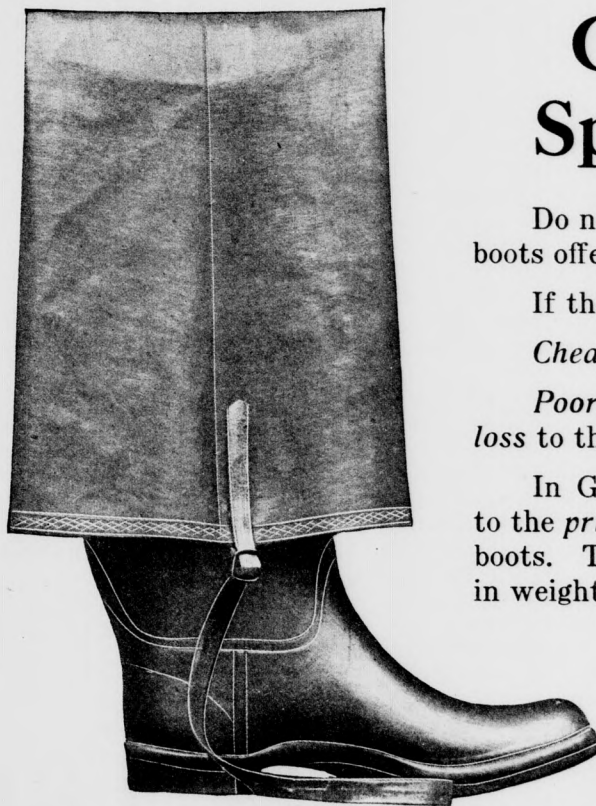
Grand Rapids Shoe & Rubber Co.

The Michigan People

You can have the boot trade of your town. Buy this Boot!

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.

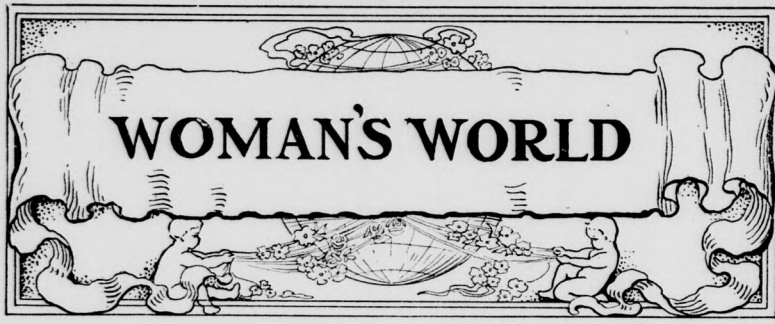
In Glove Brand boots, *merit* measures up to the *price*. They are more than mere rubber boots. They are perfectly satisfactory boots. in weight, fit, comfort and service.

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.



Bravely Overcoming the Dread of Old Age.

Written for the Tradesman.

There is a great fad nowadays of keeping young. By strenuous stunts of exercise, by massage, by all the arts of the toilet, by deftly applied and indistinguishable-from-nature aids we seek to stave off the physical imprint of advancing years.

To a certain extent the more clever of us succeed. We even may lead some of our acquaintances — most likely those who do not have too intimate a knowledge of unswervingly veracious family records—to believe that we are five, ten, or possibly fifteen years younger than we really are.

We continue our customary vocations into the sixties and seventies, which certainly is far preferable to being Oslerized at forty or fifty. We set up a stubborn fight with age. And yet, however flattering may be the superficial success that we attain, however completely we may for the time being deceive our nearest neighbors, beneath our enforced gaiety is an undercurrent of sadness, for down in our hearts we feel that we are playing a losing game. In spite of our unceasing and zealous efforts, we realize that Mother Nature can be put off only for a limited period, that inevitably as time rolls on our eyes will dim and our muscles stiffen and we shall no longer have the peculiar grace and beauty that belong to youth alone.

There are other causes for gloom. One by one the friends and companions of our early life, some from prolonged illnesses, others by sudden summons, take their way to "the undiscovered country from whose bourne no traveler returns." If our acquaintance is large, as we get on toward middle life we attend many funerals. If of a nervous or melancholy temperament, we come to live in a morbid expectation of hearing at any time the fateful sound of the undertaker's horse stopping, if not at our own door, then at the door of some one of our rapidly diminishing number of close friends and near relatives.

The terror of an old age made dismal by loneliness, by enfeebled health, perhaps by poverty also, possesses countless souls who would be most loath to acknowledge their dread.

The specter of loneliness is more common now than it was fifty or seventy-five years ago. Then large families were the rule and almost everyone had a considerable number of near kinsfolk. The man or the woman who has children and grand-

children more naturally takes a normal and healthy outlook upon the future, even when old age begins to creep on. He or she has interests centered in those who are coming up, and does not fear a lack of companionship. Not so the many childless married people and single men and women of the present day. To even the most independent and self-sufficient bachelor maid, the future, were she to acknowledge the truth about it, begins to look bleak as she nears forty.

Is this terror of a desolate old age, which commences to cast its gloom over many lives before youth is fairly past, a necessity, something which exists in the nature of things, or is it a bugbear which we have conjured up out of unhealthy imaginings, something which, like the major part of our fears and dreads, exists mainly in the think?

In combating the old age specter, let it be remembered that hopefulness, optimism, gladness, are natural to youth. If these qualities are enjoyed in later life they must be achieved, so to speak.

The animals show this tendency. The kitten is playful, the colt frisky. The old cat and the old horse are sedate of mien, although not necessarily spiritless and certainly not apprehensive of the future.

A long step toward success is taken when a strong resolve is made to overcome the dread of old age. Make a reasonable effort but only a reasonable one to keep young in appearance. Extreme exertions often defeat their own ends. It is possible to worry ones self into an early grave over a few wrinkles and gray hairs. The woman who makes a painful effort to retain her girlish figure and complexion is apt to become prematurely aged.

Be temperate in all things, eating, drinking, work and pleasure. Control your temper. Don't worry.

To quote from Dr. Johnson, "Keep your friendships in repair." Make new acquaintances, and as you find those who are worthy and congenial, form intimate associations. As years advance, the usual tendency is to become more and more chary of one's affections. This is a mistake. Inevitably we lose those who have walked with us by the way. It is no disloyalty to them and only an essential part of healthy-minded and philosophical living to find others who will in some measure take their places.

Cultivate not only companions, but companionableness. Make a strong point of what, for lack of a better name, we may call the livable virtues. Many very excellent persons are

doomed to isolation in old age, for no other reason than because they have thoughtlessly and perhaps a little selfishly developed peculiarities so unpleasant that no one can live with them. They have become so whimsical and cranky, so irritable or sour-tempered, so exacting, so finical about trifles, or possibly so careless and slovenly as to appearance and personal cleanliness as to make their society unwelcome and even unbearable.

A fair amount of this world's goods tends to compose the mind of its owner and make him or her less fearful of the future. This need not be great wealth; but something to fall back on when the caring powers are lessened or fail altogether, is absolutely necessary to the mental comfort of anyone gifted with a proper degree of foresight and prudence.

Look to your headpiece. To keep up the strength of the muscles they must be exercised. In like manner the mental prowess of the thirties and forties can be retained only by keeping the mental faculties in use. Brain fag and all overwork and overstrain are to be carefully avoided; but the tendency of the mind to become lethargic and shun the grasp of knotty problems and to fall into ruts and prejudices and to oppose all new ideas and innovations should never be indulged. Nor should the habit so distressingly manifested by many women of allowing the mind

to be filled with all kinds of gloomy forebodings be permitted to get a start. The dreaded childishness and mental weakness of age will in time be considered preventable maladies, except possibly with those who have passed the fourscore mark.

Cultivate the resources of your own nature. Be good company for yourself, then the fear of loneliness will vanish. Have a few comfort-giving hobbies. It will be all the better if these can be changed from time to time. Take up new sports and pastimes and form new interests.

Believe that each period of life has its own peculiar joys and pleasures. Age is no exception to this rule. The gray dreariness which we dread has no existence to the genial, happy, sound-minded man or woman of seventy, who marches up to the very brink of the Beyond with blithe heart and undaunted spirit. Quillo.



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First-class Factory Sites may be had at reasonable prices. Coal in the Saginaw Valley and Electrical Development in several parts of the State insure Cheap Power. Our Industrial Department invites correspondence with manufacturers and others seeking locations. All inquiries will receive painstaking and prompt attention and will be treated as confidential.

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Freight Traffic Manager,
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Tanglefoot

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

POISONS ARE DANGEROUS

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Besides the trade-increasing and customer-producing value, you will be surprised at the small amount of time required for the sale of a Magazine or Periodical.


All that is necessary is to display them in a prominent part of the store—your customers will make their own selection—hand you the money and seldom ever request you to even wrap them up.

Time savers like

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especially where there is a good profit and no chance of loss, insure dividends at the end of the year.

Why not let us send you full information how to start a profit paying Magazine and Periodical Department? It places you under no obligation and we will take pleasure in sending you facts and figures. Tear off, sign and mail us the Coupon to-day.

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Please send me Price List and Full Particulars in regard to installing a Profit-paying News Department.

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 President—C. E. Dickinson, St. Joseph.
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How Pocket Knives Might Be Advertised.

There is no reason why a pocket knife should not have the same individuality and universal usage as a watch. There is not one, but many uses for an article like a pocket or pen-knife, for men, women and children. Like a watch, a pen-knife is universally used, from a small boy to the old man eking out his days by whittling.

Although cheap watches have a world-wide fame, and their marketing has been brought to a high point of development, there is not a single trade-marked pocket knife universally known.

As a matter of fact, some rather deplorable conditions exist in the pocket knife field and are increasing rather than decreasing. The opportunity is especially ripe for a manufacturer of pocket knives to have a National selling basis of the possibilities of his goods.

There are thirty-five or forty manufacturers of pocket knives, none of whom are especially aggressive, who together manufacture about a million and a half dozen pocket knives yearly. The total volume of business annually in dollars is about \$3,500,000.

The excessively aggressive importation of foreign pocket knives made it economic to protect the industry, which the Wilson bill did from 1897 on. Prior to that the industry had been rapidly shrinking and was falling very much behind, some factories losing at the rate of 25 per cent. yearly.

Since the Wilson bill, giving a high rate of protection, the industry has tripled itself, and is now in a fairly strong position, though still suffering from foreign competition to the extent of over two million dollars. This means that one-third of the pocket knives at present in use come from foreign countries.

This is a proportion utterly out of keeping with standards of quality and the merit of the goods made in America as against foreign goods.

In fact, a very raw fraud has been perpetrated on the industry by the fact that knives are sold and stamped as American made, when as a matter of fact they are made abroad. To pass the custom house requirements of stamping the country of origin, markings with asphaltum are used, which quickly disappear, or are removed after passing the custom house. These knives are invariably

poor in quality, and this high-handed fraud accomplishes a prejudice against American-made goods, which is erroneous and belongs upon the foreign manufacturers.

Two things have been largely instrumental in making the American manufacturer of pocket knives unaware of his opportunity—first, a lack of faith in the production of a high grade article to meet the best foreign competition on its own ground, and second, a lack of understanding of the advertising idea and of a broad National market in order to fight with his own advertising effort the general ready-made reputation of foreign-made cutlery.

