

MADE IN GRAND RAPIDS EDITION

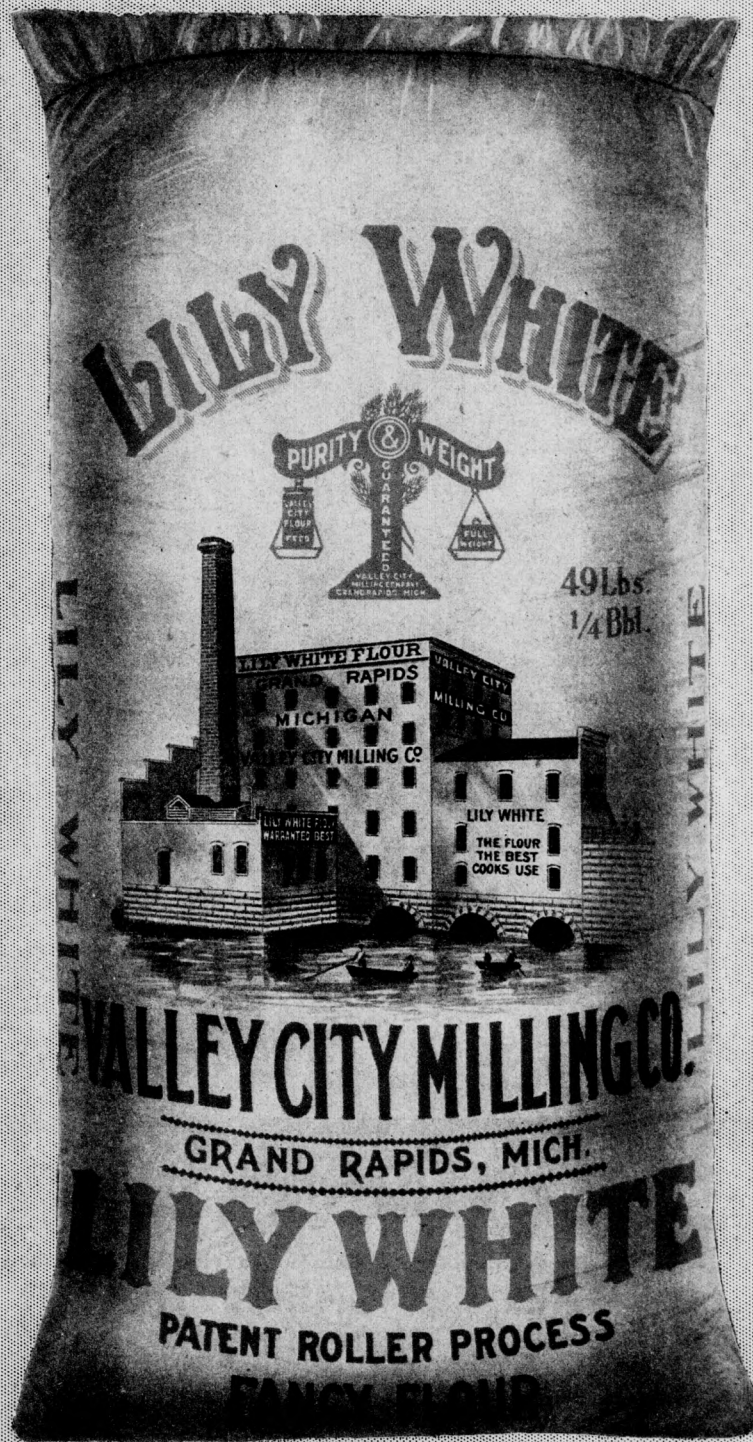
# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, APRIL 15, 1914

Number 1595



*"The Flour the Best Cooks Use"*



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

**Finding a Market**

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

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

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

**NATIONAL BISCUIT COMPANY**

**Good Yeast  
Good Bread  
Good Health**

Sell Your Customers  
**FLEISCHMANN'S  
YEAST**



**Give It Prominence  
In Your Stock**

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

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



**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 15, 1914

Number 1595

## AMENABLE TO ARGUMENT.

### Petoskey Merchant Cordially Received at Washington.

Petoskey, April 14—The Retail Grocers and General Merchants' Association of Michigan was kind enough to extend me the honor of going to Washington to aid, if possible, in the enactment of the Steven's bill. Therefore, I feel it my duty to give them an account of my trip and what was done in behalf of legislation that would be of interest to merchants in general.

Leaving Petoskey on the G. R. & I., one cannot help admiring the neat and progressive appearance of the cities and villages of Michigan, Indiana and Ohio, surrounded by fine and prosperous farms which, with the factories they possess, give them assurance of wealth and permanency for all time to come. From Pittsburg to Washington conditions changed. The farm gave way to rocks and hills that are mountainous in height, making the pursuit of agriculture an impossibility. The cities and towns are supported by mines and factories. The cities survive, but the lives of the villages depend upon the factories and mines and many a town lines the way that seems absolutely depopulated and whose buildings and streets are going to decay. Even Maryland, between Baltimore and Washington, has such poor soil that very little is under cultivation and many farms which were once cultivated are now covered with second growth timber and unkept buildings.

The first impression of Washington is apt to be disappointing, for what we read and hear of our National Capital deals largely with its historic surroundings, broad streets and mammoth Government buildings and they, indeed, furnish contrast when compared with the two and three-story buildings which have been built from seventy-five to a hundred years and which are to be found in large numbers near the center of the city. It is only by longer stay and a thorough inspection of the interesting Government buildings, such as the Capitol, Congressional Library, Art Gallery, Museum, White House and others and then looking into the future of Washington that one really appreciates and admires the city.

About a dozen of us from different states met at the National Hotel and formed our plans for argument before the Committee. Our National Secretary, John A. Green, of Cleveland, was there and had charge of us and our arrangements. Mr. Green is a good man for the place—thorough, honest and competent in every way—and we could have been under no better man, for in our dealings fairness and honesty must be our chief weapons and he who uses them before a National committee will receive a fair hearing, while he who does not, is but wasting his words, for our members of Congress are, as a rule, fair and intelligent men who are anxious to hear all sides of a question and then try to be governed by right.

Our first arguments were before the Judiciary Committee, opposing the premium plan in use by the large tobacco houses and a hard fight was presented against the premium deal. Since then and in the face of the National legislation the tobacco manufacturers decided to abandon the premium deal, so our efforts may not have been in vain.

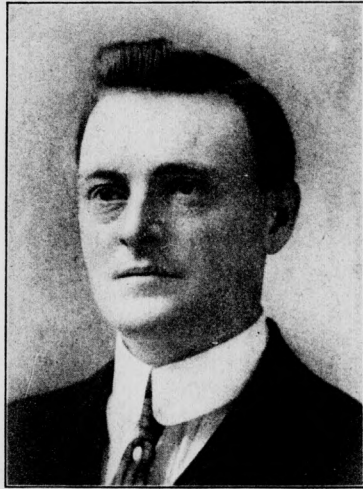
The next day was spent before the Judiciary Committee, opposing certain sections of the Clayton bill which are

against our teachings and we received a good hearing.

The third day was spent before the Interstate and Foreign Commerce Committee on the Steven's bill and we were able to present a good case. The writer was given one and one-fourth hours on this bill and he hopes with good effect and the fight made by the people of the country at large on this bill alone cannot help but be an inspiration to the merchants as well as an education to our congressmen. Even if the bill is not enacted our efforts will modify this and other similar legislation during the present session of Congress.

We were all treated nicely and I believe in every case we received the thanks of the Committee for the information we furnished and opinions we presented.

My trip to Washington has convinced me of the necessity of taking an active



part in the instruction of our legislators, both State and National. They are, as a class, fair and honest men and when we have a case to present they will gladly hear it. If we remain idle and all other sides present their positions, who is to blame but ourselves if we are neglected? A little effort on our part would produce wonders along the line of pure foods, honest advertising, honest sales, collections and bankruptcies laws. This would greatly aid us and the public as well, for there is no channel any cause can pass through as cheaply and come out in as good shape as one governed by justice and fair dealing. John A. Lake, Chairman National Legislative Com.

Comstock—The Comstock Manufacturing Co. has merged its business into a stock company under the same style, to manufacture and deal in engines, boilers, tanks, smoke stacks, etc. and to carry on a general foundry and machine business, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Albion—The Cook-Kneeland Manufacturing Co. which has been held in bankruptcy since the bank failure here two years ago, has been sold at public auction. Charles Todd, of Detroit, purchased the factory and equipment for \$5,500, while the accounts receivable were sold to George Dean for \$300.

## Temporary Embarrassment of Max C. Gumm.

Mac C. Gumm has uttered a trust mortgage on his stock of dry goods, clothing, boots and shoes, cloaks, millinery, rugs, carpets, notions, furnishing goods, groceries and meats, etc., at Dowagiac, securing creditors to the amount of \$24,000, as follows:

Edson, Moore & Co., Detroit	\$9,997.61
Lee Bros. & Co., Dowagiac	2,822.64
Perfection Mfg. Co., Chicago	150.00
Madison Dress Co., New York	304.25
Nye & Wait Carpet Co., Auburn, N. Y.	158.76
Endicott, Johnson Co., Endicott, N. Y.	478.80
Marshall Field & Co., Chicago	411.00
Royal Worcester Corset Co., Chicago	112.26
Wm. F. Mayo & Co., Boston	358.44
Greenhut Coat Co., Cleveland	586.47
Nussbaum-Grossman Co., Cleveland	153.01
Zweig Bros., Cleveland	340.50
Bear Manufacturing Co., N. Y.	159.75
Carl Knott & Co., Grand Rapids	1,263.58
Saginaw Beef Co., Saginaw	184.19
Worden Grocer Co., Kalamazoo	270.18
Morris & Co., Chicago	473.50
Armour & Co., Kalamazoo	313.41
Star Paper Co., Kalamazoo	103.28
Nonotuck Silk Co., Chicago	109.62
National Cash Register Co., Dayton	130.00
B. F. Goodrich Co., Akron	23.44
Buffalo Shirt Co., Buffalo	36.00
Wonder Heinemann Hat Co., Chicago	81.00
United Shirt & Collar Co., Troy	47.60
Chicago Rubber Co., Chicago	78.94
Winsted Silk Co., Chicago	12.60
Durst & Rubin, New York	32.00
Abrahamson Bros., Chicago	71.50
Harry Graff, Chicago	75.00
Imperial Merchandise Co., Perry, Ohio	45.00
Jennings Manufacturing Co., Grand Rapids	9.93
Rich & France, Chicago	13.25
Western Stoneware Co., Monmouth, Ill.	12.17
Steele-Weedles Co., Chicago	19.50
Edward Strain, Battle Creek	115.20
S. Gleneby, New York	28.12
M. Uhlmann & Co., Chicago	61.13
Berdan Co., Toledo	68.06
Wm. Barentsen, Benton Harbor	54.28
Michigan City Candy Co., Michigan City	15.22
Cudahy Bros., Cudahy, Wis.	9.63
F. W. James Co., Summit St., 132, Toledo	67.75
Perfection Biscuit Co., Ft. Wayne	134.32
Kimmel Rogers Millinery Co., Grand Rapids	23.88
American Salesbook Co., Buffalo	39.78
Vette & Zunker, Chicago	20.01
U. S. Talking Machine Co., Chicago	366.42
W. M. Hoyt Co., Chicago	986.03
Norwalk Bros., New York	235.00
B. Stern & Co., New York	32.12
Stern, Heineman & Co., N. Y.	90.00
Wyenberg Shoe Mfg. Co., Milwaukee	51.20
Fred Werner & Sons, Philadelphia	207.86
Gowans & Sons, Buffalo	77.19
O. Loupee & Co., Vandalia	16.10
Spring Lake Ice Co., Dowagiac	120.00
Pigeon Millinery Co., Ft. Wayne	18.91
Sulberger Sons & Co., Chicago	98.00
Arnold Bros., Chicago	75.75
Albert Croll Co., Chicago	39.20
Welch Manufacturing Co., Grand Rapids	73.00
Dusten Shoe Co., Boston Office, 93 Lincoln St., Haverhill, Mass.	72.40
Hoge-Montgomery Co., Frankfort, Ky.	589.80
Weingarten Bros., New York	57.65
Chipman-Harwood & Co., Boston	113.26
Manhattan Lineoleum Co., N. Y.	31.30
Greenhut Cloak Co., Cleveland	173.21
Spool Cotton Co., New York	101.91

Joseph E. Edwards is named as trustee. The stock will inventory about \$36,000. As the debtor's sales aggregate about \$2,000 per week when business is good, it is thought that the net receipts during the next eight weeks should run close to \$10,000, thus enabling the trustee to reduce the liabilities to about \$14,000. At a meeting of the creditors held at Dow-

giac April 9, F. D. Keller, Henry Lee and H. A. Knott were appointed a creditors' committee to act with the trustee in an advisory capacity. It will be noted that Gumm's heaviest creditor in the grocery line is the W. M. Hoyt Co., of Chicago. This affords an explanation of his non-success in the grocery business.

## Chirpings from the Crickets.

Battle Creek, April 13—Mr. Stowe has notified me that this issue will be a large one in point of pages and the largest of the year as regards circulation. The Tradesman is becoming a better medium for your advertisement and your letter each week.

"Johnny," the busy little scout who runs the hotel at Sherwood, is up and around again, after an illness of several weeks.

Brother Clarence Van Liew is out with Marshall Field & Co.'s trunks, working his fall line. He is having good business.

Senior Counselor W. I. Masters got his subordinate officers together Saturday night and told them what he expected of them this year. We met in Ed. Guild's office and had a pleasant session. The entire Council wish to thank Mr. Guild for his efforts in our behalf the year past and we all aim to co-operate with him for the success of his term of office. Let us all turn out as much as possible to our meetings and assist our officers with the Council's work. Don't forget, we meet Saturday, April 18, 7:30 p. m., Arcade hall. Come and join us.

I seem to enjoy writing the likeness of an editorial each week. Possibly because I am quite an observer and pick things to pieces mentally.

The world seems to be full of discouraged people. Lots of people allow themselves to run down mentally. In a good many cases their ills and troubles are fancied ones and they are hugging themselves, mentally, too tight. They need to rise above their dismal thoughts and look the sun in the face.

Spring has returned. The breath of new life is in the air. Inhale it and the peace of happiness displayed by nature will be yours for the taking. Forget yourself. Work for your family, reputation and future. Work hard and forget yourself. Use good common sense and work. Then you will get results. You must think, talk and read happy thoughts. They will reflect in your disposition.

Ira Barkley, of Climax, was called to Detroit Monday by news of the serious illness of his mother.

I sat up until midnight the other night, listening to H. W. Harwood and E. J. McMillan, boosters of No. 131, tell of their plans, hopes and expectations. They sure are live ones and No. 131 seems to be blessed with quite a number of the same type. When I went to bed Mr. Harwood and Fred Beardslee were still thinking and planning for their boys and good old No. 131.

Guy Pfander.

With the approach of spring house cleaning, nearly every married man is willing to dust out.

It is now in order to put up the screens in order to prevent the flies from getting out of the house.



# The Vinkemulder Company

Grand Rapids, Mich.



Our own Building with Facilities the Best Anywhere

**Come to Headquarters for Your Supplies**

We are direct carlot receivers of

**Bananas-Half Moon**

Tagged or

**Sunkist Oranges and Lemons---Black Diamond Florida Grapefruit**

Texas Burmuda Onions, Pineapples, Southern Vegetables, Etc.

We have our own EXPERIENCED buyers on the ground for Strawberries to insure getting the BEST QUALITY

Weekly Price List Free



# Buy Sunkist Oranges ---Now Heaviest With Juice

## We Are Advertising Them to Millions

We are telling *your customers* that Sunkist Oranges are now sweetest, and heaviest with juice.

We are showing them the good that comes from eating oranges.

We are creating a demand for you to fill—see that you have the stock.

## 10,000,000 Tree Ripened Sunkist Shipped From California Every Day

Sunkist Oranges are glove picked, tissue wrapped, and shipped on picking day, so are always fresh.

Tell your customers you have Sunkist Oranges.

## Rogers Silver As Premiums

We are offering in our advertising to consumers genuine guaranteed Rogers Silver as premiums in exchange for the wrappers from Sunkist Oranges and Sunkist Lemons.

It is an advantage to you, therefore, to leave the wrappers on as far as that is possible.

Take advantage of our publicity and the premium offers and display Sunkist Oranges and Lemons prominently.

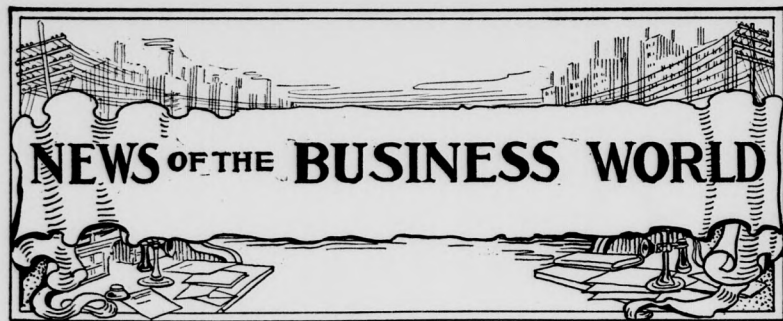
Order from  
your  
jobber to-day



# California Fruit Growers Exchange

139 N. Clark St., Chicago, Ill.





### Movements of Merchants.

Manelona—Bert Blair has opened a bazaar store in the Blakely building.

Dryden—William Wilson has engaged in the egg and cream business here.

Honor—F. H. Davie succeeds E. C. Niemann in the pool and soft drink business.

Traverse City—W. E. Reid has opened a cigar and tobacco store at 544 East Eighth Street.

Negaunee—Winter & Sues, grocery and meat dealers, are remodeling their store building.

Saugatuck—E. J. Lybaker has produced the J. F. Hall Grocery Co. stock and will continue the business.

Vassar—Two children, six and eight years of age, robbed the Smith & Smith harness store of \$12.42 April 6.

Fremont—W. A. Tibbitts has purchased the H. S. Kennedy grocery stock and will continue the business.

Jackson—E. A. Greenwood has opened a grocery store and meat market of 2001 LeRoy street.

Cheboygan—Bert Perry has closed out his stock of bazaar goods and engaged in the restaurant and cigar business.

Kalamazoo—J. U. Garter has opened a meat market in connection with his grocery store at 324 South Burdick street.

Traverse City—B. E. Smith, recently of Lake Ann, has opened a jewelry store and repair shop at 433 East Eighth street.

Adrian—Fire destroyed the Charles Bros. stock of dry goods April 13, entailing a loss of about \$10,000. Insurance, \$8,000.

Wilmot—Fred L. Clark has removed his stock of general merchandise from Dryden here and will continue the business.

Jackson—Brown, Lotz & Watt, dry goods dealers at 207-209 East Main street, are celebrating their twenty-fifth anniversary this week.

Evart—M. S. Brooks has sold his stock of groceries to R. S. Farrington, who will consolidate it with his stock of confectionery and cigars.

Greenland—Touff Bros. are erecting a brick and cement store building which they will occupy with their stock of general merchandise about June 1.

Grayling—Frank Dreese has purchased the G. Bode & Co. stock of shoes at Grant and removed it to this place, where he will continue the business.

Detroit—William Wandersee, dealer in sporting goods and bicycles, has merged his business into a stock company under the style of the W. E. Wandersee Company, with an authorized capital stock of \$40,000, of which \$30,000 has been subscribed and paid in in property.

Detroit—D. O. Wiley, for years widely known as a produce commission merchant in Detroit, died April 14, after a long illness. He was born in Vermont in 1846.

St. Ignace—W. H. Coon has engaged in the farm machinery and gasoline engine business here. He will also carry a line of second-hand furniture.

Belding—The Belding Coal and Ice Co. succeeds the L. C. Upson Co. in the retail coal and ice business, with an authorized capital stock of \$15,000, all paid in.

Traverse City—John Burrows, who has conducted a general store at Greilickville, is erecting a store building at Cartersville, which he will occupy with his stock about May 1.

Kalamazoo—A. F. Woodhams and William D. Toland have formed a co-partnership under the style of the Woodhams-Toland Co. and engaged in the coal and wood business.

Ironwood—The Northern Grocer Co. has been incorporated with an authorized capitalization of \$10,000, of which \$5,000 has been subscribed and \$2,500 paid in in cash.

Mackinaw City—Mrs. Margaret Barrett has sold her stock of clothing and general merchandise to her son, Clyde, who will continue the business under his own name.

Benton Harbor—A. B. Higman, C. D. Eckstrom and C. J. Closson have engaged in the wholesale fruit and produce business under the style of the Central Produce Co. at 188 Pipestone street.

Trenary—I. A. Davis has sold his store building and stock of general merchandise to the E. W. News Co., recently of Vans Harbor, which has taken possession and will continue the business at the same location.

Detroit—The D'Haene Co. has engaged in the retailing of men's wearing apparel, with an authorized capital stock of \$4,000, which has been subscribed, \$1,000 being paid in in cash and \$3,000 in property.

Cutlerville—Peter DeJonge has bought the Laninga store. Mr. DeJonge was formerly for a number of years in the grocery business on Baxter street, in Grand Rapids, selling out about three years ago.

Lapeer—Stephen A. Lockwood has purchased the interest of his partner, George H. Cary in the S. A. Lockwood & Co. stock of general merchandise and will continue the business under the style of the S. A. Lockwood Co.

Port Hope—The Mihlethaler Co., Ltd., dealer in general merchandise, has merged its business into a stock company under the style of the Port Hope Mercantile Co., with an author-

ized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The J. Calvert's Sons, dealers in coal, coke and builders' supplies has been incorporated under the same style, with an authorized capital stock of \$500,000, of which \$300,000 has been subscribed and paid in in cash.

Chelsea—Fred H. Belsler, dealer in hardware, has merged his business into a stock company under the style of the Belsler Hardware Co., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

### Manufacturing Matters.

Pigeon—The Pigeon Ice Cream and Supply Co. has changed its principal office to Caseville.

Saginaw—The J. G. Schemm Brewing Co. has increased its capital stock from \$100,000 to \$350,000.

Ann Arbor—The Ann Arbor Piano Co. has changed its name to the Jennings Piano Co.

Detroit—The capital stock of the Alter Motor Car Co. has been increased from \$10,000 to \$75,000.

Flint—The capital stock of the Copeman Electric Stove Co. has been increased from \$200,000 to \$300,000.

Negaunee—Antonio Guizette succeeds John Lisa in the bakery business at the corner of Clark street and Pioneer avenue.

Freesoil—Leonard Brown and C. N. Sourser are to operate a cheese factory under the style of Brown & Sourser.

Marquette—J. Q. Lewis & Co. have added a sausage manufacturing plant to their meat market at the corner of Third and Magnetic streets.

Saginaw—The Valley Coffee & Spice Mills, which was destroyed by fire March 31, has resumed business on the first floor of the Brewer building.

Kalamazoo—The Lewis Film Co. has been organized with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

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

Kalamazoo—William E. Bommer-schiem, who conducts a bakery at 326 South Burdick street, has opened a branch bakery at 743 Hawley street.

Traverse City—Sven Strom has removed his violin factory and repair shop from Ludington to this place and will continue the business at 411 East Eighth street.

St Joseph—The Coloma Oil Co. has been organized with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Sturgis—The Sturgis Table Bed Co. has engaged in business with an authorized capitalization of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Clio—The Gillett Manufacturing Co. has engaged in business to manufacture and sell household furniture, specialties and supplies, with an authorized capital stock of \$10,000, of which \$8,000 has been subscribed and \$6,000 paid in in cash.

Tecumseh—The Hicks Lightning Rod Co. has engaged in business with an authorized capital stock of \$10,000, which has been subscribed and \$1,750 paid in in property.

Muskegon—The Lakey Foundry & Machine Co. has engaged in business with an authorized capital stock of \$60,000, of which \$40,000 has been subscribed and \$6,000 paid in in cash.

Detroit—The Western Rosin and Turpentine Co. has engaged in business with an authorized capital stock of \$7,000, all of which has been subscribed and paid in in cash.

Detroit—The Standard Wagon and Truck Manufacturing Co. has been organized with an authorized capital stock of \$1,000, which has been subscribed and \$250 paid in in cash.

Montgomery—The Montgomery Lumber, Coal & Screen Door Co. has sold its coal and lumber business to Albert Becker and Warren Mitchell, who will continue the business under the style of Becker & Mitchell.

Detroit—The Simpson Carbureter Co. has been incorporated with an authorized capital stock of \$5,000 common and \$5,000 preferred, all of which has been subscribed, \$1,000 being paid in in cash and \$9,000 in property.

Marcellus—Ephraim Weaver, who has conducted a bakery, confectionery store and restaurant here for the past forty-two years, has sold his stock to Arthur Terry, recently of LaGrange, Ind. who will continue the business.

Ada—The business of S. W. & G. W. Haskin, manufacturers of crates and boxes, will be continued by the sons, G. W. and Fred W. Haskin, under the style of F. W. & G. W. Haskin, the father having recently died.

Detroit—The Auto City Metal Spinning and Manufacturing Co., has been incorporated under the same style, with an authorized capital stock of \$5,000, of which \$3,530 has been subscribed and paid in in property.

Detroit—The Detroit Electric Welder Co. has been organized to manufacture and sell electric welders, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$162 paid in in cash and \$2,838 in property.

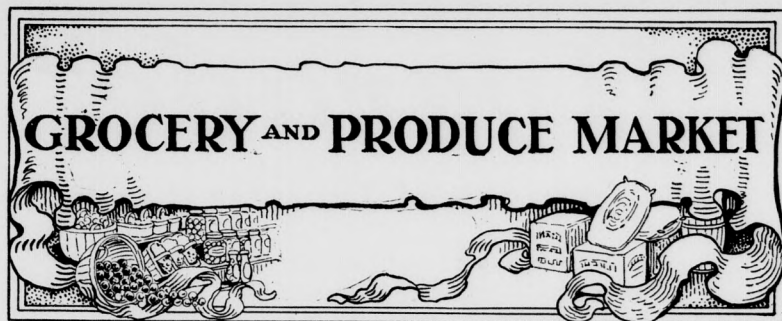
St. Joseph—The Denton Manufacturing Co. has been organized to manufacture furniture and furniture specialties, with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed, \$1,500 being paid in in cash and \$6,000 in property.

Detroit—The Oxygen Decarbonizer Co. has engaged in business to manufacture and deal in chemicals and chemical apparatus, with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed and paid in in cash.

Cheboygan—The Flagler Cyclecar Co. has engaged in business to manufacture and deal in cyclecars, engines, motors, motor parts, motor vehicles, etc., with an authorized capital stock of \$150,000, which has been subscribed and \$15,000 paid in in cash.

Clio—The plant of the Clio Manufacturing Co. which has been closed for several months owing to financial difficulties, has been sold at auction to satisfy its creditors. Ralph N. Gillett purchased the plant for \$4,600 and will start the factory about April 15.





### 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—The consumptive demand for butter is increasing. The receipts are about normal for the season and the quality is running fully up to the standard. There is likely to be an increased consumptive demand, but no change in price in the immediate future is expected. 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—2½c per lb. for new stock from Texas.

Carrots—75c per bu.

Celery—\$2.50 per crate for Florida. Cocoanuts—\$4.25 per sack containing 100.

Cucumbers—\$1.75 per dozen.

Eggs—Receipts of fresh are about normal for the season. The quality is running unusually fine. The market is ruling on about the same basis as it did a year ago. The consumptive demand for Easter was not quite as good as expected and quite a few eggs are being put into the refrigerators. If the receipts continue to be as large as they have been, there is likely to be a slight decline in price. Local dealers are now paying 16c.

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

Green Onions—60c per doz. for New Orleans, Charlottes; 18c 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 for choice and \$4.50 for fancy.

Lettuce—Eastern head, \$2.25 per bu.; hot house leaf is steady at 8c per lb.

Nuts—Almonds, 18c per lb.; butternuts, \$1 per bu.; filberts, 15c per lb.; hickory, \$2.50 per bu. for shell-bark; 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 \$1.65 per crate; Texas Bermudas are now in market, commanding \$2.25 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 \$3 per crate.

Potatoes—Country buyers are paying 45@50c; local dealers get 65@70c.

Pop Corn—\$1.75 per bu. for ear; 5c per lb. for shelled.

Poultry—Local dealers now offer 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 bu. hampers, \$1.40.

Tomatoes—\$3.75 per 6 basket crate of Floridas.

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

The McConnell-Evans Co. has engaged in the general insurance business, with an authorized capital stock of \$1,000, which has been subscribed and \$500 paid in in cash. The stockholders and the number of shares held by each are: Harry M. McConnell, Chicago, 49 shares; Howard F Evans, Detroit, 49 shares and S. Eugene Hull, Grand Rapids, 2 shares.

The Standard Building Supply and Tool Co. has been organized with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and paid in in cash. The stockholders and the number of shares held by each are: Nicholas H. Battjes, 1,000 shares; William J. Breen, 1,000 shares and Henry N. Battjes, 500 shares.

Kyer & Whitker, Ann Arbor grocers have commenced the new addition to their store. We are inclined to think that, as a rule, merchants take more pride in their business where they own their buildings. Kyer & Whitker own theirs and this is the second time they have rebuilt and enlarged in four years.

Groothuis & DeJonge have opened a grocery store at 1967 Grandville avenue. Groothuis has been employed as a clerk in the Mulder grocery, on Grandville avenue, and DeJonge has been in the dry goods and shoe line at 1965 Grandville avenue and will continue his business individually.

John Dertien has re-engaged in the bicycle and repair line at 1507 Plainfield avenue. He was formerly located at 617 South Eastern avenue and was succeeded there in January.

George P. Dowling, C. P. Palmer and R. E. Sproat are about to engage in the tire and auto accessory business at 206 North Ionia avenue.

### The Grocery Market.

Sugar—The New York refiners are holding granulated at \$3.75@3.85. Local jobbers are delivering granulated to the city trade on the basis of \$4.04c for Michigan, and \$4.14c for New York. This is the lowest price sugar has ever touched in this market.

Coffee—Holders could not maintain the advance in Rio and Santos reported last week, and sales have been made at a substantial fraction below last week's market. The demand is light and the situation weak. Mild coffees are fairly well held, but the market is not strong, and a considerable number of holders will make concessions. Mocha is very scarce and high. Java is unchanged and quiet.

Canned Fruits—The policy of concerted effort does not seem to have worked out to the satisfaction of a number of the big packers of Hawaiian pineapple, and advices received here indicate that it is to be abandoned. These reports say that it will be a case of every man for himself on this season's pack. When a week ago one or two of the packers put out prices on the 1914 pack the distributing trade held back notwithstanding the figure were quite a little under last year's. A considerable carryover, according to report, is yet to be disposed of and it hangs fire even at concessionary prices. Other packers have since come into the market with quotations on 1914 goods of \$1.50 for No. 2½ extra standards and \$1.12½ for No. 2c, in that grade, \$1.30 for No. 2½ standards and \$1.05 for No. 2s f. o. b. Coast, but while no definite prices have been made it is understood that some large factories are ready to shade these figures. In the distributing trade the opinion seems to be that the prices so far named are higher than conditions warrant. New York State gallon apples while in limited demand at present are offered sparingly and are firmly held on the basis of \$3.40@3.50 delivered, according to seller, and some packers decline to accept orders at less than the outside figure at factory. Maine apples in the No. 10 size are held at \$3.12½@3.15 Portland, while Southern are strong on the basis of \$2.75 f. o. b. factory, and such Western stock as is offered is held at \$3.25@3.75 as to quality here. With light stocks of all descriptions the market for Southern and California fruits in all varieties are firmly held, although buying is on the hand-to-mouth order in all lines.

Canned Vegetables—Tomatoes are stronger and slightly higher. Peas of good standard quality are still in demand at full quoted prices, but are less active, as buyers now seem to be pretty well supplied. Stocks of cheap goods of desirable quality in Western and State packing are reported to be pretty closely cleaned up. String beans are quiet but firm, with limited offerings of spot goods from first hands.

Canned Fish—Salmon shows no change for the week, but has a firmer tone. Domestic and foreign sardines are unchanged and quiet.

Dried Fruits—There is a good movement in peaches. Apricots are scarce and very high. Prunes are selling well, stocks are light and prices, while high, are reasonable, considering the scarcity.

Not much interest is being taken in future dried fruits, although the crops promise well, and very reasonable prices are being named.

Rice—The crop in the Southwest is steadily held. Low grade Japans are in good request.

Molasses—The market is devoid of especial feature, there being a small hand-to-mouth buying of grocery grades by distributors and baking interests. The arrivals of new Ponce are moving into consumption quite freely, the weather being still favorable for business.

Cheese—New cheese has begun to arrive more freely, and with only a moderate demand, the price is ruling about 1c per pound lower on the new goods than last week. The quality of the new cheese is good and better as the season advances, and a slightly easier market is looked for next week. The consumptive demand is fair.

Provisions—Hams are ½c higher. Other smoked meats are unchanged. Pure lard and compound are both steady with prices ranging the same as a week ago, with a light consumptive demand. An increase in the consumptive demand is looked for in both of these lines as spring advances. Barrel pork, canned meats and dried beef are unchanged, with only a moderate consumptive demand.

Salt Fish—The demand for mackerel is fair, considering high prices. The situation is high and firm, because of scarcity, without material change for the week. Cod, hake and haddock are unchanged, and steady to firm and fairly active.

### Milling Company to Erect Big Addition.

The Valley City Milling Co. will build a new plant for the manufacture of golden granulated meal, the demand for which has far exceeded their present capacity.

The new mill will have double the present capacity and will be constructed in connection with the recently erected five-story brick building adjoining the Valley City mill.

New machinery of the best type will be installed. Sanitary steel bins for the storage of kiln-dried corn will be a part of the equipment, together with automatic packing and weighing scales. The latest improved plan sifter bolting machines will make this one of the largest and best equipped meal mills in Michigan.

To enable the company to care for the steadily increasing demand for Lily White flour the Valley City mill also will have its capacity enlarged by the installation of machinery of larger capacity and improved milling methods.

The company has arranged for a new bond issue of \$140,000 to refund its present outstanding bonds and floating indebtedness and enable them to make these necessary improvements.

Construction work on the new plant will start this month upon the return of Supt. Jesse Owen from an inspection trip through some of the largest and most recently erected milling plants in the country.

Jacob Schipper is succeeded by Benjamin Sterken in the shoe business at 900 Grandville avenue

## To Fathers And Mothers

The season is again here when boys and girls begin playing in the streets. To avoid possible accident to your children we respectfully urge you to

**Keep in Their Minds the  
Danger of So Doing**

And give them strict instructions to particularly

## Watch Out for Street Cars

The motormen are on the alert, but the children cannot be too careful, and must be frequently reminded.

**GRAND RAPIDS RAILWAY CO.**  
**BENJ. S. HANCHETT,**  
President and General Manager.



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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.

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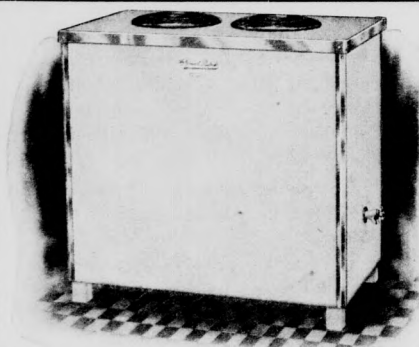
**Lodge Furniture** We specialize Lodge, Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.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



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**T**HE Grand Rapids line of ice cream cabinets takes in all styles and sizes. We can give you just exactly what is best fitted for your conditions; tell us what your conditions are and we will tell you what is best. We can give you an all wood—wood metal lined—or an all metal cabinet. Our metal cabinet is finished in porcelain enamel, with German silver trimmings.



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**ICE CREAM CABINET OF QUALITY**

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Leading Jobbers  
Everywhere

Write now for our complete catalogue—and the names of the jobbers in your section selling Grand Rapids Cabinets and our famous porcelain jar. The cabinet system saves you two-thirds over tubs.

**CHOCOLATE COOLER CO.**  
81-87 ALABAMA ST.    GRAND RAPIDS, MICH.  
**MADE IN GRAND RAPIDS**

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## The Guaranteed Tungsten Lamp

See Our Display at the Industrial Exposition  
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15 Watt, regular size...	
20 Watt, regular size...	
25 Watt, regular size...	
40 Watt, regular size...	

	Regular Price	Our Price
60 Watt, regular size .....	40c	<b>36c</b>
60 Watt, large size .....	60c	<b>46c</b>
100 Watt, regular size .....	70c	<b>66c</b>
150 Watt, regular size .....	\$1.10	<b>99c</b>
250 Watt, regular size .....	\$1.80	<b>\$1.69</b>

10% discount from our cut price in quantities of five lamps or more.

*We can save you money on auto lamps*  
*All special lamps carried in stock*

## Hygrade Incandescent Lamp Co.

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"ASK THE MAN WHO STOPS THERE"

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(In the Heart of the City)

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Desirable Suites—Two Rooms and Bath  
Single Rooms With or Without Bath

"BEST DINING ROOM IN THE CITY"

Rates—A. P. \$2.50 Up. E. P. \$1.00 Up.

**SAMPLE ROOMS—LARGE AND LIGHT**

The Todd Co. Operating



**THE CANNING INDUSTRY.**

**Its Rapid Development and Remarkable Expansion.**

Written for the Tradesman.

About the year 1809, the French government awarded a prize of 12,000 francs to N. Appert for the best method of preserving animal and vegetable substances, which is the first recorded start of the canning industry that has grown to-day into one of the largest and the most essential to the feeding of mankind.

In 1817, an Englishman, Wm. Underwood, landed in New Orleans with the secret of the Appert method of preserving, having served an apprenticeship with an English concern, and look for a place to start a cannery. He tramped from New Orleans to Boston and in 1819 started in the business there. He seemed to have done a varied business, as the records show he canned plums, quinces, barberries and cranberries, besides pickles, ketchups, sauces, jellies, jams and ground mustard. He found it impossible to market his goods to any extent in this country and his product for several years was taken on consignment by sea captains to exchange in foreign countries for goods that could be sold in this country.

All products were packed in glass bottles and jars imported from England. In 1839 the making of containers from tin first came into use, but like most new things, it took several years to convince the public that tin was suitable for such purposes. The original process of making cans was very crude and slow, a man only making a few each day, but not many were needed as the industry had a very small beginning, indeed, and did not make much progress until the '70s, when new methods and machinery came into use. While the growth was slow at first, the development has been wonderful in late years, until to-day the canning industry has made it possible for the Polar regions and the Tropics to enjoy the products of the temperate zone and the hoarded gifts of summer live in the can to make happy the frosts of winter. The poor man may now indulge in food luxuries which, fifty years ago, only the rich man could obtain. Not only do the people of our country enjoy these things, but ships are carrying large cargoes to every part of the earth and the people of foreign countries may enjoy our Michigan peaches just as much as though they picked them themselves.

All articles of food have practically doubled in price in the past ten years, while canned foods have remained stationary in price. We read numerous articles and see many statistics showing why the price of food will continue to advance until the laboring man will be unable to procure food, but here again, is the blessing of canned foods. From a very modest beginning, indeed, there is being packed more than three billion cans each year and the consumption is rapidly increasing. The production is keeping pace with the consumption and, while the canner is paying the

grower twice as much for his products as he did ten years ago, the introduction of new methods and machinery and the increased volume of the business has enabled the canner to still keep his products at about the same price so that canned goods stand out prominently to-day as the cheapest and best food on the market. The benefit of canned foods to the housekeeper can best be expressed by the following article:

"It may seem strange to say that the modern city of the world has not yet made its appearance upon the earth, but the indications are that its appearance will not be long deferred; and when it has once made itself known, all civilized men will wonder how considerate people managed to exist for so many years with

tained, be thrown into a vessel of boiling water previous to opening and serving. In that day, we will be rid of the difficulty which in these semi-civilized times virtually makes the cook a dictator to her own mistress."

The Thomas Canning Co. owned canning factories in New York State and New Jersey and started a branch in Grand Rapids in 1899. A few years later, it disposed of its other factories and devoted its efforts to the Grand Rapids plant. It first started to pack only fruits and vegetables, but later, on account of the fact that Michigan raises 70 per cent. of the beans grown in the United States and Grand Rapids being in the center of the bean belt, started packing pork and beans and is now using more cans than any other

gressive thinking from the think tanks of the new officers.

If you should notice a bunch of fellows rigged right up to date in the procession at the next annual convention, that's us.

We learn that Fred Hanifan is working over time Saturday afternoons in the construction of a new hen coop. The writer will endeavor to look over this structure and describe it later.

Mrs. C. V. Page, wife of Past Counselor Page, who has been quite ill for several weeks, is reported much better.

Quite a number of our citizens, write several of the commercial travelers, are going to Grand Rapids next week to take in the Made in Grand Rapids Industrial Exposition. Owing to the native modesty of Owossoites generally, we will try and keep out of the way, attend to our own business and be careful and not tip anything over. I mention this, so that in case the house detective of the Exposition should notice any suspicious characters around the place, he will know at once that it isn't us.

Owing to the utterly impassable condition of the roads for the last six weeks, the last few days of sunshine have thrown a Ray of Hope across the desert of our commercial aspirations in this particular locality and we all take off our hats to the weather man.

Miss Eliza Thomas, owner and proprietor of the Junction House for many years, passed away last Wednesday, after a few days' illness. Miss Thomas was widely known by the commercial travelers and the courteous treatment and home like atmosphere prevailing at her hotel will ever remain green in the memories of Michigan traveling men.  
Honest Grocery Man.

**Boomlets From Bay City.**

Bay City, April 13—The long agony is over, for spring has come at last. Business has been paralyzed for several weeks because of the long continued cold weather. To-day opened bright and fair and the merchants are greeting the traveling salesmen with a smile instead of a frown.

Another large and enthusiastic meeting was held by the members of Bay City Council, No. 51, last Saturday evening. Three candidates—J. A. McFarland, Fred O. Waaldhaner and Wilber J. Owen—were initiated and one member was re-instated.

Herman Meisel & Sons, wholesale grocers of our city, are still doing business, notwithstanding their stock and store were somewhat damaged by fire that destroyed the R. J. Bialy block.

The large number of boats that wintered here are being refitted, preparatory to the season's business.

When in Jackson last week, the writer investigated the claim that there are no traveling salesmen in the State Prison and learned that they are not found in the criminal class, because they are so engrossed in business and are hustling so continuously for orders that goodness is a natural sequence.

One of the best hotels in Michigan is the Park Hotel, Monroe. It is pleasantly situated adjacent to the City Square Park, in the center of which is the large equestrian statue of General Custer. The meals served are excellent, the rooms are comfortable and the beds are the best. The lavatory is clean and supplied with individual trafic towels. In fact, this hotel gives \$2.50 service for \$2. If all hotels were as well conducted as the Park, life on the road would be more enjoyable.

E. Yaeger's Sons are the pioneer shoe merchants of Monroe and probably of Southern Michigan. The business was established by E. Yaeger in 1846, more than two-thirds of a century ago.  
Pub. Com.

You seldom find clean clerks in a dirty store. Either the clerks get busy and clean up the store or they allow themselves to get into the same condition as their surroundings.



WILLIAM S. THOMAS

the crude and complex methods of the present. In that day, all the difficulties with respect to cooks, housemaids, fuel, light and the various comforts of life will have ceased to exist, and every person in a civilized community will early become an epicure and gourmand. Whatever is good to eat will be found in almost every house, cooked or preserved in the very best methods by chefs whom at present we consider high-priced employes; and the ordinary housekeeper of that time will depend upon her pantry instead of her retail grocer for all the alimentary things that go to serve her table. It is easily seen what an important position the canning industry will occupy under such circumstances, for the pantry will be merely a magazine of everything good to eat, prepared for a table in its various ways; and when eaten hot will simply require that the hermetically sealed can, in which it is con-

factory in Michigan and is only exceeded by a few in the country. It has a daily capacity of 200,000 cans and runs the entire year. Its products are sold in every State in the Union.  
William S. Thomas.

**Newsy Notes From Busy Owosso.**

Owosso, April 13—As I have nothing to do, I will write and, as I have nothing to say, I will close; but before closing I will add that while the raging Shiawassee echoed yet through the foggy dawn, we awoke last Tuesday morning and sat up to take notice that, geographically, Owosso was bounded on the north, east, south and west by dry counties and that the only source from which we can expect any moisture for the next two years is to have our rain board at the proper angle and keep our water tax paid up.

The regular meeting of Owosso Council Saturday evening was well attended and the new officers sprung one on all in attendance by conducting the meeting strictly in accordance with the rules, regulations and by-laws together with some unique and up-to-date ideas of their own, which indicates some pro-





(Unlike any other paper.)

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OF BUSINESS MEN.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

April 15, 1914.

**RAISIN DAY.**

The process of making people buy economically when they are disposed to do as they choose without overmuch reference to economy is largely akin to the prevalent effort to make people eat this or that thing at an appointed time. Just now "Raisin Day" is holding the boards on which appointed day every loyal American is expected to take his hat off to the great State of California, eat raisins in everything from cereals at breakfast to dessert at dinner—not to mention between meals—and eschew everything that does not contribute to the sovereignty of the raisin.

As a matter of fact, it is doubtful if such appointed periods for concentrating the consumption of the public on this or that food are of any lasting benefit to the trade or to the consumer, even if they do furnish a certain amount of diversion for the promoters. If the effort to push raisins, for instance, were directed toward showing the public how to make more liberal use of raisins or to encourage cooks to invent new ways of using them or persuading the public of the high value of raisins as food—a campaign which might more profitably be waged all the year through instead of concentrated on some fanciful day—the benefits might be lasting and result in increasing the market for raisins. It would mean that a permanent demand would be created, which the trade could supply by the legitimate purchasing of normal supplies.

But the artificial "boosting" day, which results in everyone loading up with more raisins than he needs, because he has been made to believe that on some psychological date the public will clamor for raisins and nothing but raisins, is about on a par with all other forms of artificial stimulation of markets for the purpose of unloading surplus stocks in packers' or speculators' hands. It is significant that "Raisin Day" is launched at a time when reports from the Coast indicate a desire on the part of holders to get rid of their surplus stocks at any cost, even at the cost of selling out to the wine producers at "junk" prices. It is strangely akin to such devices as "deals," sampling campaigns, etc., so often indulged in to unload unhealthy accumulations.

Other push days, like Canned Foods Week, Apple Day, Orange Day, Oyster Week, etc., are mostly of about

the same stripe. Fortunately the canners have seen the weakness of such artificial rally days and have changed their tactics to a continuous campaign of education, calculated to demonstrate to the housewife that canned goods are good every week, and all the time, and for every meal, and in ways which had not occurred to her before. The one is a constructive demand creator; the other an artificial boom that will not last. The sooner boosting gives way to legitimate missionary work the better the grocers will be pleased.

**FIFTY YEARS AGO TO-DAY.**

It is a singular coincidence that fifty years ago to-day the first move should have been made in Grand Rapids in the matter of inaugurating a street railway system. The original plan contemplated a road only one and one-half miles long, running from the old D. & M. depot on East Leonard street to Fulton street at the head of Monroe avenue. It was some months before even this idea took shape and the road was financed and constructed, but it was the modest inception of one of the most comprehensive and well managed street railway enterprises in the country. It had its vicissitudes, as new enterprises usually do. It met financial reverses and was sold out under foreclosure and the owners went before the Common Council from time to time, pleading for acceptable franchises. The street railway system of Grand Rapids has been a matter of frequent comment and commendation on the part of those capable of judging of its merits. It is a matter of general rejoicing that further extensions are to be made this season which will tend to further increase its efficiency and add to the pleasure and happiness of Grand Rapids people.

A study of the maple sugar industry made by the Department of Commerce at Washington, covering the fields of production in America and across the Canadian border, tend to indicate that the production of maple sugar in Canada is decreasing, while the American consumption continues, although more largely for syrup purposes than for sugar itself. The settlement of Canada tends to show that the cultivating of farms drives out the maple sugar industry.

In an Iowa town a citizen was arrested and sent to jail for picking the dead fowls out of refuse barrels at poultry plants for dressing and selling them for food.

A fellow really never knows what he can do until he tries—and then he sometimes wishes he hadn't found out.

No man ever gets nervous prostration pushing his business. He gets it when his business is pushing him.

Some folks are so full of ideas that they slop over. And other folks' ideas are simply slop.

It's easy for a woman to discover that a boy has brains—if she is his mother.

It's hard for a man to face the world if he is flat on his back

**NOTHING DOING.**

The history of the Trust bills that do not yet exist—if they may be said to have a history—is this: President Wilson read to Congress, on January 20 last, his special Trust message, making a series of recommendations. Five bills were hastily drafted to conform with these recommendations. These proposals alarmed conservative business interests; because, although sweeping in their terms, they were accepted as definite Administration proposals which the President desired to have enacted into law as they stood. They were, however, nothing of the sort. They were thrown together by men wholly incompetent and devoid of experience, and were intended to serve simply as tentative bases for discussion and for public hearings.

The Interstate Trade Commission proposal was the subject of hearings in the House, and was then withdrawn, redrafted, reintroduced, and ordered reported out of the House Committee on Interstate Commerce on March 16. Nothing has been done to press it. The other bills are undergoing the process of being redrawn. No draft or proposal relative to the control by the Interstate Commerce Commission of the issuance of railway securities has appeared. If the bills are passed, it seems probable that President Wilson and Attorney-General McReynolds will write them. The general impression at the moment is that, in the end, the Trust programme will appear in the form of one or two bills; if two bills, the Interstate Trade Commission will appear as one and the other recommendations will be combined in the other.

If the President is not insistent, it is entirely probable that Congress will adjourn without enacting any of this legislation. The members are eager to go home. They are not interested in Trust legislation. If there must be such enactments, the majority of the members are hoping they will not be comprehensive or highly controversial. With business affairs uncertain, on account of the "watchful waiting" policy of the President, and the fall elections approaching, neither the House nor the Senate is desirous of appearing "radical." They are not in a humor to press on and enact drastic legislation; and so the matter stands.

**PAID THE PENALTY.**

The costs in the cause of E. A. Stowe vs. United States Express Co. have been taxed at \$137.10, which the defendant has paid, together with a legal bill probably amounting to about \$200. In other words, the United States Express Co. deliberately penalized itself to the tune of \$337 for the sake of causing a Michigan patron an expense of \$200 solely because he had the assumption to insist on payment for a basket of peaches which was delivered to a wrong address, the express company contending it was a proper delivery because its driver forged Mr. Stowe's name to the receipt. The case was fought to a finish by Mr. Stowe solely as a matter of principle and to establish, once for all, what constitutes a proper delivery by a

common carrier in common law. The shippers of Michigan are decided gainers because of the satisfactory determination of this contention by the court of last resort—at the expense of the editor of the Tradesman. The United States Express Co., on the other hand, was actuated solely by vindictiveness because the editor of the Tradesman had exposed many of the criminal practices of the defendant, which smarted under the disclosures which the Tradesman had made from time to time.

The United States Express Co. will shortly cease to exist as a public service corporation. When it passes into oblivion, it will leave behind a record of extortion, oppression and wrong doing which will rival the traditions of the robber barons of old.

**TO MAKE BETTER BUTTER.**

In the future all of the butter made by members of the Butter Makers' Association of Iowa must be up to a certain standard as to quality, grade and price when ready for market and only creameries complying with the official requirements will be permitted to stamp their products with the trade mark of the State, signifying that it is pure, wholesome and of uniform excellence. This move was decided upon at the State convention of the Association recently held at Fort Dodge. The plan is to make all creameries of the State up to a certain standard and having them use a uniform stamp so that consumers will know that they are getting the very best product obtainable.

**MADE IN GRAND RAPIDS.**

The Tradesman takes pleasure in calling the attention of its readers to the large number of new advertisements which appear in this week's paper setting forth the merits of Grand Rapids goods made in Grand Rapids by Grand Rapids men with Grand Rapids workmen.

A dog sat out in the midnight chill and howled at the beaming moon; his knowledge of music was strictly nil and his voice was out of tune. And he howled and howled as the hours went by, while dodging the bricks we threw, until the moon was low in the Western sky, and his voice was split in two. And there wasn't a thing at which to howl over which a pup should weep, and the course of the dog was wrong and foul, for people were wild to sleep. There are plenty of men like that blamed fool hound, who yell when there's nothing wrong, disturbing the country with senseless sound—the pessimist's doleful song.

Occasionally there are those who prefer to meet a man who will lend a dollar than to meet a man who would lend a hand.

We can all be thankful for what we have, but few of us think we also ought to be thankful for what we haven't.

Tell the average man that any woman is in love with him and he'll not be surprised.

If the world paid more attention to restitution there would be less destitution.



**NATIONAL GUARD AND YOU.**

Most people of this country are entirely unable to distinguish the difference between the Militia, the National Guard and the Army. The fact that there is a very great and decided difference is entirely lost sight of in the maze of ignorance surrounding all things military.

The word "Militia" is nothing more nor less than a generic term used to designate a certain class of males who possess certain qualifications which may or may not be military knowledge or training. In short the Militia consists of every able bodied male citizen of the respective states and territories and the District of Columbia, and every able bodied male of foreign birth, who has declared his intentions to become a citizen, who is more than 18 and less than 45 years of age. The Militia is not organized, trained, equipped or uniformed and can by no process of reasoning be considered as soldiers merely because they are of military age.

When the constitution of our country was adopted and in the old Revolutionary days, every man possessed some knowledge of a soldier's duty. He was, to a certain extent, trained in the things that a soldier has to do and understand; he was used and inured to hardship; he could take care of himself in all manner of conditions that befall a soldier in active service and possessed fire arms and could use them to the best advantage—all, or practically all, qualifications that are lacking in the training and knowledge of the men of the military age of the present, the so-called Militia.

The Militia is the more or less unknown, untried and undependable military resource of our country, the resource that a great many otherwise sensible people think only requires to be organized into military units and to have issued to them the arms, uniforms and equipment of the soldier, to make them part of the military strength of the country—an army, ready to fight any other country on the face of the globe, no matter how well their soldiers might be organized, equipped, trained and commanded.

This belief is the direct result of the superficial manner of teaching American history in our public school rooms and would be ludicrous in the extreme were it not so profoundly pathetic, as it is only the dream and belief of the ignorant or of the fool.

Distinguished from the Militia, but often confused with it, is the National Guard, which are the organizations maintained by the separate states and supported, to a considerable extent, but not to a degree commensurate with the demands made upon it, by the United States Government.

This is a force of approximately 120,000 officers and men organized, armed, uniformed, equipped and trained exactly like similar organizations in the United States Army, the difference only being that the latter is in constant training, it being their business and their trade. In consequence, they should be, and are

more efficient than the National Guard, to whom the training and instruction is a side issue and who enlist in the service with no expectation of receiving compensation for their time, and who are yet doing their best to qualify for an effective return, should they ever be called upon to do duty.

There are in the United States approximately 20,000,000 men of the military age, that is, who are the Militia, but, as stated before, only about 120,000 of them are in the National Guard, or in other words, eliminating the regular army, only about six men out of every one thousand of our military resource are sufficiently patriotic to enroll and receive training and thus can be considered part of the military strength of this country.

The National Guard of Michigan has a strength of less than 3,000, while in Grand Rapids alone there are between 18,000 and 22,000 men of military age, the military resource of this city alone being more than six or seven times the military strength of the entire State. The Grand Rapids Battalion has a numerical strength of about 300 men and without the addition of a single unit, by proper public support, could easily increase its strength to 600 effective men.

In all cases of emergency the reliance of our country will have to be placed in the National Guard, as the only force that is capable of being quickly prepared for active service and use to augment that force that is always ready for active service, the United States Army.

As before stated, the National Guard is patterned in every particular after the United States Army, and during the past ten years, since the enactment of the so-called "Dick law" by the United States Congress, the National Guard has been rapidly approaching that point where, in efficiency and training, it can be favorably compared with the United States Army.

The mere fact that the National Guard is frequently called upon to do duty against domestic enemies on the occasions of rioting in strikes and disturbances of that character does not mean that it is primarily intended for, or that its training is designed to prepare itself, for those disagreeable duties, for when it is so called into service, it is only when the legal or municipal authority has broken down and where the ordinary and regular civil officers cannot keep the peace, maintain order and preserve life and property.

Let it be thoroughly understood that there are but two ways of teaching the soldier his business: One is by a thorough disciplined instruction in time of peace, in what he will be required to know and do in time of war, and the other is by putting it off until war has been declared, either by or against us, and then accept the enemy as the instructor, at the cost of life and money in which he and not we will set and pay the price.

Every man who enjoys the privileges and benefits or citizenship and

the protection of the laws and flag of our country owes a duty to the Nation along the lines of patriotism; that is, a willingness and a readiness to do his share for the preparation to defend the country against all enemies, no matter whether these enemies are from within or come from without. If this country is good enough to live in and prosper, it should certainly be good enough to defend and fight for, and to do that intelligently can only be by the preparation in times of peace for the things and conditions that must be met with in times of stress.

Other nations maintain large standing armies, while our people are opposed to that programme. To thoughtful men and to those who have some knowledge or idea of the efficiency of the military establishments thus maintained, the continued indifference of our people to all things that appertain to soldiers and to war is the surest guarantee for an overflowing measure of trouble at some time in the future—when, no one can tell.

Preparation for war is or should be the concern of all, yet the great majority of our people give it no attention, but are so engrossed with the cares of business, the demands of profession or the gaining of a livelihood for themselves and families that they give it scarcely a thought, much less any serious consideration.

The students of military history and the survivors of our civil war know full well what unreadiness means, and they realize that had the North possessed 50,000 trained soldiers at the outset of that war, that it would have been whipped to a sudden close.

It must be borne in mind, that the men trained in the civil war have long since ceased to be a factor in our military strength and that frontier conditions in which the men became really good shots and were by instinct almost trained as soldiers, as from the cradle upwards, are rapidly passing away.

Men take less physical exercise each year and we have to-day no such percentage of vigorous young men as at the outbreak of that war, hence the necessity for making special efforts to train the rising generation and to stimulate in them obedience to orders and discipline and foster their self reliance, by which they will not only make better material for soldiers, but better citizens as well. There is no better place to teach patriotism, love of country, respect for the flag, than in the school room and by the family fireside. Patriotism should be a part of the existence

of our people. Good soldiers cannot come from a people to whom patriotism is a thing apart.

To secure a more efficient National Guard than we now have—one that can always be depended upon to give a good account of itself in every emergency, domestic or foreign—it will be necessary that the people of this country give it a fuller measure of support than has been its fortunes in the past.

There should be more young men of the military age willing to take upon themselves the duty of learning the business of the soldier. Fathers and mothers should be more willing to have their sons enlist in the military service. The habits formed and the lessons learned in one short enlistment under a competent officer and strict disciplinarian, will go farther towards the making of the real man than all the tears and oburgations of a heart broken parent.

Service in the National Guard emphasizes qualities which are not only helpful in business life, but leads to better citizenship, develops respect for duly constituted authority, obedience to superiors, fair treatment and courtesy to those in inferior positions, punctuality, regularity of habits, and good physical condition. These are the things which make the man worth more to his employer and are opposed to every lawless and degenerate tendency.

For this reason employers of labor should be willing and anxious to have their employes join the National Guard. They will find that the drill, instruction and discipline will inculcate in them the habits of precision, neatness and responsibility that will add greatly to their value as workers.

The union man should cease his inconsistent and un-American and senseless opposition to the National Guard, and pass up that absurd charge that the Guard is lined up for anything except law and order and the protection of life and property.

The men not in the Guard can use their own judgment as to volunteering, but if they do volunteer, they can take their time and set their house in order, but the men of the National Guard must go when called, whether on the occasion of domestic trouble or war, and the men who subject themselves to this risk, and do the work necessary to make themselves immediately available as soldiers, are entitled for the time and effort given to the service, to the fullest measure of public support.

Do they get it?

Too often failure succeeds success.

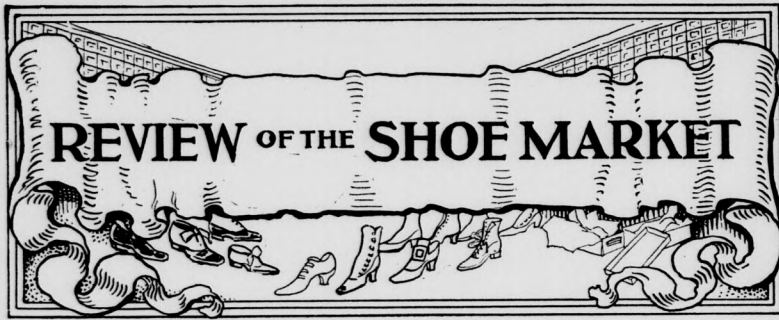
**DIAMOND**

The Diamond Auto Tires are built of vitalized rubber, which assures the motorist of the Greatest Mileage and the best service that can be built into a tire. Made in Squeegie and Smooth treads.

Distributors,

**Sherwood Hall Co., Ltd.**

30-32 Ionia Ave. Grand Rapids, Mich.



**Importance of the Soft Sole Business Growing.**

Retail shoe dealers are more and more appreciating and realizing upon the opportunities to make life-long customers, and at the same time extra profits, by the proper development of Baby Shoe Departments. The baby shoe business has always been more or less of a mystery to many persons, including many engaged in this trade.

There are two distinct kinds of baby shoes, and every shoe dealer and store salesman should make this point clear to all intending purchasers of baby shoes. First, and the only foot covering that a baby in arms should wear, or rather within which its feet should be encased, is the soft sole or moccasin.

**Baby's First Shoes.**

The soft sole baby shoe is not intended for actual wear, in the sense of the word that a baby should walk in the same. No mother should permit her baby to learn to walk in a soft sole or moccasin, although it may be permitted to creep or crawl about the floor in such a shoe to its heart's content.

The sole of a soft sole shoe is usually of sheepskin or calfskin, to which the upper is attached by the turn process. The sole is so soft and flexible, that it would not wear any length of time, if the shoe was used for walking.

On the other hand the baby's shoe in which it should be taught to take its first steps is the "cack," or hard-sole turn shoe. The sole is spoken of as a "hard sole" to distinguish it from the "soft sole," so-called. The turn "cack," as its name suggests, is made by turning the shoe, and the result is a flexible little shoe containing counters stiff enough to prevent the foot from spreading while the baby learns to walk.

**Soft Sole Prices Higher.**

That there is a new era dawning in the soft sole business is quite apparent. Retail prices of baby soft soles have gone higher in all shoe and department stores and the buyer who is not making a good profit on baby shoes to-day is the exception. While manufacturers' prices have advanced in sympathy with the spectacular advances in the cost of leather, materials and labor, there must still be further advances if buyers are to receive good, clean shoes.

It goes without saying that the average shoe merchant or department store, realizing the merchandizing value of good style, good fitting and good appearance in baby shoes from the standpoint of leather and materials, would much prefer to pay an advance rather than have the manufacturer try to make up the difference by "skinning" the shoe.

**In Gift Boxes at \$5 a Pair.**

It goes without saying, therefore, that both manufacturers and buyers will wel-

come the new era in the baby shoe business, for with the former it permits them to continue in business and make shoes that they are proud to offer as their product, and it gives the shoe merchant and department store a reasonable excuse to get away from the old "fixed price" idea that a soft sole, handsome, well-made or otherwise, must sell at 50 cents retail.

Already many good merchants are selling soft sole shoes at the better prices and are not only making a bigger profit, but are pleasing their trade by carrying appealing styles. Many stores are selling soft soles in dainty gift boxes all the way from \$1 to \$5 a pair. No one will deny that if a person of wealth wishes to present a new-born baby with a gift, that the customer will not even think of sending a fifty-cent pair of soft soles and a flimsy box! But \$5! That is really worth while! The box and the shoes are so winsome that really no more acceptable gift could be suggested. Why don't more retailers go after this kind of trade?

**White Shoe the Most Popular.**

Looking over the samples which soft sole manufacturers have been sending out the past month, I observed that more white soft soles than ever before are being shown.

"Why is this?" I asked one large Rochester manufacturer.

"Simply the result of a process of evolution and of elimination," he replied, continuing: "Experience has taught manufacturers and retailers the objections to colored shoes for babies, while at the same time we have all come to realize that white is the correct color, if white may be considered a color, for babies' wear. The mother dresses the baby in white from head to foot, including white stockings. Why, then, put red, yellow, green, blue, pink or black shoes on the baby? There is nothing quite so pretty as white. Some mothers like a bit of color on their babies' clothes, and may use a pink or blue ribbon. For these mothers, instead of offering all pink or all blue soft soles, the dealer is now enabled to offer the prettier style of a white shoe with blue or pink trimming, which is in much better taste."

"Why are there so many objections being made to patent leather in baby's shoes?"

**Objection to Use of Patent Leather.**

"That comes from the mother, who has learned that patent leather causes the baby's feet to perspire. For the same reason babies in arms should never wear rubbers, and shoe dealers advise the same way. Rubbers draw the feet. If a baby is to be taken out in the cold it should wear carriage boots over its soft soles, or warm knit socks."

There was added another, and what

# 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 sole and tap . . . . . \$2.50

909—Same shoe only unlined and has 1/2 double sole \$2.30

892—Is a tan elk skin with 1/2 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.

## Always Remember

that you can get

# The Latest Ideas of us



We keep up-to-the minute



No fossils, but advance styles



It's the cream you want



This is No. T5409 @ \$2.10

Thin edge McKay.

5% discount for "prompt payment" in 30 days.

**Grand Rapids Shoe & Rubber Co.**

The Michigan People

Grand Rapids



appears to be a serious objection on the part of the shoe buyer to pink and blue soft soles. They fade quickly when exposed to the light! When worn in the sunlight, the prettiest pinks and blues soon bleach out to a dirty white. It is apparent that white baby shoes, made of lambskin, kid, calf or white fabric will be among the best sellers this spring. Velvet is a popular fabric, also pique, and for the summer months linens, crash and other light and cool materials will be worn by baby.

How the Business Has Grown.

It is interesting to note that this industry was founded but a brief quarter of a century ago and that it has flourished until the city of Rochester alone has over a dozen large factories, and several smaller ones, making over 2,500,000 pairs of baby shoes a year, and is the center of the soft sole business.

The first factory in Rochester was established in a private house and the goods were sold by the maker, who traveled on the road for a house making hard sole shoes. Shoe merchants were quick to appreciate the fact that this style of shoe would be a splendid seller, as at that time they carried no form of foot covering for babies. The success of the idea was almost instantaneous. The department stores also found this a splendid addition to their infants' wear department, as well as to the shoe department.

"Nothing is too good for the baby," is an old saying that should be used as a store motto in displaying the prettier soft soles and tiny hosiery. The writer recently saw a window display in which an old-fashioned crib containing a

"sleeping" doll was the center figure. Beside the little bed were a pair of baby soft soles and next to them a pair of little white stockings. To make the connection in the minds of grown-ups was a card with the headline: "Sleeping Beauties," referring to shoes, stockings and the imitation baby, and beneath a little appropriate nursery rhyme.

The dealer told me that the display sold for him more soft soles than he ever sold before in two days, the length of the display. And a little card on the shoes, telling that they were \$1 a pair, proved to him that boy shoes sell more from the standpoint of sentiment and love than from that of economy.—Shoe Retailer.

#### Returned Goods Evil from the Shoe Standpoint.

Grand Rapids, April 14—We feel certain that returning goods to the shoe manufacturer and jobber means a large loss, although the amount of the loss might be difficult to determine.

The shipping expenses are large, the goods must be taken from stock, packed, checked and rechecked. The customer's account or overhead expense must also be taken into consideration. Besides, there are other small expenses in connection with the shipping, such as cartage and freight charges. All this expenditure of capital and labor goes for naught when the goods are returned. The whole process must be renewed in order to realize a profit.

Such a transaction means an additional loss to the wholesaler, for he then has a surplus lot of shoes on hand that in all probability there will be no market for. Not unlikely the shoes returned have gone out of style or the stock has been sold out, while this lot has traveled its circuit. The

returned goods are always found to be the customer's poorest fitters, worst sizes, uncleaned and shop worn goods. These must be disposed of at less than they were worth at the time of the previous sale and for less than what the customer has been given credit.

It is no wonder, then, when we come to consider the expense involved that we say that return goods spell disaster and if return shipments are encouraged, thereby increased, we cannot remain in the shoe business. It is a matter that should be given much attention in order to minimize the loss.

The goods which are returned through our own mistakes are without question to be returned. The only way to eliminate this cause is to perfect the internal organization through a system of checking and securing labor that is efficient and thorough.

If we take a chance and substitute on an order, then, also, has the customer a right to send the shoes back, whether they are better quality or not. Many times the orders are not filled and sent just according to the wishes and directions of the customer. Here, also, we must accept the goods if returned, without question.

Again, many shoes are sent back to us which are said to be defective. In a few instances, the manufacturer is at fault, but in the majority of cases he is not and we fail to understand why the bulk of these goods are returned. Generally we find that the shoe in question has been abused by the wearer by innocently placing it near a fire in his attempt to dry it; by running it up against sharp instruments, thereby cutting it, or in fifty different ways less common. The evidences are so strong against the user that it is beyond our comprehension to understand why any man with ordinary intelligence and

fair judgment would think of obtaining credit for shoes returned under such conditions.

Very often patent leather, velvet and other similar shoes are returned for credit. These are cracked, split, ripped or in some such way unfit for use. We fail to see why credit can be expected when with all such shoes, there is presented a slip stating that the manufacturer will not guarantee them. They are too easily subject to misuse and must be handled with reasonable care. It is a universal fact that these shoes are not guaranteed and yet credit is asked for them.

We are beginning to feel that this practice of returning goods for credit—the so-called defective goods, unseasonable articles, goods the material of which is not guaranteed and goods returned at the customer's pleasure—is becoming an abuse that is growing out of a practice, while each acceptance is an encouragement to use the wholesale houses still more as a dumping ground. We think that we, in company with others, are suffering from an evil that is unnecessary and almost unbearable since it is growing to such an alarming extent and will continue to grow unless checked.

There is but one remedy for such an abuse which might be suggested. That is for shoe dealers and manufacturers jointly to state under what conditions goods will be accepted and abide by their rules. Otherwise individually we will have to continue to fight this evil and, perhaps, without success. Herold Bertsch Shoe Co.

Sierd Andringa, general merchant at Carlisle, recently took unto himself a wife. He has been very happy ever since, but his happiness was not complete until he called at the Tradesman office last week and subscribed for the Michigan Tradesman.



## Do You Think of Adding a Line of Shoes to Your Present Stock of Merchandise?

Or, if already handling shoes, are you absolutely sure you have the best, most profitable line for your particular trade? It will pay you in any case to investigate our lines. Send for our catalog or let us send our salesman. We are tanners as well as shoe manufacturers.

*Quality First* is our watchword. Continuous profits are dependent upon quality, and it is on quality that we base our claim to your consideration when making your selection.

Our new line for fall delivery is now ready for inspection.

**ROUGE REX** Work Shoes for men and boys. **SATURN, JUPITER, MARS,** Welt Shoes for dress

Solid leather; full, comfortable lasts; all heights.

Regular Heights and Oxfords. Latest designs.

**RUTH,** the Shoe of Character for women.

**PLAYMATE** Shoes for children.

Colonial pumps. Strap sandals. Latest toes and heels.

Made for growing feet. Sure to please in style and service.

**GLOVE BRAND RUBBERS** for all styles of shoes and all kinds of service.

## Hirth-Krause Company

Hide-to-Shoe Tanners and Shoe Manufacturers

Grand Rapids, Michigan



Perhaps the most perplexing fact in the situation, from this market's point of view, is the failure of easy money to help out the business situation. This returning ease in money has long been talked of, as a potential factor likely to prove a substantial aid to recovery, but now it seems likely to prove a passive rather than an active force.

Originally, easy money was held to be the prime factor necessary for business recovery. But the release of international purse-strings seems thus far to have brought little response from the industrial world. Easy money has all but ceased to be mentioned among the favorable factors of the moment. It is now beginning to be thought that confidence must be built up in other ways.

It is felt here that there must be a more intimate knowledge of the practical results on industrial profits of the lower tariff rates; a better understanding of the attitude of Washington authorities towards business, as revealed not only in the spoken word of the President, but in outward action of subordinates; a clearing up of the railroad situation, either by granting of higher freight rates, or by showing so conclusively that he who runs may read that increase is unnecessary; and the actual putting into effect of the new currency system, so that it may be known whether it confers large benefits, without counterbalancing drawbacks.

If, and as, these things are gradually cleared up, to the satisfaction of owners of capital, our bankers believe the demands for funds from business will increase; that industry will feel the effect of it, and that money rates will recover to a level somewhat higher than that which has prevailed for many weeks past.

On the whole, Chicago bankers are fairly well satisfied with the allotment of regional banks and districts by the Federal Organization Board. It is true, most of them believe that the country would be better off with eight such banks instead of twelve. The division of territory is also not exactly such as most of them would have preferred. But it is regarded as fair, and most of the complaints are local.

Bankers in outside districts who have done business with Chicago for many years are disappointed where they are placed in another district. They have desired to continue their extensive banking arrangements with

Chicago, whereas, when the reserve banks are in operation, many of them will have to do their business to a considerable extent at other centers. All this means revision of the banking relations in many sections, which might not have come in many years under different conditions. One instance is that of Omaha, which has always held close relations with Chicago banks; yet which, under the new system, will have to go to Kansas City.

In general, it seems to be a pretty safe characterization of the manner in which the allotments have been received, to say that cities which expected reserve banks and got them are reasonably satisfied; that cities which expected them and did not get them are furious, and that cities which are allotted to a district whose new banking capital is not their old "reserve center" are bewildered and annoyed.

At the present moment, it is quite evidently the Commerce Commission's verdict on the railway rate petition which has come to occupy a strong place in the financial mind—perhaps with the unsettled "Trust bills" in the background. But this very fact suggests the possibility that the real underlying influences may be held in abeyance by the peculiar mental state into which the financial and business community has fallen. This very week, for instance, Wall Street listened with no apparent interest to Mr. James J. Hill's declaration that the Northwest is

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



### Kent State Bank

Main Office Fountain St.  
Facing Monroe  
Grand Rapids, Mich.

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

Resources  
8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank  
in Western Michigan

## 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

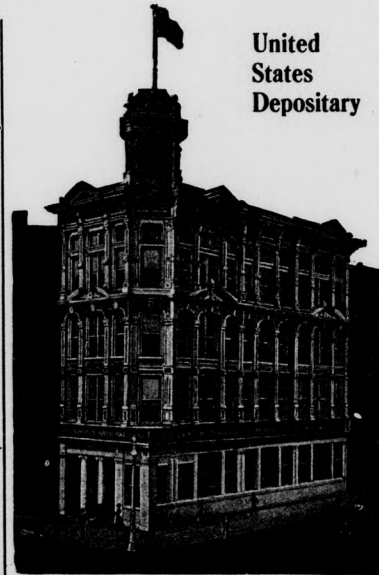
Savings Deposits

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

## 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



prosperous, or to the statement of the Southern Railway's president, in placing a large order for equipment, that the order showed "the belief of the company in the continued prosperity of the territory it serves." It answered, in effect, "How can this be, with conditions what they are at Washington?"

One thing is certain—that this mental attitude surrounds with peculiar interest the question, what is to be the course of events when the outcome of these political uncertainties is known? There is at least a reasonable possibility that the event, as regards either the Interstate Commission's railway rate decision or the outcome of the "trust bills" discussion, will be such as to reassure the market.

A meeting of the depositors of the Backus Bank, at Potterville, which closed its doors last August, was held last Wednesday. Those present were disappointed in not hearing a full and complete report of the financial affairs of the bank from Cashier Backus, or his brother Clyde, Trustee W. H. Van Auken reported that he had collected a little more than \$2,000 during the last six months. The depositors adopted a resolution requesting the Backus brothers to file a complete report of the liabilities and estimated assets of the bank on or before April 22, to which date the meeting was adjourned. A committee consisting of John Hull, H. H. Van Auken and L. B. Shance was appointed to formulate a plan for proceeding in law against the bond given by the Backus brothers, in case their report on April 22 is not acceptable to the depositors.

The First National Bank of Eaton Rapids, has bought the Anderson House site and plans are being made for a bank building on that prominent corner. The transfer includes the bath house with all of the personal property belonging thereto, and the same is to be sold to M. D. Crawford, who contemplates converting it into a two family flat.

Alanson is shortly to have a bank, to be known as the Alanson First State Bank. A new fireproof building will soon be in process of construction.

W. J. Orr, Bay Port; C. F. Wallace, Saginaw, and George Brillbrough, Remus, as well as several Alanson merchants are behind the project.

A \$3,000 damage suit has been brought against the First Commercial and Savings Bank of Durand, by the banking firm of Maitland, Cappel & Co., of New York City, the New York representative of the Mexico National Bank. It is alleged that on December 30, 1911, the plaintiffs purchased a \$1,500 draft drawn upon the defendant by William F. Dorn, who was manager of the Mexico Latox Co., of San Juan Bautista, Tabasco, Mexico, through the Bank of San Juan, Bautista. It is claimed that on October 12, 1911, the Mexico National Bank received a telegram from the Durand Bank, notifying the former bank to accept the draft, but that the branch bank did not have the funds ready and was unwilling to honor the draft unless the Durand Bank guaranteed its payment upon presentation, and telegraphed the Durand Bank, asking if it would be held responsible providing the draft was paid. On October 15, it is said, the Durand Bank telegraphed to the San Juan Bautista Bank, saying they would become responsible for it. The money was paid Dorn and it is claimed that the Durand Bank now refuses to honor the draft. Payment of the draft is sought and also a like amount for damages.

**Quotations on Local Stocks and Bonds.**  
Public Utilities.

	Bid.	Asked.
Am. Light & Trac. Co., Com.	363	366
Am. Light & Trac. Co., Pfd.	107	108½
Am. Public Utilities, Pfd.	72	74
Am. Public Utilities, Com.	47½	50
Cities Service Co., Com.	90½	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.	75¾	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	216	220
Fourth National Bank	215	220
G. R. National City Bank	173	177
G. R. Savings Bank	255	265
Kent State Bank	255	265
Peoples Savings Bank	250	

April 15, 1914.

**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%

Free from tax in Michigan.

If your money is earning less, ask us about the bonds we recommend.

**The Michigan Trust Co.**

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

**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.

**United Light & Railways Co.**

H-S-C-B

H-S-C-B

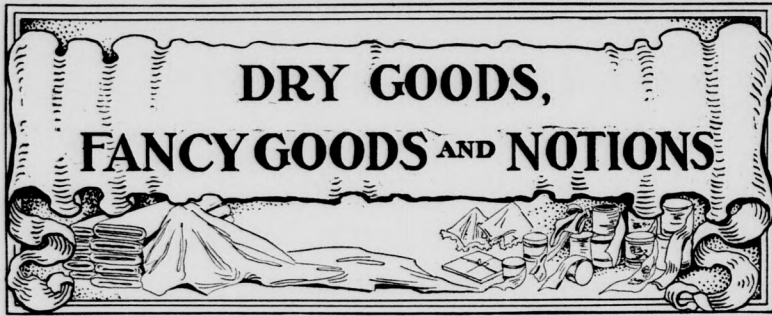
Write us for quotations on First Preferred 6% Cumulative Stock of the United Light & Railways Co. This stock is exempt from the normal Federal Income Tax to the holder, for the reason that the Tax is paid at the source. Send for circular showing prosperous condition of this company.

**Howe, Snow, Corrigan & Bertles**

Citizens 4445 and 1122  
Bell Main 229

Grand Rapids, Mich.

Fifth Floor  
Mich. Trust Bldg.



### The Best Handling of the Theft Problem.

Written for the Tradesman.

Every merchant has it to contend with—the largest store in New York, the little shop at Tompkin's Corners in the country—because, although under widely different conditions, each has to do with the same thing, human nature, which manifests like traits wherever found, and which, under stress of sufficient temptation, in some individuals is ever wont to fall.

Women are the shoplifters. Men commit the grand larcenies and do for the most part the burglaries requiring great nerve and daring and expert mechanical skill, women as a rule figuring in such exploits only as accomplices. Women thieves deftly abstract from the shops the lace handkerchiefs, the silk goods, the beautiful accessories and all manner of articles that chance to be left within reach of their swift and cunning fingers.

Partly because his customers are so largely women, partly because of

the nature of the goods he handles and the exigencies occasioned by their proper display, the dry goods merchant suffers more than other dealers from the depredations of the petty thief. Whether from the expert work of the professional shoplifter, or the bungling efforts of the inexperienced girl who is tempted to obtain some piece of finery dishonestly, the dry goods man is hit harder than other storekeepers.

Some lines of goods from their very nature are practically exempt from molestation by the pilferer. It would be quite difficult to get away successfully with a piece of furniture, for instance. The grocer or the fruit stand man who is easy suffers considerable loss from the depredations of those who—often openly and with perfect coolness—lunch upon his wares. The right sort of man knows how to make people understand that such liberties can not be tolerated, and that without giving any offense. As to actual thefts in these places, while they are annoying and should

be prevented as far as possible, the goods are for the most part so bulky for their value that the real loss need not be serious.

Unfortunately, this is not the case with the dry goods man, who must have quite costly articles spread out freely, and in times of rush and special sale certainly can not have enough eyes in the back of his head to watch all his wares and prevent things of value being taken.

How is he to minimize his losses of this kind?

The suggestions made here are not for the big city store, where the size of the stock and the magnitude of the business warrants the employment of detectives. They are intended for stores in the small city and for the little shops in the country or country village, every one of which pays its annual toll of goods feloniously taken.

There is one thing not to do, and that is crippling the display for fear of losing items of the stock. Goods must be shown conspicuously, tastefully, persistently, else they will not sell as they should. It is false economy, resulting from excessive caution rather than from business acumen, that keeps stock put away out of sight to avoid an occasional theft. That is, of course, under any ordinary conditions. Articles of very great value may be displayed under glass, or otherwise placed where there is no possibility of their being swiped. But as to ordinary goods, such as it is necessary and desirable to get out on tables and counters and display

racks where customers can see them at close range and gratify that most natural desire to handle whatever one is seriously considering purchasing—it is penny wise and pound foolish to lose the many sales that will result from such display, on account of the comparatively small number of instances when a light-fingered person will steal some article.

However, such instances want to be made as few as possible.

The first thing to do is to secure the co-operation of the help—this whether you employ one or one hundred—and particularly applies to those of experience and discretion.

A salesperson who has charge of some portion of the stock is very apt to know it if an article is missing that has not been sold. The help should be encouraged to make prompt report of all such cases to the management. Quite often the person who has observed the loss may have some idea as to who was probably the offender. In the case of small items, the thing to be sought is not so much to recover the goods as to spot the persons who need watching.

In a small place and where the population is not changing rapidly, it is not very difficult to find out practically all the people who are likely to give any trouble in this respect. Your clerking force probably already have around among them a pretty thorough knowledge of the light-fingered gentry in your vicinity. It is your business to draw

## Visitors to the Industrial Exposition Should See Steketee's Display of



# New Spring Merchandise

Wonderfully complete assortment in all departments. Make this store your headquarters. Your're most welcome.

Just two short blocks from the Exposition Building.

## Paul Steketee & Sons

Wholesale Dry Goods

:::

Grand Rapids, Mich.



on that knowledge and render it available for your purposes.

In a large city or in a smaller place where the population constantly is shifting, the theft problem presents greater difficulties. Still a close observer learns to detect quite quickly the person whom it is necessary to keep an eye on.

When by actual detection in the act of pilfering, or by reputation, you know that a certain customer is frequenting your store for the purpose of stealing rather than buying, let your salespeople, or at least those whose discretion can be relied upon, know about it, so that the suspicious character can be watched all the time she is in the store. She soon will know a store that is onto her ways, and is likely to avoid it.

Watching should, of course, be done in a way to attract no attention. Honest and well-meaning people—and more than ninety-nine hundredths of your customers are such—never should be made uncomfortable by efforts to spot a shoplifter.

Where the merchants of a town or city are organized, shoplifters easily can be blacklisted. All dealers may be warned against a person who has committed a theft in a store, even though there is no prosecution for the crime.

As to whether to prosecute or not in the case of a well authenticated theft, that is a question too big and involving too many moral issues and too many phases of store policy to discuss fully here. There are all kinds of shoplifters. There is the high-toned kleptomaniac, the lady of good family and in comfortable circumstances, with whom the desire to steal amounts to a disease. There is the ever-to-be-pitied poor girl already mentioned, whose desire for a bright ribbon or a dainty bit of lace leads her to sacrifice honesty. There are just plain thieves. Each case must be taken by itself and attendant circumstances given full consideration. The person who has been caught in the act of shoplifting is not likely to trouble that particular store again, even though no legal measures are taken.

In one case known to the writer, a merchant asked a woman who he was sure was frequenting his store for the purpose of pilfering, to remain away from his place of business entirely. This was an extreme case. The woman had an unsavory reputation, but had not been detected in actual shoplifting. Her actions, however, were so suspicion-provoking as to put his entire force on a nervous strain whenever she entered the store, so he decided it was best to be done with her. In the case of a wealthy kleptomaniac, such a measure might be very impolitic.

We have spoken only of thefts committed by outsiders. Some merchants imagine, at least, that they lose much by their employes stealing from them. Others experience, as a usual thing, no such difficulty. This branch of the theft problem may form the subject of a subsequent article.

Fabrix.

**His Wife Knew It.**

A Cleveland lawyer tells a story about a woman from the country who wanted a divorce. When the case got into court the judge, disregarding for the moment the technical grounds, tried to find out the real reason for the lady's desire to be separated from the man she had lived with for so many years. The man himself was in court with a lawyer and it looked as if he was going to fight the case.

"Mrs. Dash," said the judge, "tell me what fault you have to find with your husband."

"He is a liar, a brute, a thief and a brainless fool!" answered the lady promptly.

"Tut, tut!" exclaimed his honor, with Wilsonian emphasis. "You could hardly prove all that."

"Prove it? Why, everybody knows it."

"If you knew it why did you marry him?"

"I didn't know it before I married him."

Then the husband spoke for the first time.

"She d'd, too!" he shouted.

**For External Use Only.**

Mrs. Wheeler, a fashionable society woman, sent for her physician one morning.

"Doctor," she said, "I want you to give me a prescription which will cure me of a most irritating trouble."

The doctor bowed and waited for her to go on.

"About eleven o'clock every evening," continued Mrs. Wheeler, "I am overcome with a feeling of sleepfulness, no matter where I am—at the opera, at a dinner-party, wherever I may be, this dreadful sensation comes over me."

"Oh, I can give you a prescription that will prevent it from overcoming you ever again," said the doctor.

Mrs. Wheeler was radiant, but when she looked at the slip of paper the doctor gave her, her face clouded. He had written:

"Bed from ten at night till seven the next morning. Repeat dose once in twenty-four hours, whenever symptoms recur."

It is the customer's privilege to shop, to look and not buy. The best way to make such people buy in the end is to have your goods and your prices right.



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.



**A Good, Strong,  
Medium-Priced Line**

**Buffalo Trunk Mfg. Co.**

MANUFACTURERS OF

**TRUNKS, BAGS, SUIT CASES**

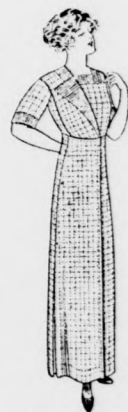
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WRAPPERS KIMONOS  
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LADIES' AND MEN'S  
FLANNELETTE  
NIGHT ROBES  
CHILDREN'S DRESSES  
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"STOUTS" A SPECIALTY**

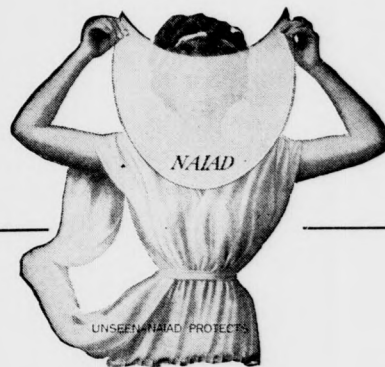


**Lowell Manufacturing  
Company**

31-33 Ionia Ave. N. W.

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

## THE MEAT MARKET

### Letters of an Old-Time Butcher to His Son.

Dear Ed.—Although one would hardly believe it if he looked out the window, the warm weather is rapidly approaching. This has always been regarded by the butcher as a season of the year when it is impossible for him to make any profit worth while talking about, and so he has usually laid back on his oars and taken the summer months as one of the necessary evils of the trade. I never knew why this was so, and I have found that in a majority of cases it is not so. Of course, there are butchers who are unable to do business in the summertime, because the greater part of their trade is away in the mountains or at the seashore, but these do not constitute the greater number in the trade, and there appears to be no reason why the average butcher should not find the warm months, if not as profitable as the colder ones, at least a time when he is capable of making a small profit—enough to justify him in giving his full attention to his business.

People must eat in the summer, just as they must in the winter. Perhaps they do not eat as much, but that is simply because the food does not appear to be tempting to them, and because the butcher, as well as other merchants that sell food products, has never taken the trouble to make it tempting. The only good thing about the average meat market in the summertime is that the temperature in the interior of the market is lower than the temperature on the sidewalk. Otherwise the shop is desolate and bare, and repels the customer, who starts out to purchase the meat for the daily dinner.

I know you will say that it is impossible in a majority of cases to display meat while the hot weather is with us. That is true. The only butcher who can do that is the one who has mechanical refrigeration, and that is why I recommend mechanical refrigeration to the butcher more than anything else. But even if meat cannot be displayed, at least the interior of the market may be made attractive. The butcher should see that the light in the shop is always low, by means of proper awnings. Perhaps he should scatter a little greenery about to place it in conformity with the rest of the season. So long as he cannot display his meat, why not get model cuts of meat made out of papier mache, which are on the market, and use them to take away that bare look, which must be gotten rid of if the market is to be made attractive at all. Proper screening should bar out all flies, and no unsightly fly traps should be given a prominent position where they cannot fail to attract the attention of every customer

that comes in. Greater care than ever should be given to cleanliness in the summertime, and every means should be taken to do away with any stale meat odor, which is so often noticed in meat markets in the warm weather.

What can you sell in warm weather? Well, in the first place, it is the big season for the sale of provisions. Smoked and preserved meats are ideal diet for the hot months. But the average butcher does not get his share of this trade. It usually goes to the grocer or the delicatessen man, who has had the enterprise to go out and get it. Why the butcher doesn't do that is beyond me. He seems to be wrapped up in a trade condition, which is nothing more nor less than the results of his own inaction.

How can you get this trade which the butcher has lost through his own inactivity? In the first place, you have got to show people that you really have provisions to sell. Simply hanging a few hams or a few sides of bacon in a dark corner of your shop won't sell a pound of them. Tell people that you have provisions to sell, not to keep. Hang them in a prominent place in your shop. Make window displays of them. This can be done even in the summer. If your wholesaler gets out advertising signs or advertising matter, get all you can of it and use it where it will do the most good. Don't put it in a corner and forget that it is there. The stuff cost the man who gave it to you money, and lots of money, so it was made for use. As it increases his sales, so it increases your sales.

Prepared meat of all kinds sell well in the hot weather. If you don't sell them to your customers, someone will, and that someone else will get the profit which would be yours if you were alert to your opportunity. Don't blame the weather for dull business—blame yourself, and no one else. The business is there; all you have got to do is to go out and hustle for it. There is no other way to get it.—Butchers' Advocate.

### Young America's Retort.

An English girl while visiting friends in Boston had become very friendly with a society belle there, and was invited to her home to tea one afternoon.

They conversed on general topics for a time, then the conversation took a more personal turn.

"You American girls have not such healthy complexions as we have," said the English beauty. "I cannot understand why our noblemen take a fancy to your white faces."

"It isn't our white faces that attract them, my dear," said the heiress. "It's our greenbacks."

## SHIP YOUR BUTTER and EGGS

to us. We pay spot cash. Ask for quotations.  
We also receive Veal and Poultry on consignment.

### Schiller & Koffman

References:  
Dime Savings Bank  
Bradstreet and Dun  
Mercantile Agencies

323-25-27 Russell St

DETROIT, MICH.



Our national organization enables us to do many important things. We manufacture on a big scale, with all the economies of modern factory methods. We pick up and develop the best ideas from every part of the country. Our local representatives give personal service in the matter of planning the store and selecting the best equipment. It will pay you to find out about Wilmarth service and fixtures before buying.

Send for our catalog. Also let us tell you about Wilmarth "unit construction" methods whereby you can buy your equipment a part at a time—can add to—rearrange—or take from your equipment without serious results.