It is not a matter greatly disputed that if only manufacturers will properly plan the merchandising end of it, the marketing of high-grade pocket knives is possible in a way not only to compete with, but to completely outstrip foreign goods.

The matter consequently simmers entirely down to a matter of good sales and advertising, and it is on this point that the future development must hinge.

A good pocket knife manufactured in large volume—larger volume than any other pocket knife—could be sold at such a price inducement alone that the history of the dollar watch would be to some extent repeated and its success duplicated. If the blade is of really good steel and the handle is serviceable, while the price and dealer profit are protected and carefully planned, there is not one less reason why a big business could not be built than there is for the cheaper watches.

The first care in such an undertaking would be to develop a thoroughly clear and interesting individuality, both of quality and price, so that it would be immediately differentiated from the general mass of nondescript pocket knives. This is a manufacturing proposition, but it should be first based on trade and consumer study of needs.

It is my opinion that retailers of many varieties would welcome such a line as this, for a considerable variety of dealers handle pocket knives now and more would if a good line was built up. This is for the natural reason that dealers like live leaders. They want something of universal appeal that will hold the attention of the person walking by, and make him pleased and satisfied so that he will get into the regular customer habit, or at least buy something else while in the store. Ingersoll watches, or goods of that sort, now serve such a purpose, and a pocket knife would be a

welcome variety. A pocket knife every dealer knows could be sold to almost any one. They are constantly being lost and constantly being needed, like umbrellas and pencils. Consumers also know that most of them offered are of little value, therefore a National trade-marked brand would be welcomed.

The methods of building up trade and reputation of this sort for a pocket knife will depend on the present status of distribution and the size of the factory capacity and financial investment of the manufacturer. But, however small or large he may be, it is possible for him to begin at once on such a plan. And however small or large he may be, it will be important for him to see that dealers get to see his point of view with regard to such a leader. It will be essential to see that they appreciate the practical merchandising idea back of it, and make immediate use of it to their own advantage.

If a house which manufactures a general line of cutlery of a high grade at present should put out such pocket knives, so that it could benefit from the correlated value of goodwill in its various products, the assurance of success would be greater still.

Where is the cutlery house which will discount the future and advertise now?

There is far too much unknown quantity in pen and pocket knives for consumers to buy as many of them as they naturally would if there were more definite standards to steer

by. At present they must either pay a very high price to be assured that the knife is good, or else pay a small price for an article from which they expect little or nothing. It is a definite fact that people buy more often of an article of this character if they know the standard is high and the price low, than if they are uncertain about what they are getting.

A reputation built soundly through good advertising will make the goods as interchangeable as cash—and then everybody, young and old, rich or poor, male and female, will again carry a pocket knife.—J. George Frederick in Advertising and Selling.

A rich young widow and her weeds are soon parted.

Largest and best equipped vulcanizing shop in Michigan.

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

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS

THE Tisch-Hline Co.

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

THE QUALITY 5c CIGAR
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Order from your jobber or
A. SALOMON & SON MFRS.
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Wholesale Hardware



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Grand Rapids, Mich.

THE MEAT MARKET

Refrigeration a Much Misunderstood Benefit.

Among the many problems now facing municipalities none is more fundamental to peace and prosperity, and none is more complex than the question of the food supply. To the person trained to observe and eliminate waste, the spoilage of foods between the producer and the consumer becomes a public calamity. Also, to a person so trained, good handling and refrigeration, beginning at the source of production, refrigeration during transportation, and finally, refrigeration at the market, with distribution expedited by adequate facilities for the work to be done, means not only the saving of vast quantities of perishable products that are now absolutely wasted, but an improvement in quality of all grades, even those that are now the best.

You cannot pass along the market thoroughfares of any city without seeing on every hand foodstuffs that show deterioration in quality, due chiefly to bad handling between the time the grain was harvested, the fruit was picked, the animal killed or the egg was laid.

There is one class of foods in which decay has been reduced to such a small amount that it is practically negligible. I refer to the citrus fruits of California, and yet ten years ago the spoilage of the oranges and lemons grown in California was so great that it threatened the industry with annihilation. Investigators from the United States Department of Agriculture, making the basis of their work good handling and refrigeration, have in the short space of ten years so lessened waste in the decay of the product that the railroads, the shippers and the Interstate Commerce Commission no longer consider the citrus crop a perishable one.

When the means of preventing decay in citrus fruits were first applied they saved to growers of California more than \$1,500,000 annually. With the great growth of the industry there has, of course, been an increased saving year after year.

The eggs of the United States are worth to the producers, approximately \$500,000,000 a year. Ten per cent. of this sum is absolutely lost because of spoilage, and a much greater sum—probably over 20 per cent.—is lost because of deterioration and a consequent lowering of price.

Dressed poultry is worth to the consumer probably \$250,000,000, and here again we may estimate a 10 per cent waste.

We are so ignorant of the fate of the foods on the market that it is

difficult to get accurate figures of losses, yet it is safe to say that many other essential foodstuffs show a waste quite as high, or higher, than has been assigned to the articles mentioned.

Good handling of foodstuffs involves many and various details, such as gentleness, to prevent the breaking of the skin of the fruit or the chicken, or cleanliness to eliminate bacteria and molds that cause decomposition. Of all the individual factors, however, that go to make up good handling, refrigeration is, for nearly all products the most important.

To the laity refrigeration is generally synonymous with what is called cold storage, that is, the preservation of perishable products by means of low temperatures continued thirty days or more. It is on the subject of the application of the refrigeration in the form of cold storage that the press of the country has gone quite mad and concerning which there have been reams of evidence presented to legislators, to boards of health and to chambers of commerce investigating committees of one sort or another.

In reality, refrigeration plays a double roll: it assists in getting perishable products from the producer to the consumer in good order, and it enables us to hold the seasonal over-production of a large number of products until the season of scarcity arrives.

Without refrigeration the great apple lands of the Northwest would never have been developed, because the crop could not have been distributed to every part of the country as it is now. Nor could the many thousands of boxes of apples, ripened within the space of a few weeks, be delivered month by month to the consuming public until the next crop arrives.

Without refrigeration the great peach industry of Georgia would never have existed, because there was no way to get the peaches to market in a merchantable condition.

The Rocky Ford cantaloupe of Colorado would never have been known in the East, had not refrigeration played its part in the marketing of the crop.

It is refrigeration that enables us to slaughter food animals at or near the fattening station, where they are in the pink of condition, and ship the meat to the far distant consumer.

The best poultry now in our markets comes from the valleys of the Mississippi and the Missouri, where the poultry packers remove the ani-

mal heat by hanging the dressed birds in a temperature of thirty-two degrees F. for twenty-four hours, then packing the birds in small boxes and shipping in a refrigerator car, which is closed at the packing house and not opened until it reaches the consuming center.

The conservative, or badly equipped, or near-by poultry man removes the animal heat of the bird by immersing it in cold water and ice and finally packing it in cracked ice for its trip to the market. By so doing he causes the consumer to pay chicken prices for 1,300 pounds of water, which is absorbed by every carload of poultry, and he loses to the people about 300 pounds of the most nutritious and appetizing constituents of the flesh of the chicken, because they dissolve out in the melting ice and finally go down our sewers. In dollars and cents, which is, after all, a poor way of reckoning losses in foodstuffs, this amounts to about \$450 on every car lot; that is, 20,000 pounds of dressed poultry.

The lack of refrigeration in the country is responsible for more of the rotten eggs on the market—especially in the summer time—than is any other single factor. The perfectly fresh egg, sent in summer time without refrigeration to the market which is but twenty-four hours away, shows a greater amount of deterioration when it reaches that market than does an egg shipped for six days' haul in a refrigerated carrier. The application of refrigeration to eggs is, from an economic viewpoint, even more important than its application to dressed poultry.

The early spring eggs that reach the packer before warm weather are almost universally fresh. By applying refrigeration continuously and promptly he can slow deterioration to such an extent that the egg is still edible at the end of nine months. The eggs which are taken to the shipper during the summer are, almost without exception, lowered in quality by the prevailing temperatures. Even with mechanical refrigeration, deterioration having begun, cannot be checked as efficiently as it can be prevented, yet the gain in food quality and the prevention of waste when refrigeration is applied by the shipper to hot-weather eggs means a greatly increased and bettered egg supply.

These illustrations merely indicate how wide and important a part refrigeration plays in the marketing of foodstuffs for the prevention of waste and the betterment of quality. Refrigeration used for long periods to conserve the over-supply is quite important, especially in the light of the growth of the modern city. We are piling our people twenty stories high in restricted areas, and these communities do not produce one single thing that is edible. They demand, also, the same diet all the year round. They take no account of the fact that the special article desired may be produced during a few months only of the year nor that it is produced a thousand or more miles away, and that the only

means by which such wants can be supplied is cold storage.

The public cannot have its present widely diversified market supplied without the aid of the low temperatures for conservation. Industries dealing with foodstuffs understand this fact. It is conducive to the welfare of the consumers that they acquaint themselves with prevailing conditions, face facts honestly, and then choose deliberately whether they are to return to the restricted diets natural to the varying seasons and different localities or to accept intelligently the great variety of foods provided by the use of long-continued low temperatures designated cold storage.

It has been found by scientific investigation that when foodstuffs are properly prepared for storage and are put into the freezer or chill-room while absolutely fresh, they can be kept in good condition from one producing season until the next. They cannot be kept indefinitely; neither can cold prevent further deterioration if that deterioration is well under way before hard freezing is applied.

Here lies the danger of cold storage and the point of its greatest abuse in the past. Fortunately, the industry is learning that it is to its own detriment to put products into the freezer in an unsuitable condition. If the consumer, during the season of scarcity, will demand the cold stored goods rather than the so-called "fresh," it will work a revolution of not only the quality of cold stored goods but of their prices as well. The packer of high-class goods is now more than willing to put definite information for the consumer on his labels. The warehouseman desires it; the wholesaler is willing, but the retailer cannot risk giving the true story to the consumer, because his ignorance and prejudice would make him decline to purchase. He would, however, go to the retailer next door, be told the usual tale of "strictly fresh and near-by," pay a higher price, and receive exactly the same commodity as he had previously declined.

The consumer does not realize when he clamors for true labels on foodstuffs that his own ignorance and prejudice are the greatest bars to the obtaining of his wishes. The conservation of foodstuffs is fundamental to our welfare.

M. E. Pennington.

The man who is only as honest as he has to be is as dishonest as he can be.

Geo. L. Collins & Co.

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

29 Woodbridge St. West
DETROIT, MICH.





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 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.

How to Feel and Act when Selling.

Selling is a matter of attitude plus talk.

Attitude is put first. That is intentional. It is more important than the talk. It is more difficult to acquire. It is the strongest asset of the experienced successful salesman. It is the greatest handicap to the new salesman.

The new man, of course, has an attitude. But too often it is the wrong attitude.

The new salesman expects the buyer to oppose him. His attitude shows it. Consciously or unconsciously he puts a chip on his shoulder. The prospective purchaser sees it.

Our new salesman's talk then has a double burden—it must properly present the goods he is selling; it must overcome the antagonism created by his own fighting attitude. If the prospective buyer will talk at all in self-defense, his talk is antagonistic.

In the face of this our new salesman pounds ahead with facts, figures and logic. They tell the story, but they don't change the attitude.