### Wilmarth Show Case Co.

1542 Jefferson Ave.

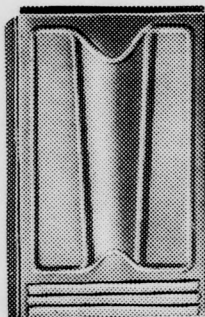
Grand Rapids, Mich.

NEW YORK: 732 Broadway  
BOSTON: 21 Columbia St.  
PITTSBURG: House Bldg.  
TAMPA FLA.: 217 Tampa St.

SAN FRANCISCO: 515 Market St.  
HELENA: Horsky Bldg.  
SALT LAKE CITY: 257 S. Main St.

CHICAGO: 233 West Jackson Blvd.  
ST. LOUIS: 1118 Washington Ave.  
MINNEAPOLIS: 27 N. Fourth St.  
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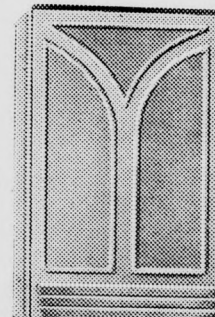


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ROOFING  
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Fire and Moisture Proof  
Lighter than Other Roofing  
Will Not Rattle  
Let Us Send You Samples

W. C. Hopson Company  
Grand Rapids, Mich.



Use Tradesman Coupons



# Quality Tea

There is no beverage more Healthful, Refreshing and Invigorating than Tea.

No article of commerce more important in the selection than Tea.

Nothing more profitable to the Retail Grocer and nothing in which more care should be taken in the purchasing.

We carry the largest and most select assortment in Michigan.

Our Package Teas are packed specially for us in the original countries of growth and are never repacked by us. Our grades are always maintained and selected for Cup Quality.

We Import Direct from Japan, Ceylon and China.

We are Distributing Agents for Tetley's Celebrated Ceylon and India Teas, universally acknowledged the Best and Purest.

WE ARE AT YOUR SERVICE

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**Judson Grocer Company**

The Pure Foods House

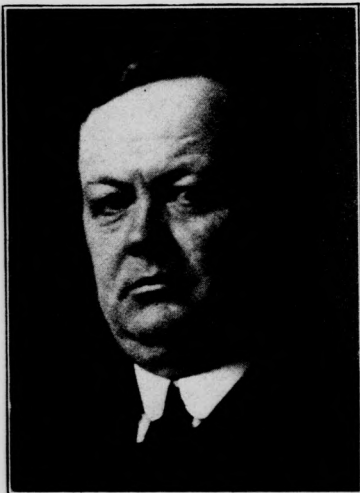
Grand Rapids, Michigan



## IN ITS INFANCY.

## Early History of Grand Rapids Retail Grocers' Association.

Thirty years ago the retail grocery business was hampered by many evils which have since been modified or elim-



W. A. WOOD, President

inated, largely through organized effort on the part of the retail grocers themselves. At that time no one thought of closing before 9 o'clock at night and it was not unusual to keep open two hours later. Peddlers were numerous and pestiferous. There was no pretense even of compelling them to obey any law, if there was any law; at least, no law was enforced. Dead-beats had their own way. Credits were lax and the retail grocers had no way of keeping track of the peripatetic poor payer who moved from street to street, from ward to ward and from locality to locality. There was no uniformity in prices. There was no common understanding on the hiring of clerks and the ethics of the trade were at a low ebb—so low that a grocer felt that he was doing a cute trick when he hired a favorite clerk away from a competitor or seduced a good customer by some trickery or chicanery. Of course, these conditions did not exist in all of the stores, because the grocers in those days were many of them high-minded men who carried on their business in accordance with the best thought of the time. Such men were at a disadvantage, however, because they had no way of imbuing their neighbors in trade with the high ideas and ambitions which actuated them in their business.

As is usually the case, the grocers of Grand Rapids were induced to get together through the importunities of their local trade paper, the Michigan Tradesman, which was established in 1883. From the beginning the Tradesman urged local organization and later a State organization and, as a result of this agitation kept up continuously from week to week for two years, a meeting was held at the office of the Tradesman, at 49 Lyon street, on Nov. 10, 1885, at which time the Grand Rapids Retail Grocers' Association was organized. The original by-laws adopted at that time provided for a delinquency list and for the punishment of retailers who trusted dead-beats and also contemplated disciplining those jobbers who sold goods to con-

sumers. The officers elected at this first meeting were as follows:

President—Erwin J. Herrick.  
First Vice-President—E. E. Walker.  
Second Vice-President—Jas. A. Coye.  
Secretary—Cornelius A. Johnson.  
Treasurer—B. S. Harris.

Board of Directors—Eugene Richmond, Wm. H. Sigil, A. J. Elliott, Henry A. Hydorn and W. E. Knox.

One of the first problems that confronted the Association was the advisability of permitting Arthur Meigs & Co. to become a member. This house had been a wholesale grocery house for some years and had lately established a retail store on South Division avenue. The application came as a retailer, but, after due consideration, it was thought best to decline the application because the house was a jobber as well and it was felt that the Association ought to confine its membership purely to retail dealers.



W. P. WORKMAN, First Vice-President

The next problem presented was the application of F. J. Dettenthaler, who was then engaged in the fish and oyster business on Monroe avenue. It was finally decided, after considerable discussion, to amend the by-laws, defining the word "grocer" to include fish and canned goods dealers as well.

The next problem was the admission of the butchers. This subject was debated for several meetings, when it was finally decided that, on account of their interests being somewhat at variance with the grocers, they should form an organization of their own, which they did a short time afterward, the retail grocers extending to them the right hand of good fellowship.

The second month the Association was organized it secured an agreement from the wholesale grocers of the city not to sell goods at wholesale to consumers, and this agreement has been observed, with variations and occasional lapses, for the past twenty-eight years. Two months later it was decided to take up the subject of restricting peddling and a committee was appointed to secure the enactment of a regulative ordinance at the hands of the Common Council.

Another committee was entrusted with the work of agitating the establishment of a public market. This agitation was kept up at regular intervals for about ten years before the object was accomplished.

August 17, 1886, C. A. Johnson re-

signed as Secretary and E. A. Stowe was elected to fill the vacancy. Mr. Stowe continued in this capacity for about five years and, in the meantime, the Association met with him in his office most of the time. In the summer of 1886 the organization began agitating the formation of a State organization, to be known as the Michigan Business Men's Association and to be composed of the local associations in the State then in existence. It may be stated, in this connection, that the organization of the Retail Grocers' Association of Grand Rapids had stimulated the formation of local associations in many other towns and cities of the State. In fact, the editor of the Tradesman was instrumental in organizing 110 local organizations of retailers all of which became subsidiary to the Michigan Business Men's Association when it was organized or shortly thereafter. The agitation for a State Association found expression Sept. 1, 1886, in the promulgation of an invitation to meet in Grand Rapids as the guests of the Grand Rapids Retail Grocers' Association on Sept. 21. The convention was held as scheduled and proved to be one of the best attended meetings of the kind ever held. The work sought to be accomplished was started so auspiciously that it was decided to hold the second convention in Grand Rapids the following February. This Association took advance steps on many important questions and did much to improve the conditions of the retail dealer. It brought about uniformity in collection systems and uniformity in the preparation and publication of delinquent lists. It brought about the uni-

MARTIN DEKKER,  
Second Vice-President

form fire insurance policy which has been in use ever since. It secured the enactment of remedial legislation and defeated inimical legislation that would have worked a hardship to the retail dealer. More actual work was accomplished by the Michigan Business Men's Association in the five or six years it was in existence than has been done by any other State organization in Michigan and it is a matter of satisfaction and pleasure to every member of the Grand Rapids Retail Grocers' Association to think that this splendid State organization owed its existence largely to the efforts of the Grand Rapids Retail Grocers' Association.

At the time of the first meeting of the Michigan Business Men's Association, the Retail Grocers' Association had 110 members. This number increased until at one time there were 160 members in

good standing. The local Association adopted the Blue Letter collection system of the State organization and in numerous other ways co-operated in carrying forward to a successful completion the work undertaken by the State Association.

The cost of entertaining the first meeting of the State Association was \$211, all of which was cheerfully contributed by the wholesale grocery trade at this market. The cost of entertaining the second convention was \$253, which was contributed in the same manner.

The first picnic held by the Association was pulled off in June, 1887. It was an unqualified success and the happy forerunner of the many other successful picnics that have been held by the organization since.

The first anniversary banquet of the Association was held in the fall of 1887, under the joint auspices of the Butchers' Association and Grocers' Association.

Dec. 28, 1887, the collection department was inaugurated under the management of S. A. Sheldon.

In the spring of 1888 the organization entered upon an aggressive campaign having for its object the more thorough inspection of meats, vegetables and milk. This work found expression in numerous ordinances which were enacted later by the Common Council, which has been for the mutual good of both dealer and consumer.

The second annual banquet of the organization was held June 18, 1888. It was a most satisfactory affair.

In the fall of that year the organization started a movement to curtail the operations of the peddler.

Feb. 18, 1889, the organization introduced the Question Box. As showing the subjects which were uppermost in the minds of the retail grocers twenty-five years ago, the list of questions discussed at that meeting is significant:

1. Will it be advisable to renew the berry box agreement the coming season?
2. Does any one know how much the State license is for peddlers?
3. Do you find the sale of canned fruit is being superseded by the sale of dried fruit?
4. Has any move been made toward



J. A. STEVENSON, Secretary

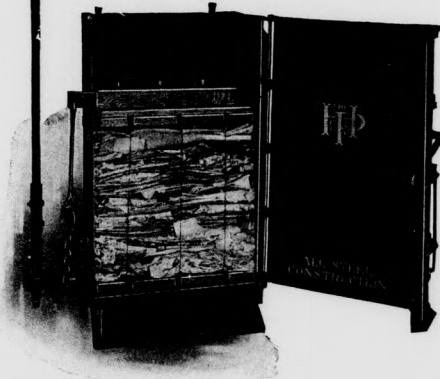
removing the obstacles to the establishment of a city market?

5. If there is no city law to apply to the city peddler, can not he be prosecuted under the State law?

(Continued on page 20.)



## Made in Grand Rapids



### All-Steel Fireproof Baler

Turns waste paper into  
paper good at the bank

See it at the  
Exposition

The Handy Press Co., Inc.  
435-441 Ionia Ave. S.  
GRAND RAPIDS, MICH.

## IMPERIAL BRAND

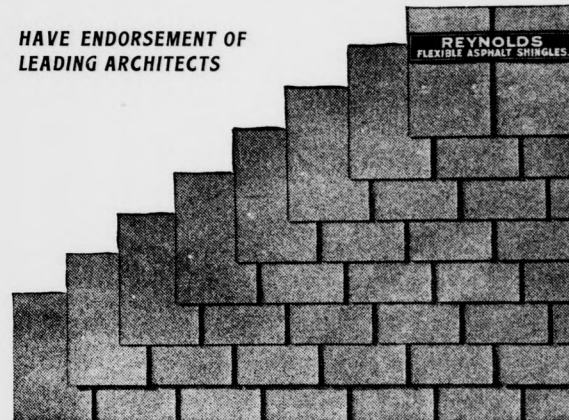
Spraying  Compounds  
Largest Line Superior Quality

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

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

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

**H. M. REYNOLDS ASPHALT SHINGLE CO.**  
Original Manufacturer GRAND RAPIDS, MICH.

## YOU SHIPPER

Send your name to

## BARLOW BROS.

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and get free sample and description  
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goods.

Time, Trouble and Mistakes saved.



# Rademaker-Dooge Grocer Co.

## WHOLESALE GROCERS

Cor. Ellsworth Ave. and Island St.

Grand Rapids, Michigan

Exclusive Distributors for Western Michigan of the  
following well known brands:

Thomson & Taylor's famous Diamond S, Diamond C, Breakfast  
Delight and Morning Cup Coffees

Scioto and Prize Brand Canned Vegetables

Pressing's Brand Canned Vegetables

Wolverine Tomatoes, Imperial and Algoma Peas

Diana, Princess and Home Corn

We extend a cordial invitation to any and all grocers to give us a call

## THE HOUSE OF QUALITY AND SERVICE

### IN ITS INFANCY.

(Continued from page 18.)

6. How are collections?
7. Does any one want to buy a second-hand cheese safe?
8. What shall we do with mills which sell flour at wholesale to hotels, boarding houses, etc.?
9. Have you ever noted any shortage in flour in either barrels or sacks?



FRANK JOHNSON, Assistant Secretary

10. Is there anything in the new charter amendments that will help us to get a city market or an inspector?

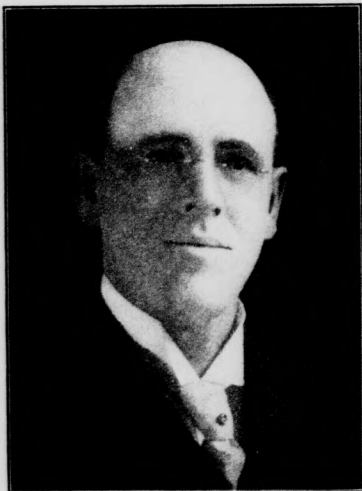
11. Are you all aware that sugar is cheaper here to-day than it is at any other market in the country?

12. Who wants to buy a pair of one-horse, heavy bobs?

13. What principal rules are necessary for the best management of a retail trade?

At the next meeting held March 5, the following subjects were presented for discussion:

1. Is it not an advantage to the dealer to sell all vegetables by weight, rather than by the bushel or peck?
2. Is there a law, State or National, that compels Chicago packers to brand their goods "Lard Compound?"
3. Wouldn't it be a good idea to try the White Cap business on the peddler?



A. L. SMITH, Treasurer

4. Any report from Lansing in regard to exemption laws, insurance or the market clause in the new amendment to the charter?

5. Have we a city sealer yet? If so, how often does he make the circuit, and

does the law sustain him in the collection of bills for his work.

6. If John Killeen runs for Mayor, and is elected, where will the peddler be then—poor thing?

7. Do you favor a National bankrupt law?

8. Do you find any difficulty in getting good butter?

9. Which do you find takes best with your trade—Eastern or home made buckwheat flour?

10. Where do you think would be a good place for a city market?

This is as far as the early records of the organization go. About this time the Association changed Secretary and, although diligent effort has been made to locate the records of the organization for the next half dozen years, they have not been found up to present writing. If they ever are found—and it is hoped they will be—they will be carefully compiled for future reference.

E. A. Stowe.

### Some Samples of Alliterative Advertising.

There is nothing like alliteration to advertise a show. Some enterprising press agent lately evolved the following as an announcement of a burlesque favorite.

"Behold this Beauteous Bundle of Blond Beautitude with the Terpsichorean Talent of a Taglioni, a Perennially Pretty Piquant Pert and Personal Pet."

"Saltatorial Soubrettes" is good, while "Wholesale Wrinkle Wrecker" is more than appropriate. "She of the Syruppy Smile" is plain enough, and although not one person in a hundred would understand it, "Curule Connative Circe" is quite classical.

One genius endowed eight girls with the following titles:

Eight Elysian Elastic Enchantresses.  
Huit Heavenly Hedonic Houris.

Otto Odoriferous Opalescent Oscillators.

Acht Angelic Airy Amoretti.  
A Drove of Delightful Dancing Divinities.

A Bevy of Blond and Brunette Beauties.

A Wiggling Wave of Winsome Witches.

A Luxurious Lot of Laughing Lasses.  
Oeteriary Omnium Gatherum of Gy-rating Girls.

Tremendous Tambourine Toe-Tapping Terpsichoreans.

A traveling man describes himself as:  
The Dolorific Dent Dislodger.  
The Troublesome Tooth Touser.  
The Bothersome Bicuspid Banisher.  
The Irritating Inciser Interrupter.  
The Malignant Molar Mover.  
The Cumbersome Canine Chaser.

And there are many more variations. "A Mirth Making Musical Monitor in a Comic Instrumental Gallimaufry" is a phrase to keep one awake nights, thinking what on earth the last word means. "Fertile Felicitous Founders of Fantastic Funniesities" is lurid, and every one would tumble to "A Threstle Throat-ed Man." Why not, while this system is in vogue, call the manager of the theater "The Front Functionary," the leader of the orchestra "The Catgut Champion," and the men behind the scenes "The Accomplished and Artistic Adjutants"

## The Industrial Corporation

GEORGE WILLIAMS, President and Gen. Manager

ESTABLISHED IN 1910

Citizens 4022

Bell M 42

### A Few Pertinent Questions

1. How much waste and inefficiency makes up the percentage of your output?

2. We standardize your output on scientific lines, also your buying.

3. We keep you supplied with first class employees all the year around.

4. You have all kinds of insurance, fire, life, etc. But do you carry any insurance against strikes and malcontent in your place?

5. Why pay at all for industrial investigators? We furnish them Free.

6. And above all, we prevent strikes and give you the services of the best consulting and efficiency engineers.

THE INDUSTRIAL CORPORATION is an established fact, a thing to be taken into consideration among the manufacturing and mercantile establishments of Grand Rapids and the State of Michigan.

The North-Western Branch is here to stay, its success in contracting with some of the many large enterprises in this city and state PROVES THAT WE ARE NEEDED IN THIS FIELD. Our purpose of introducing efficiency methods in the industrial and commercial field, ALSO OUR PLANS FOR INSURING OUR CLIENTS AGAINST LABOR STRIKES AND DISTURBANCES created by the paid agitators, have met with a general enthusiastic reception.

Our staff of consulting engineers is the best in the country. WE ARE THE PIONEERS IN THIS LINE of business and the "WILLIAMS SYSTEM" of efficiency and production is recognized as the best method in increasing production without any new outlay of capital. This "WILLIAMS SYSTEM" has been adopted by some of the largest corporations in this country and abroad.

### "EFFICIENCY FIRST"

Is this your Slogan?  
If not, why not?

The biggest corporations have adopted it. They have figured it all out to "several decimals" and know "EFFICIENCY FIRST" means money saved. Logical, isn't it?

It means the elimination of waste and the prevention of labor trouble. Introduce the "Williams System."

Suite 218-219-220 Murray Bldg.

GRAND RAPIDS,

:::

MICHIGAN



**REPRESENTATIVE RETAILERS.**

**Maxwell McIntosh, General Dealer at Stanton.**

Maxwell McIntosh was born at Portobello, a suburb of Edinboro, Scotland. He attended school at Portobello until 12 years of age, when he worked for four years with his father, who was engaged in the dairy business. He then went to Glasgow, where he served a four year apprenticeship in the dry goods business in the store of Moore, Taggart & Co. Under this arrangement he devoted six months each to eight different departments, as follows:

- Domestics,
- Dress goods and silks,
- Women's ready-to-wear,
- Hosiery and underwear.
- Notions,
- Ribbons and laces,
- Men's furnishings,
- Carpets and rugs.

This apprenticeship gave him a thorough knowledge of the business and fitted him for any position he might aspire to occupy in any dry goods store in the world. On the completion of the apprenticeship he entered the store of Costigan Bros., at Glasgow, as dress goods salesman. He subsequently spent six months in the store of James Daly, when he came to this country, locating first in Norwich, Connecticut. Here he was employed for one and one-half years in the dry goods store of Porteous & Mitchell Co., subsequently working three and one-half years in the store of Hunter & Hunter, at

Detroit, where he had charge of the dress goods department. The next two years he was employed as dress goods and silk buyer for W. L. Milner, of Toledo. Two years subsequently were spent in the same



MAXWELL McINTOSH

capacity with Goldberg Brothers, of Detroit. He then came to Grand Rapids and entered the employ of Charles Trankla & Co., with whom he remained fourteen and one-half years as buyer of the women's ready-to-wear department. Two weeks ago he purchased the general stock of D. E. Finch, at Stanton, where he has taken up his residence and taken possession of the store.

Mr. McIntosh was married August 6, 1898, to Miss Mina LaShore, of

Detroit, who has been a devoted and faithful wife.

Mr. McIntosh is a Mason up to the 32d degree. He is a member of the Mystic Shrine and also a member of the East End Congregational church. His hobby is bass and pickerel fishing. He attributes his success to steady perseverance, but no small degree of the success he has achieved is undoubtedly due to his thorough knowledge of the dry goods business in all of its branches. In this respect it is very fortunate that he was reared in a country where the apprenticeship system prevails. No one can complete an apprenticeship in the old country without having a thorough knowledge of the business. The abandonment of the apprenticeship system in this country has produced an army of botch workmen and incompetent clerks, which is a fearful arraignment of the bad methods that have resulted from the influence and example of the trade unions.

**Products of Sawdust.**

In this prodigal land, sawdust was for a long time regarded as waste. It was allowed to float down the rivers, or to pile up in unsightly mounds. At best, it found a field of usefulness in icehouses and stables. The recent success of a Baltimore chemist in perfecting a process by which illuminating gas can be made cheaply from sawdust is, however, only one reason why science is beginning to hold sawdust in more respect. In Austria they mix tar with it, and make fuel briquettes of it. One

Austrian factory produces seven million briquettes a year. In Germany they mix rye flour with it, and out of the combination bake a kind of bread that human beings as well as horses eat. One German bakery turns out twenty thousand loaves a day. In France they extract dyes from it.

**Health Epigrams.**

- A little ventilation is more effective than much quinine.
- Open your windows for the fresh air and you will seldom have to open your pocket book for the druggist.
- It is better to sleep in the fresh air than in the fresh grave.
- It is difficult to cure consumption; it is easy to prevent it.
- A careless spitter with a little cough is more dangerous than a man with a big revolver!
- Flies in the dining room precede nurses in the sickroom.
- A rain barrel full of water—a house full of mosquitoes.
- If some people were as much afraid of flies as they are of bad weather there would be less typhoid.
- Good water is more to be prized than rubies, and clean hands are much better than much fine gold.
- The time to fix your well is before you have to send for a doctor.
- But why should any fool man want to stand prosperity? It's up to the prosperous chap to sit down and take it easy.
- In union there may be strength, but without unions there would be no divorces.

# MOSELEY BROTHERS

## GRAND RAPIDS, MICHIGAN

**Commenced business in 1876. Own their Grounds, Warehouses, Stables, Railroad Tracks and Offices.**

**On the block bounded by Pleasant street, Hilton avenue, Grant street and Railroads S.W. They own a thousand feet Railroad trackage on their own grounds.**

**Have the best Railroad Warehouse facilities in the city.**

**Own and operate a Line of Refrigerator Cars, the only Line of Private Refrigerator Cars owned and operated by Grand Rapids firm, loaded only by them, which are carrying Produce and Fruits to all parts of the United States and advertising Grand Rapids and Michigan Products.**

**Moseley Brothers are in Business to Buy and Sell Farm Products.**

Will Buy or will Sell you

**Beans, Seeds, Potatoes, Fruits and Farm Produce**

# MOSELEY BROTHERS

OFFICES ON PLEASANT STREET, S.W.  
BOTH TELEPHONES NO. 1217

GRAND RAPIDS, MICH.

## MEN OF MARK.

**W. H. Martineau, General Manager  
Leitelt Iron Works.**

As a general proposition, all attainment of the goal of human endeavor is dependent upon mental acumen procurable only through some definite sort of schooling—not necessarily scholastic in the sense popularly denominated "book learning," but, conversely, not necessarily inseparable from that. That man who will attain the desired goal in the most satisfactory and generous degree is the pupil of the most comprehensive school. In this country that is found in practical affairs perhaps nowhere else as in the School of Salesmanship—the science of merchandising as it is exploited only in America.

Accepting the popular interpretation of "great" men, in point of numbers—often of accomplishments—the graduates from the field of salesmanship are the most conspicuous among them; its ranks contain proportionately more to whom can properly be given that title than do those of all other business interests of the country. To many of the practical financial men of the country—many of them men in the shadow as well as in the limelight of publicity—the term great is applied advisedly and appropriately. Without intending unkind comparisons they—the practical salesmen—stand head and shoulders above many whose names are Nationally and even internationally famous in the country's affairs as financiers only. The manipulator of finance may be a master within his own sphere, but usually he is at home in that sphere only. The seller of merchandise—he who compels the financier to build railroads, dam streams, bridge rivers, turn the wilderness into a garden, change the dormant prosperity in agricultural, mining and manufacturing regions, in order that his business may progress and prosper—is far and away the superior of the money king. He is a graduate of a limitless university. The financier, on the other hand, is a graduate of a restricted school, usually confined to commonplace limitations.

This shall be the story of one famed among the masters of salesmanship, a man who has stumbled and transformed his missteps into successes; who learned the most lasting lessons in that best of impressive schools, adversity; who welcomed opposition for the experiences it assured and who fought and overcame it.

Word came to the arbiters of destiny that on February 8, 1869, an eleventh son had been born in a family in moderate circumstances in Traverse City. The great triumvirate—Environment, Education and Enlightenment—sat en banc to consider this young life. Judgment was given independently and recorded in the books of Things That Are to Be in this manner:

Environment, J.: His surroundings and his associates shall be of the order which stimulates competition, so that inherited traits and forces of character may each receive full de-

velopment. All incentive to work and to achieve shall be directed along the path of the Things Worth While.

Education, J.: That this child may become wise and useful, it is decreed that each bit of knowledge shall be earnestly striven for and thoroughly assimilated. That nothing shall be attained without labor, to the end that the subject may know his capabilities and understand the possibilities of others.

Enlightenment, J.: Affecting the destiny of this life no foreword shall be spoken.

This authentic record makes the conclusion obvious that William H. Martineau did not set out to become manager of the Adolph Leitelt Iron Works. Education's favors were grudgingly bestowed. In the common schools of Traverse City, the customary portions of erudition were ladled out to this student, but whether or not a more than customary per-

centage of the knowledge was retained can not be determined. Mr. Martineau at this time is unable to decide what part of his general store of knowledge was gleaned in school life and what part in life's school. He was graduated from the grammar school, after which he took a business course at the local business college. He then entered the employ of the Park Place Hotel, where he clerked five years. In 1892 he went to Chicago, where he clerked two years for the Grand Union Hotel. He then went on the road for P. Lorillard & Co., of Jersey City, remaining in Minnesota territory for eighteen months, where he achieved an almost instantaneous success. His record as a salesman was so remarkable that he was importuned to take

the sales management of North and South Dakota for the Drummond Tobacco Co., of St. Louis, with which corporation he remained two years. His headquarters in the meantime were at Fargo. In this position he repeated the success achieved with his first connection and soon found himself in possession of a very flattering offer to cover more congenial territory in Michigan for W. F. McLaughlin & Co., of Chicago. with whom he remained thirteen years. For the first twenty months he traveled out of Detroit, but for the remainder of the time he covered Northern Michigan, with headquarters at Grand Rapids. He was a top-notch as a traveling salesman, standing at the head of the list among the Michigan salesmen of his house for several years. He was very much attached to Mr. J. W. Beattie, who was then manager of the business and, although Mr. Beat-

agement of himself and Mr. La Bonte, has grown wonderfully in the last three years and the house is evidently destined to become one of the great iron institutions of the Middle West. The two men—admiring each other's abilities and respecting each other's opinions—work together with the greatest harmony and thus cement the friendship of a lifetime, based on mutual acquaintance and helpfulness.

Mr. Martineau was married June 27, 1905, to Miss Katherine Barry, of Chicago. They have one child, a daughter of 3 years, and reside in their own home at 511 Wealthy street.

Mr. Martineau is a devoted member of St. Andrews' Cathedral and was formerly affiliated with the several fraternities connected with the Roman Catholic Church. He has not retained his membership in the fraternities on account of his finding greater pleasure and more permanent enjoyment in the home circle. He is a devoted fisherman—both trout and bass—and the only thing that can ever wean him from his business or separate him from his desk during business hours is a knowledge that the fish are biting.

Mr. Martineau attributes his success to hard work, but those who know him best and appreciate him most insist that a delightful personality and a remarkable capacity to read and understand men have quite as much to do with the exceptional success he has achieved in the various positions he has held as hard work. He is built on large lines and is accustomed to look at things in a large way, all of which eminently fit him for the position he now occupies.

**Sielcken on Brazil's Plight.**

Herman Sielcken, in an interview, says it is true that Brazil, unfortunately, is suffering from a temporary financial embarrassment. According to him, the real cause of Brazil's plight to-day is an old story—she has been too generous and too prodigal. Her future, however, is safe, because the country is very rich and great in possibilities. The value of her coffee seems fully assured, he believes, owing to promise of smaller crops, in consequence of the age of trees, which has rendered hundreds of millions of them comparatively unproductive.

**Light and Window Display.**

Dark blue reflects 6½ per cent. of the light falling upon it.

Dark green, about 10 per cent.

Pale red, more than 16 per cent.

Dark yellow, 20 per cent.

Pale blue, 30 per cent.

Pale yellow, 40 per cent.

Pale green, 46½ per cent.

Pale orange, nearly 55 per cent.

And pale white, 70 per cent.

A window finished in light oak can be lighted with much less wattage than a window finished in dark mahogany; likewise, a window in which white goods are displayed.

After a man has expressed his views he may wish he had patronized a slow freight.



W. H. MARTINEAU

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Tell your customers that FRANKLIN CARTON SUGAR is refined CANE sugar; it's a good point, because most people would rather have cane sugar, also because it's TRUE. There's nothing but CANE sugar in the CARTON with the head of FRANKLIN on it, and it's refined by the most modern process. Guarantee the sweetness and uniformity and full weight. The sealed CARTONS keep the sugar clean for your customers and save you the work and time required to bag bulk sugar, as well as cost of bags and twine and loss by overweight. Think it over!

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.

## Attention Merchants of Western Michigan

Come to Grand Rapids  
Week of April 20th

It is to your interest to become better  
acquainted with us

Exclusive Selling Agents for

Sugarloaf Bananas  
AA Pure Gold Tagged Oranges

A. CASABIANCA & SON  
THE HOUSE OF QUALITY

## A HALF CENTURY'S EXPERIENCE

*Has convinced us that the way to success is through honest effort, square dealing and a firm determination to please the people, first, last and all the time. Such was our policy when we first embarked in the milling business, and we have since had no reason for changing our views.*

### THE VOIGT PRODUCTS

**VOIGT'S CRESCENT, The best for bread and pastry**

**VOIGT'S COLUMBIAN, Strictly a spring wheat flour**

**VOIGT'S CALLA LILY, A Kansas hard wheat flour**

**VOIGT'S ROYAL, A fancy winter wheat patent flour**

*Are based upon principle modern methods, skilled labor and the best of material, fast gaining for us public favor and placing us at the head as the most popular and progressive millers of the day*

*We solicit your patronage and hearty co-operation in advancing the milling interests of Michigan*

**VOIGT MILLING COMPANY**  
GRAND RAPIDS, MICH.

## MEN OF MARK.

**Richard R. Bean, Manager of the National Candy Co.**

The science of accounts is a development of age and experience. The book-keeping of the trapper, the pioneer settler on the prairie or of the general storekeeper on the frontier is as primitive as their way of life; but when the number of transactions multiply and their scope enlarges, and as the wonderful credit system which may be either a master or a servant brings the business under its influence, accounting becomes a science, in its application demonstrates the right of a business to live and tests the wisdom of business policies.

In the United States, a new country, too little attention has been paid to accounts. In England, an old country, perhaps too much attention has been paid to elaborate and in many cases useless records. But in the older countries, with their close and continuous competition and where little economies must be depended upon to save even narrow margins of profit, correct book-keeping is of serious moment. If sometimes it would seem that more attention had been paid to finding out about a business than to doing business, it was a not unnatural development of the hard conditions under which business was done. In the United States, where, on the whole, profits have been large as compared with the older countries, where opportunities have been more numerous and action freer, there has been a sort of impatience with the elaborate accounting methods of the Old World, and from it has come much of the influence which has led to the simplification of old methods, making book-keeping the servant rather than the master.

Still to the older countries must we look for the most perfect methods of accounts. In the United States book-keeping is largely looked upon as a temporary occupation to be used as a stepping stone to a higher class of work. In the older countries accounting is a profession to be adopted as a lifelong pursuit. As fine accountants as there are in the world are to be found in the States, but their average in accuracy, reliability and knowledge of the art does not begin to be so high as in Europe.

Richard Robert Bean was born on a farm in the Yorkshire Woles, England, Aug. 26, 1862, being the third of a family of four children. His antecedents on both sides are Scotch, the family name being originally MacBean. When he was 7 years of age, the family moved to Pocklington, where he attended public and private school until he was 17 years of age. He then entered the law office of J. T. Sargent, who, in addition to being a solicitor, was registrar of the county court. Mr. Sargent was a very capable man and taught his clerk habits of thrift and punctuality and exactness, which have had a marked influence on his life and for which he feels under great obligations to his old employer. During the time he was with Mr. Sargent, he studied law, with a view to taking up the work of court practice, but abandoned this idea when he was 21 years of age, and moved to London, where he remained a year. In Septem-

ber, 1884, he came to this country with an older brother, locating immediately in Grand Rapids, which had been brought to his attention by friends of his boyhood. He soon afterward entered the employ of the Old National Bank, where he remained four years, starting in as collector and ending as book-keeper, occupying several intermediate positions in the meantime. Six months after the inauguration of the house of Olney, Shields & Co., he entered the establishment as book-keeper, remaining with that house and its successor eight years. Failing health impelled him to remove to California, where he located on a lemon ranch near San Diego. The change was so beneficial to his health and so detrimental to his pocket-book that he returned to Grand Rapids at the end of a year, and entered the employ of the Putnam Candy Co. in January, 1897, taking charge of the office. He gradually acquired a knowledge of

citizen and a trustworthy business man, is, apparently, to be the first man at his desk in the morning and the last man to leave it at night. He has an iron constitution, which enables him to give his business close application without apparent fatigue. He is a remarkably systematic worker and has a faculty of inspiring his associates to work along common lines with him. He accomplishes this result without friction, in consequence of which every person in the establishment stands ready to hold up his hands and sustain his policies under all circumstances. His relations with his traveling force are so close and cordial that every man on the road for the house is ready and willing to fight for the house and defend its goods and reputation on the slightest provocation.

As a credit man, Mr. Bean occupies an enviable position. He probably comprehends a credit proposition as quickly as any man at this market and appears

Bean: "My acquaintance with him goes back for more than twenty-five years and I know him to be as true as steel. He is a man who 'swearth to his own hurt and changeth not;' to know whom strengthens one's faith in human kind. He is clear-headed, cautious and conservative, but when he once assumes a responsibility he never throws it off."

**Color Schemes in Window Dressing.**

Don't forget the value of solid-color schemes in window dressing. Of course, all red is the great eye-catching color. By taking red crepe tissue paper and making background, floor, ceiling and sides all in a uniform color, the displaying of some red hot-water bottles in the window will make a color scheme that must attract attention. Of course, the goods shown on a contrasting background stand out more prominently, but if this is varied with a background of self-color it will be found that both plans are profitable. There are some colors that are not worth using in this way, and yellow is one of them, on account of its weakness by artificial light. The heavy shades are best by electric light, though light greens and blues and pinks may be made very attractive and cool in daylight effect. It is to be remembered that the deep colors absorb a large amount of light, however, and make it necessary that more candle power be used if the goods themselves are to have the same chance.

If you cater to the cigar trade, particularly of travelers, you can make a window display help suggest smokes to any man starting on a trip. Get a big assortment of railroad time-tables and make a back-ground of them by hanging them at the back of the window. Get some large colored pictures of railroad trains, automobiles, trolley cars—any popular mode of transportation. Use these in connection with the time-tables. Then set a traveling-bag or suitcase in the window, preferably one covered with foreign labels, and put a few boxes of the cigar to be mentioned in a corner, and in the middle a card reading, "Going away? Better take a box of these with you."

**Excellent Appetite.**

Robert M. Pindell, Jr., chief clerk of the Department of Commerce and Labor in Washington, seldom gets home in time to eat dinner with his family because the press of his work keeps him at his desk until long after everybody else has left the building. Mrs. Pindell always puts his dinner in the warming oven, where he finds it when he arrives.

One night he reached home after the family had gone to bed, and found his lunch on top of the stove. Next morning his wife opened the oven and discovered that the food she had left for him had not been touched.

"Why, Robert! Didn't you eat your supper last night?" she asked.

"My dear," he replied, "I did, and enjoyed it very much, but you made a mistake and left it on top of the stove."

"Good heavens!" she cried "That was the dog's supper."



RICHARD R. BEAN.

the business until he understood thoroughly every branch of it and, on the purchase of the plant by the National Candy Co., he was not only made manager of the local factory, but was also elected a director of the parent organization. As the local factory is employing nearly 225 people, including ten traveling men, the position is one of large responsibility, but those who know Mr. Bean well believe that he is equal to every emergency and that he will be able to make a showing which will place him high in the counsels of the organization.

Mr. Bean was married May 4, 1892, to Miss Alice L. McCoy of Grand Rapids. They reside in their own home, at 147 Benjamin avenue.

Mr. Bean is not a "jiner" in any sense of the word, never having been a member of any secret organization. His home is his club and his greatest ambition, aside from aiming to be a good

to decide by intuition whom to trust and whom not to trust. He has made it a point to teach the merchant of small means the desirability of keeping out of debt and keeping his credit good, and many men who have taken his advice and acted on his suggestions frankly admit that much of their success is due to his kindly interests.

Genuinely successful in many ways as Mr. Bean has been, he himself is much greater and more admirable than anything he has accomplished. He is a man who his intimate acquaintances state to be of singularly pure character, and casual acquaintances certainly know nothing to the contrary. With all his energy and firmness he is in many ways as gentle as a woman and as pure in life and speech. Perhaps no better tribute can be rendered to him than that of an intimate business acquaintance, who recently said, in reply to an enquiry as to the characteristics of Mr.



# DUTCH MASTERS CIGARS

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



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

G. J. JOHNSON CIGAR CO.  
 GRAND RAPIDS

# Our Pride Potato and Special BREAD

No reason why every town in Michigan shouldn't have the best. Send for a trial order. We pay all express charges to regular customers. 🍞 🍞 🍞 🍞 🍞

City Bakery Company  
 Grand Rapids, Mich.

## Coast College of Lettering

Germain Building  
 LOS ANGELES, CALIFORNIA

We teach the following branches by mail:

### Show Card Writing

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

### Show Card Writers' Supplies

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

Send for Catalogue of School and Supplies

In Your Quest of the Best  
 BUY

*Williams*  
 Beans.

They are Best  
Just That!

The Williams Bros. Co.  
 ALL SIZES of Detroit ALL GROCERS

### Ultimate Disposition of Ten Thousand Grandmothers.

Written for the Tradesman.

When young Wilkins marched into possession of the Bobney Drug Store in the wake of an assignment for the benefit of the creditors, he found in the extensive inventory of stock purchased by him at twenty-two cents on the dollar one item which nearly knocked him off his feet.

"Great guns, Jimmy!" he shouted.

The lone clerk, sailing toward the front window with some empty cigar boxes to build into the background of an artistic display, dropped his burden with a crash and then crawled back to his master.

"What is it, Mr. Wilkins?" he drowsed.

"Ten thousand grandmothers!" gasped Wilkins. "Ten thous—why I must be crazy."

"Yes, sir," nodded Jimmy.

"See here, Jimmy," added Wilkins, excitedly. "Just cast your dull orbs over this ghastly massacre of the alphabet, as perpetrated by Bailiff Wells. What do you make of that inventory, Jimmy? That word is grandmothers, isn't it?"

Jimmy sleepily took the inventory, and, guided by Wilkins' impatient finger, with much difficulty found the desired place.

"Yes, it's 'grandmothers,'" he commented. And then, his whole being suddenly electrified by a vagrant, unexpected thought, he cried, with an expression of countenance almost supernatural:

"I know what it is, Mr. Wilkins. I've seen the name a thousand times. It means ten thousand boxes of Grandmother's Herbs."

Investigation proved him correct. Wilkins stood appalled, by twin miracles—the miracle of Jimmy actually thinking out a difficulty to its correct solution and the miracle of the Bobney Drug Store in this little, out of the way town of Carisford having, with all its gross mismanagement, crowded so many packages of this previously unheard-of remedy into its stock.

Grandmother's Herbs were piled on the back shelves, shelf upon shelf, as far as the ceiling would let them go. Still further boxes with their black and yellow labels were stacked in the store rooms upstairs. Wilkins stood amazed.

"Why?" he demanded of himself; and, yet again, "Why?"

Why, indeed, should Tom Bobney have stocked up ten thousand 25-cent boxes of a concoction of this kind when the natural demand might have warranted a dozen, and energetic selling methods, for lack of which the Bobney Drug Store had always been conspicuous, would possibly have justified half a gross.

Enquiry showed that the main reason for buying so largely had been to secure the lowest possible price. This, it seemed, was a Bobney mania. The inventory was full of unsalable stuff which had been stocked in large quantities because it cost a quarter of a cent less per bottle in gross lots than it did in dozens. But Grandmother's Herbs were the prime, out-

standing example of Bobneyism on the purchasing side of the business.

Grandmother's Herbs were doubtless excellent or, at least, harmless—licorice and senna and golden seal and other old standbys—all done up in little boxes with complete directions on yellow labels and much artistic printing and a 25 cent price attached there-to. The directions called for the infusion of the roots and herbs in a quart of prime whisky. Manifestly, good results would follow, at least temporarily; and the drug business would further benefit by an increased demand for seltzer in the evening and headache powders on the morning after. Thus taken Grandmother's Herbs were guaranteed to cure pretty nearly everything from chilblains to chronic insomnia. So said the startling yellow labels—and all for the puny, trivial sum of twenty-five cents.

"Ten thousand boxes!" groaned Wilkins. "Shelves, shelves, shelves! Ten thousand boxes ordered by Bobney two years ago, ten thousand delivered a month later, and ten thousand on my hands to-day. Not one enquiry in the whole week I've been here. I must unload at once—simply must."

So he piled a bushel-basket of them in the front window, marked them down from 25 cents to two for 25—and waited.

A nearsighted gentleman bought a couple of boxes under the impression, fostered by the color of the label, that they were his favorite corn plaster. He returned raging and demanded his money back. Wilkins handed it over with a groan.

"Take 'em," he added, glancing at the boxes. "They're good for corns, or, if they aren't, it's the only thing they aren't good for."

"I don't want 'em," sputtered the customer, as he passed out.

When Grandmother's Herbs had occupied the front window for three days without a single permanent sale resulting therefrom, Wilkins decided that it was only throwing good display space after bad shelf space to continue them there. They were wheeled back to the rear of the store and there dumped in a hopeless heap.

But Wilkins, young and energetic, was not the sort of man to stay down. The 25 cent price had been a Bobney inheritance. The offering at 12½ cents had been only a feeler. He was not defeated, nor was he discouraged, by the failure of the public to respond. For the time being, he decided, Grandmother's Herbs would be permitted to rest upon the shelves. Having been there two years already, they ought to be accustomed to it by now, and a few days more or less would make no difference to them. Meanwhile he, Wilkins, would have time between tending store, filling prescriptions, arranging window displays, writing advertisements and hustling to meet drafts, to devise some stupendous advertising scheme for unloading Grandmother's Herbs upon the public, to the immense advantage of the Wilkins Drug Store, not merely in money returns and in

prestige, but also in added shelf space for more salable goods.

Right at that juncture the prestige appealed to him more than the money returns, which were doubtful; and, with new stock of a live nature coming in every day, the problem of shelf space was more important than either. Every day several arm-loads of Grandmothers were carried upstairs to make room for stuff that had a better chance of going out the same year it came in, instead of vegetating on and on and on forever.

Wilkins evolved innumerable plans. He experimented tentatively with each as it came to the surface of his mental ocean. When each in turn failed to stir the remotest interest in the breasts of his slowly increasing band of customers, he felt confirmed in the wisdom of his course in not plunging into any of the schemes on a larger scale. He decided to push Grandmother's Herbs into prominence by an advertising stunt of a tremendous and unparalleled nature. The situation called loudly for something spectacular—something that would linger in the memories of the townsmen of Carisford, would appeal to their imaginations, and would rebound to the eternal glory of the name of Wilkins.

But what that spectacular something should be was more than Wilkins could devise. As one day followed another and the ten thousand Grandmothers persistently remained ten thousand, he grew more and more perplexed. The problem of devising some scheme sufficiently colossal to meet the needs of the moment baffled him. In his mental darkness was not the remotest gleam of light.

Just at the blackest moment, when the horizon hit off to perfection the hue of a coal mine interior, a comet of inspiration shot athwart the midnight sky.

"Why not give them away?" demanded Wilkins.

"Why not?" Wilkins responded.

Ten thousand people there were in Carisford and the country immediately adjoining who, if they only knew it, needed Grandmother's Herbs. They were pining for that exhilaration which came of the imbibing of an infusion of licorice, senna and golden seal in a pint of warm grog. Their systems were yearning for just this balm of healing and relief; and alas, too many of them were taking the grog without the licorice or senna, and, instead of soaring upward, were stumbling downward.

And there were ten thousand little, yellow-labeled boxes of Grandmother's Herbs upon his shelves, one box for each piner. The problem was to bring the piner and the box together. The piner, reasoned Wilkins, could hardly refuse to come if the box were free.

"I'll do it," declared Wilkins.

Whereupon he ordered Jimmy to do as much of it as came within the purview of that youth's slow moving mental and physical faculties.

The germ of Grandmother's Gift Day, once implanted, took root and

grew. It underwent a host of improvements, additions and variations. But the grand, central theme of the whole enterprise was that, through Wilkins the Druggist, Grandmother was giving away one box of her own Herbs, absolutely free of charge, to every man, woman and child in Carisford and its environs. Not one cent need be spent for the herbs; not one cent need be spent for anything else. All the customer had to do was to come to Wilkins' Drug Store, hand in a coupon filled in with his name and address, take his package of Grandmother's Herbs, and depart. If he so desired, of course there was nothing to prevent him from purchasing other articles—so said the newspaper announcements and the staff, specially strengthened for the occasion, would be glad to give every attention to other orders, great or small; but this was Grandmother's Gift Day, and the great, pulsating desire of Wilkins the Druggist was to place in the hands of everyone within reach one package containing Grandmother's Glorious Gift.

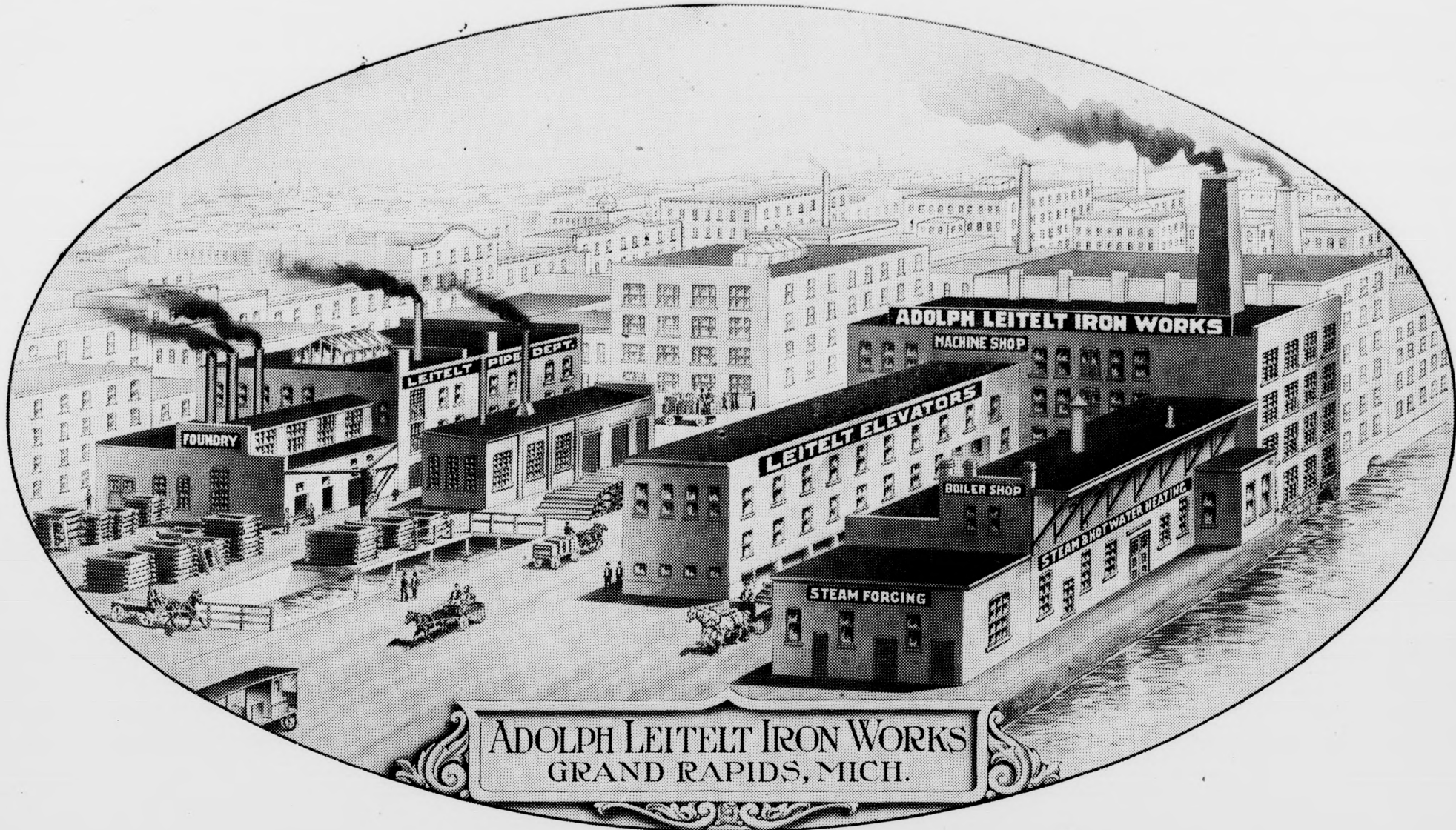
A big enterprise like this demanded much thought, and careful preparation for every contingency. Wilkins gave it several barrels of the best assorted thought his mind had in stock. He purposely shoved the date of the Gift Day two weeks ahead, that he might have ample time for working out all the details.

The coupon was one of these. "Mere curiosity seekers must be barred," declared the announcements. Hence, in every advertisement, in each dodger issued, appeared a coupon to be filled in by the claimant of Grandmother's bounty. Only that, and nothing more, was asked. Coupons of similar nature were printed on cards containing full particulars of the big event, and were distributed from house to house throughout the city. This coupon scheme Wilkins regarded as a mighty nifty notion. The names would give him a superlatively excellent mailing list, for use in future business building; and he could feel dead sure that anyone who received a gratis box of Grandmother's Herbs would approach the advertising literature of Grandmother's Agent in a distinctly receptive mood.

Another item was the problem of extra help for the Gift Day. Wilkins had selected a Saturday, Carisford's busy market day. Assuredly the regular staff, consisting of Jimmy and himself, would be inadequate for the tremendous task of handing out ten thousand Grandmothers to the eager and clamoring multitude. He hired several extra clerks, whose sole duty it would be to receive coupons and to shoot the gift boxes across the counter.

And then there was the inevitable re-order. Ten thousand boxes would doubtless come pretty close to meeting the Saturday demand; but of those who received the gift boxes, a vast majority would undoubtedly return later to purchase additional boxes at the regular price. This tremendous advertising campaign would lay the foundations for a regular trade which would make Grandmoth-





ADOLPH LEITELT IRON WORKS  
GRAND RAPIDS, MICH.

WE MANUFACTURE

**Freight Elevators, Lumber Lifts, Special Machinery, Boilers, Smoke Stacks, Fire Escapes  
Patterns, Grey Iron Castings, Steam Forgings and Steam and  
Hot Water Heating Systems**

We Carry a Complete Line of Pipe Fittings, Mill and Factory Supplies

GENERAL REPAIR WORK A SPECIALTY

**ADOLPH LEITELT IRON WORKS**

::

**211-213 Erie St., Corner Mill Ave.**



er's Herbs the one outstanding feature of the business. If after the Gift Day a few boxes were still left in his hands, the small supply would be speedily eaten up by the "come-backs," clamoring hungrily for more. He must be in a position to hustle in a fresh supply at a moment's notice. Hence, Wilkins secured fresh prices from the manufacturers, and arranged that his order, the moment it was wired, would receive immediate attention.

Finally, there were the store preparations. Wilkins remained up until three o'clock Saturday morning completing the arrangements. The front of the store was completely cleared of the ordinary stock. The Grandmothers were piled in the windows, in the silent salesmen, on the counters, on the shelves. Big show cards, bearing the single word "FREE" in letters a foot high, were arrayed on all sides.

Wilkins at 2:45 a. m., sleepy though he was and hungry for his pillow, lingered for a blissful quarter of an hour in ecstatic admiration of the stupendous and wonderful effect.

Grandmother's Gift Day dawned bright, with promise of a huge crowd in town. The omens were auspicious. So thought Wilkins as, at seven o'clock, fully an hour before his usual time, he unlocked the store and took his place behind the counter. In the course of the ensuing hour the extra help strayed in, and Jimmy himself appeared on the stroke of eight. By that time marketers were strolling up and down the street and holding family caucuses upon the corners. Wilkins felt a pang of regret that he had come down so early. It would have been more soul satisfying to wait till nine o'clock, and then to see the crowd gathered in front of his door stretching the entire distance across the street, waiting with clamorous impatience for Grandmother's Glorious Gift.

At eleven o'clock that night, having paid the extra help and turned them adrift, Wilkins sat alone with the faithful Jimmy in the little dispensary. The street was silent. The slow moving Thames, flowing past the back door, inaudibly throughout the noisy day, chanted its unceasing song in musical and rippling cadence. Wilkins stared grimly at his loyal if slow-moving helper.

"All back there, Jimmy?" he questioned, motioning toward the rear shelves.

"All," responded Jimmy, succinctly.

"Except three," added Wilkins, with a baleful gleam in his eyes. "Except three. We landed three."

"Only one, sir," returned Jimmy. "The kids that took the other two brought them back. They thought it was some kind of candy and when they found out—"

Wilkins, waving him to silence, pondered deeply.

"At least," he muttered, grimly, "we've landed one—one—one!"

The front door opened. A footstep was heard in the forward part of the store. Wilkins rose wearily and went forward to greet a little girl

who, with hand outstretched, proffered him a flaring yellow packet.

"P-please, s-sir," she stuttered, "m-mamma s-says sh-she d-doesn't w-want it. Sh-she says sh-she doesn't th-think it c-can b-be m-much g-g-good w-w-when you g-give it away for n-n-nothing."

Wilkins took the packet. Without a word he strode back to the dispensary. Jimmy glanced up at him with a grin; but the look in Wilkins' eyes was a dagger that slew the lad's mirth in its very infancy.

The druggist marched to the back window, and stared out upon the black, slow-moving tide. Here and there in its course a few pale lights shone, reflected in the dark waters; but for the most part the stream was a good brother to the ace of spades.

Wilkins stared at the waters a long time; then, with arm high uplifted, he flung the yellow packet through the open window and far out into the bosom of the stream.

He watched it float away; then turned solemnly to his aide.

"Help me, Jimmy," he commanded tersely, flinging open the back door.

Then, with solemn, serious and quiet ceremony, ten thousand Grandmothers (in instalments) were shoveled from the shelves and the floor into a wheelbarrow, wheeled to the edge of the concrete piling and dumped, load after load, into the murky waters.

The job was finished. A vague impression haunted Wilkins that Sunday had arrived. He was too weary to consult his watch.

"When a thing's no good, Jimmy," he philosophized, "you can't sell it and can't give it away. When a thing is good, you can sell it and don't need to give it away. Moral: Don't give things away."

And, amid the haunting odors of vaseline and witch hazel, he collapsed, asleep, upon the couch.

William Edward Park.

#### Store Recognizes Steady Hand and Firm Control.

Written for the Tradesman.

Yes, and it's the same way with business. Treat your business right and it will treat you right. John Likens said to me only the other day he wondered how I was able to get such steady help. His, he said, the minute his back was turned it was all off with them.

"You shouldn't have such a broad back, John," I said. He took it as a compliment and I meant he should. He's well set up, John is, and he knows as well as a girl knows whether her mouth is crooked. But he could have taken it another way. For the fact is, John's back is the most frequent view you get of him from the front door of his store. He has a team that can do a mile in 2:16 next year, and exercising that team and tinkering up their hocks and going to see if they are all right and talking about their prospects and the performance of the creatures they got their pedigree from and mixing up medicine for them and taking strangers round to look them over and sitting on the piazza of the Merchants' comparing them with some other

horses—all that takes about two-thirds of his time. It ceases to be a diversion with him, it is an occupation. What's the effect on his business.

You just heard what he said about his clerks. They have got Tinker's batting average down fine, but they can't find a pair of butts without rummaging all over the shelves. They know how many hits and bases on balls the Cubs got off whatshisname, but they can't price a piece of machinery in the house without looking it up in the catalogue. That's what Likens complains of. "I've talked to 'em until I'm black in the face," he says, "but it doesn't do any good. Darn 'em, when I was their age I had to work. How in thunder do you get your people to tend to business when you're away?" he says.

That is just it; I don't. My clerks are the same kind as his, picked out of the same bunch. They are pretty good on batting averages, too, but they do know what is on the shelves and they do know the price of the goods. And I don't jaw them about it either. I don't know as I ever told a clerk he had to hustle. He does like the rest of us do. Lucky for me I don't own a team that can do a mile in 2:16 next year, so I have time to keep my mind on the store, except when I go to the ball game or fishing or something. Working is sort of a habit round our place and the boys get into it. Only one in ten is incurably lazy and he doesn't stay long. The rest will work if you do and play if you set the example. They are an imitative lot.

What I would like to have is a business that tends to itself so I could leave the boys in charge while I amused myself and came round when I felt like it. But I haven't seen that business yet, and as long as I am in this store I am going to give my business a full business day, and I expect it to give me a full day's pay. You can't work your business for an easy thing. You've got to work for it.

Say, the wrong side of Main street is littered with closing out signs of fellows who thought keeping store was an easy way of getting paid for their time. Buffalo Hump may not be the last thing in competition, but it has got beyond the stage long ago where it would give a man a living for keeping store. The last one of that breed I knew was Hi Waters down in Dover Corners. He had one of those jingle bells over the door to wake him up when anybody came in. He was playing checkers in the back room one day with Abe Waite when the bell rang. Hi was studying out a move and didn't budge.

"They's somebody in the store, Hi," says Ab.

"Shh," says Hi, 'keep still and maybe they'll go away."

There's more than one way of cheating oneself. Pen Huntley thought he was in great luck when Chase put a thousand dollars in his newspaper and wished Billy Chase on him. The boy used to come down in the morning about noon, rag the theater tickets and pick up whatever change was in the till for expense money and go down to Jake's to play pool the rest of the day. He thought he was mak-

ing valuable acquaintances for the paper that way. And when folks asked him how he was getting on he always said, "Fine, journalism is such a delightful profession." He plumb wasted the thousand that his father put in the business and it served him right. If he had treated his concern with more respect, a young rattlehead couldn't have made a monkey of it.

My business is entitled to my time and thought and is entitled to my respect and a dash of ginger every twenty-four hours. If I can't give it that I'd better turn lawyer, where a man gets paid for looking wise and putting up a bluff. I used to think a lawyer was a superior being, and none of them ever contradicted me. But I had some business dealings with Tom Proctor who stands at the head of the bar, and I want to tell you he wouldn't last fifteen minutes behind the counter. He ain't practical. Honest, I do more straight, hard thinking every day than that fellow does in a week. But he sure does respect his calling.

That's the reason Henry Frost doesn't get on any better. He's industrious enough and steady and thoughtful. But he doesn't respect his business. He wishes he was something else. He ought to have been a photographer, by the way. Neat, methodical—you ought to see the litter over in Lightner's back studio. and he can't find an old negative in a week—and Henry has a good eye and excellent taste. When I get him to come with me he's going to do the windows among other things. But so long as he is wishing he was something else, of course his business isn't going to shine up to him. Might as well be yammering round the house, wishing he had married someone else, and that will bust up any home that ever had a roof tree. He stays by his business close enough but he nags it and teases it and worries it. Like driving a horse—flapping the reins and jerking the bit never made a horse go well; it recognizes the steady hand and firm control.

I say that a fellow's business has horse sense; it feels the steady control.

You go down the right side of Main street some morning and ask every man as you come along how's business. Nine out of ten will say, "Oh, I ain't complaining any," won't they? Well, those are the fellows who are in right with their business. When a man finds he can't get along without complaining he ought not to be in business. He ain't doing himself any good and he's going to make a loss for the rest of us as long as he lasts by his poor competition, and another loss when he goes under.

Sometimes a man thinks it is his business that has gone wrong when it is his liver instead. Whatever it is, he ought to get it out of his system if he wants to stay in the game.

John S. Pardee.

#### Dandelion Vegetable Butter Color

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

Manufactured by Wells & Richardson Co. Burlington, Vt.





The Home of the  
**Hazeltine & Perkins Drug Co.**

Corner of Oakes St., and Commerce Ave.  
 Three Hundred Feet from Main Entrance to Union Depot

We invite you to call and make yourself at home

We are expanding our stock of druggists' sundries, stationery and sporting goods and have now three sundry travelers representing us in Michigan. Mr. W. B. Dudley, who has been with us for many years, will call upon his usual trade regularly. Mr. F. L. Raymond, who has been with us several years in our sundry line department, is now out permanently to call on his regular trade.

Mr. L. W. Hoskins, who acted as Mr. Dudley's assistant during the latter part of 1913, will cover the trade not visited by Mr. Dudley or Mr. Raymond

**Hazeltine & Perkins Drug Co.**  
 Grand Rapids, Mich.

### SWAT THE FLY.

#### Now Is the Time To Wage War of Extermination.

Written for the Tradesman.

Scientists vouch for the statement that the housewife who kills a female fly in early spring time at the same time kills 195,312,500,000,000 descendants which she may produce in a single season. Logically, early—in the season is the time to Swat the Fly. Consequently, the merchant who delays his Swat the Fly campaign until the first few flies have grown into a multitude beyond number is, from a practical point of view, illogical.

Hence, now, when the spring sunshine is coaxing the first few flies out of their winter quarters, is the time to push the sale of fly destroyers and to enroll the public for the 1914 campaign against the deadly house fly.

After the thorough education given the American public in the course of the past few years on this subject, it is hardly necessary to emphasize the deadly nature of the insect which our forefathers in their innocence regarded as harmless. We can take it for granted that the fly feeds on and breeds in filth, and is a disease disseminator of rare power and activity. Granting these facts, what do they mean to the merchant.

Merely, an excellent opportunity to serve the public by placing in the hands of every housewife the most up to date facilities for fighting the fly. And, in order to be of the utmost practical service, these facilities should be advertised early, and sold before the rapidly growing multitude of flies becomes too huge an army to be conquered.

Like charity, the swatting of the fly should begin at home—which, in the case of the merchant, means that he should set a good example by swatting the fly on his own premises, and swatting him with deadly effect. This is particularly true where food stuffs are handled and necessarily exposed to contamination. And the hordes of flies which haunt the grocery store or confectionery in the summer time are as a rule the offspring of those which the merchant neglected to kill in the spring.

Two methods are essential to the merchant's own warfare against the fly. He should screen everything subject to contamination. He should carefully remove any decaying matter likely to attract flies. Incidentally, he can demonstrate the value of the various fly destroying agencies which he offers for sale. All stable refuse in the vicinity of the store should be regularly removed, once or twice a week; this gives the flies no time to breed. Sprinkling this refuse and all garbage with chloride of lime, paris green, or crude petroleum is another worthwhile precaution. The delivery horses may not understand but they will at least appreciate the result of these precautions; and a fruitful source of trouble will be removed.

Food stuffs of all sorts should be screened or protected with fine netting. Nothing is more disgusting to the average purchaser than to see

about a hundred flies holding a mass meeting on the freshly cut section of a cheese, or the end of a piece of cooked ham or jellied hock. For the handling of such products, not merely netting but a closed in glass case renders them not merely impervious to the fly but more attractive to the customer.

Precautions of this nature the merchant should take from the very first; when the hot weather comes it will be too late to learn how to keep out the flies.

And this same lesson the merchant should drive home to his customers, by pushing early the sale of fly destroyers of all kinds.

There is a wide range of goods to handle for this purpose, and the general merchant, when it comes to advertising a Swat the Fly campaign, can assuredly make a good showing. In the first place, there are mechanical fly destroying agencies of various kinds, from the little fly swatters that sell for a few cents each and which the children delight to handle, to the more elaborate fly traps, in which a myriad of the insects can be caught and later drowned. In the nature of precautionary appliances, urge the housewife to replace the open, insanitary wooden box on her back veranda with a modern, sanitary garbage can with a close fitting cover.

Chemicals are also an important factor in fly fighting. There are a host of recipes in successful use for purposes of fly extermination; and a study of these will enable the merchant to make an excellent showing and to offer his customers a wide variety of exterminating agencies. Formaldehyde solution (one teaspoonful to a quarter pint of water) left exposed in an open dish, will stupefy the flies so that they can be swept up and burned. Pyrethrum powder, burned in a closed room, has the same effect. Then, too, there are the methods, more commonly employed and more popular, because less laborious, of utilizing sticky fly paper or poison fly pads. Even without any great amount of pushing by the merchant, there is always a great demand for these articles in the summer, when the flies are thickest. They should be featured in connection with the Swat the Fly Early campaign in spring.

Chemicals are also used for disinfecting and preventive purposes; and, from a practical point of view, more can be accomplished in this way than by swatting the fly after he is hatched. Preventive measures, in addition to the thorough cleaning out every few days of stable and other refuse, include the sprinkling of stalls and similar places with dry plaster (powdered gypsum) or slaked lime. This should be sprinkled carefully into all cracks and crevices. The collected refuse should be sprinkled with paris green, kerosene (or crude petroleum) or chloride of lime, water being poured over this afterward so as to carry the material well into the pile.

In addition, there are a large number of preparations on the market suitable for sanitary purposes, which

can be advantageously pushed at this time.

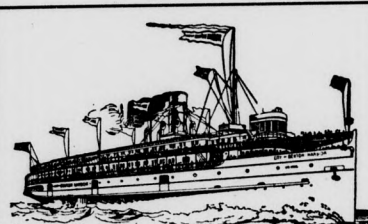
There are many side lines which will occur to the alert merchant as pushable and salable in connection with the Swat the Fly campaign. For instance, concrete stalls and feeding troughs on the farm are far easier cleaned than the wooden variety. This furnishes a strong argument for the sale of cement to farm customers.

Of course, there is always a good sale for screen doors and screen windows. The merchant can secure a good revenue, not merely from the sale of new ones, but from the repair of those already in use. It is worth while to emphasize the fact that a very small hole in the wire will destroy the entire usefulness of an otherwise sound screen.

A careful study of the Swat the Fly literature published from time to time, and a knowledge of the practical use of the various fly-fighting devices on the market, will enable the merchant to take good ad-

vantage of the annual agitation on this subject and at the same time render excellent service to his community. An early start is, in any case, important if the most is to be made of this year's campaign.

William Edward Park.



## CHICAGO BOATS

Graham & Morton  
Line

Every Night

## Mr. Merchant:



If the question of the selection of your 1914 motor car is under consideration, permit us to offer a word of suggestion.

**Use the same "gray matter" in choosing your car that you used in making the money to buy it with.**

Over 200 of Grand Rapids' leading merchants and business men own and drive CADILLACS. They are discriminating buyers, too, and are financially able to buy the car of their choice, *regardless of price.*

Think these things over. Study the features (many of them exclusive) of the

### CADILLAC FOR 1914

Write us and we will gladly mail you complete literature. It's the only way to find out the vital facts that you should know before you spend your money.

Remember, please, that—

**It's Better to Buy a Cadillac Than to Wish You Had**

#### Cadillac Models For 1914

2 Passenger Roadster . . . . .	\$1,975
4 Passenger Phaeton . . . . .	1,975
5 Passenger Touring . . . . .	1,975
7 Passenger Touring . . . . .	2,075
Coupe, Landulet . . . . .	2,500
Limousine, Inside Drive . . . . .	2,800
7 Passenger Limousine . . . . .	3,250

**Western Michigan  
Cadillac Co.**

Oscar Eckberg, Mgr.  
220-222 N. Ionia Avenue  
Grand Rapids



**BANKRUPTCY MATTERS.**

**Proceedings in the Western District of Michigan.**

St. Joseph, March 23—In the matter of Abel Schipper, bankrupt, of Kalamazoo, the trustee has filed his bond and oath of office. An order was entered by the referee approving the bond and directing the trustee to investigate the condition of the bankrupt estate.

March 24—In the matter of Burt A. Hatch, bankrupt, of Kalamazoo, the first meeting of creditors was held at the referee's office. No creditors were present or represented or no claims were proved. Owing to the illness of the bankrupt, the meeting was adjourned for two weeks at the referee's office.

March 25—A voluntary petition was filed by Abraham M. Zelensky, a summer resort proprietor of Benton Harbor, and he was adjudged bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt disclose the following liabilities and assets.

Taxes due the township of Benton \$590.00  
 Creditors holding securities.  
 M. Levy, Chicago .....\$1,000.00  
 Benton Harbor State Bank ..... 500.00  
 Mrs. Bowman, Benton Harbor .. 5,000.00  
 Nellie Banker, Chicago ..... 3,500.00  
 David R. Levy, Chicago ..... 7,500.00  
 David R. Levy, Chicago ..... 500.00  
 Clara Brownstein, Benton Harbor 1,450.00

\$20,750.00

Unsecured Creditors.  
 Isaac Cohen, Chicago .....\$2,600.00  
 Isadore Gordon, Chicago ..... 250.00  
 Charles Davis, Chicago ..... 1,800.00  
 City Trust & Sav. Bank, Chicago 480.00  
 LaSalle National Bank, Chicago 180.00  
 Benjamin Breakstone, Chicago .. 180.00  
 Max Weissman, Chicago ..... 450.00  
 Abe Manister, Chicago ..... 300.00  
 David Levin, Chicago ..... 280.00  
 Bessie Pearlman, Chicago ..... 175.00  
 Louis Ellingson, Chicago ..... 75.00  
 Cream City Bedding Co., Milwaukee ..... 540.00  
 William A. Preston, Benton Harbor ..... 1,121.56  
 E. J. Rice, Chicago ..... 50.00  
 Mr. Arnold, Chicago ..... 50.00  
 Stephen Cunningham, Chicago .. 1,000.00

\$ 9,531.56

Assets.  
 Real estate .....\$21,500.00  
 Personal property estimated value ..... 2,000.00

\$23,500.00

March 26—In the matter of Herman Vetten, bankrupt, of Kalamazoo, an order was entered by the referee, calling a first meeting of creditors at Kalamazoo on April 8, for the purpose of proving claims, the examination of the bankrupt, election of a trustee and the trans- action of such other business as may properly come before the meeting.

March 27—In the matter of Mohn Wine Co., bankrupt, of Bertrand township, Berrien county, the personal property of the bankrupt was sold to H. S. Gray, of Benton Harbor, subject to certain chattel mortgages for the sum of \$5. No other bids were received and within five days an order will be entered by the referee confirming the sale.

March 28—In the matter of William H. Evans, bankrupt, of St. Joseph, the referee rendered an opinion sustaining the objections of the petitioning creditors to the allowance to the bankrupt of his specific personal property exemptions and denying the bankrupt his exemptions of \$250 out of the proceeds from the sale of certain property. An order was also entered by the referee in accordance with the opinion.

In the matter of Frank W. Flint, bankrupt, of Saugatuck, an order was entered by the referee calling a final meeting of creditors at his office on April 13 for the purpose of passing upon the trustee's final report and account, the allowance of claims, expenses of administration and the declaration and payment of a final dividend. Creditors were directed to show cause why a certificate favorable to the bankrupt's dis-

charge should not be made by the referee.

March 30—In the matter of James Ingersoll Day, bankrupt, of Decatur, the trustee has filed request to withdraw the petition to set aside the chattel mortgage of Morris Wallbrun, stating that the evidence shows the mortgage was given for a valid consideration and without fraud.

In the matter of Clarence M. Jennings, Robert Jennings and Jennings Brothers, partnership, bankrupts of Lawrence, the trustee has filed his supplemental final report and vouchers showing distribution of all the assets of the estate, with request that he be discharged as trustee.

**Upper Peninsula Bankers Greatly Dissatisfied.**

Marquette, April 6.—Local bankers strenuously object to the action of the federal reserve bank organization committee in naming Minneapolis as the reserve city for the banks of the Upper Peninsula of Michigan. Their attitude reflects, it is said, the sentiment of every banker in the territory. The chief objection is that Minneapolis is not conveniently situated. Mail service to that city is much slower than to Chicago, which was the choice of all the Upper Peninsula bankers, as the place of location of the regional bank to which they should be assigned.

The bankers do not understand why Minneapolis should have been named when it is so out of touch with this part of the country. No reasons for the adjustments of the districts were given in the newspaper accounts announcing the boundaries of the different zones. The Marquette bankers are of the opinion that the division was made solely on a territorial basis, and that the banking relations between cities and outlying districts were not taken into consideration.

The heaviest banking business of the Upper Peninsula goes to the South, and a good share of it is carried on in the Eastern states. Western business is of least importance and the bankers believe that much inconvenience will result from their being assigned to the Minneapolis regional bank.

Several months ago, when the committee was first considering the new currency system, the Upper Peninsula bankers requested that Chicago be named as the regional bank for this district. Some at that time were inclined to believe that the Federal authorities had some other plan in mind, and a campaign to head it off was started.

**The Farmer Was Candid.**

A Kansas farmer received a note from a young man who had been "going with" his daughter. It read:

"Dear Sur—Wood like your daughters hand in marriage. She and me are in love. I think I need a wife. Yures truly."

The farmer replied by letter, saying: "Friend—You don't need a wife. You need a spelling book. Get one and study it a year. Then write me again."

**Mr. Visitor,**

When in Grand Rapids be sure and stop at

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"THE BEST BEDS MONEY CAN BUY"

Make it Your Headquarters

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EUROPEAN PLAN

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Fire, Accident, Compensation, Health, Liability, Disability, Automobile, Plate Glass, Property Damage, Parcels Post, Collision, Registered Mail, Burglary, Fly Wheel, Boiler, Tourists, Use and Occupancy, Transit, Sprinkler Leakage, Tornado, Water Damage, Fidelity Bonds, Surety Bonds.

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**Columbia and Red Seal Batteries**

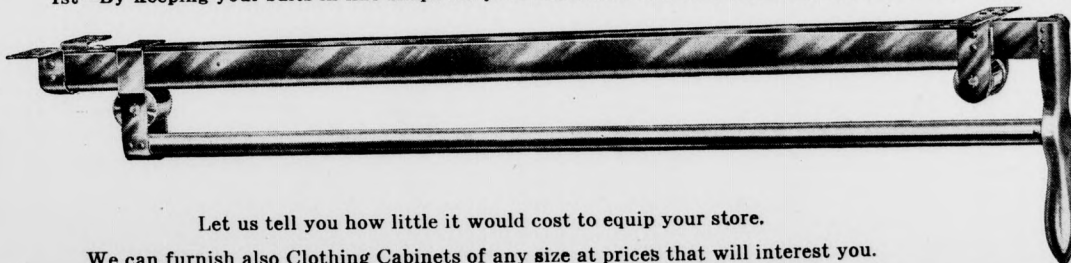
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"Service is What Counts"

**Use Tradesman Coupons**

**The Columbia Trolley is a Money Saver**

1st—By keeping your suits in fine shape for your customers to examine and try on. 2nd—By cutting out the expense of pressing every suit you sell.



**Hardware Supply Co.**

Grand Rapids, - Michigan

Let us tell you how little it would cost to equip your store.  
 We can furnish also Clothing Cabinets of any size at prices that will interest you.

## ROASTING COFFEE.

### Wet Roast Process—Importance of Cup Testing.

"Is it necessary to have very much experience to roast coffee?" This is a question recently asked me by a beginner in the roasting business. I would say that one can never get enough, as there is something new to learn every day; but any man of average intelligence can soon learn to roast.

It is very easy to spoil coffee in roasting, by either not roasting it enough or by overroasting it, the former being the lesser of the two evils. There is no book published that I know of from which one can learn to be a successful roaster; that is something which has to be learned by practical experience and deep and careful study.

As I am noting these observations in the roasting room between batches, I shall try to explain each step in the process as it comes along. First is the application of the heat. Here are the different ways of applying the heat as given by different roasters: One says, "Turn on a light heat until you have warmed your coffee through; then give it all the heat you can until the coffee begins to pop or develop. Then turn down the heat to about one-half until the roast is finished."

Another says, "Turn heat on lightly until coffee is well warmed through, then turn on all the heat you can get until finished." Another says, "Turn on all the heat you can get until the coffee begins to pop or develop and then turn off about one-half of heat until finished."

I use the last two ways entirely, as I find them the best. I find that for green Santos, Bogotas, Guatemalas and all hard and flinty coffees, the more heat you can get to them the better they roast and develop. For old crop Santos, Maracaibos and all soft and spongy coffees I find rule No. 3 the best, but there are exceptions even to these.

Sometimes you will find a coffee that is finishing up streaked or rough, when, by turning on or cutting off heat it will come out better. This is where the careful and interested roaster has it over the "don't care if I only get my pay" man. As we roast with gas it is very easy to regulate the heat.

### The Wet Roast Seals the Bean.

When the coffee is roasted I turn the heat all off and spray on from three to four quarts of water and then let the coffee revolve in the cylinder for from three to four minutes, as this mills it and gives it a brighter and better finish than if removed at once. I know that some of the experts are "knocking" the wet-roast, but I have failed to find the man who can take a fresh dry roast and a fresh roast that has had three or four quarts of water sprayed on it and tell the difference in the cup. He will pick the one that has had the water put on it for the best style every time, for the reason that you can leave the heat on it longer and develop it better and the color will be more uniform.

As it is a conceded fact that coffee will absorb moisture from the air after it is roasted, and as most coffee is sold in bulk and the majority of the wholesale and retail dealers can not afford costly airtight receptacles for their coffees, I hold that it is better to give it that moisture from the city water supply than from the air of the ordinary wholesale and retail grocery store, that is laden with the odor of smoked fish, codfish, limburger cheese, soap, kerosene oil and many other overrich but not overpleasing odors. Don't think that when I say to spray three or four quarts of water on that I mean that you should waterlog your coffee; that only makes matters worse; I mean three or four quarts to a 130 or 140-pound bag.

Be careful not to overroast your coffee, as it will taste bitter and burned in the cup. But don't be carried away with the salesman's light roast "bug," that he or some of his pet customers have read about in some cheap magazine. Coffee, to make a good drink, must be thoroughly roasted and some coffees will roast darker than others before they are thoroughly roasted; no amount of theory or practice will make them all roast alike.

### Comparing and Testing Sample.

When we receive a new lot of coffee I always compare it with a green sample of the line it is to replace and then roast a bag. After roasting I try it in the cup against the line it is to replace, and if I find it like the old line, I take my sample to the office and say nothing, unless asked. But if I find it not as good, or that it has any disagreeable flavor, I report it to my employer, and then it is up to him to make good.

I made myself a sampling table by nailing a top on an old high office stool, and I cup every line of coffee as soon as it comes into the store. I find that it pays; besides, it is a very interesting study.—M. J. McGarty in *Tea and Coffee Trade Journal*.

### Quality of Robusta Coffee.

Considerable variation is to be found in the opinions expressed as to the quality of Robusta coffee. But it is not improbable that such differences are in some measure to be explained as a result of different methods of preparation, not all of equal excellence. It is stated that the beans do not possess a first-class color and that for the first two crops a good aroma is lacking. Dr. Wildeman affirms that the flavor recalls that of Liberian coffee, but with less aroma. Hart compared Robusta coffee of Costa Rica and the East Indies; while, according to Cramer, the quality of well-prepared Robusta coffee is approximately that of middling Arabian coffee. The beans possess a bluish green color, similar to that of the Arabian product, but they are of a somewhat different shape, being larger and more convex on the curved side.

### Or Behind the Barn.

Parson—Do you know where little boys go when they smoke?

Boy—Yes, up the alley.

### The Story of Chocolate.

Toward the end of last year the 400th anniversary of the introduction of chocolate into Europe was celebrated on the Continent, for it was in 1513 that a small consignment was brought from Mexico to Spain, where it was highly appreciated.

The bean of the *Theobroma cacao*, or "food of the gods," as the tree was named by Linnaeus in 1720, appears, however, to have made its substantial entry into Europe some 15 years later, when Cortez, the conqueror of Mexico, returned to Spain. In the far Western land the cocoa bean had been very much used by the Aztecs, who prepared from it a beverage which they called "chocolatl." The bean was also used as a means of currency, royal revenues were raised from it, and tribute was paid in it. According to Mexican mythology, in the sacred traditions of the Indians mankind was indebted for its introduction to Divine Providence, and the tree was one of the few growing in Eden.

According to a well-known authority, Emperor Montezuma had no other beverage than chocolate, flavored with vanilla or spices. This was partaken of in golden goblets, with spoons of the same metal, or in tortoiseshell cups. When the royal thirst had been slaked, the goblets were thrown into the lake surrounding the palace. That this tradition has some considerable basis of fact is shown by the discovery at the conquest of Mexico of a large number of these goblets among a vast quantity of other treasure. A companion of Cortez describes a feast of Montezuma at which fifty jars of cocoa were brought in—and drunk.

In the land of its origin the cocoa bean was roasted in earthenware vessels, ground between stones, and then mixed with cold water, possibly with the addition of a little capsicum by way of a fillip.

Another method was to mix the powdered bean with vanilla or spices, sweeten it with sugar or honey, and then whip the mixture into froth before drinking.

For some years after its introduction into Europe the Spaniards kept secret the method of preparing chocolate. In 1606, however, one Antonio Carletti, an Italian who lived in Spain, divulged the secret to his countrymen. After that the use of chocolate as a beverage spread freely over Europe, though early in the third decade of the seventeenth century a book was written condemning its use as being largely responsible for the committal of many excesses. This idea, indeed, was prevalent for a long time.

In England and Germany chocolate became known as a fashionable beverage in the middle of the seventeenth century, and White's coffee house in the Haymarket was celebrated for its chocolate at the beginning of the eighteenth. About the same time the Cocoa Tree Club in St. James' street was a recognized rendezvous of the Tory party. The earliest record of its introduction into England, however, is a notice in the *Public Advertiser* of June 16,

1657, which states that "the excellent West Indian drink called chocolate is on sale at a Frenchman's house in Queen's Head Alley, Bishopgate street."

There are now upwards of two million acres devoted to the cultivation of the cocoa bean throughout the world. So far as the United Kingdom is concerned, it is instructive to note that, while in 1840 the annual consumption per head of the population was half an ounce, in 1880 it was more than half a pound, and in 1908 more than a pound, thus having doubled in twenty years.

### Mexican Coffee Increase.

The increase in the amount of coffee exported from Mexico to the United States in 1912, amounting to nearly \$2,000,000, was due to several causes, says the American Consul at Vera Cruz. Among others there was in 1912 a better demand for high-grade Mexican coffee in the United States than in Europe. Moreover, an unusual amount was shipped to the United States because of a lighter demand in the interior of Mexico, causing a lower value to obtain in the coffee belts of the country, although this value still left a margin of profit when the coffee was sold for export. Furthermore, the markets in the other countries producing mild coffee were relatively higher, a condition which led to smaller shipments to the United States from those places.

### Coffee Adulterators Fined.

The crusade against the sale of adulterated cup-coffee in hotels and restaurants of Philadelphia, Pa., which has been carried on by agents of the State Dairy and Food Commission, resulted in the arrest or twenty proprietors. Many pleaded guilty and paid fines of \$60. A number were held for court.

The adulteration in all cases were practically the same. The beverage was found to contain between 10 and 15 per cent. of chicory.

The State Commission will push its investigation further and it is expected that some wholesalers will be arrested.

### Huerta Puts Tax On Coffee.

President Huerta has signed a decree taxing coffee for export \$3.50 per 100 kilos (220 pounds) for the shelled and \$3 per 100 kilos for the cleaned product.

The tax went into effect February 25, and will provide President Huerta with considerable funds for the prosecution of the war. The annual crop of Mexican coffee is about 60,000,000 pounds, of which the United States purchases the larger portion. The current crop is now coming forward without interruption, as most of the plantations are in the State of Vera Cruz.

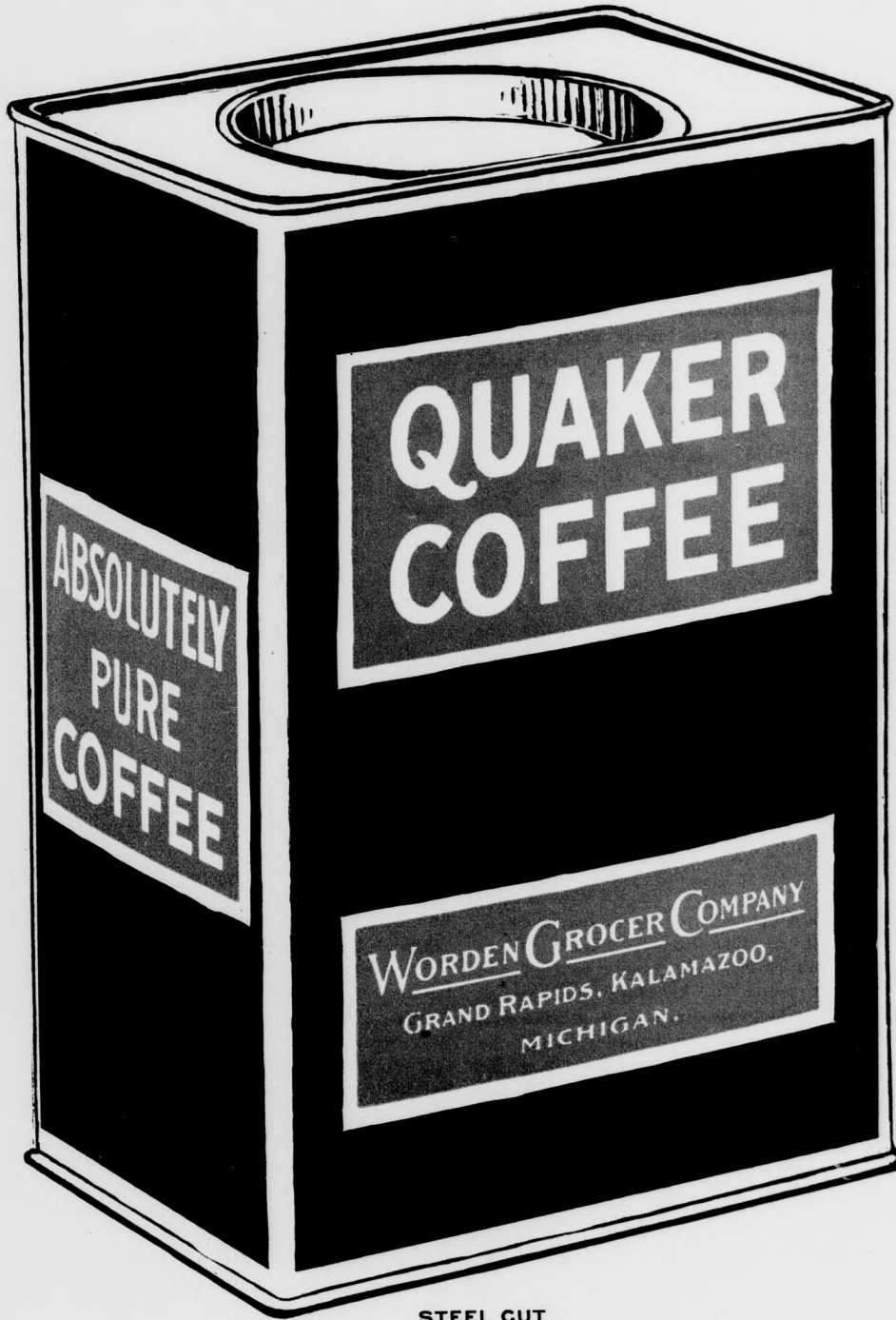
And lots of people do not work as much as they wait.





# Our Third Message

The Sales of Quaker Coffee have more than doubled since our second message.  
It is a good coffee, an attractive package and pleasing to the consumer.



STEEL CUT

Coffees of Quality  
**NEDROW--QUAKER--MORTON HOUSE**

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Grand Rapids--Kalamazoo

## SAFE CREDIT BUSINESS.

## Several Essentials Necessary to Its Accomplishment.

Written for the Tradesman.

There is one valid reason why a merchant should sell goods on credit, and that is when it is to his advantage to do so. No other consideration should take precedence of this. All other reasons for giving credit should be subservient to this end. Every credit account should ultimately result in a satisfactory profit for the merchant.

Now a thing may be to a person's advantage and still be an inconvenience to him. In such a case the advantage and still be an inconvenience. The granting of credit is mainly for the convenience of the customer. For this convenience and the consequent additional labor and expense for the merchant the latter should be fully compensated. Upon the merchant devolves the task of securing this compensation. He must obtain it by selling goods at higher prices to credit customers than to cash buyers, he must charge all customers more for goods than the cash merchant, or he must charge interest on accounts. The latter plan is so generally unpopular that very few merchants attempt to enforce it.

In all minor sales the real difference between cash and credit values is so slight that it would be difficult to adjust prices on every article. On large sales it is customary to make reductions for cash. It is often alleged that credit trade fairly compensates the merchant for the smaller net profit because of the total amount of sales, the uninterrupted patronage, the ready acceptance of prices, more expedition in the sale of goods and loyalty of customers.

The trade of the cash customer, except in individual cases, is generally intermittent. He is free to trade where he can do the best. He is independent; he makes the rounds of the stores; he expects concessions for cash of the credit dealer; he takes much time to examine goods, he demands more than an equitable reduction for cash. He argues that the cash customer stands all the losses on credit accounts. He seeks the store or stores which sell for cash only, and avoids the credit-granting merchant. Does any one blame him?

If a merchant does not offer inducements for cash trade and try to discourage credit buying, if he does not make it plainly known that he recognizes the difference between the two methods and makes an equitable adjustment of prices to each class, people will think that he prefers credit customers, or that he hasn't enough backbone to amount to much anyway; he is not progressive; not up-to-date; not working to improve conditions; not seeking the prosperity of his customers, which would naturally tend to his own success and prosperity.

Every merchant who does a credit business, if he studied each account carefully, would have to admit that a considerable proportion of such accounts do not compensate him for the added labor and expense, and that

some are no advantage whatever to him—the losses fully equalling the profits. It is easy to estimate compensation for time, for actual labor, for money invested, but who can estimate the value of annoyance, disappointment, delays in settlement of accounts, hindrance to business, perplexities, anxiety, discouragement, and the like, which are inseparable from the credit business?

A large proportion of those who ask for credit are habitually spending money for that which they do not need. They indulge in amusements which are no actual benefit to them. They and their families enjoy comforts and luxuries which the merchant who trusts them can not afford because he gives credit.

No merchant can do a safe credit business without giving considerable time and thought to this feature. Such time and energy is so much detracted from other essential features. The merchant who must carry several lines never can give too much attention to his buying. Searching for and selecting desirable goods is much more pleasant and probably more profitable than much of the work in connection with credit accounts.

The merchant with limited capital who does a credit business will frequently find himself without sufficient funds to meet current bills unless his customers receive their incomes at regular and frequent intervals and settle accounts promptly in full. He must borrow money and pay interest on his customers' accounts or jeopardize his standing with wholesalers.

There can be no safety in credit business unless the merchant keeps constant, careful supervision of it. Inattention means loss. As well expect a spirited team to traverse the streets steadily and safely as to expect the credit business to keep within bounds if not held down with stringent regulations. The busy merchant will let some matters slip; some debtors will get deeper in his debt than he intended; some hard luck stories will beguile him into leniency which he meant to guard against; some in whom he reposed confidence will defraud him; and some whom he imagined he had a sure hold will elude his grasp.

A safe credit business can be transacted by the use of methods of merchandising which should be obsolete; by recourse to practices which honorable and progressive merchants will not countenance; by ignoring ideals which the Tradesman has always endeavored to teach and striven to have more fully adopted in trade. The objectionable methods to which we refer may be comprehended in the one phrase: making a prey of the buying public.

The merchant who would transact a safe credit business must hold in check impulses of generosity, sympathy and helpfulness. He must act a part which may be contrary to his real nature. He must be decided, firm, unyielding, unwavering in adherence to the rules he establishes. He must be unrelenting in his demands and his compulsion of certain debtors. He must accept the reputation of being austere, close, exacting,

hard-hearted. With some customers he must assume the role of dictator. He must advise them as to what they can or cannot afford.