Few men will buy until that attitude is changed. Men are seldom forced into a purchase. Almost invariably sales result from a friendly get-together. Arguments are necessary. But they are effective only so far as they harmonize with a friendly attitude. If they are used to create a stand-off attitude they defeat themselves.

Now, let us look at the attitude of a successful salesman.

Being successful, he expects to do business. His attitude shows it. His very confidence makes him feel friendly toward the man he is going to sell. That makes the man feel friendly toward him.

If our new salesman would really expect an order from every man he called on, his problem would be half solved. Time and successful experience will bring that about. But unless

our salesman has been in the habit of making sales he finds it difficult to expect sales.

A monologue seldom makes effective salesmanship. If the salesman does all the talking, he appears to do all the thinking. Most men want to think for themselves. They do not like to be sold. They like to buy and to feel that they buy voluntarily.

The typical good sale is seldom an oration or a wordy clash. More often it is simply a conversation in which the dealer's doubts are treated with respect and explained away in a thoroughly friendly fashion.

An elaborate, forceful, one-sided explanation creates tension. And anything that brings on tension acts against a natural, friendly interchange.

Let the other man talk. Allow him to have his own way in some of the small things, at least. It will help to establish friendliness. And you must establish friendliness before you will close with many men of any strength of character. J. K. Frazer.

Wafted Down From Grand Traverse Bay.

Traverse City, April 6.—Traverse City Council observed Memorial Sunday by attending the Episcopal church in a body, and we are proud of the manner in which the boys responded to the call, for we had a splendid representation out. Rev. A. Worger-Slade gave an impressive sermon, fittingly bringing to our attention the features of Memorial day and gave us plenty of food for thought. Traveling men who Sundayed in our city accompanied the members of our Council to church.

Anyone wishing an honest and capable dry goods clerk will do well by taking up the matter with Wm. F. Morford, Traverse City.

Pop corn is 5 cents per sack, so says Rufus Boer, of Grand Rapids, but some of the boys this week got more than a dollar's worth of fun out of the deal, and at that Rufus has not settled yet. We prefer that you have Rufus tell you all about it.

Reports from the several subordinate councils in our jurisdiction show mighty nice gains and due credit must be given Cadillac Council, Detroit, for the largest gain, which State, Grand Rapids is a close second, with only four members behind.

LaVerne, son of Mr. and Mrs. Hurlley, is confined to his home with illness, but at this writing is on the mend.

Fred H. Bennett has severed his connections with the Musselman Grocer Co. and now carries a job for the American Tobacco Co.

We are pleased to report at this writing that James E. Burtless, a member of the Grand Executive Committee and who resides at Marquette, has fully recovered from his operation, which was very successful.

Fred C. Richter.

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

HOTEL CODY
 EUROPEAN
 GRAND RAPIDS, MICH.
 Rates \$1 and up. \$1.50 and up bath.



CHICAGO BOATS

Graham & Morton
 Line
 Every Night

CLOSING OUT

Stationery, Books, Fancy
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 Sample Trunks
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We will continue the
 Calendar Publishing
 and Advertising
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Grand Rapids Stationery Co.

Every Transaction in
STOCKS AND BONDS
 Turned Over to Us Receives the Maximum of Attention
 The Business of our Brokerage Department is
 Built on Reliable Service

Howe, Snow, Corrigan & Bertles

Investment Securities
 Citizens 4445 and 1122 MICH. TRUST BLDG. Bell Main 229



FARM IMPLEMENTS

The time is now here to display these tools—

"CLARK'S CUTAWAY HARROWS"

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

Prompt Shipments. Send for Catalogue.

BROWN & SEHLER CO., Grand Rapids, Mich.



To try a **FLOUR** that is noticeably different and noticeably better after using ordinary kinds surprises most people—and may surprise YOU.

WYKES & CO.
 DISTRIBUTORS
 GRAND RAPIDS, MICH.

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.

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.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Apr. 6—April 4, 1879, John H. Millar came to Grand Rapids. April 5, 1879, that gentleman entered the employ of the Putnam Candy Co. April 4, 1914, finds Mr. Millar still in the employ of the same company, making thirty-five years continual service in the candy business. During this period of time John says he has seen many changes in the methods of doing business, as well as many changes in customers. He now sells some of the children and even, in some instances, the grandchildren of his early customers. He has a son, William Millar, who also is a successful salesman for the Putnam Candy Co. Both are members of Grand Rapids Council, No. 131.

Al Brunner, who has been in the employ of Sid V. Bullock, Howard City, for the last fourteen years as drug clerk, has bought the Richard's drug store, at Alma, and gone in business for himself. All those who know Al feel assured of his success in his new venture.

Van Kammen & Scholma, hardware dealers at Grandville, have sold out to John Hage, who will continue the business.

S. W. Johnson (Foster, Stevens & Co.) has been sick the past week and his trip on the road has been taken by J. Harvey Mann.

The New Sherman House, at Allegan, has had a change of management. Mr. Brearley, who has been manager for some time, goes to Alma to take charge of the Wright House. Fred Howitt, of Chicago, who is an old experienced hotel man, takes the New Sherman. Mr. Howitt assures the boys that he will continue to run a first-class hotel.

Mrs. A. E. Johnson has been sick in Mercy Hospital, Big Rapids, the last week. She is improving.

E. J. McMillan made a trip to Saginaw, April 1. While there he was a guest at a muskrat supper. He understood that Mac, the bonnie Scotchman, did justice to the French feed.

J. E. Ewers, commonly called Pop, who makes the jobbing centers for the Royal Varnish Co., of Toledo, was caught napping last week. He got on the fast train at Cadillac with the expectation of stopping at Park Lake. However, the schedule did not call for such a stop and Pop was carried fourteen miles beyond, where he secured a livery rig and made the return trip.

John Christianson (National Biscuit Co.) and Pete Rose (Walker Candy Co.) got off the Muskegon interurban at Coopersville last Thursday and, hearing the robins merrily singing, came to the conclusion that summer with all its joys and pastimes had surely arrived. The little harbingers of good weather made both John and Pete hanker for the smell of May flowers and the compound odor of burnt benzine and motor oil. Both being firm believers in signs and of one mind, they took the street leading to the garage, instead of to the safe and sane livery barn. There indulging in the rhetoric and hypnotism which is a natural gift of both and which secures the large orders they get for their firms, they finally persuaded the garage man that summer was at hand and that it was time to make their trips in an automobile. The start was made in grand shape, but John and Pete had failed to reckon with the Lamont clay. They had gone about three miles when the auto sunk in up to the axles. Both John and Pete lost their shines in a vain effort to help the driver get out of the mire. Rhetoric and hypnotism for once failed. They were stranded. Several farmers came along, returning from a grange meeting, but finding these gentlemen were traveling men and having heard that the traveling man is to blame

for the high cost of living, they, one and all, refused assistance. After several hours of language had been used in a futile effort to start the car, a good Samaritan came along in the person of John Lyons, with the Hume Grocer Co., who had observed the Safety First principle and had hired a livery rig. That genial dispenser of prunes took in the representative of the biscuit trust and the first aid man to the dental profession and all three went on their quest for orders together. But John and Pete are both agreed, after this sad experience, that the open season for robins and the open season for automobiles do not necessarily begin at the same time.

Mr. Farquar, of Finch & Farquar, Summerville; Geo. Drollette, of Drollette & Son, Weidman; W. G. Wolverton, Fenwick; A. Squire and friend, Mr. Moneypenny, of Ovid, and Fred Woodworth, of Casnovia, were Worden Grocer Co. callers last week. Fred Woodworth bought a new stock from the Worden Grocer Co.

We were very sorry to hear of the death last week of Mrs. Fred H. Clarke, of Detroit. For many years Mr. and Mrs. Clarke have attended the Grand Council meetings in the State and are well-known to all the older members of the U. C. T. Fred H. Clarke is a Past Grand Counselor and a member of Cadillac Council. Grand Rapids Council all join in sending their sympathy to Brother Clarke in his great bereavement.

Absal Guild of the Ancient Mystic Order of Bagmen of Bagdad was instituted at the U. C. T. club rooms Saturday night and fifty members of Grand Rapids Council were initiated. Absal Guild is the first one instituted in Michigan and is the twenty-second guild in the United States. Walter S. Lawton was chosen the first Great Ruler of the Guild and the other officers elected were as follows:

Viceroy—John D. Martin.
Prime Minister—John Hondorp.
Master of Ceremonies—H. W. Harwood.
Chief of Guides—C. A. Young.
Captain of Guards—Fred DeGraff.
Caliph—O. W. Stark.
Clerk of Records and Revenue—J. Harvey Mann.
Inside Gatekeeper—Ira F. Gordon.
Outside Gatekeeper—H. B. Wilcox.
Officials appointed by the Great Ruler are as follows:
Olioto—Will E. Sawyer.
Zenzavesta—I. F. Hopkins.
Augroto—L. Ormsby.
Amazda—C. M. Lee.
Aga—W. N. Burgess.

The initiation was in charge of five officers of the Ancient Mystic Order of Bagmen of Bagdad. The visiting officers who took part in the ceremony were: Manley J. Hemmens, Imperial Ruler of the Imperial Guild; C. Edmund Barker, Past Great Ruler and editor of the Sample Case, the official organ of the United Commercial Travelers of America; R. F. Sommerville, Imperial Generalissimo; W. L. Whitaker, Supreme Treasurer of the Supreme Council, and George Lehmen, Senior Counselor of Columbus Council. Traveling men from Battle Creek, Kalamazoo and Detroit were among the number initiated and all those who took the work were very much pleased. With the permission of the Grand Imperial Ruler it was decided to leave the charter open and there will be another meeting at the U. C. T. club rooms one week from next Saturday, at 1:30 p. m., when it is hoped a large number of the members of Grand Rapids Council who haven't already taken advantage of the open charter will do so. The fee will remain the same, \$5, until the charter is closed.

J. Harvey Mann has been called to Canada by the sudden death of his brother. Will E. Sawyer.

Chirpings From the Crickets.

Battle Creek, April 6—I really enjoy sending in this weekly letter, but one thing has developed that has made me think a lot of late. I am a better salesman on paper than I am on foot with the goods. In other words, I have found out, to my regret and mental anguish, I am a better man at home writing out sales talks and optimistic thoughts than I am out on the firing line. Nothing like being frank with yourself. Lots of people can not and do not practice what they preach. But my discovery has its good points. There are a lot of people in this old world who can not even tell salesmen (would-be salesmen) how to sell goods, to say nothing of selling goods themselves. Salesmanship has been written up so often and so well that my feeble attempt will not bring out any new points, I fear, but I am going to spill her just the same. We all want the orders. We all want our check. Without the one you can not get the other. The idea of natural born salesmen has been and is exaggerated. The successful salesman of to-day is made up of equal parts of confidence, common sense and hard work. I have studied, I have observed and I have read deeply and I have come to the conclusion that the one property that is always staple and at home anywhere, any time, is good old common sense. I am convinced that many a salesman talks over the head of his patron, not intentionally, but unconsciously. He is gifted with a vivid imagination and warbles along in a flowery, unearthly plane and is not followed by the party of the first part, who is wondering what the man is talking about. We are all funny to the other fellow and are near the asylum on some topics. Then, there is the salesman who never knows when his train goes and can't decide which town to go to and decides upon his town after the train is gone. Then the man who has such wonderful plans, but lacks the strength to carry them out. It has been my experience that first thoughts are always the best and when I have a thought I endeavor to carry it out as soon as possible before the thought gets cold and my enthusiasm dies. Some men work their trade too fast. Some take too much time. The happy medium is the thing. Don't buy your trade. The other fellow can get it away by the same method. Don't make concessions and allowances you figure you can make up out of your expense account. You can't take a paper, drive and eat two \$1 meals every day with the results you are having, especially if you have gotten so you are forced to make deductions from invoices. If you are not mailing in orders at night, don't write the boss a letter. He knows you are never too tired to write orders, but if you write a letter you may not be tired, which explains why you have not gotten the orders. Be square with the boss and loyal to your house. In this connection I wish to state that many a man who is plugging and having small success is as true to his house as the star performer, but he doesn't get the credit for it. The line between success and failure is, in most cases, very thin. The average road man has his responsibilities and his future to work for and goes out on the road to take care of the one and work out the other. Believe me, men, it is a serious thought to see these men racing around the country, fighting and pleading for the coin to keep the family eating. With some it is a pleasure; with others it is a fight; with others it is a failure; with some it is a success. They say it is up to the man. Maybe! But I know man often times is not his own master. He should and must be to succeed. Much has been said about the traveling man's morals. Taking the

average, they are as good as the trade they call upon. "Tell me what you eat and I will tell you what you are." But you can't say, "Tell me what you sell and I will tell you what you are." I know a whisky salesman who does not drink—water. I know a soap salesman who does not use soap. He uses profanity. I know a broom salesman who never saw a deck swept. He lives at Hondunk, 8,000 feet above sea level. I know a scale salesman who can not tell an arpego from a consecutive third. I know a meat salesman who can not tell a lard can from a marshmallow can with the trade marks off. I know candy buyers who think they know a machine dipped peanut from a hand dipped, but it is the price that tells some of them. I know an auto salesman who says he rides in the best car built and he draws \$150 and expenses. Some expenses, too. His neighbor says the same thing of his own car and he draws his family and their expenses. Some expenses, too. You can substitute kerosene for gasoline. You can feed marsh hay in place of timothy. You can chew gum in place of smoking several cigars. But you can't keep Herb Ireland still very long.

You can't keep Charlie Dye out of the Battle Creek post office.

You can't make Harry DeKalb work Saturdays.

You can't make Bill Masters a dead one.

You can't keep Orin Wright on the back forty.

You can't keep the red carnation off my competitor, Mr. Sculley.

You can't buy from all of us each trip if you are in business and if we call twice a week.

You can't keep away from your council meeting all the time.

You can't fool some of the R. I. D. people (and city, too) on the number of the latest catalogue from a Chicago mail order house.

You can't keep Pfander out of the Tradesman or off his territory.

A business man told me the other day there was too much U. C. T. news in the Tradesman.

The Tradesman, its editor and staff are not above criticism. Neither is this business man.

The Tradesman's circulation continues to increase.

U. C. T. ism has helped do it. Therefore Mr. Business Man's remark has no mystery to it.

One minute please. Operator is adjusting pencil.

Missed seeing Brother Goldstein. Sorry. I will have to go to Detroit.

Our friend Steele has had a postal shower since his famous declaration of independence in the Tradesman columns a few weeks back.

Business may be improving. There is a chance for it.

Battle Creek had some hot election to-day. We voted to see if C. W. Post or the Michigan Central runs the berg.

Be it ever so frothy, there's only one place for foam.

Business always picks up after election. The boom starts April 7.

"Honest John" writes he likes the Tradesman best of all. Hope he still can say it after reading part of this issue.

The Tradesman has a yellow cover. Mr. Stowe has recently added to his meat department.

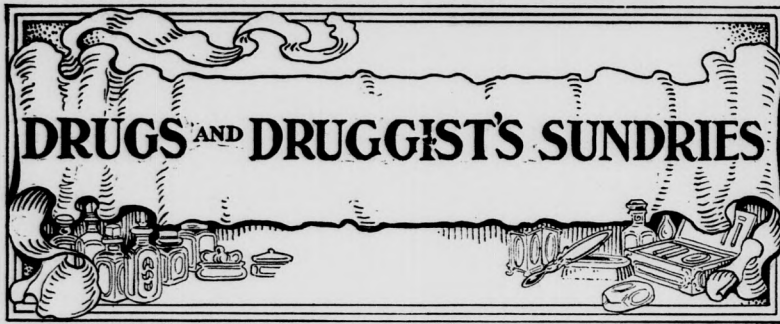
For heaven's sake. Does Armour & Co. own Stowe?

Oh! for the gift to write a beautiful balmy, dreamy, spring poem a la Foster.

But not for these columns.

We thank you for reading this white space filler. Guy Pfander.

A. W. Stein, general merchant at Fenton: "I get lots of business through your advertisements and expect to do even more advertising in the future than I have in the past. I have bought three stocks lately."



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.

Making the Most of Talking Points.

A novel means of calling attention in the window to the talking points about a cough medicine is the following: Make a small, formal display of the cough medicine down in front, next to the glass. Then set and hang in irregular places throughout the window from ten to fifteen slates, on each of which is chalked a brief sentence about the cough cure, such as: "No morphine in it," "One bottle 20c; 2 for 35;" "Children like the taste;" "Does not upset the stomach;" "You need not shake the bottle;" "Keeps fresh forever;" "Recommended by physicians;" "Keep a bottle on the shelf handy;" "Stops hacking coughs and others;" "Puts your cold out of business," etc. There ought to be a background of white against which the slates will be conspicuous. There ought to be a contrasting background in every window display; otherwise the goods hung in the window will be without conspicuousness against the darkness of the interior of the store.

Chewing gum is sold in all drug stores and very rarely given any display or advertising. It seems like too small a thing for the druggist to bother with, but the day's biggest sales may be made up of small items, and it will pay to boost the chewing-gum trade. I would suggest a "chewing-gum shower." Hang packages of gum from the ceiling of the window at all heights as a gum snowstorm. Display all kinds of gum in stock on the floor of the windows, and since it is the fashion to give "showers" to brides-to-be, suggest on a card giving them a "gum shower." This may not develop any great popularity for gum showers for prospective brides, but it will attract attention to your chewing-gum stock and make sales. The greater the variety of the popular

brands of gum you carry, the more you will sell. Don't try to get along with as few as possible when it costs but 35 or 45 cents for a box of another kind, and when people will not come back again to buy gum at the store where their favorite brand is not in stock. Keep all the brands together on top of a case, where people can pick up the one they want and leave a nickel without having to be waited on. If you are short of space, make a special tray, in which half a dozen or so packs of each brand can be kept.

An interesting display to show the public the purity of your fountain chocolate may be made by showing right in the window the process of preparing that chocolate. Chocolate is the one great soda-fountain drink, and people like to know how such things are made. Show the ground article, and on the side show specimens of such materials as are used for adulterations. On the adulterations, each of which is labeled, put a card reading, "No such impurities in our chocolate." Show filled and open drums of chocolate. Show sugar, vanilla and water, and put on a sign, "Nothing else in our chocolate." Emphasize the fact that just five things go into the preparation of your chocolate—cocoa, sugar, vanilla, water and skill and the greatest of these is skill!

A similar plan may be followed in displaying peppermint drops, showing the sugar and the essence of peppermint, and recommending the pure candy for the children in particular.

A good point may be given to a popular-priced package of candy, say a 3/4-pound box to retail at 25 cents. This point is made by offering the package especially for taking to the moving-picture show. Display the goods and put up a big card reading, "Take a box with you to the movies!" Get the management of the moving-picture theater near at hand to give you some lithographs and any suitable printed matter, which you can use as a background to your candy display to give it the moving-picture atmosphere. Of course, the price of the package that you might make a special "moving picture package" would depend upon the class of patrons of the picture shows in your vicinity. Frank Farrington.

Strenuous Times.

Father's in the garden,
 Straining all his nerves;
 Mother's in the kitchen,
 Straining her preserves;
 Brother's straining muscles—
 But we can't rejoice.
 For sister's at the organ,
 Straining her poor voice.

And many a powerful piano mover is unable to carry a tune.

SUCCESSFUL SALESMEN.

P. M. Roach, Representing Hazeltine & Perkins Drug Co.

Paul M. Roach was born at Batesville, Ohio, July 18, 1878, being the youngest boy in a family of six children. His antecedents were of Irish descent, his father having been a cousin of John Roach, the famous ship builder of Philadelphia. He resided in Batesville until he was 18 years of age, spending about two years of that time in assisting his father in packing and sorting tobacco, in which work his father was an acknowledged expert. He then went to Detroit, where his brother, F. M. Roach, had previously established the



Northwest Cigar Co. Here he learned the trade and worked in all branches of the business so that in the course of a few years he was thoroughly familiar with every branch of the business, both in the manufacturing, jobbing and retailing end. Five years ago he retired from this connection to go on the road for the Banner Cigar Co. A year ago he was loaned for a time to Lee & Cady to take the territory of Henry Perry, who was very generally regarded as one of the most successful cigar salesmen in the State. When it came time for him to return to his former connection, Lee & Cady insisted on his remaining with them and he continued to cover the trade of Western Michigan for this house until about a month ago, when he entered into an arrangement with the Hazeltine & Perkins Drug Co. to take the sales management of its cigar department. He will cover the trade of Western Michigan very thoroughly in his new connection, seeing his customers every sixty days. As soon as he can secure a suitable home for his family he will remove from Detroit to this city.

Mr. Roach was married Oct. 6, 1903, to Miss Bertha Schilke, of Detroit. They have no children.

Mr. Roach is a member of the U. C. T., being affiliated with Cadillac Council, No. 143. His hobbies are cigars and baseball and he is about as fond of one as he is the other. Not long ago he won a \$50 prize offered by the Compeer Cigar Co., of Indianapolis, to the man who sold the most 10 cent cigars made by that house within a period of sixty days.

Mr. Roach is a man of pleasant personality, which enables him to make and keep friends. His knowledge of the cigar business is so complete that he is everywhere regarded as one of the best posted men in the tobacco trade. These facts, coupled with the energy and shrewdness that are distinguishing characteristics of men of the Celtic blood, will undoubtedly enable Mr. Roach to score a great success in his new undertaking.

Camphor in Pneumonia.

Favorable reports have already been made of the use of camphor plus pneumococcus serum in the treatment of pneumonia. The author has been able to protect mice against pneumococcus infection by means of subcutaneous injection of saturated aqueous solution of camphor alone, though the experiments with rabbits have been less promising. The experiments, however, have suggested the systematic use of camphor as pneumonia develops, as it is thought that in this way the pneumococci in the blood stream are killed and reabsorption of the pneumonic exudate is promoted. Camphor has a decided effect in increasing the action of the lungs, while it stimulates the action of the heart, thus pumping more blood into the lungs. Ringer's fluid is suggested instead of plain water for the vehicle. For a body-weight of 145 lbs., 75 mils, representing 0.1 gm. of camphor can be injected without disturbance. H. Leo.

A Dream Sandwich.

The late Edward Morris, the Chicago meat packer, was worth over \$50,000,000, and contributed every year to charity as much money as he spent upon his home.