Transacting business on credit reveals traits in customers which the merchant would prefer not to know. In dealing with certain ones a time will come when he can no longer in sincerity greet them as cordially and as friendly as before; as he might have continued to do had there never been an account.

To do a safe credit business one must expect hostility from some who have proven unworthy or unsafe as credit customers. They will slander him in an attempt to vindicate themselves. They will take vengeance on him by trying to alienate his patrons. But more to be regretted, harder to be borne, is the unfriendly attitude of one who has been offended by some contention over an account. Right or wrong, the merchant had better yield to the customer; he might better lose the part in dispute than lose or offend an honest, prompt-paying, constant patron.

A safe credit business may be transacted by one who can readily refuse credit to the distressed, the unfortunate, the afflicted, the destitute who need to be helped only until they can get health, get employment, get started in some undertaking. He will take no chances on such people. He is not in business to disburse charity funds. He is looking out solely for number one. He will grant credit to the rich, the prosperous, the salaried employe, the well paid workman, provided always that prospects are good for getting his pay. He will grant credit to any whom he feels certain he can legally compel, scare, coax or pester into paying.

A great many merchants do a safe credit business, but few of such there are who do not condemn the system, who do not heartily wish they were free from its burdens, its vexations, its inconveniences, its disappointments. They work overtime without pay, without thanks, without satisfaction, without benefit to themselves and usually with little or no real benefit to most of those whom they accommodate. A comparatively small proportion of those who habitually buy on credit would suffer any hardship were they compelled to pay cash at time of purchase.

It is much more difficult for that merchant to do a safe credit business who is anxious to please every customer, who is loth to say "No," who is so anxious to make sales that he takes chances without enquiry as to the customer's reputation or responsibility.

It seems strange that any merchant who has had experience in doing a credit business should advocate the system, should advise anyone else to adopt it. It is only where people have long been accustomed to credit buying, where the habit has been firmly established, where inducements for cash buying have been freely offered without satisfactory results, where it would be unwise for a newcomer to make any very radical changes that we would recommend

any one to continue the plan. In some localities a refusal to grant credit, to insist upon cash trade entirely, would be interpreted as classing the best people with dead beats and thieves. Few will look at it in any other way.

In succeeding another merchant one must study closely his predecessor's methods. Such as the people approve he should follow, at first anyway; such as they complain about, he should make haste to discard or amend; those whom the former readily trusted, he should allow the same privilege; and those who have proven unreliable should be carefully noted.

The added expense of doing a credit business must be borne by some one. The merchant can not safely carry it and successfully compete with cash stores. There is always a temptation for the merchant to put it on his customers without their being aware of it. There are frequent temptations to get even with certain ones for their negligence in settling accounts, and there is always risk of a merchant being discovered in any deceptive practices.

An agreement to pay at stated intervals will be disregarded or forgotten unless the merchant constantly reminds customers of the terms to which they assented. The limited amount will be overrun if the merchant is not always on the lookout.

The first requisite in doing a safe credit business is the determination that it shall not be otherwise, and this determination must not be transitory or intermittent. That second is adequate capital. That means a surplus or a reserve on purpose to carry credit business. Another all-important requisite is special qualification for this plan of merchandising. This includes considerable business experience, knowledge of human nature, tact, patience, persistence and much else. And then it will be difficult enough even among a desirable class of people, the greater part of whom are industrious, temperate, intelligent and honest. E. E. Whitney.

## Suited to Every Taste.

A faker had taken up his stand on one of the side streets just off Broadway. "Ladies and gentlemen," he said, "I have here the greatest book published in modern times; the book for everybody; the book for everywhere."

He tossed a paper-covered volume into the air and caught it as it fell.

"A veritable encyclopaedia in the small compass of eighty pages," he cried. "Information for every one. Recipes for all the dishes that every were cooked; formulas for all medicines that ever were mixed; nice stories for old ladies; how to do the tango and the turkey trot; how to tell fortunes and interpret dreams and reckon up compound interest. The vade mecum for everybody."

But the audience remained apathetic and bought not a single copy. The chaepjack looked them over with ill-concealed disgust.

"Ladies and gentlemen," he remarked, "I forgot to mention that in this incomparable book there is a blank page—for those who cannot read."



# Made in Grand Rapids

## The Home of "Double A" Candy



Trade Mark



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Visitors Welcome



**PUTNAM FACTORY, National Candy Co., Inc.**

**Grand Rapids, Mich.**

## DALY'S INDICTMENT

## Lurid Transcript From the Leaf of Life.

Written for the Tradesman.

The other day Thomas Daly of New York, 45 years of age, a machinist by trade, committed suicide by hanging himself to a bed post in his room. Some four months ago, with hope, ambition, and man's God-implemented desire to get on, this drab little atom called Daly blew into the city wherein men are as flies. Of his parentage, environment and training; his loves and his losses; his iridescent gems of faith and his private delinquencies, nothing else seems to be known. His being a prosiac and uneventful life, there'll be no biography.

Arriving in the city, Daly sought employment. It was of no avail. In due time it was borne in on him that he hadn't one chance in 10,000. He couldn't get a job at anything; and with a heart sickening unto death, he witnessed the inevitable dwindling away of the pitiful little fund between starvation and himself; and the thing he feared got him. Numb with tearless grief and inarticulate horror; paralyzed, as it were, by the sheer brutality and the colossal unmercifulness of grim cosmic ways that set up the gnawings of hound-hunger in a man's vitals, and then fiendishly withhold food from the starving—the worms of delirium began to work in the overtaxed tissue of Thomas Daly's neural stuff. Mocked and brushed aside and spit upon by the imps and minions of world-darkness and death; tyrannized and mentally unhinged by the heft and deadliness of the untoward; pursued and hallucinated by the hell of things as he found them, all gnarled and twisted and sinister there in the swirling vortex of his mori-bound apprehension, Thomas Daly, machinist, in the prime of his manhood and in the delirium of his despair, hanged himself to his bed post.

Before embarking on his long voyage Thomas Daly paid his room rent in full. In Daly's purse, along with some other effects found by Coroner Foertmeyer, there then remained exactly six cents. Manifestly Daly's was an honest, methodical type of mind. Even amid the anxieties and stress of a tremendous enterprise—about as vast insofar as the principal is concerned as one can well imagine—Daly doesn't overlook his little obligation to the landlady. Before he hits the long trail he pays the stipend agreed upon for his occupancy of the room.

Yes, and the Coroner made another discovery. He found that Thomas Daly, machinist, had been studying book-keeping. In Thomas Daly's book, appeared the following definition of the significant word **insolvency**: "Insolvency—an excess of liabilities over assets." And perhaps few humans have ever outdone Daly in sensing the poignant inwardness of the condition pictured by that grim word. But more important by far

than the text-book on book-keeping, was the finding by the Coroner of a human-interest document composed by Thomas Daly, machinist, on the eve of his departure for the land where they don't fight for bread. It's a brief little composition, and devoid of brilliant passages, but it's candor—the naked truth of it—makes it big.

"Any amount of money can be raised for battle-ships, armies, etc.," says Daly, "whereby men are murdered wholesale. Hundreds of thousands of men are unable to procure employment whereby they may live like human beings.

"They are driven to crime and suicide, but the Government does nothing to save them. The suicide is looked upon with horror and called a coward, yet he has not committed any act to injure his fellow men.

"The soldier is willing to kill any number of his fellow men—often without cause—and the world calls him a hero. Verily, what fools these mortals be!"

Daly's Indictment (I think you'll agree with me that my phrasing of Daly's theme is appropriate), in the gruesome light of Daly's self-imposed death, is a lurid transcript from life—the modern life that we know. These words sting like acid, and bite like scorpion's teeth. There's un-studied irony in them, and bitterness unashamed; but Daly hasn't strained the garment of truth. He is a plain man dealing with plain facts. The white logic of stubborn, brutal truth pervades every line of this indictment by Thomas Daly, machinist. Picture him there in that obscure attic room with its tawdry appointments, sitting face to face with the inexorable, laboriously penning his estimate of the world's way with the jobless man. Ah, Daly knew! Yes, and you and I know it too. We all know it—only we shrink from talking it. In spite of the alms that are doled out, and the Pharisaical self-righteousness that advertises, and the sporadic generosity that does beautiful things under the sun, anybody that's ever been up against it knows that this world's a hell, if you haven't got the wherewithal. Some people will resent this with prodigious asperity, and they'll call poor Thomas Daly many different kinds of a fool. But Daly don't care now. Call him anything you like. He has gone into a realm where acidulous epithets and scornful quips cannot reach him. Also they need no bread there; or if they do, there's plenty of bread for aall, and nobody has to barter away his soul and stifle the finer impulses of his nature to come by it.

Daly wrote the truth before he left us. Drinking, as he did, the very dregs of the cup, it was given him to see the ogreism of cosmic things. Therefore to Daly's penetrative eyes those pretty pretenses of ours—our charities, disinterested services and ameliorative enterprises; hypothetical appareling, for the most part, in which we bedeck us and befool us—were as if they were not. Thomas Daly saw the naked truth, and he wrote it.

Cold, brittle, pitiless, brutal fact, is this thing that Daly hath declared. It cuts to the quick. It pierces like a two-edged blade. It strips off the meretricious rags of sham and make-believe. Rather chary of his words, and evidently not a man skilled in the art of writing, this Thomas Daly, machinist, is not lacking in the certitude and deadliness of his punch. There's something fine in his frankness, and his logic is the acme of limpidity. It's a pity Thomas Daly wasn't spared to write more.

Newspapers and magazines have discussed many phases of the conservative problem of recent years, and not without some practical benefit. We were indeed irked to know that our great forests were being ravished by a cupidity as stupid as it was insatiable. And Federal cognizance was invoked to stay, in some measure, the rapacious onslaught of the all-consuming band-saw. With the disappearance of the timber along the water ways, it was seen that our larger rivers and lesser streams were imperiled. And the blighting consequences to coming generations, of a land whose veins and arteries had been clogged and polluted, were pictured in graphic colors. Not only were the lumbermen bent on cutting all marketable logs, but the pulp makers were wont to follow up and glean after the lumbermen; and such ways, averred our conservation authorities, were the ways of the selfish, grasping men, who think not of to-morrow and its needs.

Therefore they counseled conservation and a wiser use of our National resources in the way of uncut timber. And so of our coal and gas and oil and other material assets. And now the House Mines Committee is drafting a bill for Government control of the Nation's radium output.

And the conservation of our material resources is a good thing. It's a pity the movement wasn't started sooner. Any unbiased person will frankly admit the wisdom of all such measures. But how about our men—aren't they worth conserving? Amongst the resources of the Nation shouldn't we reckon our red-blooded, able-bodied, man-creatures? Aren't they working units, wealth-producing mechanisms, tangible assets? Is it a wise policy that appropriates hundreds of millions of dollars annually to the upkeep of an army and a navy, and nothing to starving and despairing men? If that policy isn't foolish in its shortsightedness and brutal to the core, I pass.

Thomas Daly, machinist, was only 45 years of age. Think of it—a man in his prime! He was a machinist—a man trained to do skilled work. There was good, rich blood in his veins; and, for a long time, hope in the heart of him. He was strictly honest, too; for he paid the landlady in full. Think of the strong man-impulses of him gone out forever—more—the unreleased energy, dissipated to no purpose; the potential productiveness, spilled for all time! He might have taken some good wo-

man to wife; become the father of bright, happy children; the head of a worthy household—had things been otherwise. But Thomas Daly is dead now. His skilled hands are rotting; and the brain in which the worms of delirium crawled their little day, and did their damnable work, is silently returning to earth.

Thomas Daly wearily trekked the ways of the city, but no man gave him work. He was able-bodied, willing, capable. He wanted to work. He was too proud to beg. I don't blame him. I'd rather die by my own hands than crawl on my knees and ask another for bread! Beg? Never! That man Daly was not your begging sort. Didn't whine, either. In silence he bore his disappointment. In silence he wrestled with his devils of hallucination. And the archfiend got him. In a poor, feeble, pitiful way he sought to squirm through the meshes of the net, but he couldn't get out. He tried to learn book-keeping! Poor Daly—a machinist of 45, with no one to coach him, alone in his bare little room, mulling over his manual on book-keeping, painfully and clumsily trying to learn the intricacies of it! It was doubtless hard going for Daly, but it seemed to promise bread in the end; and he plodded haltingly on, while multitudinous noises of the polyglot city beat in upon him.

Day by day, as Thomas Daly tried to find a way out, it became increasingly, painfully evident to him that there was no way out. Too much of a man to beg, too much of a gentleman to steal, failing miserably in his efforts to find anyone who would give him bread for legitimate, wealth-producing work, Thomas Daly was got by despair. Phosphorescent jets of light, whose sheen is death, lured him; and grim destiny took him on the noose of primordial wants. His was not a masterful personality, I grant you; but he seems to have had good stuff in him.

Thomas Daly, machinist, who hanged himself to his bed post, was not an aggressive man; but he was honest and willing. If only the worms of delirium hadn't got him! If things might have been otherwise; if only he could have found a job! Foolish words, for Thomas Daly has gone hence! But before he went he wrote his indictment; and it will stand against us until the crack of doom. It is bitter, this metallic, crystalline, cutting arraignment of Daly's; but we can't gainsay it, and before God, there's nothing of an extenuative nature that we can plead. Thomas Daly's blood is upon us, and upon our children. We let Thomas Daly despair unto death! You and I and the rest of us who compose this American Nation of approximately one hundred millions of people—in a time of plenty, in a day of confessed prosperity, when there's bread and to spare, and fabulous mountains of gold for armies and navies—we let Thomas Daly, machinist, despair unto death.

Charles L. Garrison.



# **Alfred J. Brown Seed Co.**

*Established 1885*

**Merchants, Growers  
Importers and Exporters**

*of*

## **Agricultural and Garden**

# **SEEDS**

**Peas, Beans, Pop Corn  
and Onion Sets**



**General Warehouse and Offices  
Corner Ottawa Avenue and Louis Street**

**GRAND RAPIDS**

**:::**

**MICHIGAN**

### THE GROUCHY MERCHANT.

#### He Was Cured by Friends of His Father.

Written for the Tradesman.

"Say, isn't that Eager over there telling a funny story?" It was one of the dealers returning from the convention, the place the smoker of the P. M. He asked the question of Gordon, a man who was familiar with the crowd.

"Yes, that's Eager, why?"

"It seems funny he should be so jovial, I had understood him to be a confirmed grouch."

"That was in the days gone by. He used to be a grouch for a fact, but let's go over and hear him tell his story. I knew him well and the story is worth hearing."

The men strolled back to where Eager was the center of a grinning group of dealers and when opportunity occurred, he was asked about his reformation.

Settling back comfortably and puffing on his cigar, Eager smiled. "It is an old story now, boys, and I am the 'goat', but the story has done some good in the world, I guess, and so it will bear repeating.

"As you know I have a general store at Blankton. Grew up in that store under dad. He was a jovial chap and had a heap of good friends. He had the best trade in the town and when he died I naturally expected to continue with trade as good as he did.

"However, I did not figure on one thing. I felt that I was a sort of tin god, had a big opinion of my importance in the town and I had a temper, too. I guess confession is good for the soul and I don't spare myself any.

"I had hard trouble keeping help. They wouldn't stand for my arrogance and then I got independent with the travelers. Take it from me if a merchant wants to make the best of it, it pays to treat the salesmen on the road right. There was Woodruff, a dandy chap who had sold us groceries for a long, long time. At first he stood my ways, then he cooled down and the little specials and the extra discounts disappeared. Other drummers sort of steered shy of the store and I was forced to buy a lot by mail. Trade was dropping off and I grew more contrary and cantankerous every day.

"To add to my discomfort, the opposition store on the corner changed hands. Don't tell me folks don't love a fat man, for they do. The new chap in that store was a big bodied, whole souled fellow who made friends with every one. His hearty laugh was heard at all hours of the day. As my trade diminished, his increased. I was feeling mighty sour one day when Woodruff blew in. He used to drive across the country and made close connections at Blankton—he gave me all the time he could and it was customary to hand him his orders in a hurry.

"But this day I deliberately made him lose connections and did it the next week. After that he informed me if my order wasn't ready on the spot to mail it in.

"Guess others heard of the deal and salesmen simply gave me the gobye as far as possible. I was sitting back at the desk one evening grouchy and touchy when I looked up to see a man old enough to be my father, big and with a kindly light in the deep blue eyes. I asked him what he wanted, rather gruffly. He just looked me over in a funny way and then sighed, 'Guess what I heard is right.'

"Finally he explained that he was an old friend of dad's, I hadn't seen him for years, but he had not forgotten 'Eager's boy' and when he heard how things were breaking, he came up to Blankton and say, he didn't mince matters a little bit. He raked me over the coals with a fine tooth comb. He showed me by actual comparisons where I was heading for, and it wasn't a cool spot, either. He talked like a father and Dutch Uncle rolled into one and while I was mad at first he got under my hide at last and I drank in what he said.

"When he left I strolled up the river bank and had a good long communion with myself. I realized what he said was right. It went against the grain, but I determined to try and shift to the sunny side if it was humanly possible after that.

"Next morning darned if Woodruff didn't blow in. He must have been steered by dad's old friend. Anyway I gave him a cigar and cooked up a smile. He handled things mighty nicely and I found that being good wasn't such a hard job after all.

"Then we went over matters in careful shape. My help was below par and we discussed the store on the corner. The upshot of the matter was that one day not long after two new clerks came into my store.

"They were both heavy weights, not only physically but mentally. They simply oozed good nature and when I felt a streak of the blue devils coming, I'd hike up there on the river bank and let the new men handle things.

"Gradually I won the fight. It went hard sometimes and I had some troubles, but eventually the value of a smile and a good natured answer to kicks paid. The old trade came back and new trade with it.

"Salesmen came in and if there was anything that meant extra profits I got it. I gave Woodruff a lot of credit and a whole lot of credit to dad's old friend."

As Eager stopped talking his listeners gently sighed. The tale had made a distinct impression. Eager looked out the window for a long moment, flicked the ashes from his cigar and looked around at the others.

"I guess that's about all of the story, boys. I stopped before I hit the bottom. Some might have kept on going. Of course, there's just a little more to the tale.

"Those fat clerks of mine each married one of my daughters after a time and now the whole thing is a family affair and with the whole family on my case it is a cinch the reformation is a lasting one."

Just then the brakeman entered the smoker and with a weird yell meant

to convey the fact that Blankton was reached. Eager grabbed his grip and with a hearty handshake all around left the others.

The man from Grand Rapids looked at his companion and remarked: "I know a lot of fellows who are in the class Eager is, or rather was. Too bad there are not some old friends of the family to give them some good advice, eh?"

And the other merchant with the wisdom of mature years nodded silently as the train forged on ahead.

Hugh King Harris.

#### Some Essentials Which Are Necessary to Success.

One of the greatest mistakes merchants are prone to make is in the matter of estimating percentages. Take, for example, a business that year after year has run along on an upgrade. Perhaps that business may have fluctuated in its upward course. Now, it is not fair in making a percentage to take the largest month's sales as a basis for the percentage of business done during all the other months of the year. It is only fair to take a percentage for a number of years. Let him take the year's business from Jan. 1 to Jan. 1 as a basis for figuring and if possible make a comparison for five previous years and take the result of that calculation for the next five years. In figuring thus he is going to get nearer what is right.

Another thing, the operating expenses of a store should be figured on the basis of the poor months and not the best months; then when the good months come the showing is far more satisfactory. When this order is reversed an unsatisfactory showing is certain.

Give your goods a chance. Don't hide them away and expect your trade to guess that you carry them. Displays and sales go hand in hand, and goods must be seen to be sold. If you strictly enforce that rule, you'd lose half your stock, and a good riddance it would be. Why must you put all the burden of profit-making on a part of your stock? Why must you use the remainder as a hobble on your really active goods? The ideal store carries no more goods than it can display.

The store window should bulletin through display the arrival of new goods or new lines of goods. It should chronicle the progress of the store, and it should tell the news by tying up the goods with their application in so far as feasible.

A large percentage of the sales made by every store may be traced to the fact that customers have previously seen the same or similar goods either in the store or at some other store. That is to say that the exhibition of goods has a wonderful influence upon the mind of the buying public.

Two heads are not better than one when both are boneheads. The extra pair of hands are worth little unless the brain furnishing their motive power is an active one.

Does your trade paper go into the waste basket after you have read it

or do you give your clerks a chance at it? A good trade paper is of as much value to them as to you and you are not getting the results you should from it unless it is read by them as well as yourself. Increased efficiency in your employes means increased profits for you.

Every once in a while it is a pretty good thing to feature one line of merchandise in a window to the exclusion of everything else, particularly if the thing shown is of especially good quality and other merchants in your town do not have them in stock when you show them. If he desires to do this, the merchant can often secure valuable assistance from jobber or manufacturer in the way of display cards, etc., that will help make the showing a good one.

If a man starting out with \$5,000 were to bury half of it in the ground he would be in exactly the same position as a man with half his stock in dead goods. The nearer a man has every dollar active the more successful he is in business. The nearer he can have all goods active the more successful he is. If a merchant could have all his fresh salable goods in red boxes and the rest in black boxes, he would be driven crazy by the sight of all his dead goods. But just because he does not see it he forgets its is there.

Nothing adds more to the front of a business establishment than artistic signs. To be artistic they must bear the earmarks of the skilled artist. Consequently, the merchant who tries to save a few dollars by purchasing cheap and unskillfully executed signs decreases one of the most valuable assets to his business, while on the other hand, the merchant who takes advantage of the valuable spaces that the front of his store offers and covers them with rich and attractive signs executed in the best possible and most skillful manner, adds greatly to his assets, for through no other medium can he attract quicker attention, or derive better results from the public.

It stands to reason that less people will pass a given window in a small town than in a big city, but there are less windows to look at, fewer things to detract from the attention of the passerby, so that a certain trim will be more effective, per person seeing it, in a small town than in the big city. Any merchant who will effectively link up his newspaper and other advertising with his show-window displays will find that such action will pay him many fold for the trouble. The extra expense is practically nothing.

The retailer who takes his discounts will find he has a chance to see most of the lines of merchandise sold by the different jobbers, as they are all anxious to get his business. But what about the slow pay merchant who never takes his discounts? He usually buys all of his merchandise of a few wholesalers and he owes them so much that he is not in a position to buy where he pleases; therefore he must pay the price asked, no matter if he could better himself from some other firm. Frank Stowell.



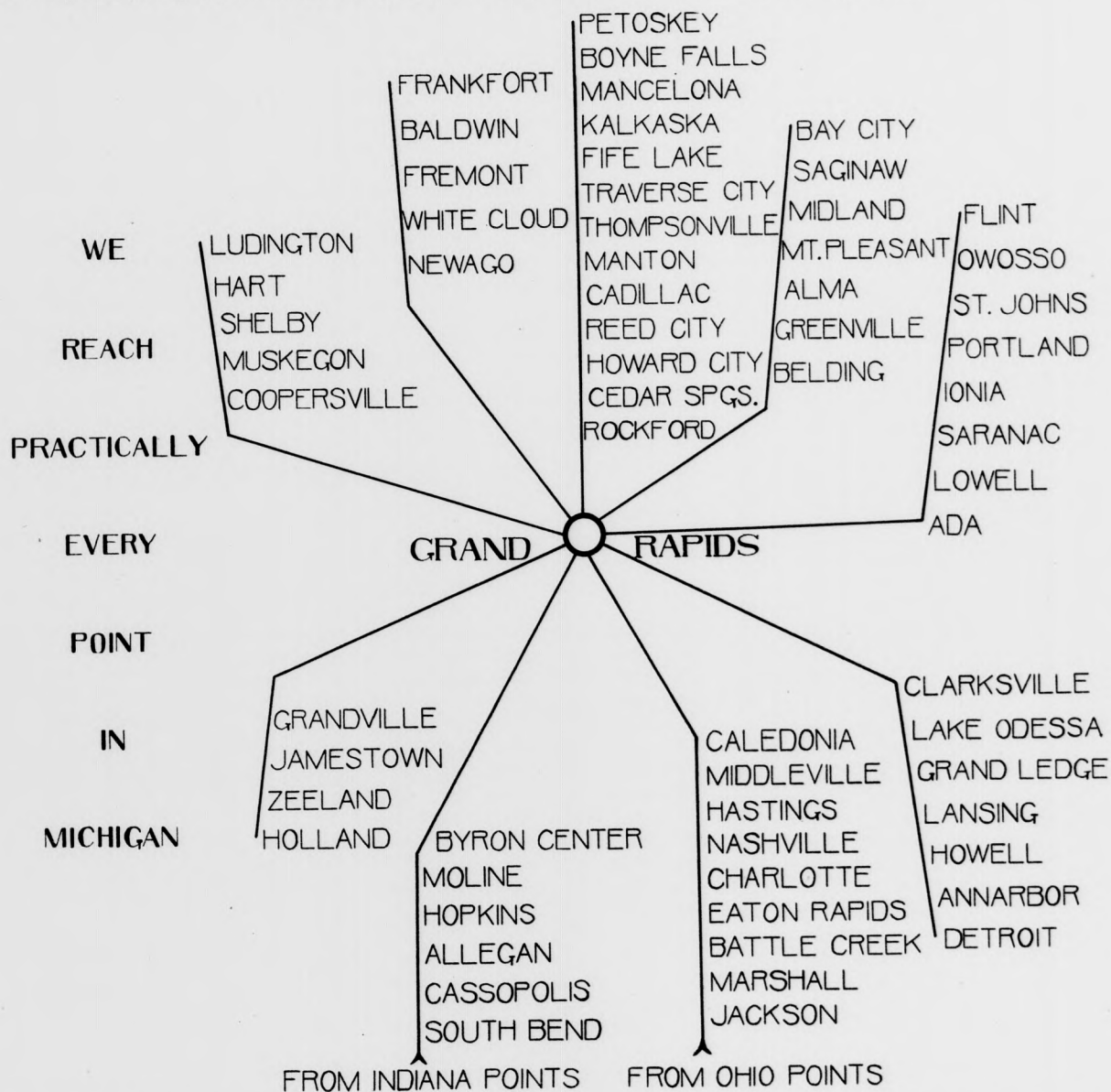
# The Citizens Telephone Company

By means of its **COPPER METALLIC CIRCUITS**, reaching every city, village, hamlet and cross roads in Western Michigan, has been an important factor in the development and growth of Grand Rapids and Western Michigan.

**LOW RATES.** The rates charged in Grand Rapids are lower than in any other city in the United States, of the same population and with like telephonic development.

The rates charged in the cities and towns in Michigan have placed a telephone within the reach of everyone.

**LONG DISTANCE SERVICE.** All points in Michigan are connected by Copper Metallic Circuits. Just how well the Citizens Telephone Company has taken care of this is graphically shown by the following sketch:



**QUALITY OF SERVICE.** It has ever been the endeavor of the company to furnish the very best service possible, and it has been among the first to take advantage of improvements in the art.

**THE RESULT.** With the remarkable development the company has in Western Michigan, and its long distance lines connecting all points, the purchaser has found it to his advantage to telephone the order to Grand Rapids instead of sending same to Detroit, Chicago or other points. This fact alone has had no small bearing upon the growth of Grand Rapids. The company is a Grand Rapids and Western Michigan organization, 90% of its stockholders living in this territory.

**ITS DIVIDENDS CONSEQUENTLY GO TO PEOPLE IN THIS TERRITORY.**

**ITS EMPLOYEES SPEND THEIR MONEY IN THIS TERRITORY.**

**THE COMPANY ITSELF PURCHASES LOCALLY WHEREVER POSSIBLE.**

**ITS INTERESTS ARE YOUR INTERESTS.**

**PATRONIZE HOME INDUSTRY.**

**USE CITIZENS LONG DISTANCE SERVICE.**

**(WE REACH EVERY TELEPHONE IN DETROIT)**

## CITIZENS TELEPHONE COMPANY

## DIRT DECREASES DIVIDENDS.

### False Ideals of Economy Held by Some Merchants.

Written for the Tradesman.

The attention given to ventilation, hygiene, sanitation and cleanness in store and factory operation and in municipal affairs has done much to improve the efficiency, health and morals of the great army of bread winners, but here and there you will find quite a number of business men, bright in many respects, who are surprisingly neglectful in the matter of keeping their stores, factories, shops or offices clean and well ventilated. These men always have an apparently intelligent excuse which they glibly give to justify forcing their men to work amid dirty surroundings, but despite all excuses the fact remains that nothing in the world justifies a man's working amid dirt, and the greater the number of sales people and workmen the poorer business policy it is, for if you lower the efficiency of a hundred men you lose more money than if you lower the efficiency of a dozen.

Few business men seem to understand how insidiously dirty surroundings affect one's health, efficiency and even morals and self respect. Working in an ill-ventilated store, shop or office where dust is allowed to accumulate, and where floors are not swept every day, inevitably renders people more careless and slovenly in their personal appearance, habits and thought, and lessens one's efficiency, due both to this negligent state of mind and feelings and to depleted health, for dirty surroundings certainly tend to lower, to a greater or lesser degree, one's physical health, although it may not become apparent to the laborer himself for some time. A well man can do more work than a sick one.

Then it is easy to be seen from the start, by the close observer, that dirt lowers the moral tone of the surroundings. You seldom find a neat, tidy, well-ventilated store, office, workshop or factory in the slum district of a city, for as a rule such places seem to settle down to a common low level.

Also, where you find a dirty, dusty, ill-smelling, ill-ventilated store, business office or factory, where discipline is bad and workers slovenly and unkempt, it is more often apt to be in an old building with floors, ceilings and walls moldy and dilapidated, rather than in a new one where there are more incentives to keeping things neat, yet in an old building where the floors are decaying it is even more important that the room be kept clean, dry, warm and well ventilated, because it is rendered insanitary by the odors from decaying floors and moldy walls.

You are also more apt to find untidy, careless workers, of low efficiency, with pale faces and deficient reserve physical force, in such a store, office or factory than in a new one where everything is wholesome, well ventilated and sunny. On the other hand, putting a young man to work in a neat, tidy room makes him

"spruce up" in his appearance. It heightens his self-respect, and gives him the energy and determination to do better work, also the ability to do better work, just as it often stops a little girl from crying to take off its dirty dress and put on it a beautiful clean one.

A close observer will also be impressed by the fact that it is harder for a foreman or office manager to maintain good discipline in a dirty ill-ventilated factory than in a neat, clean wholesome one. There may not be outbreaking disorder, but there will be more disposition on the part of office boys, apprentices and other subordinates to "talk back" at the boss, foreman or other superior workman.

The truth and accuracy of these theories were impressed forcibly on my mind a number of years ago by some experiences I had, and by my opportunities for observing the influence of such environments on a friend of mine. We were working for a large printing firm in the up-town district of a Western city, on the second floor of a new, well ventilated and lighted building where everything was kept spic and span, where all paper was thrown into waste baskets, where the floors were swept twice a day and the furniture dusted thoroughly every morning, where discipline was good, where the men, from the foreman to the office boy, were required to be neat and presentable, and to refrain from all unnecessary talk during work hours. No profanity, smoking or other use of tobacco were allowed, and the moral tone of the men and boys was good.

The wages, however, were low, so having a chance to take a position with another firm at an increased salary, I gave up my place here and accepted one with another firm nearer the slum district, where rents were much lower, and where work could be done at a lower price to customers, as a result of which this firm was rushed with work all the time, and therefore could pay better wages.

This firm occupied the first and second floors of an old moldy building, with deficient lighting facilities, where the ventilation was poor, and where the windows were not only never raised but kept nailed down. This company was so busy that the office boys didn't have time to sweep out more than about twice a week, and then it was only half done, because there was little discipline in the office, no foreman, and no one in authority except when one of the two partners was back in the mechanical department. The wages were good, however, which was the reason I took the place. I was conscious, from the first day, of a lack of sunlight, and of breathing close, dirty, moldy air, and of a general lack of energy.

My friend of which I spoke also worked for the up-town firm, but about a week after I took the second place there was an opening with this second firm for a good man at a considerably better salary than he was receiving, so I notified him and he gave up his place and took the position with the firm for which I was now working. This young man was

about twenty-two years old, well meaning, moral, upright and clean. But he was not blessed with great strength of character; he was moral and upright because his associations had fortunately been good. He was impressionable and easily influenced. His health was but fairly good. He was somewhat subject to throat and catarrhal trouble, which had not bothered him at the up-town place, but after working with him a few weeks in the second place in the close, unhealthy, ink-poisoned air I noticed a change in him quite plainly. He lost his healthy color, and there was in him a lack of buoyancy and snap.

But I noticed a sadder difference in him morally, for this firm being near the slum part of the city where the poorest people lived, the men working for the firm were of lower moral tone than those with whom we had worked up-town. There were also several rather tough girls working for this firm. I do not know that any of them were bad girls, but they were careless of their words. It was quite an easy matter, at least, to get acquainted with them, and my young friend had a jolly, companionable disposition, and was soon on quite friendly terms with them, and disclosed qualities which I had never supposed he possessed, and not especially to his credit. They showed him to be weak and deficient in judgment and good sense.

I noticed these changes in him especially because I had been expecting them, as I had myself been working in the place a week before he came, and had noticed a change in myself—not so great a change in my moral nature as in my feelings—for along with the dirt and ill-smelling air I was breathing in I was also having my health impaired to some extent. My friend also became more careless in his personal appearance and in the quality and amount of work he performed.

I am sure it would have put money into the till of these men if they had paid more attention to keeping their establishment clean and well ventilated. It would be impossible to say what they lost in dollars and cents by its insanitary condition, but as they employed some twenty men, boys and girls it certainly would have been better if these workers had been supplied with more sanitary surroundings for doing the largest amount of work possible to each one, as well as work of better quality.

All storekeepers and business men should realize that dirt, foul, disease-breeding air and other insanitary conditions decrease their trade and their output of finished products, whatever they may be, and that supposedly "cheap" operation is expensive operation. Two or three dollars a week for the services of an extra office boy, porter or janitor to keep things clean might save anywhere from \$20 to \$50 a week in increased efficiency.

Isaac H. Motes.

### Take It and Be Good.

Marvelously numerous are the helps manufacturers are giving retailers to assist in marketing certain products. Foolish is the retailer who is slow

of heart to understand what is being done for his good.

Sure of leadership is the merchant who hastens to accept this co-operation and make the most of it.

Not long ago a manufacturer asserted that his company prepared advertising matters designed to create a demand upon the retail merchant for his product.

These booklets and folders were placed at the disposal of the retailers. Each one was told to ask for as many as he could use—one, two, five or ten thousand.

They were distributed by the merchants among customers.

Months afterward investigation showed all of this literature still in the store, never used.

It was good stuff, too.

Yet the retailer wonders why trade is slow. He refuses to exert the small amount of energy necessary to bring him large sales of profitable merchandise.

At the same time the drawing of trade to him for one line would have increased his sales of others.

A run on a store is different from a run on the bank. In the first, the people come to bring money. In the second, they take it away.

If you get them there to buy tea they may also buy coffee. If they come for handkerchiefs as likely as not you will get their trade for ribbons. One thing leads to another.

Every manufacturer who is helping you sell his products is building up your trade in every department. This is a lesson many merchants seem never to have learned. It is hard to realize that such a state of affairs exists, but it does, in some places. If you are one of the mistaken ones, get into the bandwagon at the first opportunity.

### Predicts Lower Prices.

"I expect in twelve months food prices will drop," said Patrick Cudahy, multimillionaire packer, discussing a Government report on the cost of living, recently.

"The world is raising more animals than it has been. Germany and France have all the hogs they want, and that shows an increasing supply. Prices would have been lower in the United States right now if it had not been for the hog cholera.

"High prices that have prevailed for some years have made it profitable to raise live stock, and soon there will be enough on the market to cut prices."

Food prices in the United States reached the highest level in twenty-four years November 15, 1913. Since then there has been a slight decline, though the average is well above that of a year ago, the Government report says.

"Prices were high in November compared to what they were six years ago, when they were low," said Mr. Cudahy, "but they were not high when compared with prices of two or three years ago. I do not see, however, that there has been such decline since November."

Contracts have been awarded to build a dry dock costing \$30,000 at Cheboygan.













## Grand Rapids Brush Co.

Grand Rapids, Mich.











Manufacturers of  
Solid Back Toilet Brushes  
and  
Leather Back Horse  
Brushes

# NEW PLANT

We are now located in our new plant at Grand Rapids, corner Scribner avenue and G. R. & I. R. R., close to all freight houses with minimum haul for all deliveries. Our Elevator, Flour, Feed and Hay warehouses have side track delivery. We carry a full line of Badger Dairy and Horse Feeds, Dried Brewer Grains, Beet Pulp, Oil Meal, Cotton Seed Meal, Bran, Middlings, Etc.        

## At "Purity Patent" Mills

The Millers Are Expert Bread-makers

We originated and have always kept up the high standard of quality in Purity Patent Flour by knowing how to make good bread. Every single sack that leaves the mill is guaranteed.        

YOURS FOR BUSINESS

## Grand Rapids Grain & Milling Co.

L. FRED PEABODY, Manager

C. E. BELKNAP, President

J. F. HENDRIKSEN, Secretary

H. P. BELKNAP, Treasurer

# Belknap Wagon Co.

Commercial  
Auto Bodies

Larries and  
Drays

Milk and Bakery  
Wagons



Freight Trucks

Farm and Fruit  
Wagons

High Grade  
Business  
Wagons

Sole Manufacturers of the **Belknap Patent Sleighs and Belknap Patent Orchard Wagons**

**Grand Rapids**

::

**Michigan**

**KEEP THE STORE CLEAN.****One of the Grocer's Most Valuable Assets.**

Written for the Tradesman.

In an age of widespread public agitation for pure foods, when every fly is recognized as a germ-carrier and every grain of dust is gazed at askance, the grocery store that would do business must keep clean. The old days are gone wherein our fathers philosophized that "you must eat a peck of dirt before you die." People now-a-days take no chances.

Even if they are buying hardware or dry goods or furniture, the demand for cleanliness is manifest. In the grocery store, cleanliness is imperative. Not only must the goods offered be free from taint, but they must be free from suspicion. This attitude of the public mind may be hypercritical, but it nevertheless exists. The only course is for retailers to adapt themselves to it.

In grocery stores, woman are the chief purchasers. They do much of their purchasing personally. A dirty store repels. The clean store, with goods tastefully displayed, attracts.

Yet despite this, it is too often the case that goods are piled carelessly on the floor, windows and show cases are adorned with careless smears and dust lies heavy in odd corners missed by the careless sweeper.

To keep a clean store, it is essential to commence the day right. A thorough clean-up is necessary every day. In the well regulated store, the first task of the clerks on opening for the day is to open up any goods which may be needed, so that no dirt will be created in this way after the clean-up takes place. The next task is a good, whole-souled sweeping, which takes in every corner. It is a very noticeable fact that the clerk who sweeps most briskly and spends least time upon the task is generally the most thorough. Here, as elsewhere, results are dependent on the vigor, energy and thoroughness which the clerk responsible puts into his task. The young fellow who dawdles along not merely spends more time upon the job, but fails to genuinely finish.

Then comes the equally thorough and whole-souled dusting of every showcase, and the arranging of shelf and counter displays. Perhaps in the rush of the previous day, cartons have been toppled over or packages displaced, or goods shifted. All such should be carefully restored to their rightful place and position. Now, too, is the time to put together new displays in place of old ones which have staled on the public fancy.

Cleaning a show case is an art easily mastered. It requires three essentials, a damp cloth, a supply of soft paper, and plenty of elbow power. The cloth should be just wet enough to loosen any dirt which may have gathered. The paper is to be used afterward to remove the moistened dirt and polish the glass. The cloth should not be too wet, or the paper, instead of drying the glass, will wear off and leave the show case dirtier than at first. If the case be particu-

larly dirty—a condition of affairs that cannot arise with daily attention—a little liquid ammonia applied to the rag will work wonders. Soft paper is essential. Discarded tissue wrappings from oranges and lemons will serve the purpose well, since they do not scratch the glass, and leave no lint. With these appliances after a little practice a show case can be cleaned very quickly.

With a good beginning, the work of cleanliness should be kept up. Dirt and debris frequently accumulate; but this is the result of lack of facilities for its removal. The careless throwing aside of waste paper, and the spilling of goods while weighing, are habits which with a little thought can be conquered. A few neat and convenient waste baskets will be very helpful in keeping the floors and counters free of debris of this sort, and care in weighing will remedy the other difficulty. The frequent use of a counter brush will help also to keep things clean.

With the fruit season now at its height, grocers who handle fruits and vegetables should remember that cleanliness is vital in this branch of the business. Displays outside the show windows may help attract business, but the goods are apt also to draw dust. Flies, also, settle upon them, particularly the fruits; and the fly right at the present moment is not popular with people generally.

Fine netting is helpful in keeping off the flies, and serves also to a certain extent to protect the perishables from dust. It gives to any class of goods—not merely fruits, but cooked meats, cheese and other edibles—a more attractive and more pleasing appearance; and it greatly enhances a window display of any of these commodities. Netting is inexpensive when the added attractiveness of the goods is considered.

Warm weather brings the fly—one of the worst pests of the grocery. Yet, with care, the fly population of a well kept store can be reduced to a minimum. It is easier to keep flies out than to chase them out.

A good preventive measure is to keep the store and its surroundings clear of decaying matter of any kind. To this end covered garbage cans should be used for such material, and odd nooks and corners should be carefully watched. All open doors and windows should be screened—flies will enter with the customers, but with the screen doors closed a good part of the time, the influx is very much reduced. The use of netting to cover any perishable goods also helps to keep the flies away.

Against those flies that do enter, the grocer must wage unremitting warfare. Sticky fly paper is very effective in reducing the number, while poison pads are also helpful. A good scheme is to pull the blinds low every Saturday night, leaving at the bottom just an inch or two of light. Immediately behind the blinds place the poison pads in plates, the entire width of the blind. The flies, attracted by the light, flock to the windows and perish by hundreds and thousands while the grocer is attending church. The win-

**OTTE BROTHERS**

GRAND RAPIDS, MICH.

**C. W. MILLS PAPER CO.**

DISTRIBUTING JOBBERS FOR WESTERN MICHIGAN

**SEASONABLE GOODS**

Cotton Gloves and Jersey Gloves, Canvas Gauntlets, Ice Cream Pails and Soda Straws, Straw Cuffs, Meerscham, Briar, Cob and Clay PIPES, Purses, Harmonicas, Combs.

We have a large line of Fancy and Plain Box Papers, Fancy Decorated Crepe Papers, Plain Crepe Papers all shades, Decorated and Plain Crepe Paper Napkins, and Paper Doilies.

**OUR REGULAR LINE**

All kinds Wrapping Papers, Cordage, Paper Bags, Brooms, Baskets, Woodenware, Clothes Lines and Pins, Envelopes, Stationery, Inks, Pens and Pencils.

C. W. MILLS PAPER CO., 204-206 Ellsworth Ave.

Grand Rapids, Mich.

**The Bel-Car-Mo-Nut Butter Co., Inc.**

Manufacturers of

**PEANUT BUTTER**

In Bulk and  
Glass Packages

GRAND RAPIDS

MICHIGAN

A Place in the Roll of Honor is like a man's character—it is something money cannot buy, but is won by merit and worth alone.

**The PEOPLES SAVINGS BANK**

Is the Roll of Honor Bank of Grand Rapids and Kent County

**CAPITAL \$100,000.00 SURPLUS \$110,000.00**

**ASSETS \$2,340,966.92**

**OFFICERS**

THOMAS HEFFERAN, President AMOS S. MUSSELMAN, Vice Pres.  
EUGENE D. CONGER, Vice Pres. T. WM. HEFFERAN, Cashier  
WM. SMITTON, Asst. Cashier

**DIRECTORS**

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JOHN W. BLODGETT, Lumberman WM. H. ANDERSON, Pres. Fourth National Bank  
ALFRED D. RATHBONE, Pres. Rathbone Fireplace Mfg. Co. JOHN MURRAY, Capitalist  
VICTOR M. TUTHILL, Baldwin, Tuthill & Bolton REUBEN BLOOMER, Real Estate  
J. BOYD PANTLIND, Morton House and Pantlind Hotel  
WM. H. GAY, Berkey & Gay Furniture Co.

**There is Nothing in Safe Banking That We Cannot Perform**



dows should be cleared of goods on Saturday night; and on Monday morning the dead flies can be quickly swept up, the poison plates removed, and the store start the new week practically clear of the little pests.

A clean, well arranged store is an asset, and, with a little determination, the grocery store can be kept clean.

William Edward Park.

**Making More Sales From the Same Customers.**

Written for the Tradesman.

Rudyard Kipling in one of his poems tells about a great ship builder and iron master who succeeded because he kept his light burning a little in front of the rest.

Keeping one's light burning where other people can see it seems to be about the first principal of advertising. Not only is it the first principal of advertising, but it is the first kind of advertising we know anything about. Even the Bible talks about "letting your light so shine," and early in the Bible the famous old character named Gideon advertised his presence to his enemies one night by placing "lights" in pitchers, surrounded the enemies' camp, and suddenly breaking the pitchers he appeared before his foes with a suddenness that wrought defeat.

Advertising is possibly the first and foremost thing in making sales, but it is not the only element in the quick turn.

You aim to get a certain profit, which can be secured by a few turns with a big profit, or by many turns

with a small profit. Off-hand the big profit may look the more desirable to you, but there is one thing about the big profit—it is becoming harder to get every day for the simple reason that the increased high cost of living is making people clamor for lower prices, and if you insist on getting bigger profits, you are going to find your goods hard to sell.

You must have a certain profit. To please yourself and your customers at the same time, the quick turn is absolutely necessary because a quick turn will cut down the cost to your customers and build up the profit to you.

You may think that you prefer one sale at a 10 per cent. profit rather than five sales at a 2 per cent. profit each, but the difference in the difficulty of selling may throw the balance in favor of the smaller profit.

It is certain that a small profit makes every difference in the world in the ease of selling goods. A low profit makes all the difference in the strength of advertisements, because everybody knows that the strongest advertisement anybody can write is an advertisement filled with obviously low prices.

Finally, low prices make the best appeal to trade, especially right now because of the high cost of living.

A quick turn is a benefit to a store in a great many ways, and it does not increase the difficulty of selling merchandise as one might believe from first glance.