Mr. Morris, like most charitable souls, had a host of anecdotes that threw a quaintly pathetic light on poverty. Thus, at a Christmas dinner in Chicago, Mr. Morris once said:

"Every eater of a Christmas dinner should think of the little urchin who stood in front of a rich man's basement kitchen, inhaling rapturously the rich odor of roast turkey that gushed forth from the open window, and muttering over and over to himself:

"Gee, I wisht I had a slice o' bread to go with that there smell."

Envelopes

We carry in stock all grades and sizes of

COMMERCIAL ENVELOPES

Will P. Canaan Co.

HAVE YOU GOT OUR FIREWORKS CATALOGUE?

WHOLESALE DRUG PRICE CURRENT

Acids		Cubeb @4 50	Digitalis @ 60
Acetic 6 @ 8	Erigeron @2 50	Gentian @ 60	Ginger @ 35
Boric 10 @ 15	Eucalyptus 75 @ 1 00	Guaiac @ 35	Guaiac Ammon. @ 25
Carbolic 16 @ 20	Hemlock, pure @ 1 25	Iodine @ 1 25	Iodine, Colorless @ 1 25
Citric 63 @ 70	Juniper Berries @ 1 50	Ipecac @ 75	Iron, clo. @ 60
Muriatic 1 3/4 @ 5	Juniper Wood 40 @ 50	Kino @ 80	Kino @ 80
Nitric 5 1/2 @ 10	Lard, extra 85 @ 1 00	Myrrh @ 1 05	Nux Vomica @ 70
Oxalic 13 @ 16	Lard, No. 1 75 @ 90	Opium @ 2 00	Opium Camph. @ 65
Sulphuric 1 3/4 @ 5	Laven'r Flowers 4 50 @ 5 00	Opium, Deodorz'd @ 2 25	Rhubarb @ 70
Tartaric 38 @ 45	Lavender, Garden 85 @ 1 00		
Ammonia		Lemon 3 25 @ 3 50	
Water, 26 deg. ... 6 1/2 @ 10	Linseed, boiled, bbl. @ 54		
Water, 18 deg. ... 4 1/2 @ 8	Linseed, bdl. less 58 @ 62		
Water, 14 deg. ... 3 1/2 @ 6	Linseed, raw, bbls. @ 53		
Carbonate 13 @ 16	Linseed, raw, less 57 @ 61		
Chloride 12 @ 15	Mustard, true .4 50 @ 6 90		
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, yellow 1 30 @ 1 50		
Peru 2 00 @ 2 25	Olive, Malaga, green 1 30 @ 1 50		
Tolu 1 00 @ 1 25	Orange, sweet .4 75 @ 5 00		
Berries		Organum, pure 1 25 @ 1 50	
Cubeb 65 @ 75	Organum, com'l 50 @ 75		
Fish 15 @ 20	Pennyroyal 2 25 @ 2 50		
Juniper 7 @ 10	Peppermint 4 75 @ 5 00		
Prickley Ash ... @ 50	Rose, pure 16 00 @ 18 00		
Barks		Rosemary Flowers 90 @ 1 00	
Cassia (ordinary) 25	Sandalwood, E. I. 6 25 @ 6 50		
Cassia (Saigon) 65 @ 75	Sassafras, true 80 @ 90		
Elm (powd. 25c) 25 @ 30	Sassafras, artif'l 45 @ 50		
Sassafras (pow. 30c) @ 25	Spearment 5 50 @ 6 00		
Soap Cut (powd. 25c) 15 @ 20	Sperm 90 @ 1 00		
Extracts		Tansy 5 00 @ 5 50	
Licorice 24 @ 28	Tar, USP 30 @ 40		
Licorice powdered 25 @ 30	Turpentine, bbls. @ 56 3/4		
Flowers		Turpentine, less 60 @ 65	
Arnica 18 @ 25	Wintergreen, true @ 5 00		
Chamomile (Ger.) 25 @ 35	Wintergreen, sweet birch 2 00 @ 2 25		
Chamomile (Rom) 40 @ 50	Wintergreen, art'l 50 @ 60		
Gums		Wormseed 3 50 @ 4 00	
Acacia, 1st 40 @ 50	Wormwood 6 00 @ 6 50		
Acacia, 2nd 35 @ 40			
Acacia, 3d 30 @ 35			
Acacia, Sorts @ 20			
Acacia, Powdered 35 @ 40			
Aloes (Barb. Pow) 22 @ 25			
Aloes (Cape Pow) 20 @ 25			
Aloes (Soc. Pow.) 40 @ 50			
Asafoetida @ 50			
Asafoetida, Powd. Pure @ 75			
U. S. P. Powd. @ 1 00			
Camphor 55 @ 60			
Guaiac 35 @ 40			
Guaiac, Powdered 50 @ 60			
Kino @ 45			
Kino, powdered @ 40			
Myrrh @ 40			
Myrrh, Powdered @ 50			
Opium 7 25 @ 7 50			
Opium, Powd. 8 75 @ 9 00			
Opium, Gran. . . 8 75 @ 9 00			
Shellac 28 @ 35			
Shellac, Bleached 30 @ 35			
Tragacanth No. 1 1 40 @ 1 50			
Tragacanth, Pow 75 @ 85			
Turpentine 10 @ 15			
Leaves			
Buchu 1 85 @ 2 00			
Buchu, Powd. .2 00 @ 2 25			
Sage, bulk 18 @ 25			
Sage, 1/8 Loose 20 @ 25			
Sage, Powdered 25 @ 30			
Senna, Alex 45 @ 50			
Senna, Tinn. 15 @ 20			
Senna, Tinn, Pow. 20 @ 25			
Uva Ursi 10 @ 15			
Oils			
Almonds, Bitter, true 6 00 @ 6 50			
Almonds, Bitter, artificial @ 1 00			
Almonds, Sweet, true 90 @ 1 00			
Almonds, Sweet, imitation 40 @ 50			
Amber, crude 25 @ 40			
Amber, rectified 40 @ 50			
Anise 2 25 @ 2 50			
Bergamont 7 50 @ 8 00			
Cajout 75 @ 85			
Cassia 1 50 @ 1 75			
Castor, bbls. and cans 12 1/2 @ 15			
Cedar Leaf @ 85			
Citronella @ 75			
Cloves 1 50 @ 1 75			
Cocanut 20 @ 25			
Cod Liver 1 10 @ 1 25			
Cotton Seed 80 @ 1 00			
Croton @ 1 60			

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
FOOTE & JENKS, Jackson, Mich.

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Wingold Flour

Index to Markets

By Columns

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

1

Table listing various grocery items and their prices, organized by column 1.

2

Table listing various grocery items and their prices, organized by column 2.

3

Table listing various grocery items and their prices, organized by column 3.

4

Table listing various grocery items and their prices, organized by column 4.

5

Table listing various grocery items and their prices, organized by column 5.