Some of the stated expenses of a store stand still, or practically so, as

the speed of the turn increases.

You do not have to pay any more rent if the goods in your stock turn fast. It does not cost any more to light and heat a quick turning stock than it does a slow turning stock. It does not cost any more to superintend a quick turning stock than a slow turning stock. Your taxes remain stationery; so does your insurance.

Better still, the wages don't move up in proportion to the speed of the turn. If your goods turn twice under the supervision of four salespeople, you will not have to have eight sales people to get four turns. Your clerks are not busy all the time. Many times during the week every one of your clerks are idle, and if you could simply transfer this idleness into activity, you will make more sales without the necessity of increasing your sales force in the slightest degree.

Let us take an illustration from the real estate business: One salesman may content himself with one tremendous sale that gives him a 50 per cent. profit and then remain idle the remainder of the year. Another salesman may content himself with a 12½ per cent profit and make four sales and still get just as much pay as salesman No. 1. You may say that the second man works twice as hard. This is not necessarily so, even in the real estate business. To get a tremendous profit in these times of strenuous competition, you must literally work your head off. Real estate, like merchandise, is listed with a great many agents and these various

agent do not list each parcel or piece of property at the same price, so that an individual in shopping around soon finds out who makes the best quotation. For a salesman, then, to get the maximum profit on the goods he sells, he must work harder than anybody else, while the man with the lowest profits literally has no work at all to do.

Buy no more merchandise than you can sell within a reasonable time. Display all you carry. Make every item in your store work as hard as it possibly can to get attention from customers. Force your customers to look at more varieties of merchandise and so multiply your present trade, not by getting more customers, but by making each customer to buy more lines from you. Branch out.

To illustrate this last statement, let us suppose that you are a store dealing exclusively in paints. Once or twice a year you are flooded with demands for your merchandise and the remainder of the time the demand is puny. Suppose to paints you add a number of allied lines. Then people coming to you will have a chance to buy something besides paint. They will come to you not only when they want paint, but when they want any of the other lines you carry, provided you advertise sufficiently. The final results will be a sort of Luther Burbank miracle of making two or more customers grow where only one grew before.

All this is just another way of saying "More sales from the same customers." Anderson Pace.

# HOTEL PANTLIND

## EUROPEAN PLAN

### Reasonable Rates

Located in the Center of the City

### CAFE THE FINEST

Table D'Hote.

Luncheon served every day from 12 to 2 p. m.  
50 cents.

Table D'Hote Dinner served every Sunday (only)  
from 5:30 to 8 p. m.  
75 cents.

Chinese Dishes a Specialty

# MORTON HOUSE

## AMERICAN PLAN

### "Ye Olden Grill"

In connection with Hotel is the finest  
"Grill" in the State. Service the best.

### Rates Reasonable

Location Center of Shopping District  
and all Theatres

Both under management  
of

J. BOYD PANTLIND

## BETTER PUBLICITY METHODS.

### How Advertising Clubs Can Help Local Dealers.

Written for the Tradesman.

In all of the cities and many of the larger towns throughout the country advertising men have local organizations, variously designated as clubs, associations and so forth, whose members meet together from time to time to discuss general advertising principles and matters of local interest. Sometimes they lunch together on a certain day of the week or at certain intervals during the month; in addition to which they have, of course, their regular monthly meetings.

Aside from the goodfellowship of these meetings and the stimulating papers that are read on some phase or other of the many-sided problem of profitable publicity, the get-together spirit propagated by such gatherings and associational activities flowing out of them make them eminently worth while.

As an illustration of practical good that may be accomplished by a local association of advertising men, here's a clipping from The Times-Star, a popular afternoon newspaper of Cincinnati: "Cincinnati merchants and manufacturers waste about \$200,000.00 annually in the worthless advertising schemes, according to a report of a committee of the Advertisers' Club. Solicitors from other cities with booklets describing the city and its activities are credited with capturing most of this money. To save this waste the club will appoint a board of censorship at a special meeting to be held in the Gibson House some time next month."

#### Censoring Advertising Schemes

In appointing a board of censors to sit in judgment upon divers and sundry advertising schemes that are submitted to local merchants and manufacturers, Cincinnati is somewhat tardily following the excellent example set by sister municipalities. And there should certainly be no practical difficulty in making it kindly but emphatically impossible for oily promoters of questionable advertising projects to work Cincinnati business men in the future as they have in the past.

The writer has hitherto brought this fake-advertising proposition to the attention of the readers of the Tradesman; but, as the Tradesman is constantly adding new friends to its circle of readers, and as old readers are likely to be in need of having their minds more actively aroused, it occurs to me that another broadside wouldn't prove unprofitable just at this time.

Advertising is a talismanic word, and some of our latter-day advertising fakers are ingratiating in their ways and convincing in their talk. Little wonder, therefore, that business men are deceived by resourceful tricksters and shysters of publicity. The storekeeper is naturally and vitally interested in everything that looks like good advertising. Advertising means sales, and sales mean profits—and he wants to see the business grow. On a thousand and one other matters he may be, to all intents and purposes, practically invulnerable; but his love of legitimate publi-

city, like Achilles' heel, is his constitutional weakness. That's his mental blind spot. The dispensers of advertising gold bricks understand this perfectly.

And you may depend upon it, the promoter will make the advertising scheme sound plausible. It is sure to look like easy money—and the details of the enterprise are simplified to the last detail.

Now, unless there is a committee or a board of censorship, composed of members of the local association of retailers or advertising men, each dealer in the community is left practically at the mercy of these wily solicitors and aggressive promoters, and inevitably many dealers fall for expensive and profitless advertising schemes. And, like Si, they see their mistake when it's too late.

Smaller towns and communities constitute the happy hunting-ground of these peripatetic venders of doubtful publicity; for, ordinarily it is in the lesser communities that the dealers are less protected and least suspicious. And it is in the town where the retail dealers are organized, that the advertising faker gets in his quickest and best work.

And this fact demonstrates the necessity for organization everywhere—even in small communities where there are only a few retailers. If, for no other reason under the sun save to protect themselves from unscrupulous promoters of so-called advertising, these dealers ought to get together and appoint a committee composed of one or more of their members, whose duties it is to look into and carefully analyze every advertising project that may be submitted by unknown people. What do you know of the advertising gentleman who breezes into your store and begins to tell you how his scheme will put you on easy street? You have not time to investigate his credentials and verify his statements. What do you know about conditions in such-and-such a town, where he claims his scheme worked so marvelously? How do you know those endorsements are genuine? The proposition sounds plausible, of course; but are you sure you thoroughly understand all the conditions? What's back of it? And don't forget that he's got to have traveling expenses and adequate compensation for his time and genius—and that, in one way or another, you've got to help pay for that, if you fall for his scheme. He may wear shell-rimmed glasses and look benevolent, but his motive isn't disinterested philanthropy. He didn't leave his happy home and separate himself from the polyglot throng of the city just to do beautiful missionary work in the country.

Try not to forget these little items when the promoter of advertising airily invades your store room and begins his little spiel. If there's a committee or a board with censorial functions to which you can refer him, it's an easy matter to dispose of your promoter-visitor. Saves the local dealers both time and money.

After visiting two or three merchants and finding himself courteously referred to Mr. So-and-so, Chairman of the Committee of Censorship, like as

not your scheme advertising person will meander meditatively over to the railroad station to see when the next train leaves for a more promising pasture. Many times out of ten he doesn't even take the pains to look up the Chairman of the Committee of Censorship. He much prefers to deal with merchants individually.

If he does appear before your Committee, however, his scheme can (and should be) examined critically. Find out about the man and the concern back of him. Take time to write to dealers of the towns and cities in which the scheme is alleged to have worked successfully. This means, to be sure, that no definite answer can be given until the returns are in. Therefore the solicitor must return in person at a later date; or launch the enterprise by correspondence, in the event that the Committee reports favorably.

As a rule it's a pretty safe bet that the local dealer can get better returns from his advertising appropriation if he handles the matter himself. Royal roads are rare in advertising as they are in other affairs of life. The nearer one is to a business and its constituency, other things being equal, the better his advertising. And remember that you are closer to your business than anybody else. You know local conditions more intimately than the casual visitor who drops in for a few hours or a few days. You understand the habits and peculiarities of the people as he does not, and cannot, know them. Better, generally speaking, stick to known and accredited methods of advertising. Of course, all schemes are not necessarily fake schemes; but in such matters it certainly pays to make haste slowly.

Frank Fennick.

#### Put Your Heart into Your Work.

The man who wins; success in any line of endeavor is that man who has striven whole-heartedly, whole-souledly, whole-selfedly for that success.

If you go into any undertaking—no matter what—go into it with the determination to give it the best of your efforts, and to number its achievement among the greatest of your triumphs.

There's not a work the wide world over that can't be undertaken in that spirit; and that is the spirit that always wins, the faith that topples over mountains and turns them into monuments to human achievement.

That's the glory of youth, that it sees in every undertaking more than a mere tedious labor—it sees a Cause. When the world is young there is a sacred enthusiasm in seeing that the sidewalk is swept clear of snow before one certain girl goes by. Perhaps a few years after we let the girl sweep the snow off herself, or else we congratulate ourselves when we pay a tramp ten cents to do it.

But we can keep the youthful spirit; and while we are still young we can use it to overturn the mountain ranges of everyday difficulty. And we can plunge into each task as it crops up, not half-heartedly or dubiously or hesitantly, but with the spirit of bold knight-errantry.

You, who are just beginning for the Bobney Drug Store, do you creep

down to the store in the morning with a desire to make the day pass as quickly as possible and to get by with a minimum of real work? Do you waddle through your daily duties with an indifferent, sickish, let's-get-rid-of-these-pesky-matters air? Do you view your everyday work as something outside your real life—as a sort of dreary drudgery whose sole redeeming feature is that it brings you every Saturday night an attenuated pay envelope?

If you do, your pay envelope will be mighty slow in growing; the comet of your career will never soar out of oblivion.

Enthusiasm! That's the thing that bridges the abyss of impossibility and tunnels the mountain of You-Can't-Do-It. And you'll never know enthusiasm until you are heart, head and hand in league with your work.

The man to whom the day's work is a part of himself is the man who accomplishes things. He is the man who battles through early difficulties; who achieves and achieves and achieves, till at last there are no obstacles to conquer, and his day's work is so easy that opportunity in every direction beckons him to still greater achievement and still larger reward. Put that spirit into every little day, even the darkest day and the gloomiest. Carry it with you into the teeth of the most awe-inspiring difficulties. The harder the job, the better suited it is to the taste of the man worth while; the keener his satisfaction that one more hard task has been done—and done right.

Practical advice is good, but now and then when a man is down in the dumps, the skies look gloomy, gray overhead, a word of cheer is worth more than a dictionary. He needs a good, strong friend to stir once more within him the spirit of endeavor and achievement. And if he's the right kind of man he'll find just the friend he needs in himself. The indomitable man, brimful of enthusiasm, will battle to success even if all the world's arrayed against him.

William Edward Park.

In our enthusiasm concerning those importations of eggs designed to lower prices and create other havoc we have lost sight of another important factor of the situation. For instance, during the last three months of 1913, under the new tariff, 1,701,153 dozen eggs were imported, which to be sure, is very disheartening until we learn that during the year 1913, 17,666,000 dozen eggs were exported. It may be unbusinesslike to think so, but it would seem that the situation would be greatly simplified if we should keep an ample supply of our own eggs at home, instead of exporting them, and thus avoid the freight charges on imports, all of which is suggested by a layman.

#### Our Wonderful Language.

A student was criticized by his teacher for the use of the word "that," but it was proved that "that" that student used, was that "that" that that student should have used.

Better too sensible to be sensitive than too sensitive to be sensible.



Wholesale  
**FLOUR, FEED, HAY,  
 BAGS, TWINE**

Bakers' Supplies and Machinery  
 Waxed Paper, Bread Wrappers

Dry Milk  
 Powdered Eggs  
 Cooking Oil Compound

Everything for Bakers,  
 Flour and Feed  
 Dealers



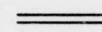
**ROY BAKER**

Wm. Alden Smith Building      Grand Rapids, Mich.

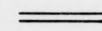
**GRAND RAPIDS OIL CO.**

Michigan Branch of

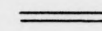
Independent Refining Co., Ltd.,  
 Oil City, Pa.



All products of Petroleum, Waxes,  
 Petrolatum, Fuel Oil, Etc.



**OIL HEATERS**



**Grand Rapids, Mich.**

**Every  
 Passer-by a  
 Prospective  
 Customer**



**20 MULE TEAM BORAX**

Should be used with soap wherever soap is used.

Tell your customers that BORAX is the best water softener known,  
 and should be used in water wherever any cleansing is to be done.

**20 MULE TEAM BORAX**

not only softens the water but doubles the cleansing power of soap,  
 and makes everything sanitary and wholesome.

It gives them greatly improved results in the way of cleansing  
 without additional expense.

You can get increased business on this profitable article by calling  
 it to the attention of your customers, and they will thank you for it.

**The Pacific Coast Borax Co.**  
 McCormick Building, CHICAGO.

## GET THE MONEY.

## Best Collection System a Merchant Can Have.

Written for the Tradesman.

Folks are queer about paying their bills, I mean. Some of them want to send a check once a month regular, and some have to be coaxed to pay what they owe two or three months late, and then they act as though they were doing a big favor to give you the money.

There was John R. Briggs, President of the bank. There was an item of \$6.00, and something got overlooked somehow, and about four months later it turned up and I sent him the bill. Do you know, he made me wait exactly four months before he would pay me. And then he told me, any man who would let a bill against him run that long deserved to lose the money. No use explaining that it got lost on the books; that would only make it worse. He'd told me, a man that couldn't keep his accounts straight wasn't entitled to any credit. In fact, I have found out the worst thing you can do, nine times out of ten, is to explain. I believe now I'd done better with Briggs if I had just charged off that six dollars and never said a word about it.

I haven't got any system for my collections; I wish I had. I have never been able to improve on Old Man Knowles' system, and that was. Get the money. That's one thing I learned from him. He didn't have the first idea of salesmanship. If that boy Bob I took in last week wasn't a better salesman than Old Man Knowles I wouldn't let him stay in the store another day. Old Man Knowles never was a salesman; he was an old-fashioned trader, a bargain driver. But when it came to collections they couldn't any of them beat him.

When I set up for myself in Buffalo Hump I had that ground into me so I didn't need to adopt it as a rule. It was part of my business to get the money as much as it was to sell the goods, and I never yet apologized to any man for asking him to pay what he owed me. Only thing I did that was new was to send out monthly statements; hardly anybody did it then. Accounts used to run by the year, and nobody knew how much he owed until he came in to settle his bill. When an account grows like that, a man is always surprised to see how big it is and he is very apt to be suspicious besides. From the day I began business, every man who owes me a cent gets a statement once a month. I suppose every merchant does that now, but it was unusual fifteen years ago.

Trouble? You bet there was trouble. More than one farmer came in black in the face and talked to me real vexed. Jared Price, I remember, said he never had been dunned for money before, he guessed he was good for anything he owed and he would pay that money right away if I was so anxious about it, and I needn't ever worry about his account

again for that's the last cent of his I'd ever see. And it was six years before he ever came round again to my store. Explain? Of course I explained. Told him the statement prevented errors, kept him posted just where he stood, told him the wholesale houses always did that to me, and I wouldn't trade with one that didn't, asked him if the bank didn't notify him when his paper was due, and was that any reflection on his credit? But what's the use? Dealing in explanation is about as profitable as second hand sawdust. Only if I had to do it again I would send the explanation about three days ahead of the statement, telling them all exactly what I intended to do and why. That's the only way to make an explanation. Announcing your plan isn't rubbing grit into a sore spot.

Of course, now every merchant does it, and everybody understands it, but fifteen years ago that pretty near put me out of business.

That's as far as the system goes. The rest is Old Man Knowles' rule. Get the money. Some I never pay much attention to. Some pay regularly anyhow. Since the creamery started we have a good many farm accounts that are cash on the nail, and others that settle once in two weeks when they get their cream checks. The people that work in the mills get paid on the 20th, and it is understood all around that they pay up anything they owe right after. In case of sickness or anything like that they come in and tell me, and I make a special case of it. But everybody is expected to settle up, and everyone does settle up as a matter of course, unless there is some good reason for an exception. And since the mill got up their mutual benefit association for sickness, there are mighty few of those exceptions. Except when the mill shuts down. Then it does keep a fellow guessing. That's one thing about farm trade, there are good years and bad, but the farm never shuts down.

So out of all my trade there is only a handful of accounts that have to be watched, and I keep track of each one. I very seldom dun them by mail. You can tell a man a lot of things to his face that will make him mad in writing. If he takes you wrong when you are talking to him you can switch him off; a letter can't go any way but the way it's sent. I seldom tackle them in the store either, except to ask if they are paying something on the account, or better, how much they wish to pay on it this time. They always feel as though the whole store full of people heard every word, and it doesn't pay to humiliate a person, especially a woman. I notice the wholesale houses generally send out a man to size things up when an account gets in bad shape, and I figure if it's worth their while to do that it's worth my while with my accounts. Mine may not run into as much money, but an account is an account; it isn't just what is owing. I go and see the man at his home if he is a farmer and I find out what he can

do and what he wants to do and arrange that he shall do it. And I Get the Money. Folks in the mill I can't always call on that way. Sometimes I drop a man a note asking him to see me in my office at his convenience. That somehow puts it on a different basis from calling him when he is buying.

Anyway, without rubbing it in, I always have them remember that they are the ones who owe me. I don't mean that I rake it in the stony way a bank does when you pay your note. People expect you to say thank you when they pay a bill the same as when they buy anything. That doesn't signify anything except general good nature that lubricates trade.

Remember the time Mrs. Bates, Jim Bates' wife, held out on me. After about two months I called on her. Told her I missed her at the store lately, wanted to know if she had quit eating and wearing clothes. Of course, I wouldn't let on that she was going somewhere else. She looked like a woman who had something on her mind when I went, and she eased the pressure right away.

"Mr. Wright," she says, "I was in your store the other day with a neighbor when she paid her bill. You threw off a quarter on the bill, and made her a present of a sack of oranges just because she paid up what she had been owing three months. I've been paying you cash right along and you never so much as offered me a stick of candy. Not that I wanted any present," she says, "but I do think my money is as good as hers, and seems to me my trade is worth as much to you."

Explain? Not me. I says, "Madam, you're right. What's more, I do value your trade about as high as anybody's in this town"—which was true—"and I hope I'm going to get my share of it after this."

See what I had been doing? I had been teaching Mrs. Outerdahl—that was the lady Mrs. Bates spoke of—that she was doing me a big favor when she paid her bill. I haven't given a present—except maybe a stick of candy to a child—since then. It's better for the trade to have them remember that they are the ones that owe me.

As I said when I started, folks are queer.

John S. Pardee.

## Frank in His Admission.

Among the employes whose duties are supposed to be discharged in the rear of a certain shop in Baltimore, while the proprietor looks after matters in front, are a couple of darkies, who occasionally "take things easy."

One afternoon they were engaged in a quiet game of seven-up on a barrel, when they were startled by the sudden appearance of the boss, whom they supposed to be in his usual place in front.

The boss was angry. "How is it," he demanded, "that I find you fellows playing cards?"

"I don't know, boss," was the response of one of the darkies, "unless it's on account of them rubber heels you is wearin'."

## Scales and Conscience.

A man's conscience is to his being what a man's scale would be to his store.

A man without a conscience would be like a store without a scale.

Now all scales are not correct; neither are all consciences faultless.

There are very few, if any, scales or consciences absolutely O. K.

A scale needs touching up occasionally, and our consciences quite often.

We take our scales to a reliable manufacturer of that article; we should expose our consciences for correction to one who knows.

A good old-fashioned scale goes down with a bump, and both customer and salesman are satisfied.

The old-fashioned conscience might be slow in action, but like the old-style scale it is mostly reliable.

The new spring scale works very quickly and noiseless, and one can cheat with them quite smoothly.

The new style conscience is just as slick an article, and can be worked to suit the owner thereof.

I knew of a scale that would take one ounce at one to two pounds. Two ounces at four to six pounds. But a ten pound article would weigh only nine and three-quarters pounds according to the dial.

Now some people have a conscience just so mean. It permits them to do small, contemptible tricks, but halts at any crime of larger dimensions. But I think the sum total of their small, mean acts would constitute more than several large crimes.

A certain shoemaker had no scale in his store, so when a man brought in leather he made him take it to the corner groceryman to get the weight O. K'd.

So some people seem to depend on some friend or acquaintance as to their actions.

Not using their own conscience they do whatever the other fellow does, taking chances as to whether it be right or wrong.

A scale should always be kept bright and clean to get best results.

We should also keep our consciences shining and faultless to be dependable.

Scales come in all styles and makes, and what would suit one man would not please another.

So consciences are not all alike, and we must not be too harsh in forming our opinions.

Let us see that our own conscience is up to the standard, and not likely to wrong our neighbor.

Some think any old thing is good enough, just so it looks like a scale.

So some think any old conscience good enough—but mark the end of that man.

Everything should be weighed before it leaves the store, and that carefully.

So with our conscience let us weigh each word and action before we send it forth, and the result will be beyond criticism.

Frank Scott.

Don't stick to the old way of doing things just because it is the old way. You need a better reason than that.



# Signs of Prosperity

An evening's stroll along the beautiful White-Ways of our cities will show you many signs of prosperity—Electric Signs. And if you will take pains to notice, you soon will see that the prosperous concerns are those whose brilliant white electric signs are the most conspicuous objects on the dark background of the evening sky.

## It Pays to Attract the Evening Crowds

Many of the people who crowd the streets in the evening are out to make purchases for which they have no time during the day. Dark show windows and poorly lighted store interiors fail to attract attention, much less trade. The crowd seeks the well lighted streets, likewise the brilliantly lighted show windows.

A good Electric Sign and a well lighted store is "A Profitable Investment."

We are at your service.

## Grand Rapids-Muskegon Power Co.

## CREDIT RATING SYSTEM.

### Co-operative Plan That Will Save Money.

The downfall of many retail merchants is due to the too liberal extension of credit. Owing to this fact, there is nothing that pays better than a good local credit rating system.

This credit rating feature can be handled in small towns at a very nominal cost if the merchants will only co-operate. The department stores of the large cities have their own credit divisions, but the average small town store would be carrying too great a burden to attempt to have a credit rating department.

During the past two months the writer has been putting into operation a credit rating system in a small town of 1,600 population. Of course the credit rating system goes farther than the limits of the town, because the trade is drawn from the agricultural community, as well as from the town.

There are eleven merchants members of the credit rating organization at the present time, which is handled as a sub-division of the local Commercial Club. The secretary of the Commercial Club handles the credit rating system and he also acts as adjuster in collecting accounts turned in by members.

#### Reports Supplied by Retailers.

A card, as outlined below, is filled out by the merchant for each individual trading with him:

#### Credit Report.

.....191....

No—

Name

Address—

Business—

Where employed—

Kind of pay indicated by check mark:

Pays cash—

Prompt pay—

Fair pay—

Slow pay—

Require cash—

Doubtful—

Considered good for

how much credit \$—

Remarks—

These cards are then turned in to the secretary, who files them alphabetically. On the reverse side of the card is a space for charges and credits and a space for the secretary's notes pertaining to correspondence regarding accounts. Cards are turned in on certain individuals from nearly every member of the credit rating organization and, when these cards are in, there is a pretty good rating on the customers. The merchant's individual opinion is not the only record regarding the customer. The cards show the amount the individual owes around town so that the merchant can be governed accordingly.

It is a big surprise to the merchants when they first find out how much certain people owe.

#### Purpose of the System.

The sole purpose of the system is not to get a line on those who are "dead-beats." It is also for the pur-

pose of procuring information on those who are justly entitled to credit, and to get a line on new comers.

When the reports are all in, a loose leaf, indexed book, showing the ratings, is prepared for each member of the credit rating organization. This book is gotten up with a code system so that its contents are intelligible only to the merchants. Of course, the ratings change from time to time, and new ratings are added. This additional information, which is not shown in the book is supplied in the form of bulletins by the secretary, or the merchant may call up the secretary at any time for information desired. If the secretary cannot supply this he at once proceeds to get to it.

Whenever the merchant hears of a new comer he at once refers the name to the secretary, so that the secretary may proceed to get in touch with the new comer's record by communicating with the business men in the town from which the newcomer came.

#### Wakes up "Slow Pay" Customers.

The writer has found that considerable publicity regarding the system in a town tends to awaken some of those who are slow pay and it also stirs up the "dead-beats."

It is difficult to get merchants to realize the importance of such a system. As a general rule it takes a lot of dogging on the part of the secretary to get them interested as they should be. A merchant will spend a large amount of time selling goods on which there is a very small profit, and, perhaps, the goods are sold on credit and he never gets the money for them, yet he lacks enough business insight to spend a little time and attention on the most vital part, that of collecting and rating.

There is a general opinion among customers who pay their bills that they are compelled to pay excessive prices to make up for the loss on the "dead-beats." This is not always the case, but it is a fact that if the merchant did not lose so much on poor accounts he could sell cheaper and still make as much as he does now.

A large portion of the mail order business is built up because of this lax credit system. The writer knows of men who owe every merchant in town and are ashamed to face them. Consequently they send out of town for their goods.

The lack of information regarding the rating of individuals is often the cause of making "dead-beats" out of men and women who have honest intentions in the beginning, but owing to the fact that credit is extended so freely they get in so deeply that they finally give up entirely.

Every merchant who does a credit business knows what the lack of information as to credit rating means; yet it is difficult to induce them to co-operate with the other merchants. There is too much greed for trade and too much jealousy, instead of mutual interest.

Before a wise young man attempts to paddle his own canoe he learns to swim.

### Varied Experience of a North Woods Fur Trader.

Written for the Tradesman.

It happened a long time ago, and yet the incidents are not incompatible with present day business doings and I am going to relate it as it was told to me, letting the reader form his own moral if there is one.

Ferry Grainger was a young man from York State who came to the North woods at an early date. With the little money he had saved from a few years teaching school he went into the fur trade. On a small scale, of course, as befitted his limited capital.

He became very expert in the business, soon being able to detect the least flaw in the value of the various skins brought by the Indians. Grainger started a small store in a log cabin, dealing out a few of the necessities of life to the red and white trappers. Among the latter was Big Bill Graft, an ironclad roamer of the woods, who boasted his prowess as a wrestler, fighter and trapper. He also boasted that he had the handsomest wife on the river. Although as crude and homely himself as a stump fence, his wife Ellen May, was a pretty blonde—had once been a school teacher, thus proclaiming her intelligence. It seemed strange that one with this woman's beauty and accomplishments should have chosen so gross a mate as Big Bill.

There might have been an explanation for this, but no one dared ask about it, fearing the wrath of the muscular trapper.

Graft fetched his furs to Grainger; always pattered over the price, and sometimes was extremely ugly. The fur buyer would have preferred to give the surly trapper a wide berth had not the latter insisted on selling him his winter output of furs. The smiles of pretty Ellen May salved the angry feelings so often stirred in the breast of Grainger by her rough husband.

"Never mind, Bill," said she, in her softest tones, smiling sweetly at the young fur buyer. "He's like a bear with a sore head; his growl is worse than his bite. I can wind him around my little finger and he never says a word."

"Anybody would be good to you, Mrs. Graft," declared Ferry, very much flattered.

Time went on, with young Grainger seemingly prospering. He sold his furs to a down East dealer. Returns were slow but sure, until one evil day when news came of the failure of the Eastern concern owing Grainger for his whole winter's output.

That was the beginning of close times for Grainger. He owed Big Bill a considerable sum of money which he could not pay. The grim trapper was anxious for a settlement.

"I've gotter have the money," said he, showing his teeth. "You fellers make a great hulabaloo about failures, but I know it's all a put up job to cheat the pore trapper."

"Nothing of the kind," retorted Grainger. I lose ten times the amount you do; in fact, mine is a dead loss, while yours isn't. I mean to pay you just as soon as I can straighten things out and get to making money again."

Other hot words followed; Graft assaulted the younger man, (his statement, unsupported by evidence) and in defending himself Ferry Grainger dealt the trapper a blow that felled him to the ground from the effects of which he afterward died.

Despite his gruffness, Trapper Graft had some friends in the woods who took up his cause. Ferry Grainger was arrested and placed on trial for his life. It was an interesting case, absorbing public attention and some of the ablest talent among the backwoods attorneys.

Sufficient is it for us to say that Grainger, after many delays, was tried and acquitted of murder. It is said that Ellen May went on the stand and swore that she was a witness to the quarrel, and that her husband was wholly to blame. It was her evidence that saved the life of the young man.

However, there was a decided sentiment against him in that community. The beauty of Ellen May came in for much comment. The natural conclusion of ill-judging humanity was that the young and pretty wife connived to be rid of her husband that she might marry the younger man.

Finding it impossible to down the sentiment of hostility, Grainger pulled up stakes and returned to York State. Here he resumed his old profession of teaching. Later he opened a store in a considerable town and made fairly good in mercantile trade.

Again misfortune overtook the young man. Fire and false creditors placed his all under the hammer. Once more adrift Ferry Grainger stood contemplating the sale of his last bit of property when his shoulder felt the touch of a hand. A veiled woman stood at his side.

"Try your luck in the West once more, Ferry," said a pleasant voice. Then the veil was lifted, revealing the face of Mrs. Graft. "I can help you if you will let me, sir."

"It would not be right," he answered. "You falsified once to save me; I am unworthy of anything further."

"It was not a falsehood, Ferry, but the truth," avowed Ellen May. "I saw your quarrel, wholly by chance, but said nothing until the trial. Will you not trust me?"

Her plea finally won him over. Following her advice, he went to Minnesota, located in a considerable town, entered the mercantile business, backed by money furnished by the widow, and this time succeeded.

Married his benefactor, of course you say. Truth compels me to say he did not. He had another girl in view whom he married. The trapper's widow was fully repaid, however, and died a few years ago deeply respected. Old Timer.



# Help Us Make the Grocer the Family Milkman

Everyone of your customers now pays the milk peddler \$3.00 per month (some pay much more) which ought to go to you. You must supply their sugar and get very little profit out of it. There is no reason why you shouldn't supply their milk for you can give them better service—and clean, sweet, pure milk—and you can make money doing it. You can switch the milk trade to your store by building up a sale on

## CARNATION MILK

From Contented Cows

Your customers will like it in their cooking and baking.

And you will find it easier to switch your customers to evaporated milk if you offer them Carnation Milk. Our advertising is educating people to use evaporated milk—it is turning into the grocer's cash drawers the money now paid the milk peddler. You can help the good work along. When a customer asks for evaporated milk, give her Carnation, the brand that will please her and bring her back for more. Your jobber carries it.



**PACIFIC COAST CONDENSED MILK CO.**

General Offices: Seattle, Washington

## United Light and Railways Company

**SERVES** over 50 cities and towns with actual necessities, gas, electricity, railway and heating service.

**MANAGEMENT** is in the hands of men who have proven themselves to be successful Public utility operators.

**SECURITIES** are actively bought and sold in Chicago, New York, Boston, Philadelphia, Louisville, Columbus, Detroit, Grand Rapids, and the Iowa and other markets insuring ready convertibility at all times.

**OUR DIRECT PRIVATE WIRE** to New York, Chicago and other points assures you prompt service in handling **any** security.

**EARNINGS** are shown to be over  $2\frac{1}{4}$  times requirements for dividends on first preferred stock and as the Company was organized in 1910 its increasing earning capacity has been established.

**THE NET RETURN** on the actual investment at present quotations is about  $7\frac{3}{4}$  %.

In their respective classes we advise the purchase of this Company's securities. On request we will be very pleased to mail or bring to you all of the details.

**Howe, Snow, Corrigan & Bertles**  
Investment Securities

Citizens 4445-1122

5th Floor Michigan Trust Building

Bell M 229

## SPRING HOUSE CLEANING.

### It Calls for a Complete Supply of Brushes.

Written for the Tradesman.

The grocer who refuses to handle brushes suitable for housecleaning purposes is missing the opportunity to work up a profitable department. Modern invention has concerned itself very largely with the task of lessening the housewife's labors; and as a result it is a little difficult to keep pace with all the new things brought out for this purpose. But the days are gone when the housewife did her spring cleaning with the aid only of a single mop and a worn out scrubbing brush.

"I don't handle brushes at all," was the answer recently returned by a grocer in a small town to the representative of a brush and broom manufacturer who sought to interest him in his lines.

"Then you ought to investigate the subject," returned the traveler promptly.

He went on to point out that the fall house cleaning season was then approaching, and that it was well to prepare to handle this branch of business some time in advance. The result of his arguments, plus a talk on profits, brought him a sort of trial order for a few dozen scrubbing brushes, a stock of shoes and stove brushes, and—in addition to these staples—a line of banister brushes, hair brushes, new-method mops and other "contraptions."

"Now that you've got light," concluded the traveler, jocularly, "don't hide it under a bushel. Rush this stuff for all its worth at the very start of the season. And get in your repeat order early."

The grocer laughed at the idea of a repeat order. Nevertheless, he took the first part of the traveler's advice to heart. He put on a brush display to start the housecleaning season, and followed it up by personally calling the attention of a number of customers to such of his brush lines as were in a sense novelties. As a result, he sold out not merely the first shipment but practically all of a repeat, and advertised his store as the place to purchase a class of goods for which there promises to be a steady demand from season to season.

Incidentally, one purchaser let drop an illuminating comment.

"We've used these things before, Mr. Smith, but we didn't know you handled them, so we sent to Blank's (naming a leading departmental store in the adjoining city). They're always advertising something new and handy, though I think this brush is better than theirs was."

The fact that mail order houses do feature such goods quite extensively indicates that there must be a good demand for them, or that a demand can be created where there is none. This being the case, the wide-awake merchant should set himself out to meet or create the demand.

Of course, general merchants and a majority of grocers do handle the better known lines of brushes. Scrubs, and shoe and stove brushes, are in most cases stocked. But little effort is de-

voted to pushing the novelties or specialties of the brush trade, or explaining their use to local housekeepers. The result is that the mail order houses, catering to or encouraging this business, draw trade their way; the very danger against which local merchants should guard themselves.

The housekeeper may not be able to define her need; but when an article is suggested which will save time and labor at the height of the housecleaning season, she is usually quick to grasp it. Often a rag or a home-made device of some sort is in use for the same purpose.

There is a wide range of housecleaning specialties available for a department of this sort. Now that hardwood floors are coming generally into vogue, the floor waxing brush should, if properly displayed and pushed, prove a ready seller with well to do customers. Banister brushes and hair floor brooms are useful lines, which will pay for pushing. Window brushes for cleaning windows with water and rubber window cleaners for rubbing them down afterwards are articles in regular use in many grocery stores; yet these same stores never try to sell them to a host of women who would find them very convenient in connection with housework.

Other good lines are cornice dusters, for ceilings and walls. Radiator brushes—long, narrow handled articles that will easily clean the uttermost recesses of the hot water radiator—are salable goods for winter trade. Bottle cleaners are a handy and easily salable line; they can often be sold by the dozen or half dozen, as well as singly. Then there are brushes produced nowadays for all sorts of purposes; a perusal of the manufacturer's catalogue or a talk with his traveler will help the retailer to an understanding of the possibilities. His own knowledge of the local field must, of course, guide him largely in ordering.

A good selling argument of a general nature is that the housewife who wants to get through her cleaning easily and quickly, with the minimum expenditure of time and labor, should have a complete and handy equipment of all kinds of brushes for cleaning purposes. Frequently the grocer will be able to sell a complete outfit of brushes. Then there will be individual sales as well, and the greater part of the stock will go out in that way. Pushfulness, especially while the brushes are seasonable, will help very much to make this department a profitable one. The goods will not sell themselves—salesmanship must be put behind them.

In preparation for spring housecleaning, it is good policy to stock early. An early appeal to the public, and a complete stock in hand at the start so that no customers need be turned away, are important factors in catering to this line of trade. Every dealer should have his stock in readiness by the first of March, at the latest, so that if warm weather comes early, he will be in readiness. During March and early April, window displays will be very helpful in pushing sales, and it will often be found profitable to push

the "complete brush outfit" idea for those who have not yet taken up with modern labor-saving appliances.

A large share of these articles are in more or less steady demand all the year round; but the late winter and early spring months are their great season, and then they should be pushed most aggressively and featured most prominently.

William Edward Park

### Invest Ten Dollars So It Will Bring You Ten Tens.

Written for the Tradesman.

There isn't anything about making money that gives us a grouch. Fond as we may be of baseball, pool or auction pinochle, we like making money better.

They say it takes money to make money and it's true. If we don't have any money we have to borrow it. Getting into business without capital is like getting into society without clothes. It can't be done.

Have you ten dollars in the bank or in the cash register?

If you haven't, go out and borrow it, because I have something I want you to use that ten for. No, don't send it to me. I've got ten of my own.

You can invest ten dollars right now where it will bring you ten tens, a hundred tens, perhaps more before the year is over.

How many trade papers are you taking? Are you taking ten dollars' worth a year? Are you paying ten dollars a year in subscriptions to trade journals and business magazines? If you are that's all I have to say to you, because you have made your investment and you will get the returns—unless you don't read those publications.

But if you are spending any less than ten dollars a year for trade and business literature you are saving money at a great expense. Every business man needs half a dozen trade publications or more. He needs the ideas they contain. His own ideas run out. He puts a mistaken value on his own ability if he doesn't take pains to find out what other people know.

Every dollar invested in trade journals that you will read is a dollar invested where it will bring you bigger returns than a hundred invested in goods.

Wouldn't you willingly give ten dollars for an idea that would enable you to increase your income, the receipts of your business or your salary a net hundred dollars? Well, if you knew where you could spend ten to that effect, wild horses couldn't hold you back from making the expenditure.

If you have not been spending ten dollars a year for business literature it is for the reason that you do not believe it will pay you as I say it will.

Perhaps you argue that you do take a number of trade papers and that they don't bring you any money. Either you do not read those papers or else you are mistaken. If you read any trade papers regularly, I don't care what it is or whether it is directly applicable to your individual business, it will bring you money,

business, success—far more than ten dollars' worth.

A trade paper is not like medicine. The man who reasons that if a dose of medicine is good a whole bottle full will be better is going to poison himself. The man who reasons that if one trade paper is good more will be better is going to put rubber into his heels, enthusiasm into his brain and gimp into his backbone.

The trade paper, the technical publication applied to your business, will put life into it in spite of you unless you throw it in the waste basket without reading it.

And if you don't want to see your business take a jump, don't let any of the people employed around your place get at the trade papers. The employe who gets the habit of reading such literature is sure to want to start something. Keep the papers of that sort away from the boys, or in a short time you will find they are learning the business faster than you are.

The advertisements alone in one good trade paper are worth a good deal more than ten dollars a year if you study them. The trade press of the country has developed tremendously in class and in independence in the last few years. There are no better informed men connected with your business than those whose opinions and experiences and advice you find in the trade papers connected with it. There are no better manufacturers or producers of your kind of merchandise than those whose advertising you find in the journals of the business.

The man who wants to know what to do to get more trade, what to do to increase his income, where and what and when to buy for use or for sale in his business, must have the trade papers, or else he will find it utterly impossible to keep up with his competitors.

If your competition is getting the better of you, if your business is falling back actually or comparatively, make up your mind that competition is making use of the trade journals. Even if you are not spending ten dollars a year for trade literature and using it, the other fellow is, and he will get your business.

If you spend ten dollars this year for trade papers to read—not to fill waste baskets with—and at the end of the year claim you have been unable to get any dividends on the investment, I want to have a talk with you. I have seen many men try the trade journal method of finding out, and I never knew one to fall down. If you can read any trade paper honestly for a year and not make it worth ten dollars to you there must be a kink in your intellect somewhere.

If you won't spend ten dollars, spend five, but when you make that cut in your appropriation remember you can't get ten dollars' worth of good by spending only five dollars, and the second five will pay you better dividends than the first five.

Frank Farrington.

Don't get so anxious to branch out—to bore with a big auger—that you forget you are in business to make money.





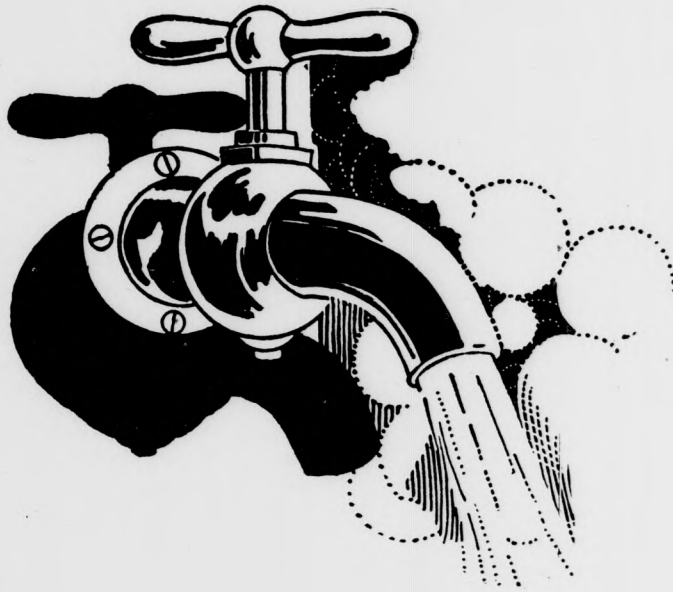
**The Secret**

of a quick shave is plenty of hot water and good lather.

A Humphrey Automatic Gas Water Heater saves the minutes that are valuable to you before hurrying to the office or going out in the evening.

No disadvantages such as the tea-kettle, or waiting from five to ten minutes for the water to heat.

The "Humphrey"  
Gives **Instant Service**



**Hot Water  
At a Turn  
of  
Your Faucet**



**Your Bath**

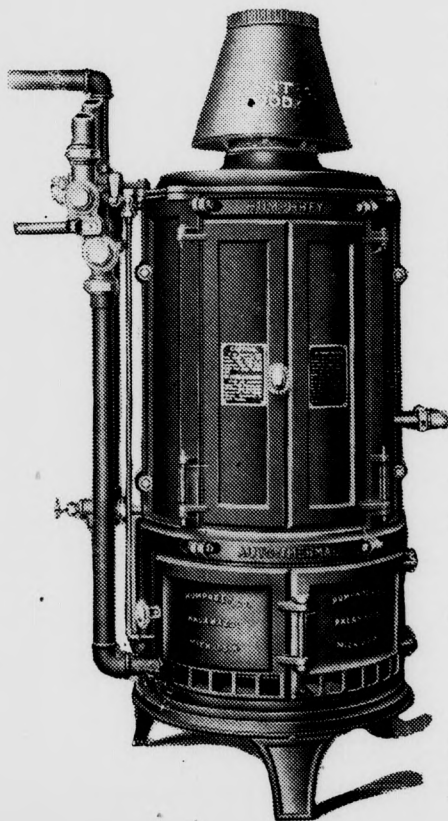
is a certainty. No need to worry about the supply of hot water being all used, or the bother of carrying kettles of heated water.

All that is necessary is to turn the faucet; the Humphrey acts immediately.

After a hard, tiring day's work, nothing makes you feel so fresh as a nice hot bath.

A cupful or a tubful, a turn of the faucet, and the

"Humphrey" will  
**Respond Immediately**



*All You Can Use* from one teaspoonful to a dozen baths or more.

A Humphrey Automatic Gas Water Heater installed in the basement out of the way will produce no end of hot water and prove to be such a valuable addition to your household that you will never think of parting from it.

The "Humphrey" is no bother at all, and tho' it never works over time, is always at your service, day or night to supply any amount of hot water for any faucet in the house.

Gas is burned only while water is being drawn, the heater becoming inactive the moment the faucet is closed.

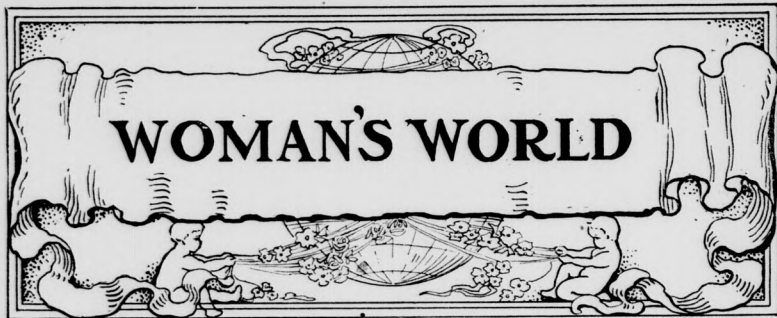
With a "Humphrey" Automatic in your basement, you will take advantage of many refreshing baths, enjoy the luxury of steaming hot water for every shave, and all the family will appreciate the convenience of hot water that is always available without a minute's delay.

Mail a post card or 'phone, and a representative will gladly call and give information in detail.

**GAS COMPANY**

Main 637  
Citizens 4321

Pearl and  
Ottawa Sts.



### Rational and Wholesome Keeping of the Sabbath.

Written for the Tradesman.

The Tradesman family embraces a membership that contains widely differing religious beliefs. It is not the province of this journal to reconcile this diversity of faiths. No attempt is made to bring all its readers to the same way of thinking regarding any tenet of theology. What will follow is not the teaching of any church or religious cult. It is rather the consideration of a subject which has a most important bearing on our National and family life.

However heterodox or liberal some of us may be in belief, however thoroughly we may repudiate the doctrine that the cessation of secular labor and the engagement in religious worship on the Sabbath day are the necessary and requisite fulfillment of a command divine in origin and perpetually obligatory upon the children of men, however radical we may be in the conviction that the old Jewish Sabbath and its successor, the Puritan Sabbath and the Sabbath of the orthodox Protestant church are now an anachronism, and their rigid observance impracticable under the changed conditions of modern living—still, very few of us are so iconoclastic that we should want to see the Sunday to which we have been accustomed since childhood and with which we have countless tender and sacred associations, abolished or fall into disuse.