6	7	8	9	10	11
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 Vanilla Ginger Water 1 00 Vanilla Wafers 1 00 Water Thin Biscuit 1 00 Zu Zu Ginger Snaps 50 Zwieback 1 00	FLAVORING EXTRACTS Jennings D C Brand Extract Lemon Terpeneless Extract Vanilla Mexican both at the same price No. 1, F box 7/8 oz. . . 85 No. 2, F box, 1 1/4 oz. 1 20 No. 4, F box, 2 1/4 oz. 2 00 No. 3, 2 1/4 oz. Taper 2 00 No. 2, 1 1/2 oz. flat . . . 1 75	Pelts Old Wool 60@1 25 Lamb's 10@ 25 Shearlings 10@ 15 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @18 Unwashed, fine @13 HORSE RADISH Per doz. 90 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 1/2 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 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 14 oz. 6 lb. box 1b 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) Manzanilla, 2 1/2 . . . 2 25 Lunch, 10 oz. 90 Lunch, 16 oz. 1 35 Queen, Mammoth, 19 oz. 2 25 Queen, Mammoth, 28 oz. 4 25 Olive Chow, 2 doz. cs. per doz. 5 75 PICKLES Medium Barrels, 1,200 count . . 7 75 Half bbls., 600 count 4 38 5 gallon kegs 1 90 Small Barrels 9 50 Half barrels 5 25 5 gallon kegs 2 25 Gherkins Barrels 14 00 Half barrels 6 50 5 gallon kegs 2 50 Sweet Small Barrels 16 60 Half barrels 8 75 5 gallon kegs 3 50 PIPES Clay, No. 216, per box 1 75 Clay, T. D. full count 60 Cob 90 PLAYING CARDS No. 90, Steamboat . . . 75 No. 15, Rival assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808, Bicycle 2 00 No. 632, Tour'n't whist 2 25 POTASH Babbitt's, 2 doz. 1 75 PROVISIONS Barreled Pork Clear Back 20 50@21 00 Short Cut Cl'r 19 00@19 50 Bean 18 50@19 00 Brisket, Clear 26 00@27 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 14 1/2@15 Lard Pure in tierces 11 1/2@12 Compound Lard 9 @ 9 1/2 80 lb. tubs advance 1/2 60 lb. tubs advance 3/4 50 lb. tubs advance 1/2 20 lb. pails advance 3/4 10 lb. pails advance 1/2 5 lb. pails advance 1/4 8 lb. pails advance 1 Smoked Meats Hams, 12 lb. av. 18 @18 1/2 Hams, 14 lb. av. 16 1/2@17 Hams, 16 lb. av. 15 1/2@16 Hams, 18 lb. av. 16 @16 1/2 Ham, dried beef sets 29 @30 California Hams 12 @12 1/2 Picnic Boiled Hams 19 1/2@20 Boiled Hams 24 @24 1/2 Minced Ham 14 @14 1/2 Bacon 17 @23	Sausages Bologna 11 1/2@12 Liver 9 1/2@10 Frankfort 12 1/2@13 Pork 13 @14 Veal 11 Tongue 11 Headcheese 10 Beef Boneless 20 00@20 50 Rump, new 24 00@24 50 Pig's Feet 1/2 bbls. 1 05 3/4 bbls., 40 lbs. 2 10 1/2 bbls. 4 25 1 bbl. 8 50 Tripe Klts, 15 lbs. 90 1/2 bbls., 40 lbs. 1 60 3/4 bbls., 80 lbs. 3 00 Cagings Hogs, per 1/2 35 Beef, rounds, set . . . 18@20 Beef, middles, set . . . 80@85 Sheep, per bundle . . . 85 Uncolored Butterline Solid Dairy 12 @16 Country Rolls 12 1/2@18 Canned Meats Corned beef, 2 lb. . . . 4 65 Corned beef, 1 lb. . . . 2 40 Roast beef, 2 lb. . . . 4 65 Roast beef, 1 lb. . . . 2 40 Potted Meat, Ham Flavor, 1/2s 55 Potted Meat, Ham Flavor, 1/2s 95 Deviled Meat, Ham Flavor, 1/2s 55 Deviled Meat, Ham Flavor, 1/2s 95 Potted Tongue, 1/2s . . 55 Potted Tongue, 1/2s . . 95 RICE Fancy 6 1/2@7 Japan Style 5 @5 1/2 Broken 3 1/2@4 1/2 ROLLED OATS Rolled Avena, bbls. . . 5 00 Steel Cut, 100 lb. sbs. 2 50 Monarch, bbls. 4 75 Monarch, 90 lb. sbs. 2 25 Quaker, 18 Regular . . 1 45 Quaker, 20 Family . . 4 00 SALAD DRESSING Columbia, 1/2 pt. 2 25 Columbia, 1 pint 4 00 Durkee's, large 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer . . . 3 00 Wyandotte, 100 3/4s . . 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. . . 1 25 SALT 100 3 lb. sacks 2 60 70 4 lb. sacks 2 40 60 5 lb. sacks 2 40 28 10 lb. sacks 2 25 56 lb. sacks 40 28 lb. sacks 20 Warsaw 56 lb. sacks 26 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 26 Common Granulated, Fine 1 05 Medium, Fine 1 10 SALT FISH Cod Large, whole @ 9 Small, whole @ 8 1/2 Strips or bricks 9@13 Pollock @ 5 1/2 Smoked Salmon Strips 9 Halibut Strips 18 Chunks 19 Holland Herring Y. M. wh. hoop bbls. 10 50 Y. M. wh. hoop 1/2 bbls 5 50 Y. M. wh. hoop kegs 65 Y. M. wh. hoop Milchers kegs 65 Standard, bbls. 8 75 Standard, 1/2 bbls. . . . 4 63 Standard, kegs 54 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 2 25 No. 1, 10 lbs. 90 No. 1, 2 lbs. 75 Mackerel Mess, 100 lbs. 17 00 Mess, 40 lbs. 7 20 Mess, 10 lbs. 1 90 Mess, 8 lbs. 1 60 No. 1, 100 lbs. 16 00 No. 1, 40 lbs. 6 80 No. 1, 10 lbs. 1 80 Lake Herring 100 lbs. 4 00 40 lbs. 1 90 10 lbs. 58 8 lbs. 50	SEEDS Anise 14 Canary, Smyrna 7 1/2 Caraway 10 Cardomom, Malabar 1 20 Celery 50 Hemp, Russian 5 Mixed Bird 5 Mustard, white 8 Poppy 9 Rape 5 1/2 SHOE BLACKING Handy Box, large 3 dz. 3 50 Handy Box, small . . . 1 25 Bixby's Royal Polish . . 85 Miller's Crown Polish . . 85 SNUFF Scotch, in bladders . . . 37 Maccaboy, in jars . . . 35 French Rapple in jars . . 43 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica . . . 9@10 Allspice, lg Garden . . . @11 Cloves, Zanzibar @22 Cassia, Canton @15 Cassia, 5c pkg. dz. . . . @25 Ginger, African @ 9 1/2 Ginger, Cochin @14 1/2 Mace, Penang @70 Mixed, No. 1 @17 Mixed, No. 2 @16 Mixed, 5c pkgs. dz. . . . @45 Nutmegs, 70180 @30 Nutmegs, 105-110 @25 Pepper, Black @15 Pepper, White @25 Pepper, Cayenne @22 Paprika, Hungarian Pure Ground in Bulk Allspice, Jamaica . . . @14 Cloves, Zanzibar . . . @29 Cassia, Canton @20 Ginger, African @17 Mace, Penang @75 Nutmegs @35 Pepper, Black @19 Pepper, White @27 Pepper, Cayenne @24 Paprika, Hungarian . . @45 STARCH Corn Kingsford, 40 bs. 7 1/2 Muzzy, 20 lb. pkgs. . . . 5 1/2 Kingsford Silver Gloss, 40 lb. . . . 7 1/2 Muzzy, 40 lb. pkgs. . . . 5 Gloss Argo, 24 5c pkgs. 90 Silver Goss, 16 2lbs. . . . 6 1/2 Silver Goss, 12 6lbs. . . . 8 1/2 Muzzy 48 lb. packages 5 16 3lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 3 SYRUPS Corn Barrels 27 Half barrels 29 Blue Karo, 2 lb. 1 80 Blue Karo, 2 1/2 lb. . . . 2 30 Blue Karo, 5 lb. 2 25 Blue Karo, 10 lb. 2 15 Red Karo, 1 1/2 lb. . . . 3 60 Red Karo, 2 lb. 2 15 Red Karo, 2 1/2 lb. . . . 2 55 Red Karo, 5 lb. 2 50 Red Karo, 10 lb. 2 40 Pure Cane Fair 16 Good 20 Choice 25 TABLE SAUCES Halford, large 3 75 Halford, small 2 25 TEA Uncolored Japan Medium 20@25 Choice 28@33 Fancy 36@45 Basket-fired, Med'm 28@30 Basket-fired, Choice 38@37 Basket-fired, Fancy 38@45 No. 1 Nibs 30@32 Siftings, bulk 9@10 Siftings, 1 lb. pkgs. 12@14 Gunpowder Moyune, Medium 28@33 Moyune, Choice 35@40 Moyune, Fancy 50@60 Ping Suey, Medium 25@30 Ping Suey, Choice 35@40 Ping Suey, Fancy 45@50 Young Hyson Choice 28@30 Fancy 45@55 Oolong Formosa, Medium 25@28 Formosa, Choice 32@35 Formosa, Fancy 50@63 English Breakfast Congou, Medium 25@30 Congou, Choice 30@35 Congou, Fancy 40@60 Congou, Ex. Fancy 60@80 Ceylon Pekoe, Medium 28@30 Red Pekoe, Choice . . . 30@35 Flowery O. P. Fancy 40@50 TOBACCO Fine Cut Blot 1 45 Bugle, 16 oz. 3 84 Bugle, 10c 11 00 Dan Patch, 8 and 16 oz. 32 Dan Patch, 4 oz. . . . 11 52 Fast Mail, 16 oz. . . . 5 76 Hiawatha, 16 oz. . . . 7 80 Hiawatha, 5c 6 40 May Flower, 16 oz. . . . 9 38 No Limit, 8 oz. 1 80 No Limit, 16 oz. 3 80 Ojibwa, 8 and 16 oz. . . 1 80 Ojibwa, 10c 11 16 Ojibwa, 5c 1 85 Petoskey Chief, 7 oz. 2 00 Petoskey Chief, 14 oz. 4 00 Peach and Honey, 5c 5 74 Red Bell, 16 oz. 3 94 Red Bell, 8 foll 1 98 Sterling, L & D 5c . . . 5 74 Sweet Cuba, canister 9 18 Sweet Cuba, 5c 5 74 Sweet Cuba, 10c 9 18 Sweet Cuba, 1 lb. tin 4 50 Sweet Cuba, 1/2 lb. foll 2 25 Sweet Burley, 5c L&D 5 76 Sweet Burley, 8 oz. . . . 2 45 Sweet Burley, 16 oz. . . 4 90 Sweet Mist, 1/2 gro. . . . 5 70 Sweet Mist, 8 oz. . . . 11 10 Sweet Mist, 8 oz. . . . 35 Telegram, 5c 5 76 Tiger, 5c cans 6 00 Uncle Daniel, 1 lb 6 00 Uncle Daniel, 1 oz. . . . 5 22 Plug Am. Navy, 16 oz. 32 Apple, 10 lb. butt 38 Drummond Nat. Leaf, 2 and 5 lb. 60 Drummond Nat. Leaf per doz. 96 Battle Ax 32 Brazer, 6 and 12 lb. . . . 30 Big Four, 6 and 16 lb. . . 32 Boot Jack, 2 lb. 90 Boot Jack, per doz. . . . 96 Bullion, 16 oz. 46 Chimax, Golden Twins 48 Chimax, 1 1/2 oz. 44 Chimax, 7 oz. 47 Days' Work, 7 & 14 lb. 62 Creme de Menthe, lb. 28 5 bbs., 4 lb. boxes . . . 65 Four Roses, 10c 90 Gilt Edge, 2 lb. 50 Gold Rope, 6 & 12 lb. 58 Gold Rope, 4 & 8 lb. 58 G. O. P., 12 & 24 lb. . . 40 Geogier Twist, 6 lb. . . . 46 G. T. W., 10 lb. & 21 lb. 36 Horse Shoe, 6 & 12 lb. 43 Honey Dip Twist, 5 & 10 45 Jolly Tar, 5 & 8 lb. . . . 40 J. T., 5 1/2 & 11 lb. . . . 35 Kentucky Navy, 12 lb. 32 Keystone Twist, 6 lb. 45 Kismet, 6 lb. 48 Maple Dip, 20 oz. 28 Merry Widow, 12 lb. . . 32 Nobby Spun Roll 6 & 3 58 Parrot, 12 lb. 32 Patterson's Nat. Leaf 93 Peachey, 6-12 & 24 lb. 40 Picnic Twist, 5 lb. . . . 45 Piper Heidsieck, 4 & 7 lb. 69 Piper Heidsieck, per doz. 96 Polo, 3 doz., per doz. 48 Redicut, 12-3 oz. 38 Scrapple, 2 & 4 doz. . . 48 Sherry Cobler, 8 oz. . . 32 Spear Head, 12 oz. . . . 44 Spear Head, 14 2-3 oz. 44 Spear Head, 7 oz. . . . 47 St. Deal, 7, 14 and 28 lb. 30 Star, 6, 12 & 24 lb. . . 43 Standard Navy, 7 1/2, 15 & 30 lb. 34 Ten Penny, 6 & 12 lb. 35 Town Talk, 14 oz. . . . 31 Yankee Girl, 12 & 24 30 Scrap All Red, 5c 5 76 Am. Union Scrap 5 40 Bag Pipe, 5c 5 88 Cutlas, 2 1/2 oz. 26 Globe Scrap, 2 oz. . . . 30 Happy Thought, 2 oz. 30 Honey Comb Scrap, 5c 5 76 Honest Scrap, 5c 1 55 Mail Pouch, 4 doz. 5c 2 00 Old Songs, 5c 5 76 Old Times, 1/2 gro. . . . 5 50 Polar Bear, 5c 1/2 gro. 5 76 Red Band, 5c 1/2 gro. 5 76 Red Man Scrap 5c . . . 1 42 Scrapple, 5c pkgs. 48 Sure Shot, 5c 1-6 gro. 5 76 Yankee Girl Scrap, 2oz. 5 76 Pan Handle Scrp 1/2gr. 5 76 Peachy Scrap, 5c 5 76 Union Workman 2 1/2 6 00	

SPECIAL PRICE CURRENT

12

Table with 2 columns: Item Name and Price. Includes categories like Smoking, Cigar, and various tobacco products.

13

Table with 2 columns: Item Name and Price. Includes categories like Pilot, Soldier Boy, and various tobacco products.

14

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

15

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

CIGARS

Table listing various cigar brands and prices, including Johnson Cigar Co.'s Brand and Dutch Masters.

COFFEE

White House Coffee advertisement. Includes an image of a White House Coffee tin and text describing the product.

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.

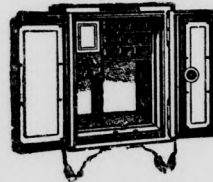


Old Master Coffee 31 San Marto Coffee



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.

17

SOAP

Table listing various soap brands and prices, including Lantz Bros. & Co., Acme, and Swift's Pride.



The only 5c Cleanser Guaranteed to equal the best 16c kinds 80 - CANS - \$2.80

Conservative Investors Patronize Tradesman Advertisers



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

Being the only exclusive designers and builders of Church Furniture we are known as an authority on this subject. Your building committee should have our book Y-4.

American Steel Sanitary Desks

Built of steel to withstand strain. All parts are electric welded into one indestructible unit. Your school board should have our illustrated book B-C.