The idea that one day is better than another, that one division of time is hallowed beyond other divisions, we may regard as not in accordance with other manifestations of the great divine plan. Still, we should not want to see the workman trudge to his labor seven days in the week with no cessation or let up except occasional and irregularly occurring whole or half holidays. For the laborer, the servant, all those who do the heavy toil of the world's work, Sunday is the bright spot in the week, the gay thread in the gray and dreary web of life. To those of us whose exertions are of the mind rather than of the muscles, the weekly interruption of the daily grind is most welcome. When all is said and done there seems to be a law written in our members demanding rest and change almost as imperatively as the old mandate, written in stone and delivered to Moses on Sinai, forbidding labor on the seventh day. So essential is this need that the most unorthodox of us can hardly fail to look with disapproval upon the encroachments which the exigencies of labor already have made upon the rest day of many employes,

notably those engaged in railroad and street car service. Just as, while we may not all of us be able to endorse the old regime, we can not but feel that the lessened religious significance of the day is fraught with grave dangers.

Now as to a sound and healthy, and in a high sense profitable observance of the day.

Sunday should be different from other days. It should supply what the rest of the week lacks. In it we should level down excrescences, and round out deficiencies. One who is alone most of the week well may seek sociability on Sunday; one who is much with people should aim to spend at least a part of the day alone.

The man or the woman who spends six days in hard physical toil should have "a good long Sunday rest" for the body with whatever of mental and spiritual stimulus and enjoyment can be appropriated and enjoyed. The man or the woman who works with the brain and whose nerves are on the stretch from Monday until Saturday, needs on the Sabbath relaxation of mind and two or three hours of gentle physical exercise in the open air. A wise observance of Sunday may do much in preventing brain fag and nervous exhaustion and so prove a salvation mentally as well as physically.

In some instances very earnest and conscientious Christian people spend the Sabbath in a manner that does not send them back to their secular duties rested and refreshed, but instead, worse tired and jaded than ever. It is a hard-working teacher in the public schools perhaps, who is also a diligent laborer in church and Sunday School. She attends two or three services on Sunday, sings in the choir and teaches a class. Or perhaps it is a person busily engaged in a store all the week, who is very active in church work. In such cases exactly the same faculties are taxed—and perhaps to the limit—on Sundays as on other days. Nature will not stand for unremitting strain and in time enforces her penalties for broken law, even against the most zealous devotees.

As to which may, in such cases, better be curtailed the week day work or the Sunday activities, can not be determined here. That is an individual matter and must be settled according to individual circumstances and conceptions of duty. The point being made here is simply that the Sabbath that does not afford needed rest and change is not wisely and properly "kept."

Right here let it be said that the

practice—which in these days of complex and complicated living it is most natural and easy to fall into if one is not deterred by religious scruples—of making of Sunday a time for doing all manner of odd jobs, is to be deprecated. Granted that to the small merchant who does most of his own work and is driven pretty hard on week days, it is a kind of a rest to take a few hours on Sunday when all is quiet and the store door locked and the shades are down, and post his books or check up an invoice of goods; just as it may be to the business woman to sit in the Sabbath tranquility of her own room and put some needed repairs on her clothes. But Sunday ought to be devoted to better uses than merely doing odd tasks that have been crowded out of the weekly program. One's work and duties should be so arranged—so abridged if necessary—that they can be for the most part compassed within the working days of the week, leaving Sunday free for higher things.

Let it be remembered that in the ordinary busy life, whatever of uplift and inspiration and often of mental cultivation as well is had, must be taken on Sunday. One hardly can afford to spend these few precious hours in doing humdrum tasks which should have been finished during working days or cut out altogether.

In the family, Sunday should be a time of enjoyable association—a day that will store the mind of each child with happy memories. On this day if on no other the busiest father may take a little time to become acquainted with his children.

As children grow up they have their own ideas as to how they want to spend Sunday. In the same household there may be a mother with the strictest ideas regarding

Sabbath observance and a son whose chief delight on Sunday is to be a star player in the local baseball nine. For two such to dwell in harmony requires great toleration and breadth of mind, and the looking at matters from the other's viewpoint may be good for both who are so widely at variance. Wise parents will, so far as lies in their power, see to it that for their young people Sabbath recreation and social pleasures—allowable and most desirable when clean and wholesome—do not degenerate into dissipation and demoralization.

In closing let it be urged upon each reader that on the often steep and rocky pathway of righteous living, the habit of gaining some seed of goodness and truth on each Sabbath is most practically helpful. The same end may be achieved by different means. One person may find comfort and inspiration in a Methodist class meeting, another by "going into the silence," another by reading a poem of noble sentiment. The chief thing is that the truth be sought whole-heartedly and in accordance with one's sincere convictions. We do not want a Sunday religion—that is, a pretense of piety on the Sabbath that seems entirely disconnected with the affairs and practices of daily living.

On the other hand, if the trend of living is to be upward and not downward, it is essential that on the day when there is best opportunity for the privilege, the soul shall enjoy a time of communion with higher things and feel the refreshment of the dews of Heaven. Quillo.

One idea of a free thinker is a man who isn't married.

Most men who talk well talk too much.

## Pere Marquette Railway Co.

FRANK W. BLAIR, DUDLEY E. WATERS, SAMUEL M. FELTON, Receivers

### FACTORY SITES AND LOCATIONS for INDUSTRIAL ENTERPRISES IN MICHIGAN

The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility, Excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

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.

Address,

**GEORGE C. CONN,**  
Freight Traffic Manager,  
Detroit, Mich.



# Grand Rapids Railway Company

## Four Cardinal Features Observed by the Largest Employer of Labor in the City

### SAFETY

These are the cardinal principles in the policies of the Grand Rapids Railway Company.

And the greatest of these is safety.

The motorman who takes chances does not last in the street railway service in this city. The conductor who runs risks is soon dropped. The company has no use for any employe who makes the wrong choice between safety and hazard. Safety first and all the time is taught in the first lesson to the novice in the service. It is drilled into them on all occasions and at every opportunity. Make the street cars safer than walking for children and the aged. Make them secure for women and men. Be as careful toward pedestrians, drivers of all kinds and the general public as for the patrons of the road. This is the daily teaching given the railway employes. This is drilled into them as the pet policy of the road. It is their education and training, and in time becomes a part of their very life habit. Safety first.

The Grand Rapids Railway Company carries more than a million passengers in the course of the year. The cars traverse the busiest thoroughfares and the streets of many residences. They pass schools and factories and churches. They encounter children in the streets and sound the gong for crowds downtown. The opportunities for accidents and mishaps are everywhere and all the time, and yet how rarely is one reported, how rarely are injuries sustained by rude contact with the cars. It is because the company's employes are drilled and trained in safety; they are careful, watchful, always alert in safeguarding the public.

The vigilance and care of employes would be in vain if what they had to work with were crude or imperfect. The company does its part in insuring safety by providing the latest type cars and equipment. The P-A-Y-E's are for the safety of passengers as well as for their convenience, and these cars have been put on several lines and will be put on all as rapidly as it can be done. All cars are equipped with the best type, most powerful and quickest acting brakes. In track construction the heaviest rail is used. No precaution is neglected and no safeguards overlooked that will prevent accidents or mishaps or delays in the service, and employes are trained to make the best use of what is provided. This policy is not occasional or spasmodic; it is all the time and continuous. It is safety first.

The education in safety has not been confined to employes. The general public itself has received the constant teachings of the company. Do not get off or on a moving car is the warning most frequently sounded, and it is a warning employes themselves enforce as far as they can. Do not get off a car backward comes next, and it is addressed especially to women. Watch out for the car from the opposite direction if you cross the street. See what vehicles are coming before getting off. These

are the maxims of safety and constant preaching has made them familiar.

### EFFICIENT SERVICE

Efficient service means much. It is more than frequent cars at regular intervals. It includes sanitary cars, cars that are clean and attractive, cars that it is a pleasure to ride in. It means neatly dressed conductors. It means courtesy and consideration, the spirit of kindness, the willingness to serve. Be careful is the first maxim in the street railway service; be polite is the second. Rudeness is not tolerated. Courtesy to all is insisted upon. And in the enforcement of this cannot the public lend aid? If discourtesy in any form is encountered the company expects and desires that reports shall be made. But the public can do more than this. Patrons can encourage conductors and motormen in their good endeavor by reporting instances of special merit. If a conductor shows more than usual care for an old lady getting on or off the car, if he is a father to a flock of children, if he is gentle with the feeble, helpful to the women and attentive to all, if he shows marked courtesy in any form or unusual patience in a trying position, why not report him with a brief recital of the circumstances? Will not this encourage him in his good service, make him feel that what he is doing is appreciated and perhaps help him toward the promotion he is hoping for? It costs no more to pay a deserved compliment than to lodge a kick, and it is just as helpful to good service.

The company does not ask for commendations in its own behalf, but it is always glad to receive words of praise for its employes, for this helps to make them still better employes, and helps also to determine those in the ranks deserving of recognition and reward.

Efficient service means clean and well kept cars, and the condition of its cars is one thing that makes the Grand Rapids system notable among the city lines of the country. The cars are roomy, with big windows and comfortable seats and wide aisles and easy entrances. The P-A-Y-E's on several of the lines are of the latest type, and these cars will be on all the lines as soon as the change can be made. With the well kept cars necessarily goes the well kept conductors and motormen in their neat uniforms. Did you ever see a ragged or dirty or touselled conductor on the city lines? Pride in their cars and pride in themselves gives them pride in their work and adds to their efficiency.

Efficiency includes freedom from interruption in the service and to safeguard this the speedy gasoline-driven repair equipments have been provided, and a complete power plant is maintained. Efficiency means smooth and solid track, and last year the company expended the larger part of \$180,000 in track reconstruction, putting in new and heavier rails and sound ties. It was to promote efficiency that the car houses

were built and that fully equipped car shops for building and repair are kept up.

### PLEASE THE PEOPLE

Please the people. This is the present day policy of all properly managed corporations dealing with the public. It is one of the cardinal principles of the Grand Rapids Railway Company. And it is not based on sentiment; it is purely a business proposition. Clean and attractive cars, quick and regular service, courtesy at every point and safety always tend to popularize patronage. People will ride more frequently and more willingly when it is made easy and pleasant for them to do so. The kind of service given often determines whether to ride or walk, and the company's aim and effort is to encourage riding. The desire is to make patrons comfortable and as far as possible make them enjoy the trip.

It is to please the people that the "complaint department" is maintained, and fault finding, whatever may be its character or cause, is given first attention. Investigations are promptly made and the utmost care is taken against repetition. The company is human enough to be glad when persons express their satisfaction, but praise is secondary consideration to any complaints that may come in. The aim of the company is to deserve praise, but what it asks for is suggestions how the service can be made better, how discomforts of any kind can be eliminated, how the patrons and the public can be made more satisfied. This is the spirit of the modern, well managed public utility. It is the spirit of the Grand Rapids Railway Company. Safety may come first, and then efficiency, but please the people embraces safety and efficiency and much more. Carelessness in any branch or department of the service is not pleasing. Poor equipment is not pleasing. Slow cars are not pleasing. Discourtesy in any form is not pleasing. Neglecting complaints does not satisfy. And therefore to please the people the company does its best to meet every requirement, and is constantly seeking how to do still better, with suggestions from every and any source always welcomed. It may not always be possible to satisfy every demand, but it may be depended upon this is not through any lack of willingness on the part of the management. The aim is to please, for pleasing the people is the best way to win their friendship and their favor.

The important factors in carrying out the policies and principles of the company are the conductors and motormen. These are the employes who come in daily contact with the public. Upon them rests whether the patrons are pleased with the service or displeased, whether there is courtesy or rudeness, whether it is safety first or hazard. The tact and patience and willingness of the conductor, and the alertness and skill of the motorman may make all the difference between the people being pleased and otherwise

### WELFARE FEATURES

In carrying out its policies of safety, efficiency and the people be pleased, the company must have the right kind of men. It must have men of intelligence, good character and good habits and of natural adaptability. Care is observed in the selection, and then care is taken that their treatment is such that they will remain in the company's service. The discipline may be sharp, the training may be severe, but the rewards are certain. The conditions of work are made as favorable as possible, the rights of the employes as men are recognized, and however long a man may be in the service he always has the incentive which hope for further advancement gives. The employes have their clubhouses at the car houses on Wealthy street, the west side and on Hall street, where they may spend their leisure hours, and where on occasions their families may gather for social entertainments. They have their co-operative associations for the reduction in the cost of living.

They have their mutual benefit insurance. With their families and friends they have their annual picnic and entertainment. In every way they are made to feel that they are part of the company and their fidelity and loyalty are among the company's best assets, and this is why the service they give is so much to the liking of the people.

Providing the clubhouses for the employes and seeing to it that they are fairly treated, the company takes a friendly interest in all their activities and undertakings of a social and beneficial nature. This interest is not paternalistic or supervisorial. The men manage their own affairs in their own way, and the company only looks on, encouraging the men in their good endeavors, contributing its share when funds may be needed, and offering counsel only when it is asked for. The relations between company and employes are of cordial friendship, based on mutual respect and the mutual desire to please the public.

Attractive and well kept cars, intelligent, courteous and well dressed conductors, the policy of safety first, quick and regular service over tracks that ride smooth, these all contribute to efficiency. It is efficiency that the public asks for, and because it is what the public wants it is what the company strives hardest to give.

### MAXIMS OF SAFETY

Cause a delay if you must, but not an accident.

Why take a chance?

Loss of time is better than loss of limb

Make it safe.

Better delay than regret.

Do not get off or on a moving car. Waiting is easier than going to the hospital.

Think of the other fellow's safety.

Watch out for the car on the next track.

Do not get off the car backward. Think and act—SAFETY FIRST.



### GOOD WILL.

#### It Is the Natural Response to Fair Dealing.

Written for the Tradesman.

Merchandising as well as the professions, trades, crafts, and all other vocations and business pursuits, is ever so much more complex than it used to be.

As any business or vocation becomes complex, many-sided, and intricate, it becomes increasingly difficult to pursue that vocation or business successfully.

Consequently it is more difficult to acquire and hold good will to-day in the selling of merchandise than it used to be when merchandising methods were far less complicated than they are at present.

But these very difficulties incident to the complexities of modern life, insofar from discouraging anybody who is minded to be in the game, should operate as an incentive. To the modern man modern merchandising is a positive challenge.

But in order to make good the merchant must be continually on the job.

#### The Store Service.

It is well for the dealer in any given line or lines to adjust himself early to the notion that his business is to serve the public, for that is his function. Consequently the phrase, "store service," has come into vogue. And this is a brief expression with an expansive meaning.

Store service includes much.

1. To begin with, it embraces that intangible somewhat—best connoted by the word "atmosphere"—that somehow belongs to your establishment, is characteristic of it, and impresses itself upon the minds of people entering your store. "Atmosphere" is determined partly by the influence of tangible and material things, and partly by invisible and psychic qualities. Illumination, furniture, fixtures, furnishings, displays, the appearance and arrangement of merchandise—all these things create impressions, favorable or unfavorable, upon persons entering your establishment. Therefore they contribute to "atmosphere." But even with the most sumptuous material equipment in the way of store accessories and adequate lines of high grade merchandise, if the place were manned by upstarts, the "atmosphere" wouldn't be right. So psychic qualities—mental traits and endowments of executives, salespeople and minor employes—help to produce "atmosphere." It behooves the merchant to make the "atmosphere" of his store right, and keep it right.

2. While much might be said on the importance of suitable furniture, fixtures, decorations, trims and the like, I am going to pass over all this in order to come more quickly to some matters that are, to my thinking, even more vital. For instance courtesy. And don't you think for one little minute that courtesy is a thing so old and commonplace and threadbare that it ought to be left alone. Courtesy is one of those things that never get old. It's as new and refreshing and timely as love; and as long as human nature is what it is, my brother, you will not be able to conduct any sort of a retailing establishment without courtesy. Looking

upon visitors to your store as guests and treating them as guests should be treated; patience in dealing with people—even uninteresting and captious persons; the disposition to accommodate patrons and yield to their demands—often in matters that are unreasonable—in short all those little amenities that help lubricate the wheels of business—are expressions of courtesy. And courtesy wins friends and makes for good will.

3. Interest in patrons. Did you ever have the experience of "standing around" in a store, patiently waiting for some obliging salesman or saleslady to get through "visiting" with another customer or gossiping with another clerk—hoping against hope that you might be able to acquire a morsel of time and attention from this august salesperson? Were you ever "waited upon" by one of those nonchalant, utterly detached and superlatively unconcerned individuals who took almost as much "interest" in you as if you were something in the woodenware department? Did you ever incur the feeling that the chap showing you the goods has his mind on something a thousand miles off; that he is so pleasantly occupied chewing the cud of pleasant memories that little you and your precious little preferences concern him not in the least? Have you ever been up against one of those Napoleonic salespersons who sought to override your expressed desires and wishes, apparently having made up his strong mind to achieve a brilliant victory in selling, by compelling you to buy something that you have emphatically informed him you do not want? All these types—and many more that might be mentioned—are interesting studies in morbid and unprofitable salesmanship; but they are not the kind of people you want in your store. You want the kind that take a real interest in your customers, and have enough judgment and tact to sell the kind of merchandise your patrons demand. In the promotion of good will nothing is more vital than taking a real interest in the people who visit your store.

#### Dependable Merchandise.

He was a wise merchandiser who made the significant observation that a sale is never completed until the article bought made good.

The character—reliability—of the merchandise you deliver to the homes of your patrons is the criterion by which you and your merchandising methods are ultimately judged.

You may have everything else demanded by the most exacting standards of this most exacting age of business dealings—store facilities, advertising, window dressing, salesmanship, and what not—but if your merchandise hasn't dependability you can't get away with it.

Utility, wear-qualities, intrinsic merit—here's the acid test.

Everything you send out of your store is a material expression of you. It may be elaborate and expensive, or it may be simple and inexpensive. But it expresses you just the same. You or your buyers bought it. You or your salesmen sold it. It came from your establishment. Back of it, avowedly or

tacitly, is your guarantee. Inevitably, therefore, you are going to be judged by this tangible emanation of you. If the subsequent behavior of the thing sold isn't what it should have been, according to the customer's idea, that customer is going to incur a more or less pronounced peeve against you. A single real grievance often amounts to one customer gone—sometimes several; many little disappointments develop into a settled prejudice. And all manner of unsatisfactoriness in merchandising tends to destroy good will.

The mere externalities of merchandising may be elaborated, lubricated, and systematized ad infinitum, but the fact remains that reliability in the thing sold is now, and always has been, the vital matter. Good values at a given price in lines that have been tried out, or lines that you have every earthly assurance for believing in; frank dealing in selling new devices and novelty wares of all kinds; the truth about everything and unwarranted claims for nothing—these are the everlasting features of the only sane and safe method of selling. Don't sell it for all-wool when you know it's part cotton. If it isn't actually water-proof, and can't be made water-proof, say so. Be frank. Be truthful. Most people have more sense than they get credit for, and that Barnum saying about people's just itching to be buncoed is tommyrot. There never was a time when solid, reliable and honest merchandising methods didn't make friends and win trade, and there never will be. Good will is the natural response to fair dealing.

Frank Fenwick.

#### Care of Show Case.

The appearance of an otherwise good showcase is often hurt by scratches. These scratches can be covered in the following manner and the case made to look almost as good as new: Dissolve one ounce of white wax in a pint of pure turpentine. To dissolve the wax place the vessel containing the turpentine over a burner and warm. Apply with a soft cloth. This in any case greatly improves the surface. To clean the glass a good method is as follows: Mix one ounce of whiting, one ounce of alcohol and one ounce of ammonia in a pint of water. Apply with a soft cloth, allow to dry and then wipe off. Numbers of glass cases are ruined yearly by lack of proper attention. Small cracks appear, caused by the heat or contact with large, heavy bodies, and if these cracks are not soon attended to they will soon spread. An excellent method to prevent a crack from spreading is to draw a short crack with a glass cutter at right angles with the crack. This will prevent a crack from spreading in every case. Cases should be set perfectly level on the floor, especially the new all-glass variety, which are otherwise certain to warp. The legs of the case should be propped to the required height from the floor to ensure their sitting true. If these methods for the care of show cases are followed out it will repay their owners by the appearance of the cases for a much longer period than would otherwise be the case.

#### Holding the Calves.

A significant phase of the statistics of the movement of calves is the fact that the decreases are being recorded in the face of increased marketings by dairymen. Kansas City had a more extensive trade with dairymen than ever before. The same applies to the other leading Western markets, particularly those adjacent to Wisconsin and Michigan, which are primarily dairy states.

What is leading the country to hold beef calves in the face of the fact that the market offers extraordinary prices? Some stockmen may deny that it is holding them; but, in view of the conservation of female animals on farms and ranges, the opinion prevails that calf production is at least equal to that of the last few years. Manifestly, then, the answer is confidence in the future cattle market and a desire to raise stockers and feeders on farms. In the last few years sellers of stockers and feeders have been receiving such high returns—record prices even during the drouth of 1913—that stockmen have apparently decided to grow more cattle.

If there are any advocates of anti-calf slaughter legislation in the country to-day, they should be silenced effectively by the calf statistics of the leading markets. Producers did not object to the laws proposed against the marketing of calves because they did not want to mature the young animals which promised to prove profitable. No one can dispute this statement now. Producers merely desired not to be handicapped by legislation, maintaining that the Government had no right to force them to raise beef calves or the ill-bred offspring of dairy stock. The producers only asked encouragement in the form of a market offering fair profits. So long as they have a paying market a constantly increasing number will gladly hold calves and do everything else to increase the domestic supply of beef.

#### Attending to His Business.

"You insist that the officer arrested you while you were quietly attending to your own business?"

"Yes, your honor. He caught me suddenly by the collar, and threatened to strike me with his club unless I accompanied him to the station house."

"You say you were quietly attending to your own business, making no noise or commotion of any kind?"

"Yes, your honor."

"What is your business?"

"I'm a burglar."

Thos. J. Kryder, dealer in farm implements and groceries, South Bend, Ind.: Enclosed please find \$1 to renew for another year. I have had your paper a year and I do not know how I could get along without it. Why I did not know of your paper sooner is more than I can tell. One often hears people say things come by chance. If such is the case, I think I had a lucky number this time. Anyway, I am very much pleased to read your paper. I think it is a paper for every business man to read. I have profited by reading every copy. Long may it live and prosper, is my best wishes."



# Is Not a Mush or a Porridge



The wise, up-to-date grocer will sell what the customer asks for, but it is well to remember that

# Shredded Wheat

is not a mush or porridge. You have to chew Shredded Wheat. Children cannot bolt it down as they do a mushy porridge. Chewing is the first process in digestion. In children it develops sound teeth and healthy gums. It is always fresh, always clean, always pure, always the same.



TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.

MADE ONLY BY

**The Shredded Wheat Company**  
NIAGARA FALLS, N. Y.

# Grand Rapids Leading Bakery

# Hill Domestic



401-407 Division Ave. South

A. B. Wilmink

# GOLD DUST



Four words tell the story of "GOLD DUST," it "Sells, Satisfies, Keeps Selling" because of the combination of wide usefulness and extensive, persistent advertising. Just be sure to keep it where your customers can SEE it. That's enough!

**THE N.K. FAIRBANK COMPANY**

# Command your hand to guide the brush

## Second of a Course of Lessons in Show Card Writing.

Written for the Tradesman.

The alphabet given in this lesson we call the Roman, it being a brush adaptation of the style of letters designated by that name by printers and others.

There is an historical sense in which all our alphabets might very properly be called Roman, since all are descended from the set of characters used to embody the Latin tongue, which was the language of the Roman people in their days of power. The Romans did not originate their alphabet—they got it from the Greeks, who in turn had borrowed it from the Phoenicians, each nation making certain modifications to suit its own needs.

In common usage, however, the name Roman is applied only to one general style of alphabet, the style that makes up the bulk of the ordinary printed page. As to distinctive marks, Roman letters are upright, while Italics are slanted; they consist of hair lines and shadings or of heavier and lighter lines, unlike the Gothic which has practically the same width of line throughout. While this description is not exhaustive, it is sufficient to enable the student easily to distinguish the Roman from other alphabets.

This lesson is presented, not with apologies, for when the merits of the alphabet here given are known no apologies are needed, but with a word of explanation.

The eye of the beginner is likely to condemn this alphabet, just as it would any Roman alphabet made by the one-stroke method, or at least any that it would be practical for him to try to learn at his present stage of advancement.

Having been educated in this respect mainly by the printed page, he has come to adopt the standards of the printer and to demand absolute regularity, so

he is annoyed by the little variations bound to appear in hand work of this character. He is also apt to consider this alphabet too plain and commonplace—he would like something prettier, more on the fancy order.

In reply it can be said that the strictly regular and symmetrical letter formation that characterizes good printing, is not sought after in show card writing. Indeed, "type effect" is now considered a defect in a show card.

This is not disparagement of the work of the printer, whose field of effort is far wider than that of the hand letterer ever can be. But when a card must be made by hand, it is desirable to give it the "something different" quality, particularly when this can be done with far less labor than is required to make a close imitation of print. When looking at an attractively gotten up show card, the observer unconsciously discards the standards that he would employ in judging an alphabet; he is impressed by the general effect and takes no notice of slight irregularities.

In reply to the other objection, we will say that when the student comes to practice on this alphabet, he will not be likely to clamor for anything more difficult for a little while.

In making the better class of show cards there is constant use for an upright alphabet that can be made in the main with single strokes of the brush, and the letters finished with small and quickly made spurs: which will be smart in effect and plainly legible in rather small size. These imperative requirements, which apply particularly to lower-case letters, are admirably met by this Roman alphabet, and it is in its lower-case letters that this alphabet has its strongest hold.

This alphabet has great adaptability—it can be made short and thick or tall and slim and varied in other ways; many of its individual letters easily can

be transformed so as to be striking or ornamental; its small letters go especially well with illuminated or fancy capitals; while in general use it combines nicely with other alphabets on the same show card, either with a slant alphabet, or for embodying the greater part of the subject matter when the more conspicuous words and phrases are featured in good-sized capitals. It is an all-around available alphabet, and every good show card writer finds it, or some Roman alphabet very much like it, indispensable in his work. When the student has acquired skill in making it, has gotten it into his fingers, so to speak, and has come to see what he can do with it, he will regard it as his most valuable implement of expression, a professional asset that he would be most unwilling to part with.

By the one-stroke method, a term much used in the work, we do not mean making an entire letter with one uninterrupted stroke of the brush. We mean, instead, making one of the different portions of a letter with a single stroke, in distinction from outlining and filling in or making each of the different portions with two or more parallel strokes of the brush.

To practice on this lesson, use the same brush and color as for the first lesson. Rule guide lines three quarters of an inch apart for the small letters and one and one-eighth inches apart for the capitals.

All of the capitals except A and Q are of uniform height and extend just from one guide line to the other. A can be made shorter to correspond with the other capitals if desired. Of the lower-case letters what we have called the unit-height letters and the unit-height portions of the taller letters extend to the upper guide line, not above it as these same letters and all capitals do in the sample alphabet. The numerals, however, all extend above the upper

alignment line about one eighth of an inch. The student may find it best to rule an extra top guide line for the numerals. Some make these numerals almost as high as the capitals. In fact the height of numerals depends entirely on their use. On a dainty jewelry ticket they may be made of the smallest size that can be read by the passer-by; while for a mark-down clothing sale the numerals in a fiery red will almost cover a card thirty inches in height. Of the lower-case letters that are taller than the unit-height letters, the relative heights, as to one another and as to the unit-height letters, may be proportioned the same as in the alphabet of the former lesson. The student will do well to follow about this proportioning until he becomes proficient enough to vary it intelligently.

The position of the brush, the chisel at an angle of 45 degrees, that is so much used in the sample alphabet, can not be so generally maintained in making the Roman. Place the brush in any way that may be necessary. For down strokes the position first learned is usually best; for the curved strokes you will generally begin by making a fine line with the chisel, and while making the full portion of the curve the chisel of the brush will often be found at right angles to the vertical.

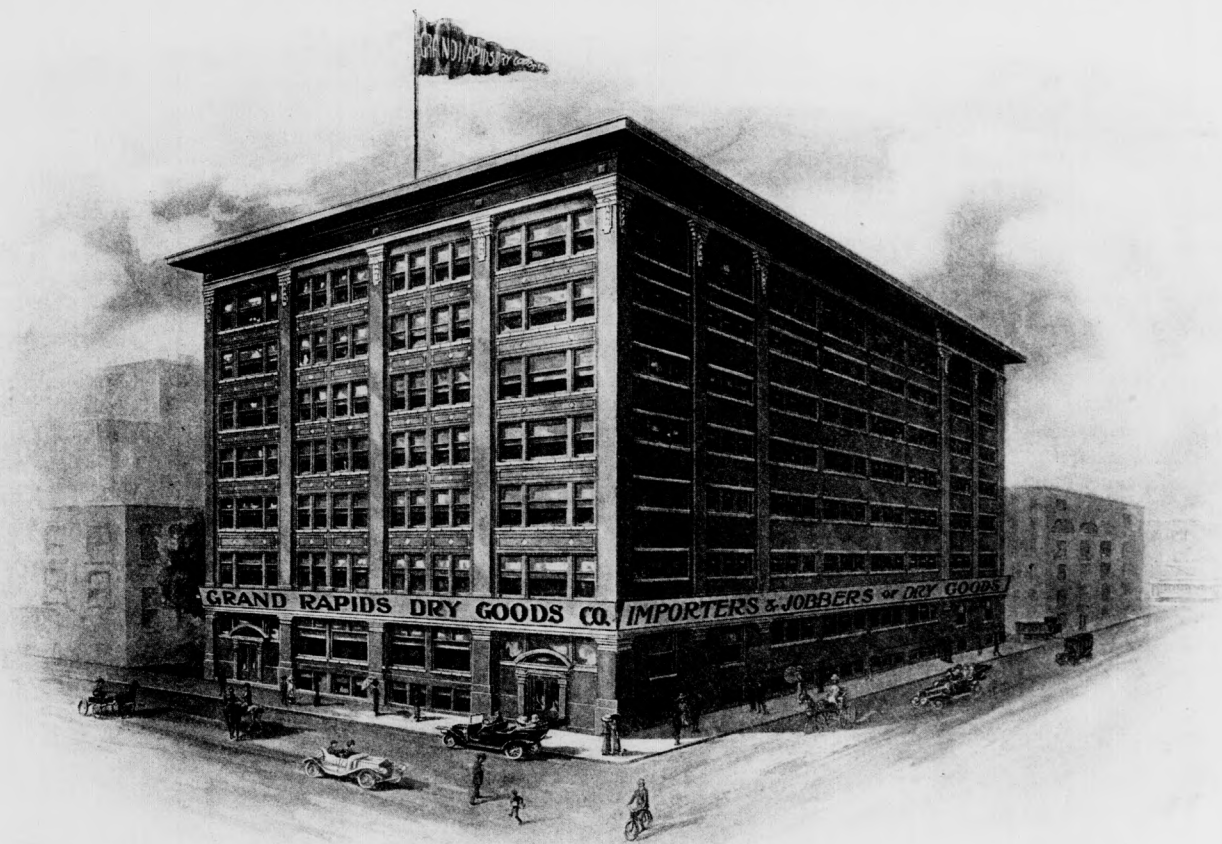
In general form these letters so much resemble the letters of the other lesson that the pupil will have little or no trouble in getting hold of that part of it. The tug of war will come in learning to make the spurs, of which almost all of the letters have at least two and some four or five.

The strokes used in the first seven letters are numbered in the order in which they are made. The base spurs and a and f are not counted as strokes. The prolonged dot that is numbered 3 and 4 in a, consists of the third and fourth principles of the former alphabet,

<sup>1 2 3 4</sup> a <sup>1 2 3 4</sup> b <sup>1 2 3 4</sup> c <sup>1 2 3 4</sup> d <sup>1 2 3 4</sup> e <sup>1 2 3 4</sup> f <sup>1 2 3 4</sup> g <sup>1 2 3 4</sup> g <sup>1 2 3 4</sup> h <sup>1 2 3 4</sup> i <sup>1 2 3 4</sup> j <sup>1 2 3 4</sup> k <sup>1 2 3 4</sup> l <sup>1 2 3 4</sup> m <sup>1 2 3 4</sup> n <sup>1 2 3 4</sup> o <sup>1 2 3 4</sup> p <sup>1 2 3 4</sup> q <sup>1 2 3 4</sup> r <sup>1 2 3 4</sup> s  
<sup>1 2 3 4</sup> t <sup>1 2 3 4</sup> u <sup>1 2 3 4</sup> v <sup>1 2 3 4</sup> w <sup>1 2 3 4</sup> x <sup>1 2 3 4</sup> y <sup>1 2 3 4</sup> z 1 2 3 4 5 6 7 8 9  
 A B C D E F G H I J K L M N  
 O P Q R S T U V W X Y Z & @



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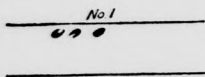
Our entire 3rd floor is devoted to the display of same. Beautiful Fancy Ribbons, Pretty Laces and Embroideries, Leather Goods, Jewelry, Ladies' Neckwear, Corsets, Handkerchiefs, Art Needle Work Materials, Dress and Display Forms, Lace Curtains and Curtain Nets are only a few of the lines shown in this department.

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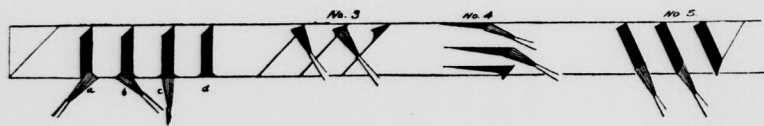
the fourth being made almost on top of the third. Cut 1 shows just how this is done. The same thing is used for making the dot of i and of j.

The finish and general appearance of the letters depend largely on the skill that is attained in making spurs. For spurring have the brush rather "dry," that is, not so heavily charged with color as for main strokes, and chiseled not too wide. The pupil will find that he can work more rapidly and keep his letters in better alignment at the bot-



tom, not to finish each letter as he goes, but to make the strokes forming a whole line of letters and then run over them and touch on the spurs.

Cut 2 shows how to make the spurs that finish most vertical strokes and some of the heavy slant strokes at the bottom, as found in small letters a, f, h, i, k, l, m, n, p, r, x and y, in numerals 1 and 4 and in a number of the capitals. First pull the color down on the right hand side of the stroke, using the right side of the brush and moving it diagonally to the right, with a very slight inward curve, see (a). This makes the right hand spur. Then apply the same treatment to the left



side of the stroke, only use the left side of the brush and pull the spur out on the left side, see (b). Then without lifting the brush, finish the base with a little lateral stroke of the brush, curving upward in the center just a trifle, see (c). In (d) the fully finished base is shown. In the cut the spurs have purposely been exaggerated in size for the sake of clearness. In actual practice make the spurs as small as possible. All beginners make them too large.

To make the spur that finishes b, d, h, i, j, k, l, m, n, r, t, u, and numeral 1 at the top of the left hand side place the chiseled brush diagonally along the top of the stroke, letting it extend just a trifle beyond on the left. Then draw it diagonally downward toward the right. If you can curve this stroke a very little inward (toward the right) it will add to the elegance of the spur. No cut has been thought necessary for illus-



trating this spur, but a suggestion may be taken from Cut 3.

The spur that finishes small f at the top is just a little downward stroke of the chiseled brush, the brush not being lifted after making the curved stroke that forms the top of the letter. The same spur is used to finish small c at the top and to finish the cross bar of small t.

To make the spur that finishes both upper- and lower-case k at the top on the right side, first study Cut 3. Then

place the chiseled brush at the proper angle to the line that forms the second stroke of the letter (not counting spurs as strokes). Now with a peculiar movement of the fingers draw the brush to the second stroke. A spur made in the same way finishes v, w, and y, (both upper- and lower-case) at the top on the right side.

To put on the spurs that finish v, w, x, and y, (both upper- and lower-case) on the top at the left side, the chiseled brush is placed beneath the guide line and moved a little to the right and then brought down diagonally toward the left forming a tiny spur. The brush is then placed on again, moved a little to the left and again brought down diagonally, this time toward the right, forming another tiny spur. This mode of top finish is used for several other capital letters besides those mentioned. If the student can make this top finish down a little instead of being perfectly flat on the top, and can swing the little spurs in toward the main stroke with tiny curves, so much the better; but at first he should not be discouraged if he does not attain perfection in all these niceties.

This is all that we deem necessary to say about the spurs. One or two will be found not exactly covered by these explanations, but the way to make them is obvious.

Fine lines are of course made with the edge of the chiseled brush. The lateral strokes of capitals E, F, and L are started with the chiseled brush and gradually made wider toward the right; see Cut 4. After making the stroke as well as possible it may be necessary to build it up a little with the brush to make it as perfect as the finished stroke of Cut 4. This lateral stroke widening toward the right is found in the base stroke of z both small and capital, and in the right hand portion of the bar of capital T.

It is not so easy to make a stroke widening toward the left, so the top of both Z's and the left part of capital T are "built up"—that is, outlined and filled in. This is all done with brush, the outlining with the edge or corner of the chiseled brush and the filling in with whatever kind of strokes may be found necessary. The left hand strokes of capitals A, M, and N, and of lower-case x and the right stroke of the second form of y, are built up at the bottom; also the right hand stroke of capitals N and U at the top. See Cut 6.

There is nothing morally wrong about building up a letter, but we keep away from this as much as possible because it takes extra time. The few letters in which it is found to be necessary are most of them capitals, and the capitals of this alphabet are not in such constant use as the small letters.

Of the three strokes of s, small and large, the one forming the middle of the letter is made first. In making v and w, small and capital, a twisting movement of the brush is used (see Cut 5) in completing the left hand strokes at the bottom, in order that the lower points of these letters may be sharper than angles of 45 degrees.

There are a few places in this alphabet where it is best to fill in a too-sharp angle as between a vertical and a horizontal stroke, by just touching with the brush. See the left side of capitals B, D, E, F, P and R, at the top, also lower-case p the same, and the numeral 4 at the angle on the left side. Also on the crossbar of small t next to the spur.

The method of show card writing presented in this course is, as show card writing goes, easy and simple, and we have made this lesson just as clear as possible, but still with this Roman alphabet the beginner is bound to encounter some genuine difficulties.

Most pupils find it by far the hardest of the five elementary alphabets of this course, but as the second lesson is the logical place for it, here it is given. So if the student finds that the spurs on his letters are large and awkward and clumsy in spite of his best efforts to make them small and sharp and clean; if his figure 8 is lopsided and his w and x and z and capital M unspeakable, he should not be discouraged, but remember that others have encountered exactly the same difficulties and have won out by faithful, persistent practice. Occasionally the student should vary his exercises by reviewing the first lesson.

Ella M. Rogers.

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

The warehouse egg supply is now exhausted—at least it is down to a vanishing point; and it ought to be. But before "filling her up" again every man who contemplates putting his money into storage eggs should pay good heed to the price at which eggs are bought and the quality of the eggs he stores.

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E. A. Stowe, Business Manager.

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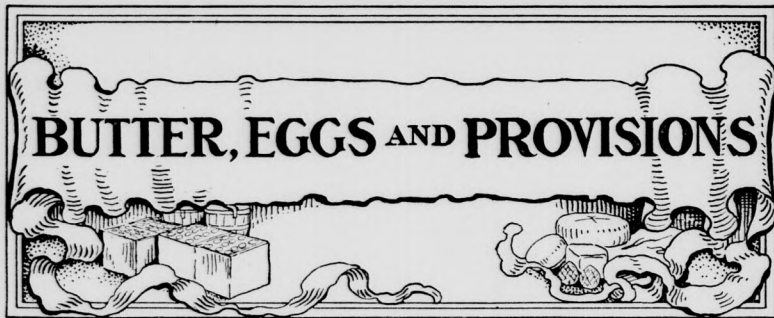
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**Uncertainty Regarding the Cold Storage Egg Crop.**

Boston, April 13.—We are now entering on the cold storage gamble of the fruit of the hen. I have been in with the rest of the boys for the past fifty-three years, and I cannot recall a year that we entered upon the problem with so much uncertainty, because there are so many factors to contend with that have not confronted us before.

I will indulge in a little retrospection before proceeding with my article, and that is to analyze the phenomenal and very prosperous year of 1913 cold storage deal. One is not likely to see such a condition as existed during 1913 for a decade or season opened last year, a very large two. Right after the cold storage section of the Middle West had frightful floods where immense quantities were spoiled before they were marketed, and then the fact that we had a most abnormal spell of excessive hot weather that constituted a most important factor in itself. Those that made money on last year's gamble are the hot ones for the 1914 deal. At the present writing, too many are placing confidence in prices ranging from 20 to 21c. seaboard. Those that have this idea appear to me as to completely ignore the possibilities of foreign eggs entering into the situation at all this season, whereas, to my way of looking at it, if it was a certainty that there would not be a foreign egg enter the country, 20 to 21c. would look to me as exceedingly dangerous for our domestic eggs, especially if we have an ordinary production in this country, and should this take place, 20 to 21c. seaboard looks to me as likely to prove a losing game.

It must not be overlooked that the advent of China eggs and the possibilities of this source of supply to the Pacific Coast will certainly shut off an immense outlet of eggs from the Middle and Northwest that filled this want. Then again, consider the enormous business that Minneapolis and St. Paul have enjoyed from the Winnipeg section and surroundings in the Canadian northwest; until recently 90 per cent. of the wants of the Winnipeg section, in the matter of eggs, butter, cheese, milk and cream have been imported from Minneapolis and St. Paul. So far as eggs and butter are concerned, their importations from these two points have greatly fallen off and will probably be eliminated by their supplying their wants from Vancouver. So changed has the position of the egg situation become that it is only right to say it has become most kaleidoscopic this season, and that we do not know where we are at, and not likely to, until we are actually into it, therefore, I say it is a season for all to go slowly.

One of the largest Stock Yard outfits is out of the deal so far, notwithstanding the assertion of some of the dairy journals to the contrary. They, through their outfits in Europe, are

laying their plans in foreign countries and will give the trade the surprise of their lives in their offerings of foreign eggs the coming season.

I am looking for the matter of foreign eggs being the most important factor in the premises, and do not think the majority of people fully realize the possibilities and probabilities of this foreign production. I know for a fact that most extensive arrangements have been made, and are still being made, in such countries as Austria, Russian Siberia, Belgium, Germany, Denmark, Sweden and other Continental countries to take advantage of the possible and probable American demand. As I say, we do not realize the possibility of these sources of supply. To me, eggs do not look at all inviting for a gamble at over 16c. seaboard for April goods. All those who are at all well posted must know that the duration of the cold storage season, so far as American eggs are concerned, must be shorter than usual this season, and cold storage eggs with us here in the States must practically be marketed before or about December, because, after that, fresh China eggs can be landed at San Francisco, Seattle and Vancouver, and prospectively at prices that will make 20 and 21c. seaboard for our domestic eggs as too high to compete with these China eggs.

There is another thing that must be borne in mind, and that is the increase in the production of hennery eggs around New York, Philadelphia, Boston and other large cities in the East. This business has constantly grown and is something really colossal, this season. The production has been so large for the past four or five weeks that the fancy prices that used to exist for this class of eggs have dropped so prices for these fresh hennery eggs have only been from one to three cents higher than ordinary fresh Western eggs. What a few years ago was looked upon in the matter of eggs as the by-product of the farm in the East, has ceased and it has become a special factor of farming, especially throughout New England.

Hamburg now is a very large egg market but will increase immensely after this as she is the best situated to handle American demand for Continental European eggs. She has a fleet of swift steamers sailing to New York and Boston and can land eggs, especially at New York within a day or two as quickly as Chicago or west of it can. New York, Boston, and Philadelphia merchants, the coming season, will daily have to decide between cable offers of all kinds of foreign eggs, c.i.f. terms, and landing offers of eggs from Western points. Go slowly, Mr. Cold Storage Gambler.

Another thing that must not be overlooked, and that is, a very perceptible percentage of the working class are not in as prosperous condition as they were a year or two ago. Their purchasing power has been considerably curtailed, and they will only be normal consumers of eggs at moderate prices, and will not be free consumers of eggs at a retail price based on a cold storage basis of 20 to 21c. seaboard for cold storage eggs. As I have said, to me it looks like a season to go slowly and let the other fellow that has so much confidence in 20 to 21c. eggs seaboard

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In conclusion I would like to propound this query, where were all the bright ones in the egg business at, and I am willing to be numbered among them, not to have seen that China eggs, for several years past, could have been bought in China, and the old duty of five cents paid, and landed in this country at a cost of from 13 to 15c, and why didn't we? To paraphrase Shakespeare's expression of "What fools these mortals be," to that of, what chumps we egg men were.  
Geo. A. Cochrane.

**The High Price of Eggs.**

The high price of eggs about which so much is being written is simply a matter of supply and demand, the latter being in excess of the supply and this is bound to be experienced every winter owing to the increase in population and a relative decrease in production. In 1902 we had a sufficient surplus to allow an export of over 400,000 cases to Great Britain; but now we have not enough to supply our own wants. But, as for cold storage being the cause of high prices, as alleged in many quarters, were it not for that necessary convenience during the winter months we would have no eggs at all. Or at least what few the farmers might bring in would be so dear that they would simply be beyond the reach of the average householder, and a costly luxury on the tables of the rich. Another wrong impression has been circulated to the effect that the dealer or middleman derives all the profits arising from the advance prices, forgetful of the breakages and waste in candling, etc. The fact of the matter is that cold storage has made the consumption of eggs in this northern climate possible for boiling purposes. In former times when we were dependent upon pickled or limes eggs they were only fit for use in puddings or confectionery.  
—Montreal Trade Bulletin.

Radical changes in the grading rules of butter are contemplated by the Chicago dealers. Chairman Frank Sweeney of the butter committee and his associates are now framing up new rules to be presented to the trade for confirmation. The committee is not ready to reports as yet but it was unofficially learned that the grade of extra firsts will be eliminated and this grade will be called Extras B while Extras will be called Extras A. There will be another grade added to be called thirds, this grade it is understood, will call for a score between 75 to 80. The official report on the requirements of the different grades will be issued in another week or two.

"No, I don't believe that the parcel post regulations will interfere with the jobbing trade in butter or eggs," was the reply received from a regular commission house. "They may interfere somewhat with the retailer, some of whose customers may send to the country for supplies at certain times, but as a rule the middlemen will be enabled to go along with their business as usual. It is not so easy to change the established methods of trade."

A good manager can be his own boss.

**Cold Storage Legislation.**

If the cold storage business must be regulated let us have sane laws to do the work. Most of the bills which have flooded Congress and state legislatures, have betrayed woeful ignorance of both principle and practice of the business. That both are sound is evidenced by the development of the industry to its present enormous proportions. Then why attack them? England has developed its immense perishable products trade with Australia upon the cold storage principle; misinformed enthusiasts and seekers after publicity are unwittingly aiming to ruin the American industry.