Motion Picture Theatre Seating

Highest in quality, lowest in price. World's largest manufacturers of exclusive designs in opera chairs. Send floor sketch for FREE SEATING PLAN and book B-C-1.

Lodge Furniture

We specialize Lodge, Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs. Write for book B-C-2.



American Seating Company

218 S. Wabash Ave., Chicago

Grand Rapids New York Boston Philadelphia



1 lb. boxes, per gross 9 00 3 lb. boxes, per gross 24 00

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.

Grocery and hardware, first-class stand in richest farming community in Ohio; last year's sales \$15,000; stock will invoice \$3,500; only one competitor in each line; tinning and plumbing business in connection if wanted; up-to-date town; natural gas; no poor or unemployed; will sell building or rent; business can be increased; mostly cash; best reasons for selling; principals only. Address Frazee Bros., Tiro, O. 92

First-class livery business for sale, 42 horses, 30 rigs and 30 saddles. In fact, everything that is required in making an up-to-date livery business. Will guarantee 30 per cent. on an investment of \$8,000. One of the best propositions on the Pacific coast. Address W. J. Carter, Montecito, Calif. 90

For Sale—Small fruit farm, nice cottage, other buildings, good well, strong spring, 100 trees bearing cherries, 280 large apple trees. Fine location, close to market. Address No. 89, care Michigan Tradesman. 89

For Sale—8 x 10 ice box, Struns make, good condition. Can use for meats or vegetables. A bargain. Epley & McLean, Mt. Clemens, Mich. 88

For Rent—A store building 24 x 100 feet, on main business street, good location, could be used for any kind of business. Has electric lights and city water. Rent very reasonable, at Boyne City, Mich., I. Nurko. 87

Merchandise Location For Rent—Modern brick basement, wareroom, shelving all in; best corner location, county seat town; reasonable. J. A. Beckett, Greensburg, Kan. 86

Wanted—Good man calling on hardware, furniture, carpet and general stores in middle states. Good commission. LaPorte Mfg. Co., Box 124, LaPorte, Indiana. 85

For Sale—First-class stock of dry goods, invoices at net cost, \$6,000. Fine location, town 6,000. Address Box 578, Savanna, Ill. 98

We have several first-class farms to exchange for general stocks, from \$2,500 to \$30,000. What have you? Address L. E. Sherrid, 69 Porter Block, Grand Rapids, Mich. 97

Undertaking and real estate for sale. Good stand, good reason for selling. Address Frank F. Zessau, Farmington, Mich. 96

A few good quarter sections of land in North Dakota and Minnesota to exchange for merchandise. Would consider trade from merchants who are over-stocked and could spare from \$2,000 to \$4,000 worth of goods. F. H. Helvey, 16 South 9th St., Minneapolis, Minn. 95

For Sale—Up-to-date bakery with building. Easy terms. Have other business requiring attention. Jos. Loev, 1012 College Ave., Appleton, Wis. 94

Salesman—Do you want \$12 a day sideline working small towns on jewelry premiums on punch board deals? Western Jewelry & Novelty Co., Hunter Bldg., Chicago. 93

For Sale—The entire outfit of the John T. Beadle Co., of Traverse City, Mich., must be closed out within the next thirty days, consisting of saddlery and saddlery hardware. Sewing machines, machines and all shop tools, office furniture and safe, counters, fixtures and show cases and all other articles belonging to this factory. A splendid chance for anyone wishing to continue this business. 91

Wanted—A tailor to locate at Montague, Michigan, from 3,000 to 5,000 people tributary. A good location for a laundry and an undertaker. Address Secretary, Business Men's League, Montague, Mich. 84

For Sale—At once, \$12,000 shoe stock. Reason for selling, death of the junior partner and the ill health of the senior. Been established thirty years. Hewitt & Son, Coloma, Mich. 83

For Sale—One-half interest in the plumbing and heating business of T. P. Corboy & Co., Allegan, Michigan; must be experienced man who wants to give his time to an established business; stock will inventory about \$2,000. E. W. Stone, Adm., Allegan, Mich. 82

Grocery and meat market for sale, stock and fixtures invoice about \$1,200. Address 920 Emmet St., Petoskey, Mich. 81

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

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 AI 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. Auto press, Wayland, Mich. 65

For Sale—Steam laundry with building, in good town in Southern Michigan, price \$15,000 cash. An ideal place in summer for fishing, having two good lakes. Address F. D. McCrum, Colon, Mich. 64

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, Ubyly, 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—Good paying drug store; well located. Address The Alger Drug Store, Alger, Ohio. 56

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 or Rent—Substantial two-story brick store building in Cannelton, Perry County, Indiana. Good opening. Might exchange for a farm. Price and terms right. Address Frank P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 40

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

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. Pantus Brothers, 525 So. Dearborn St., Chicago. 48

A good restaurant and bakery with a good patronage in a good town in Michigan. Address Judge, care Michigan Tradesman. 80

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

For Sale—Small fruit farm, 17 acres fruit. Good grocery stock worth \$1,000, taken on price. Address 49, care Tradesman. 49

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

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

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

For Sale Cheap—One-half ton motor truck, 20 h. p., solid tires. Just the ticket for grocery delivery. Jansen & Joosten, Flanagan, Ill. 51

Chance To Make Big Money. For Sale—A Pharmaceutical laboratory, stock of drugs, chemicals, machinery and good will. Also powerful chemical that has been tried out satisfactorily as a germicide, antiseptic, disinfectant and a preventive of contagious diseases. Used in medicine, surgery, animal industry and horticulture as dips and sprays to kill germs and insects. 200 per cent. profit. About \$8,000 will purchase. No debts. Bear close investigation. Business can remain here or be removed. Old age is reason for selling. Address W. P., 384 Lafayette Blvd., Detroit, Mich. 32

For Sale—Hotel property, 1/2 acre fenced, corner lot, feed barn. Fine location for general store. Address Box 5, Lennon, Mich. 7

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. 992

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

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

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

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

Great Chance—Sick men, women, unfortunate girls; work for board and treatment. Sanitarium, Smyrna, Mich. 910

Merchants! Do you want to sell out? Have an auction. Guarantee you no loss. Address L. H. Gallagher, Auctioneer, 384 Indiana Ave., Toledo, Ohio. 952

Wanted—To exchange good farm for stock of merchandise. Describe stock and give price. Phillips, Manchester, Tenn. 908

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. Slocom, 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

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauer, Milwaukee, Wis. 92

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—Clothing salesman to open an office and take orders for the best there is in tailoring. An active man is certain to establish a very lucrative business with this line. Write for information. E. L. Moon, General Agent, Columbus, Ohio. 591

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

SITUATIONS WANTED

Wanted—Position in grocery or general store. Can give reference where last employed. Have had eight years' experience in store work. Address Mr. Chas. L. Brown, Box 235, Plainwell, Mich. 99

The Grocery Market.

Sugar—The market has developed no sensational feature, but the trade feels hesitant regarding the future of refined sugar, owing to the reduction to \$3.75 made Friday by Arbuckles at certain points in the country. New York refiners are all still quoting \$3.85@3.90 f. o. b. N. Y., and generally see no reason to demoralize the situation by cutting quotations, even though the reaction in raws might furnish an excuse. They have several weeks' business booked and wish to work off this sugar before stimulating the distributors into renewed activity. As a matter of fact, the withdrawals have been none too good, owing to the poor consuming weather and the unsatisfactory trade conditions in the large industrial centers. The country is strictly on a hand-to-mouth basis and the reduction of price incidental to tariff revision has fallen flat as a stimulant. Manufacturers of confectionery are not overactive, since candy feels the effect of business depression, being in the class of luxuries. Distributors are, moreover, not inclined to carry the load, as the margin of profit is too small to warrant buying ahead, the more in that prevailing tendencies in raws do not indicate any immediate advance in granulated. Of course, there is another side to the situation, for the advent of the preserving season will change the present pessimism into hopefulness. In fact, the small fruit demand, which will soon be a factor, should facilitate consumption, though there are those who are not expecting anything wonderful in this regard, arguing that the season will be late. The longer the buying movement, however, is deferred, the greater the eventual business, for as the market proved last June, the distributors can overdo their conservatism and the rush to get sugar may find refiners unable to fill all orders.

Tea—The market continues active in all lines, but especially in Ceylons, which are very strong and excited, showing an advance of $\frac{1}{2}$ @ $\frac{3}{4}$ c per pound. The latest pickings of these teas have been bid in for Australian, British and Russian markets. China teas have been arriving in fair quantities and prices are well maintained. The demand in all lines is principally for the better grades.

Canned Fish—Salmon prices are on a very low basis. In spite of the heavy pack last year, the consumption was so great during the winter months that stocks have begun to run low. Prices will be higher during the summer months.

Dried Fruits—New York evaporated apples are very high, but there are some cheap apples on the market. The cheapest grades, however, in many instances are the 1912 pack which are being cleaned up as spring advances. All California dried fruits, with the exception of peaches are being offered at very high prices. Apricots have advanced and it is reported that there are very few stocks available on the Pacific Coast. Peaches advanced $\frac{1}{4}$ c.

Starch—The National Starch Company has placed a 5c Argo corn

starch package on the market. The package is similar to the 5c Argo gloss starch which has been on the market for some time.

Molasses—The market is quiet and steady for all grades. The withdrawals are routine following the course of other lines of business. New Ponce is taken for requirements, the movement being seasonably light. Blackstrap repeated, but the demand is less active.

Rice—The market is quiet. The buying movement of late has slackened, but in the aggregate trade is not bad for this time of the year. Prices are steady for both domestic and foreign grades. The imports of the latter are finding steady absorption, as the high prices for the desirable offerings of Honduras rice check buying of the domestic.

Cheese—The market is unchanged. It is not often that so firm, steady and continuously an advancing cheese market is experienced as has been the case during the season of 1913 and 1914. If we may be allowed to suggest, those factories which are fitted up so that they can make either butter or cheese, should consider carefully the possibilities of making cheese during the present season, as the prospects for fair prices of cheese are much better than are the prospects for fair prices for butter. The competition which cheese will encounter cannot possibly be as severe, nor from as many different sources as the competition to be encountered by butter. Very few foreign countries are equipped to make cheese which will compete with our American cheese, either in quality or cost of production. It looks very much as though the new tariff law would work to boom the cheese business in America and our dairymen should give special attention to this product.

Provisions—The provision markets show an irregular tendency, due to the pressure of stocks at Chicago, particularly lard. On the other hand, the expectation is that hog receipts will fall off for a while, and this has a somewhat opposite effect.

Manufacturing Matters.

Perry—Clarence Ross, recently of St. Johns, has opened a bakery here.

Coldwater—Jay C. Bisbee has opened a bakery at 12 West Chicago street.

Detroit—The Ajax Brick Co. has increased its capital stock from \$100,000 to \$150,000.

Detroit—The American Girl Garment Co. has changed its name to the Superior Dress Co.

East Jordan—The East Jordan Planning Mills Co. has changed its name to the East Jordan Cabinet Co.

Detroit—The Thomas Forman Co., manufacturer of maple and oak flooring, has increased its capital stock from \$300,000 to \$1,000,000.

Petoskey—Anthony Piekarski and Roy Kellogg have engaged in business to manufacture cigars under the style of the Uneda Cigar Co.

Otsego—H. A. Tiefenthal has sold a half interest in his bakery to Lyman Ehle, Jr., and the business will be continued under the style of Tiefenthal & Ehle.

Detroit—The Eastern United Machine Co. has engaged in business with an authorized capital stock of \$5,000, of which \$3,210 has been subscribed and paid in in cash.

Detroit—The Moran-Long Electric Co. has been organized with an authorized capital stock of \$2,500, which has been subscribed and \$1,250 paid in in property.

Hamtramck—The Western Brass & Aluminum Co. has been organized with an authorized capital stock of \$3,000, which has been subscribed and \$2,000 paid in in cash.

Detroit—The Columbia Brass Co., Inc., has been incorporated with an authorized capitalization of \$30,000, of which \$20,000 has been subscribed and \$5,000 paid in in cash.

Detroit—Sievers & Erdman, manufacturers of carriages and wagons, have merged their business into a stock company under the style of Sievers & Erdman Co., with an authorized capital stock of \$100,000, which has been subscribed, \$11,633.58 being paid in in cash and \$88,366.42 in property.

Sand Bay—The American Cine-Multiphone Co. has been incorporated to manufacture and sell house furnishings, stage and theater equipment, with an authorized capital stock of \$100,000 common and \$25,000 preferred, of which \$105,000 has been subscribed, \$300 being paid in in cash and \$104,700 in property.

Muskegon Merchants Devoted to Welfare of Trade.

Muskegon, April 7—Albin J. Swanson, who was recently elected a Chamber of Commerce director has been chosen head of the retailers' division. Mr. Swanson was one of the most energetic workers of the division last year and was instrumental in having the credit rating bureau put through. Abe Rosen, head of the division last year, declined re-election.

After a year's lapse with no band concerts, Muskegon will again have such concerts this year. Definite action to this end was taken by the retailers last night. The merchants, although feeling that they get no direct benefit from a series of concerts, decided that it would be a good thing for Muskegon and agreed to raise the money among themselves.

Parsons' band will be engaged for a series of ten concerts. The bulk of these will be given in the downtown district, including Federal Square and Hackley Park. Lakeside will have at least one if the merchants there contribute. The concerts will be given in various localities as these localities contribute to the fund to be raised. Work towards raising the fund will be begun soon. If more than enough money for ten concerts is raised, the surplus will be returned pro rata to the subscribers. The division also decided upon the purchase of a street flusher to cost between \$1,200 and \$1,500. The merchants will appear before the Common Council with the proposition that the city operate the flusher if the merchants buy it. If the city accepts the proposition, steps to raise the fund will be taken at once.

A flusher can cover about three miles a day, it was announced, and will thus be able to take care of outlying paved street as well as the Western avenue business districts. About three trips a week will be made along Pine and Apple streets, to keep these thoroughfares clean, it is expected. The flusher throws a large stream of water at a high pressure, and makes a street "clean as a whistle," it is claimed.

R. W. Christie, Guy Caldwell and Bert R. Terry are the committee

that has the matter in charge.

The executive committee was authorized to go ahead with the Grand Trunk advertising proposition. About \$200 has already been raised for this fund. The plan is to erect billboards at various places along the Grand Trunk between Muskegon and Greenville, and get people tributary to the line to come here to do their shopping. The advertising will be for Muskegon as a whole as a trading center, rather than for any particular merchant or line of trade.

The matter of co-operative delivery in Muskegon was left to the executive committee to be appointed by Mr. Swanson and E. D. Magoon, President of the Chamber of Commerce.

One of the principal discussions of the evening was on Wednesday closing, and the upshot was a decision to ask all the business men in the city to agree to a three months' closing schedule, continuing during July, August and September.

Advocates of two months, three months, four months, and even five months closing were present and talked. The need of harmony on the closing proposition was particularly emphasized, since when one line of trade begins to quit Wednesday afternoons, business is hurt for other lines as well.

The dry goods people, who have closed only two months, during July and August, in the past, object to any schedule beginning before July 1. June, they declare, is the best month in the dry goods business, excepting only December. The three months period beginning July 1 was finally adopted as a compromise, and efforts will be made to get all merchants to line up for it.

The question of a revision of the city license ordinance, to make it more difficult for peddlers to come in here and stock up local people with goods without paying an adequate license fee was discussed. A committee will be appointed to investigate this matter and take it up with the city administration.

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

Buffalo, April 8.—Creamery butter, fresh 22@25c; dairy, 20@22c poor to good, all kinds, 12@18c.

Cheese—New fancy, 17c; choice 16 $\frac{1}{2}$ c; poor to common, 6@12c; fancy old, 18@20c; choice 17@17 $\frac{1}{2}$ c.

Eggs—Choice, fresh, 19 $\frac{1}{2}$ @20c.

Poultry (live)—Turkeys, 18@20c; cox 12@13c; fowls, 20@21c; ducks, 18@20; dressed chick 18@20c; turks, 20@24; ducks, 18@20c.; fowls, 17@18c; geese, 15@16c.

Beans—Marrow, \$3@3.35; medium, \$2.15@2.20; peas, \$2@2.05; white kidney, \$3@3.25; red kidney, \$2.75@3.

Potatoes—70@75c per bu.

Rea & Witzig.

BUSINESS CHANCES.

We will buy for cash any quantity of men's vests taken from suits. Also men's shoes and oxfords. Write at once what you have. Roberts Sales Company, 10-12 Crosby St., New York. 100

For Sale—Steam laundry, only one in city, fine chance for someone. Cheap for cash if taken at once. Reason for selling, poor health. Address Lock Box 1, Onaway, Mich. 102

For Sale—Grocery, meat market and fixtures, doing nice business. Best location in city. Inventory about \$2,500. Address L. O. Folsom, 75 N. Saginaw St., Pontiac, Mich. 101

Bazaar stock for sale, price \$2,500 cash. Good reason for selling. Lock Box 255, Fenton, Mich. 103

For Sale or Exchange—For stock of general merchandise, 60-acre farm, 1,700 fruit trees, good building and soil, $\frac{1}{2}$ miles from town on stone road. Address No. 105, care Tradesman. 109

Drug store for sale, only one in town. Will allow 2 per cent. for cash or will take part cash, balance time. Particulars on request. Box 122, Grand Junction, Michigan. 104

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

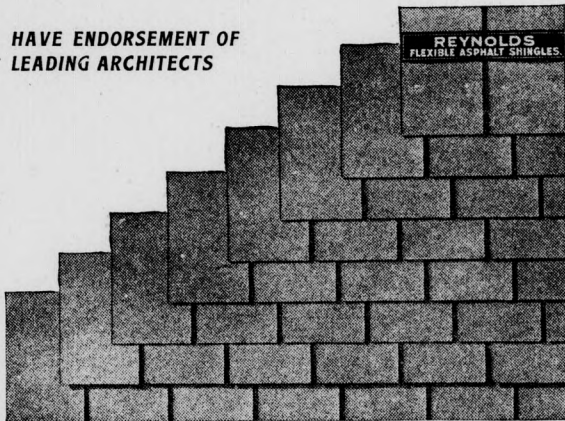
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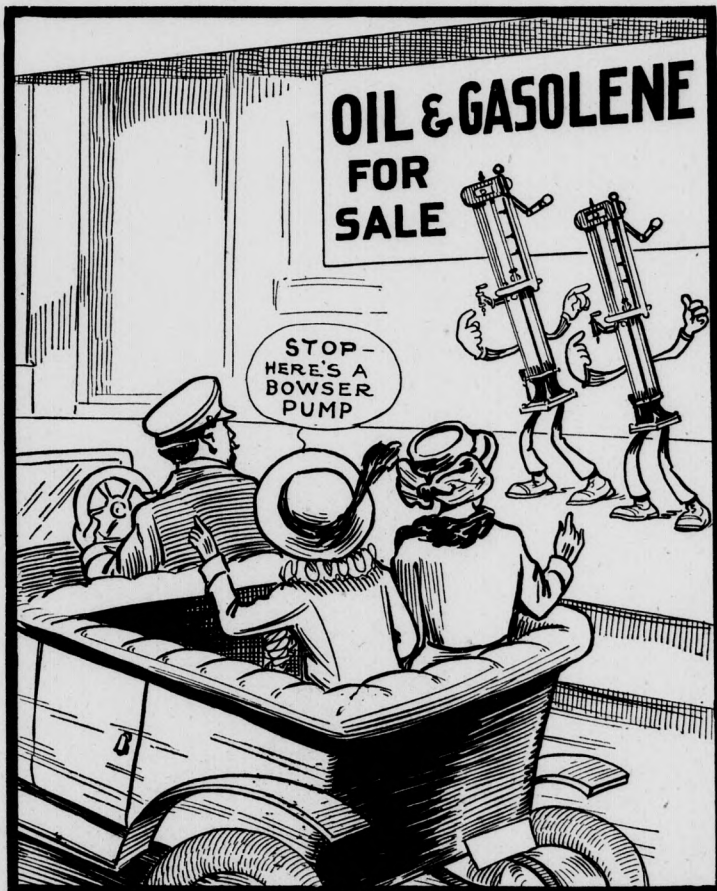


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 ALL SIZES of Detroit ALL GROCERS



Ladies: "Stop John! There's a Bowser Pump."
 John: "Yes, miss."
 Ladies: "While you are filling the car, we will go in and order our groceries."

BOWSER
 ESTABLISHED 1885

Automatic Outdoor Salesmen
 for Gasolene or Kerosene Beckon
 Trade to You

Every passer-by sees the sign and the pump—a black pump for kerosene and a bright red one for gasolene—and you soon own their business.

Oil Pull Engines are selling by the thousands, and each one in your vicinity is your legitimate customer for large quantities of oil. Lamps aren't all out of business either.

Automobiles, gasolene engines, gasolene lighting systems consume millions of gallons of gasolene and distillate.

This business should be yours, and it will come to you with a Bowser system.

The cost is small. The profits are large. The business is steady and sure the year round.

Write us and we'll show you how to make money.

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Original Patentees and Manufacturers of Standard Self-Measuring Hand and Power Driven Pumps, Large and Small Tanks, Gasolene and Oil Storage and Distributing Systems, Self-Registering Pipe Line Measures, Oil Filtering and Circulating Systems, Dry Cleaner's Systems, Etc.

ESTABLISHED 1885

Have Demand Behind Them

There is a reason for the great popularity and constantly increasing demand existing for this famous shoe. It is because of its remarkable fitting qualities; the extreme comfort that it gives the wearer as well as its exceptional wearing service. These qualities make the Martha Washington a perfect repeater with the dealer and a most profitable shoe to handle.

Mayer

Martha Washington Comfort Shoes

If you have never handled the Martha Washington Comfort Shoe you have never felt the stimulating effect that this heavily advertised line gives your general business, neither have you experienced the benefit and profit derived from having it in stock. You cannot afford to deprive your stock of this great seller. Get the offer that goes with a five dozen pair order.

In accordance with our annual custom that we have followed for years past, we will start a

Heavy Advertising Campaign Beginning in May

All the big daily papers of the territory will carry Martha Washington Display Copy and your customers will be told of the qualities of this Comfort Shoe.

It will create trade that you will lose if you are not provided with Martha Washington Shoes. Get our five dozen pair offer.

F Mayer Boot & Shoe Co., Milwaukee
LARGEST MANUFACTURERS OF FULL VAMP SHOES IN THE WORLD



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