Cold storage is not responsible for the high cost of living. On the contrary, it aims to work the opposite way, abuses to the contrary, notwithstanding. Without it prices would be far lower than they are in flush seasons—at least to producers—and far higher when production is small. The law of supply and demand governs the cold storage business. Warehouse costs prevent the profitable holding of products for periods anything like as long as the city press would have the public believe. Such factors as these will govern the business whether or not there be National or state laws. Where legislation can be of service is in defining the condition of perishable products at the time of entering storage. Often owners store meat, fish, poultry, etc., only when danger of spoiling threatens. Here the law can step in. Supervision with respect to sanitation of storage houses is all the industry needs so far as Federal and state control is concerned. Existing municipal regulations as to food inspection should easily cover the condition of goods to be stored or to be removed for consumption. — American Agriculturist.

**McKellar Bill Probably Shelved.**

A press dispatch from Washington states that the hearing on McKellar cold storage bill scheduled to be held in March has been postponed and that no definite date for such a hearing is now in sight. The sub-committee of House Committee on Agriculture, to which the measure was referred, is said to be entirely occupied with other legislation. Representative McKellar is no longer active in forcing the measure to the front. Since the introduction of the bill there has been an exhibition of facts and figures proving that the bugaboo of a "cold storage trust" existed only in imagination and it is not likely that legislation will again be seriously considered until next winter's session.

Poets are born—at least they used to say they were, but the printed verse suggests that race suicide has hit the poet crop.

Many a dollar goes into the jackpot that ought to go into the soup pot.

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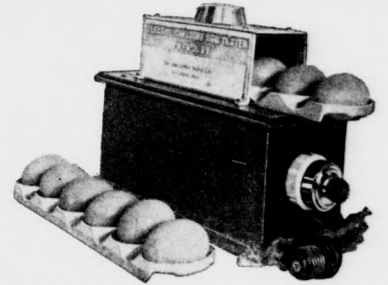
Liberal shipments of Live and Dressed Poultry wanted, and good prices are being obtained. Fresh eggs more plenty and selling well at quotation.

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.

**"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.

1872

**Jennings'  
Extracts  
STANDARD  
IN  
QUALITY**

Sold continuously by the best dealers in Michigan over 40 years.

**HART BRAND CANNED GOODS**

Packed by

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

Michigan People Want Michigan Products

**Watson-Higgins Milling Co.**

Merchant Millers

Grand Rapids :: Michigan

Write or wire us when ever you have  
**POTATOES TO OFFER**

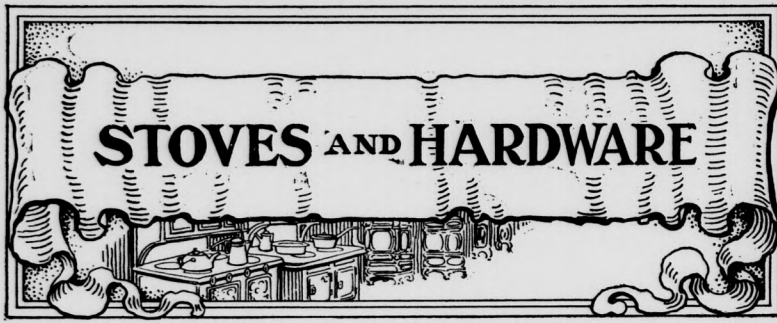
LOVELAND & HINYAN CO.

236-248 Prescott St.

Grand Rapids, Mich.

We have seed potatoes to offer in local lots

**Use Tradesman Coupons**



**Michigan Retail Hardware Association.**  
 President—C. E. Dickinson, St. Joseph.  
 Vice-President—Frank Strong, Battle Creek.  
 Secretary—A. J. Scott, Marine City.  
 Treasurer—William Moore, Detroit.

### The Man With His Eyes Peeled.

If you're looking here for some genius whose hardware wagon is hitched to a star because his name happens to be Orion, you'd better give him up and hunt for that kind of stuff in Elbert Hubbard and other awe-inspiring biographers.

His name is Orion because his old man landed, some time after the Pilgrim Fathers, in a cultured community that couldn't spell the classic O'Ryan imported from the "ould sod," but was strong on the constellations according to Webster. As Mr. O'Ryan couldn't spell it either, he let it go at Orion, when the local sign painter labeled his humble shop as one run by a "Practical Blacksmith." Neither he nor the painter would have known a theoretical blacksmith from a college professor. So Larry Orion grew up the son of Timothy Orion, Practical Blacksmith; and, when he found the Practical Blacksmith shop practically filled up with his older brothers, he went forth and hustled for a job in some other lines of hardware.

He is now rated a very good salesman in a very good store, which has four clerks besides the store manager. He earns, ordinarily, about \$20 a week, but sometimes he runs it up to \$25 and even \$30. He is the best seller in his store and, as soon as he grows up to larger opportunities, he will probably rank as the best seller in his town; but he may be a manager or an owner before that reputation overtakes him.

So you see Elbert Hubbard and the other gentlemen who are always gunning for messengers to Garcia or for a Phœbus of the business horizon would consider Larry Orion pretty small game. But in the hardware trade locally, and by his fellow clerks, he is all but revered.

This is what he did when he got his first job, being a selfish cuss who thought of his employer second. He studied the hardware clerks' wage scale in his store and found that, as a dub apprentice, he was rated lowest, at \$7 a week. The other dubs, he learned, received from \$10 to \$15, where all of them stuck.

Being only 19 years old, he realized that he would not starve on his \$7 per; but he asked his employer, with the naive innocence assumable by the son to an immigrant properly named O'Ryan, what he could do to rise above \$15.

"Sell the goods that make my money," responded his employer, with magnificent terseness, for he had lost much faith in good intentions.

Orion went away, thoughtful. Soon afterward, studiously elaborating those pregnant words and persistently keeping his eyes peeled, he calculated that his employer made most money on articles that sold for most money.

This discovery is more wonderful than it seems; it is made by few clerks and not too many employers. It worked this way with Orion:

Customer asked for a good, cheap saw for about 50 cents. Orion remarked:

"Little home job, sir?"

"Yes; I'm going to try my hand at knocking together a lingerie box for my wife. Any cheap saw'll do; I want to make that the only expense. I've got what boards I need."

Orion placed in his hand a cheap saw. Customer grasped it and sighted along its backbone.

"I see you know how to handle a saw," Orion remarked. "Let me show you one of the finest in the store."

He produced a standard article, retail price \$1.60. Customer, who knew no more about saws than about Crookes tubes, was nevertheless impressed with the obvious perfection of the high-class tool. He fondled it, laid it down, and said, regretfully but emphatically:

"Nix on \$1.60. I'm trying to save money, not spend it."

"Very sensible sir," assented the agreeable Orion. "But I can tell, from the way you grip a saw handle, that you're a born carpenter; and once you begin that kind of work, it's going to prove so fascinating, and so economical, that you'll find your first half dollar wasted. You'll spend the price for a really good saw, and let the cheap one rust, inside of two weeks. If you don't it'll cost you as much for sharpening your first year."

A little more conversation, and Orion made a 25 per cent. profit for the store on \$1.60 instead of meekly taking 30 per cent. on 50 cents. And he made a personal customer for tools in the future.

He always knew his prices, and he always knew his tools. He seldom sold a 10-cent pocket rule; he proved readily enough, and always agreeable, that a 15-cent rule is made of better wood and has better finished joints. When he asked his employer whether he was going the right way about selling the goods that made the most money for the store, the employer tersely answered: "Sure; keep it up." And next pay day he drew \$10 instead of \$7.

Orion now decided that a hardware store cannot live by saws alone, or pocket rules alone. He, and it, must sell other things—to the same customer. So, when a man bought a plane, he refrained from remarking "Anything else" in

the perfunctory tones of his fellow clerks. He said, helpfully:

"How are you fixed for a level?"

Or for a square, or for screw drivers; or for nail sets; or for whatever he surmised might be handy in connection with the tool purchased. Within three months, that next result of keeping his eyes peeled raised his wages to \$12.

He had established personal relations with quite a considerable quota of the store's regular trade by this time and he was getting what an envious and older rival or two called his unearned increment. That unearned increment raised him to the \$15 level before his wide open eyes perceived something the rest of them overlooked as a matter of chronic blindness until their employer raised what the elder Orion called ballyhoo, when he raised it in the paternal blacksmith shop. He made a specialty of the old stock.

The store's way was to have a cut-price sale, every once in a while, by which that old stock was moved, as if by an earthquake. Half a year after Orion had been raised to the wage at which nearly all his companions stuck, the head of the store decided it was time to throw a fit and began hunting for the provocation. He found mighty little.

"Orion," he demanded, "where are those two sets of carvers some of our Indians here rusted up with sweat marks last summer?"

"Oh," was the reassuring rejoinder, "they're sold, long ago."

"Hm! Well, what's become of about half a bushel of scissors and shears that were rusted the same way. I can find only three pair."

"Why, they're sold, too. I got rid of all that truck since our last sale."

"I like your nerve. How did you do it?"

"Why, don't you remember, I asked you whether I couldn't price down from 10 to 25 per cent. all the stuff that wasn't fit for regular display, and you told me to go ahead? I took the \$2 carving set, the one that had the knife blade pretty well marked, and put it over for \$1.75. The other set was almost O. K.; but I let it go for \$1.90. I asked the woman whether she was going to use it for a wedding present, or whether she wanted it for herself. She said she wanted it for her own house; so I put it on her at \$1.90 and explained what a bargain she was getting. She's been back here

three times and she's brought with her half a dozen other women. Among them, that bunch have made the biggest hole in the old lot of scissors and shears. I think we can consider them regular customers."

The cut-price sale was omitted that time and, a week or so later, after having made a close scrutiny of the sales records, Orion's employer called him into the office for a talk.

"I was going to increase your salary," he said, "but I believe I can make an offer that will be more stimulating to you and, at the same time, more fair to a salesman of your ambition. How well satisfied will you be if I leave your regular salary where it is and allow you a fair commission on your sales above the amount that salary represents?"

"Why, I'd like that fine," returned Orion. "Do I get all—actually all over?"

"Of course," was the reply.

"Well, all I can say is watch me. But I'd like to have the right to dress the window for my stock whenever I please, unless there's something special on with the other lines."

"You can do it, if you don't try to shut out the others."

"No, sir; I won't," said Orion, sincerely. "But I think I know when to dress my windows to sell my goods."

Which he proved, for he laid down a cast-iron rule of dressing his window before seasons instead of waiting until people began to want what they wanted when they wanted it. He anticipated their needs just enough to let them think of his particular line as something especially fine, like skates, at the first breath of the season that called for them.

He is doing it still, with eyes still peeled for any new, basic ideas in salesmanship. As I said at the start, his wagon is hitched to no star; he is not a figure imposing enough to call for some Little Journey to the Home of a Famous Man. He is just a wide-awake hardware clerk, selling successfully along intelligent lines. But he is pretty sure of \$20 a week the year around, and the weeks when he lifts \$25 and \$30 are growing more numerous.

There are very few hardware clerks who can fail to envy him his income; and there are very few who, if they keep their eyes peeled, would need envy him.—Philadelphia-Made Hardware.

# Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and  
Ellsworth Ave.

Grand Rapids, Mich.



# FOSTER, STEVENS & CO.

157-159 Monroe Ave. N. W.

151 to 161 Louis St. N. W.

## Oldest Hardware House in Michigan

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

**Founded in 1837.**

**Same firm name since 1870.**

**Incorporated 1914.**

**Capital Stock \$300,000.**

**President—WILDER D. STEVENS.**

**Vice-President—SIDNEY F. STEVENS.**

**Secretary and Treasurer—CHARLES F. ROOD.**

We believe that our record for seventy-seven consecutive years, during which time we have served the trade well and faithfully, will ensure us the continued confidence, co-operation and patronage of the retail trade of Michigan. It could hardly be otherwise when it is remembered that we have builded our business on a foundation as solid as the Rock of Gibraltar.

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**Square Dealing---Honest Values---Good Service**

## STREET RAILWAY HISTORY.

### Developments of Half a Century in Local Transportation.

Written for the Tradesman.

Fifty years ago to-day—April 15, 1864—the first definite action was taken for the construction of a street railway in Grand Rapids. On that date a number of prominent citizens held a conference, at the Rathbun House, and decided to "organize a company to construct and operate a street car line." They met again on April 21 and on April 28, books for "subscriptions for stock in a company to be hereafter organized" were opened in the office of City Clerk George W. Thayer.

The matter had been talked more or less for several years. The necessity for street cars was generally conceded and many business men and others had expressed a willingness to take stock in the proposed company, but during the civil war which had then raged for three years matters of more vital importance than street cars claimed the attention of most men and no formal action was taken until the conference mentioned above. Action would not have been taken at that time had not a rumor reached the city that outside capitalists were about to organize a company and ask for a franchise to build the desired road. The local promoters were unanimously opposed to having the road built or controlled by outsiders. Some other residents of the city, however, argued in favor of having outside capital invested in the project.

One gentleman whose identity was not divulged in the published reports of the conferences was probably the original advocate of municipal ownership of public utilities in Grand Rapids. He declared the city should construct, own and operate the street car line and should own its water works, "just as much as it should own and operate the police and fire departments."

The population of the city in 1864 was 9,770, without counting soldiers in the field. The only bonded indebtedness was \$9,000. The bonds were issued to raise money to pay a bounty of \$100 to each man who enlisted as a non-commissioned officer, musician or private, and thus helped to fill the quota required from the wards of the city. They were approved by the people by a vote of 578 to 16.

Subscriptions for the street car stock after the books were opened, did not come so rapidly nor in so large amounts as had been anticipated. However, application for a franchise was filed with the City Clerk and on May 19 the Common Council granted it to William A. Richmond, John W. Peirce, William H. Withey and their associates. The franchise authorized the construction of a line from the Detroit & Milwaukee Railroad depot down Plainfield avenue, Coldbrook, Ionia, Newberry and Canal streets to Pearl street and up Monroe and Fulton streets to Jefferson avenue.

Then trouble came for the promoters. The route ran through the

most densely populated section of the East side, but traffic to and from the depot was expected to furnish a large part of the revenue. Some very influential citizens were largely interested in the hack and omnibus business. They had opposed the street car scheme from the start and redoubled their efforts after the franchise was granted.

The opponents of the project were quite successful, although some of their methods were discreditable if not malicious. They declared street cars a nuisance in a small town; that the tracks would spoil the streets and render them useless for vehicle traffic; the cars would frighten horses and cause numerous runaways and thus injure the trade of merchants on Monroe and Canal streets. Farmers would not dare to drive on those streets, they said. As a result of their activity some of the prospective

or turn it over to outside capitalists and the latter alternative was adopted. Accordingly the Common Council, on October 11, 1864, repealed the first franchise and granted a new one to George Jerome, of Detroit, Daniel Owen, of New York, Thomas S. Sprague, of Saginaw, and their associates, the latter including several of the original promoters.

The new owners organized the Grand Rapids Street Car Company and sold stock and bonds enough to build the line which was rushed to completion. Cars and horses were purchased during the winter and traffic was started on May 10, 1865. That was a great day for Grand Rapids. The event was celebrated with music, fire works, speeches and free rides on the one-horse, bob-tail cars. The war was ended and all except those who had lost dear ones in the army were supremely happy, so

mortgage and in December, 1869, the property was sold to George S. Frost, of Detroit, on a bid of \$39,200. Mr. Frost re-organized the company and Mrs. Medbury, a wealthy widow of Detroit, took a large block of the stock. No bonds were issued. Mr. Frost visited the city quite frequently, but he took no active part in the management of the property. He induced his personal friend, George W. Thayer, to accept the general management or supervision and the latter engaged the late Ebenezer Anderson as his personal representative and active manager. Mr. Thayer was Secretary and Treasurer of the company. Under the new management the business began to pick up immediately. Mr. Thayer enforced a strict pay-as-you-go rule which gave the company the best of credit. The property did not earn large dividends, but it rapidly increased in value and the stockholders preferred to let well enough alone rather than increase the stock or issue bonds to make improvements or extensions.

The policy of the Grand Rapids Street Car Company, with the idea that it was "as good as a gold mine," led others to go into the street railway business. In 1873 the late William Winegar organized a company of which he was President, Treasurer and Manager and Jacob Kleinhans was Secretary. They built the line from Monroe avenue out South Division avenue and up to the old fair grounds at the corner of Hall street and Jefferson avenue.

The late Jerry W. Boynton organized the company that built the first line to Reeds Lake, which was completed in 1875. Hiram Knapp was President, David Thompson, Secretary and Mr. Boynton, Treasurer and General Manager. This line came from the lake through Sherman street, Eastern avenue, Wealthy street and Lagrave avenue to the downtown section.

In 1877-8 Mr. Boynton performed the most remarkable feat in the way of street railway building ever recorded in the city's history. He organized a company of which, in fact, if not in name, he was President, Secretary, Treasurer, Board of Directors, General Manager and Superintendent, and built the Scribner street line, running from the principal business section across both Pearl and Bridge street bridges and out to the D. & M. Junction. He lacked capital, but succeeded in completing the track and secured a scant equipment by asking every man he met, strangers as well as friends, to invest in stock. When he could not induce them to invest, he asked for a personal loan of \$10 or \$20. When he had the road completed he had three cars, but lacked horses, but he managed to get along for several weeks, by advertising for horses. When a farmer brought in a horse there was no trouble in agreeing on the price, providing the horse proved suitable for the work, which could be determined by trying him for a day or two. The horse was then hitched to a car and thoroughly tested. He was usually worked until another had been of-



BEN S. HANCHETT,  
President and General Manager

stockholders refused or neglected to make good in their subscriptions and others were prevented from taking stock. From this it appears that the cutting of business or financial throats was practiced in those "good old days," the same as now, although the operation may not have been performed so smoothly, because the instruments then used were crude and not so keenly sharpened as those of more modern invention.

The first promoters of street cars for Grand Rapids hardly got along far enough to begin work on the proposed line. Failure of some stock subscribers to keep their pledges caused others to withdraw and the promoters were driven to a point where they were obliged to abandon the project

they made the most of the celebration. The speakers made predictions for the future of the city that were considered extravagant or fanciful dreams, but they have been more than fulfilled.

The Grand Rapids Street Car Company paid no dividends. It was not wisely managed. The gross earnings were not enough to meet the operating expenses, to say nothing of improvements, depreciation, interest or dividends. More bonds were issued and sold at a great discount, but in spite of all that could be done debts accumulated and the company's credit was so low that it could not get a load of hay nor a bushel of oats without paying in advance. Finally the bondholders foreclosed their



# SEEDS

Send us your order for Seeds  
which will have careful  
attention

**Medium Clover Seed**

**Mammoth Clover Seed**

**Alsike Clover Seed**

**Alfalfa Clover Seed**

**Timothy Seed,**

**Redtop Seed,**

**Blue Grass Seed,**

**Orchard Grass Seed**

**All kinds Grass and Field Seeds**

**BEANS---White Pea Seed  
Beans.**

**POTATOES---Car loads  
in Bulk and Sacks.**

**BEANS---Hand Pick Pea  
Beans, car loads and less.**

We are in the market daily to  
buy and sell farm produce.

## Moseley Brothers

Pleasant Street, Hilton Avenue and  
Railroad S. W.

Grand Rapids, :-: Michigan



**Karo**  
(MADE IN AMERICA)

### The American Household Syrup

**G**ROCERS everywhere are benefiting by the increased popularity of Karo as a table and cooking syrup. Especially the successful ones who are using the attractive Karo Store Signs, cut outs and other designs to show that the store is progressive and carries the goods the public demands.

Our advertising of Karo is bringing business into every grocery store that wants the business and stocks the goods.

This picture shows one of the handsome store advertising designs which you may have **FREE** upon application.

Your Jobber now has an attractive trade offering on Karo. It will be to your interest to get it from him.

Send for our Special Store and Window Displays at once.



ferred and as he was not used to the work and did not look well, it was plainly evident that he was not suitable for street car service—he was too green, or, perhaps, his temper or disposition was not right.

The three existing companies were consolidated in the fall of 1883 under the name of the Street Railway Company of Grand Rapids. Charles A. Otis, of Cleveland, Ohio, was President; Lewis H. Withey, Vice-President; M. S. Crosby, Treasurer and I. M. Weston, Secretary. This company improved the service considerably and made some short extensions. Two years later a new franchise was secured, new capital was invested and during the following four years great improvements were made in the equipment and management. The capital stock was raised to \$1,000,000. The Cherry and Shawmut avenue and the Lafayette avenue and Stocking street lines were constructed and the tracks were extended out West Bridge to Lincoln Park, this extension being operated in connection with a spur running from Monroe avenue to the union depot. The officers elected at the annual meeting in June, 1889, were as follows:

President—Samuel Mather, of Cleveland

Vice-President—Conrad G. Swensberg.

Secretary—George C. Peirce.

Treasurer—George R. Perry.

Superintendent—Andries Bevier.

The reports showed that the company was operating 120 cars, most of them on a fifteen minute schedule. The average speed of the cars was 5½ miles per hour and they carried 4,500,000 passengers during the previous year. One hundred and eighty men and five hundred horses were employed.

#### The Cable Company.

June 6, 1887, the Valley City Street and Cable Railway Company was incorporated, with Gen. William P. Innes as President; Robert W. Innes, Secretary and Treasurer, and Wm. Phenix, engineer and manager. The main object of the company was to construct a cable line up Lyon street hill, but the franchise provided for horse car lines on Waterloo street and Grandville avenue; over Fulton street bridge and out into the ninth ward to Butterworth avenue; stub lines on Barclay and Clancy streets and a line through Louis and Spring streets, Wealthy street, Sheldon street, Wenham avenue and South Lafayette avenue. The cable line was to run from Grand avenue through Lyon street to Canal, East Bridge, Ottawa, Mason, Ionia and Taylor streets to the city limits at Sweet street.

Some of the Cable Company's horse car lines were partially constructed and put in operation in 1888 and the Lyon street part of the cable line was completed and started business in April of that year. A total of nearly six miles of track had been built on July 3, 1889, when the company was re-organized with A. J. Bowne as President; John W. Blodgett, Vice-President; W. S. Crosby, of Chicago, Secretary; James Blair, Treasurer, and H. P. Baker, purchasing agent. John M. Hagar, of Chi-

ago, and H. P. Breed, of Minneapolis, who owned a controlling interest, were members of the board of directors.

George W. Thayer, C. C. Comstock, A. J. Bowne, Julius Houseman, Col. George G. Briggs and James Blair organized the North Park Street Railway Company in 1889, and built a line connecting with the cable cars at Sweet street and running to North Park. It was run by steam—as a dummy line—until the cable power was supplanted by electricity.

#### The First Electric Line.

The Reeds Lake Electric Railway Co., organized April 15, 1890, was first to use electric power for transportation purposes in this vicinity. Sybrant Wesselius was President; John Dregge, Secretary and Treasurer and

straining the company from laying about 250 feet of track on Fulton street, between Jefferson avenue and Ransom street, where the old horse cars had run for twenty-five years.

#### An Important Decision.

The old company claimed exclusive rights in the street, but Justice Brown, of the United States Supreme Court, who came here to hear the case, dissolved the injunction, holding that the Common Council had no authority to grant exclusive rights in the streets. He decided that although one Council had granted the old company permission to use the street, the same Council or any succeeding Council could grant similar rights to others and that, in case the grantees could not agree to use the tracks

least, it was drawn out and shipped away for repairs.

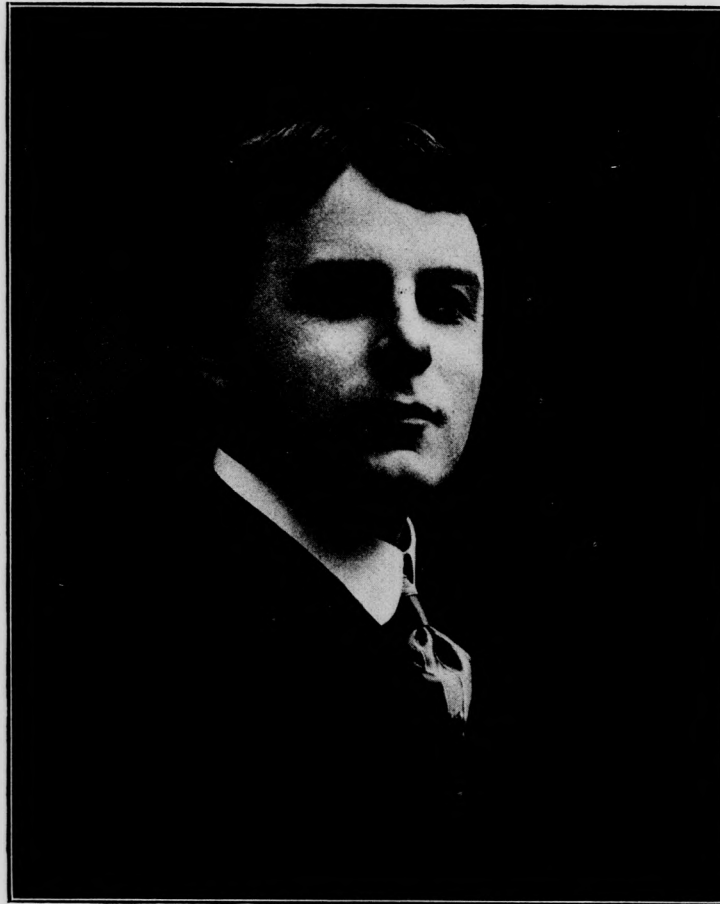
Then the Reeds Lake Electric line was without downtown connections. Bus lines were established, but they were not successful—the people preferred the horse car and dummy line via Wealthy avenue and Sherman street. Cars were run over the electric line on Sundays and semi-occasionally on week days until about the middle of October. Then business was suspended for the winter and it was never resumed. The equipment was sold as junk and the right of way, which was nearly all through private property, went back to the former owners.

About the time the Reeds Lake Electric Railway quit business, the new cable arrived, the cable cars were started again and ran regularly through the winter and following summer, although its business and that of the old company suffered somewhat from the great street car strike that began in May, 1891. As a matter of fact, the cable company and the old company had been consolidated several months before the strike was declared, although they were still operated under separate managements. Electricity had supplanted horse power on some of the old lines and the idea that the change would throw many men out of work caused dissatisfaction which was used as an excuse for the strike.

The merging of all the street railway lines in the city and suburbs was effected on October 26, 1890, when the Consolidated Street Railway Company was organized.

The late A. J. Bowne was the first President of the Consolidated Street Railway Company. V. Shaw Kennedy, of Chicago, was Vice-President, O. G. Gaither, of Chicago, Secretary and Treasurer, Ben. S. Hanchett, Assistant Secretary and Treasurer, and the late G. Stuart Johnson, General Manager. The old company had decided to discard horse power and the work of installing the electric trolley system had been started before the merger was effected, but all its "rights, powers, privileges, franchises, property holdings and good will" were sold to the Street and Cable Railway Company, which had expended nearly a million dollars in construction, much of which was underground—cement conduits—which were worse than useless when electricity was substituted for cable power. It is said the Cable Company was obliged to buy the old company's interests in order to save an almost total loss of the money invested in the cable plant, which had been used less than a year before it was evident that it would be driven out of business by electric power. Cable cars were better than horse cars for heavy traffic, but they could not compete successfully with trolley lines.

After the consolidation many changes and improvements were made in the system. Some lines and parts of lines were abandoned, routings were changed, some of the lines were extended, better equipment was provided and the change from horse or cable to electric power was made as rapidly as possible on all the



L. J. DELAMATER,  
Secretary and Assistant Treasurer

J. C. Porter, Daniel McCoy and F. M. Ayers were among the directors. Sam B. Tibbitts, who died recently in the Soldiers' Home, was general manager. They started work immediately and by the first of August had constructed a line from the city limits on East Fulton street to the north shore of Reeds Lake, where the power house was located. It connected with the cable cars at Grand avenue. A franchise was secured to run the line down town through Fulton street to Ransom street, thence north to North Park street, west to Division, north to Pearl and down to Campau Square. Property owners along this line opposed this plan and secured injunctions against its construction, twenty-two writs being issued and served in a single day. When injunctions were dissolved, others were secured and as speedily dissolved, until one was served re-

jointly, the new company would have the right to parallel or "straddle" the old tracks. The decision was new and far reaching. It formed a precedent that was of great assistance to the late Mayor Tom Johnson in his controversies with the street railway companies of Cleveland, Ohio.

The troubles of the Reeds Lake Electric Railway Co. did not cease with the dissolution of the injunctions. The line to the lake was a novelty and was well patronized for a week or two. It served to increase business on the cable line, but neither company was earning enough to meet operating expenses. The cable used by the cable company had become so worn that the strands broke frequently and caused trouble with the grips in the conduits. A duplicate cable was said to have been ordered, but it did not arrive and finally the old cable gave out entirely or, at



lines, but, owing to the heavy indebtedness, due mainly to the unsuccessful career of the Cable Company, extensions did not keep pace with the growth of the city.

However, the consolidated Street Railway Company prospered, notwithstanding its handicap. There were many changes in stockholders and some in officials, but very little in policy or active management, during the last decade in the nineteenth century or until April 20, 1900, when the company was re-organized under the name of the Grand Rapids Railway Company, of which Anton G. Hodenpyl was President, L. J. Rindge, Vice-President, William H. Anderson, Treasurer and Ben. S. Hanchett, Secretary and Assistant Treasurer.

There has been no re-organization or change of name of the company in the past fourteen years, although there have been several changes in stockholders, directors and officials. The capital stock has been increased to \$3,500,000, and, in order to make necessary extensions and improvements, bonds have been issued, which are now selling at par. There are many who contend that extensions have not been made so rapidly as demanded by the development of the city and that the equipment and service is not satisfactory. The company is frequently criticised severely for not making extensions or constructing new lines in anticipation of increasing business and expansion of the city, instead of waiting until the traffic warrants the investment, but it is generally conceded that in construction, equipment, service and management the street railway system of Grand Rapids is better than that of any other city of like size and importance in the country and better than that in many cities of much greater population.

The officers of the Grand Rapids Railway Company at present are: Benj. S. Hanchett, President and General Manager; L. J. Delamarter, Secretary and Assistant Treasurer; Geo. L. Estabrook, Treasurer and Assistant Secretary, and J. C. Madigan, Superintendent. The vacancy in the position of Vice-President, caused by the death of Lester J. Rindge, has not been filled.

The company now has about sixty-five miles of tracks and will probably make extensions during the coming year that will raise its trackage to nearly seventy miles. The number of cars used range from 72 to 144, the average being about 84. The average number of employes during the past year, exclusive of officials and office force, was 672. The regular cars are operated eighteen hours per day and the total number of passengers carried through the past year, not counting transfers, was 25,820,000.

Detroit—The Leonard Johnston Box Co. has engaged in business to manufacture and sell paper, paper boxes and paper shipping cases, with an authorized capital stock of \$50,000, which has been subscribed, \$2,120 paid in in cash and \$22,920 in property.

Feminine curiosity makes liars of many an otherwise truthful man.

OUR SEEDS GROW.

Good Slogan for the Use of General Merchants.

Written for the Tradesman.

There are good returns for the general merchant in the handling of farm and garden seeds at this season of the year. Unless for his own reasons he intends to specialize on this class of business it is the better course, however, to stock carefully and to handle a small although well chosen selection.

In the purchase of bulk seed great care should be taken to secure the best. In certain lines—such, for instance, as clover—it is frequently the case that the available supply of good seed is limited. Later, the inferior quality comes on the market at a lower price. Nothing kills a merchant's seed business so quickly as the handling of low grade or poorly cleaned seed; and this in turn reacts against the entire store.

chants find it the most satisfactory course to sell package seeds on commission. Most if not all seed firms will exchange new seed for the left-over stock of the previous year. At the same time, the pushful merchant and enthusiastic clerk, can, by dint of good salesmanship, usually reduce the stock of left overs to a very small amount.

Although most seeds are good for a second or third year, it is the safer course not to sell your old seeds, but instead to exchange them for new. Care should be taken in securing stock from a thoroughly reliable firm, whose name stands for something in the public eye. The mere ability to sell two or three packages of seed for five cents counts for little in the long run if the purchasers find that the seeds fail to germinate. As a rule, cheap seeds are a gamble; a standard variety at a standard price and backed by a firm that values its reputation form the best

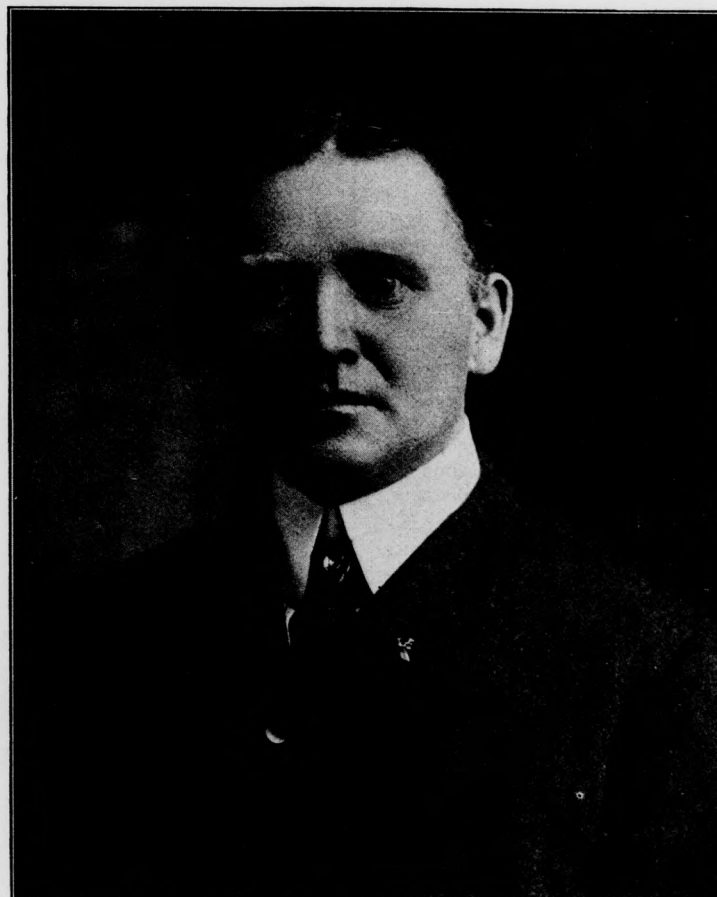
A reliable seed catalogue is helpful, for purposes of reference. There are often specialties catalogued which do not come in the regular box, and these can be ordered. The catalogue will also post the salesman regarding times for planting, soil conditions and the like; and the well posted salesman is the one who will make the seed business count for something.

Display is always helpful; but the seed display should be made somewhat wider than a mere display of bright colored packages. For instance, the hardwareman can use the seed packages to help out a garden tool display. Then, too, a display is helped if it includes something growing. A box with tomato or cabbage plants, early radishes or grass seeds, will emphasize the selling point:

"Our Seeds Grow."

That is a very good slogan for the seed department which makes a point of handling quality goods in preference to offering something cheap but which forgets to germinate.

William Edward Park.



J. C. MADIGAN, Superintendent

The wise merchant will take no chances on a cheap grade of seed, just for the sake of a little lower price. Quality should be the watchword. But there are, in the handling of bulk seeds, so many pitfalls that even after he has selected the best available, the merchant should base his selling to a large extent upon the reputation of the firm or grower from whom he secured his stock.

Mangels, sugar beets, beans and peas, among other lines, can be advantageously handled in bulk. It is just as well not to stock too many varieties. The merchant who knows local conditions and is posted as to the popular varieties in his immediate locality, will be able to purchase with a view of catering to the popular demand and yet not stocking too largely.

For ordinary garden seeds, most mer-

stock in trade for the merchant who intends and hopes to sell seed at the same stand next year.

The seed business is helped a great deal if your staff includes someone who understands the subject and has an actual knowledge of gardening. The clerk who can give the purchaser some idea as to the differences between this and that variety of carrots, or can talk from actual knowledge of brussels sprouts, kohlrabi and the lesser known lines, will sell seeds more readily and in larger amounts than the clerk who just hands out what the customer asks for. As a rule, the man who undertakes a garden of his own is willing to experiment with new things, and it is an easy matter to sell him half a dozen extra varieties if you can give him a fair idea of what they are.



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.

Envelopes

We carry in stock all grades and sizes of

**COMMERCIAL ENVELOPES**

**Will P. Canaan Co.**

HAVE YOU GOT OUR FIREWORKS CATALOGUE?





## CLOTHING

### How to Meet Competition in the Clothing Business.

The policy of a house is not determined by any geographical location; a good policy is equally well fitted to a small store in a small town as it is to a large store in a big city. A clothing store in a town of five thousand can be made successful with a common sense business policy. With this thought I bring to the readers of this magazine an observation recently made of a medium-size store in a small town, which had grown and prospered through a policy of specializing.

Away off in the extreme southwest corner of these United States, where the proprietor can stand in his front door and toss a biscuit into the Pacific Ocean; where, when he looks westward on this broad, expansive sea, he can say, "There lies India;" where the incoming breakers are everlastingly curling over on the long, clean beach and break into white, glistening spray over the firm, smooth sand; here, in this quiet nook, is a clothier who has solved the question of "How to Meet Competition," as applied to his particular trade.

Some twenty miles distant is one of the liveliest little cities on the continent, where every twist and turn in trade is known—and practiced—by the cosmopolitan tradesmen who have come there from every quarter of the globe. Here competition is of the "cut-throat kind." With the car fare but fifty cents for the round trip to the city, enabling the customer to make his choice from stock running into tens of thousands of dollars, all up-to-the-minute in style, here this modest dealer has met and solved the question for his trade in his town.

He gives an interesting feature of his experience which resulted in the ability and knowledge of how to handle this competition successfully. He says: "When a young man I was in a store where the stock invoiced \$30,000, and where there was nothing to sell that the customers wanted. There were broken lines, odds and ends all owing to the common mistake of trying to carry too many lines of goods, none of them complete. Better have a few lines complete in point of size and style, and be able to suit the customer, and have no odds and ends. This led to my policy of Specializing."

He began several years ago, and at first carried only men's shoes, furnishings and hats. Some five years ago he put in clothing, with a range of prices from \$10 to \$20, showing a Nationally-advertised line in the higher prices. He struggled along for two years, putting nearly

all the profits of the business into the losing game of a small stock of clothing near a big city. At this time, on the occasion of receiving a big shipment of clothing, sent out at a time of much disturbance in the manufacturing world, the order did not conform to samples or quality; the shipment was returned; and he started a sale of his better suits at \$15 in order to get the money out of the goods that he had on hand.

This proved his upbuilding; customers would come in and willingly pay \$15 for a suit which was as good as any to be had at the price anywhere. When they wanted to pay more, to the city they would go. However, gradually the quality of his line, at the popular price, made its way, and the lost sales are now few. With a stock of less than two hundred suits, he is doing a splendid clothing trade.

This experience led to the matter of specializing in other lines, and to-day, instead of a conglomeration of all sorts and kinds of odds and ends of merchandise, he has well kept, solid lines of specially priced goods, each line being as good as any to be had in the trade anywhere.

He sells all his clothing under his own name, for, says he: "My customers look to me for satisfaction, not to the manufacturers." The store is twenty-five feet front by one hundred feet in depth, and is arranged like the usual clothing store of this size. The one side to the right, on entering the door, is given to the furnishings. On the left side, at the front, the hats are shown in glass wallcases. The suits come next in dust-proof cases, followed by the overalls in well-arranged bins. The rear wall of the store, with ten feet on each side, is occupied by the shoe department, with shelves reaching from floor to ceiling. Six show cases serve as counters on the furnishing goods side.

The trouser stock is carried on gas-pipe racks in hangers in the center of the store, well back, and special values at \$3.50 only are shown.

The men's shoes take in a broader range than any other line in the house, being priced at \$2.50, \$3.50 and \$5.00; the last, a well-known Nationally-advertised line. In men's hats he carries but the single price of \$3, and endeavors to give unusual values.

The shirt stock is composed of the dollar line and the two dollar line only, especial attention being paid to the first price, thus securing an extensive and attractive line of patterns and materials.

Sweaters, which are staple the year round at the seashore, are shown in but two prices, \$3.50 and \$5.00. "I



## Something New

### The Milton F Goodman Shirt

Made of extra quality mercerized sateen in black or brown and of imitation gray flannel. Will outwear three ordinary shirts. Note the picture—see how strongly they're made. Write for prices.

## Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

## MICHIGAN STORE & OFFICE FIXTURES CO.

All Styles of Show Cases

Electric Cut and Hand Coffee Mills

Complete Store and Office Equipments

Guaranteed Iceless Fountains

Office Desks and Chairs

929-931 Ottawa Ave.

Grand Rapids, Mich.

The

# TRU VAL

SHIRT OF TRUE VALUE



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

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



M. KOBLENZER & SON

82 Franklin Street

New York City



can give excellent values, and show a large assortment of colors and styles at these two prices," said he, "and we rarely lose the sale of a sweater."

He tells with much interest of his success in handling neckties; attributable to the fact that he requires the young salesmen on the floor to buy this stock, because "they know what the boys want. Buy the experience of your salesmen, along with their services, and get their human interest in the business. The one salesman who has been with me for eight years is as much interested in the success of this business as I am and I try to keep this interest alive by treating him as kindly as I know how."

This retailer makes a leader of men's socks, four pair in a box, for \$1.00, of a well-known guaranteed brand. His trade will buy these at this price, when they would not take hold of the usual "six pair for \$1.50 package."

Said he: "Something that lays on the shelf does not make any money." Mark this, kind reader; and this man is at a "jumping-off place," too! His

aim is to keep a clean, bright, salable stock.

The occupation of the male population of his town does not make them readers of the newspapers, as they are chiefly engaged in the work around the ocean oil wells, and deep-sea fishing. To reach them successfully he has patronized the moving picture shows as an advertiser. Every week brings a new thought to the patrons of this popular amusement in his town.

A part of his policy is to buy all the goods he can in his home market, not only through patriotism, but he knows the advantages of small and frequent buying. Like all true Californians, he is patriotic in the extreme and would "keep his money at home." This merchant has no opportunity to use the parcels post, as he has no back country trade, all of which goes to the city by reason of the low local fares and he wisely makes no attempt to supply other than the local demand.

"I always buy something to please my customers because goods bought right are half sold," said he. He gives his opinion that "Every mer-

chant who is a close observer of the trend of trade will fall into his way of doing business—that is, specializing—where competition would shut him out with a general line. Our customers like popular prices, and it seems they have more confidence in what we offer them, besides it keeps us from having to make a second price."

"There is an immense advantage in handling goods at special prices, because the customers come in the house with a knowledge of what we have to show them; and as a time saver it is a remarkable feature. With three salesmen besides myself on the floor we rarely are ever so crowded as to be unable to wait on all the trade at rush hours."

The above story will carry a thought to the clothing merchant who is similarly situated in a circumscribed territory. To attempt to carry too many lines is to have no stock of sizes or styles from which to please the customer. Fewer but complete lines at popular prices will please the majority of the customers in a community, when the merchant has made a careful study of their

wants and requirements. This would be a wonderful trade-bringing plan for some enterprising merchant in a rural community, where he has unlimited opportunities to reach his customers through the means of the parcels post; and we trust the wise observations of this successful merchant, who features Specializing, will be the means of making money for some of the many readers who have "average-sized stores in average-sized towns."—Otto Buehrmann in *Apparel Gazette*.

An exchange says: "Silver is less valuable than eggs." Perhaps it is, but a pocket full of silver causes less uneasiness.

Don't expect your friends to stand up for you forever. Even friends may need to sit down.



**Factory of The O. & W. Thum Company, where the sanitary, non-poisonous fly destroyer, Tanglefoot, is made and also Tree Tanglefoot and Tanglefoot fly ribbon. The insert photograph shows the most recent addition to the plant.**



Call at the Tanglefoot Booth at the Made in Grand Rapids Goods Exhibition.

## MEN OF MARK.

**F W. Hinyan, President Loveland & Hinyan Company.**

Frederick Walter Hinyan was born on a farm near Alto, Nov. 16, 1862, and resided there until he was 40 years of age. The farm comprises 160 acres and was purchased by his father in 1856. Mr. Hinyan attended country school, subsequently graduating from the high school at Lowell in the English course. When he was 35 years of age he formed a co-partnership with Edson O'Hara and engaged in the produce business at Alto under the style of F. W. Hinyan & Co. In 1902 he sold his interest in the business at Alto and purchased the one-half interest of Geo. H. Force in the produce business of Loveland & Force, at Lowell. The business was continued under the style of Loveland & Hinyan. It grew so rapidly and expanded so remarkably that it was found necessary to seek more adequate facilities, in consequence of which the headquarters of the firm were removed from Lowell to Grand Rapids. This was accomplished eight years ago. A year later the business was incorporated, with a capital stock of \$50,000, under the style of the Loveland & Hinyan Co. Mr. Loveland died five years ago next month, since which time the corporation has been officered as follows:

President—Frederick W. Hinyan.

Vice-President and Treasurer—Glenn R. Loveland.

Secretary—Carl Reynier.

When the business was first moved to this city it was located in the Houseman building. Shortly thereafter a commodious warehouse was built on Prescott street and three years ago the offices of the corporation were removed to that location. The company is a large handler of potatoes, beans and Michigan apples and peaches. In order to gather and assemble sufficient supplies to meet the demands of this rapidly growing business, the corporation has acquired and conducts warehouses at Alto, Elmdale, Lowell, Smyrna, Belding, Trufant, Hart, Fremont, Brunswick, Woodville, Bitely, Cadillac, Hobart, Mesick, Bagnall, Harlan, South Boardman, Elmira, Gaylord and Bailey. The company also conducts leased warehouses at several other places.

Mr. Hinyan was married Dec. 14, 1892, to Miss Phila E. Stone, of Alto. The family reside in their own home at 321 Benjamin avenue, Mr. Hinyan having erected the first house on that beautiful thoroughfare. There are four children, three daughters and a son. The oldest daughter is now pursuing a literary and domestic science course at the Michigan Agricultural College, being in her second year. The second daughter is a senior in the high school here.

Mr. Hinyan is a member of the First M. E. church and is one of the official board. He is a Mason up to the Knight Templar and Shrine degrees. He is also a Woodman and a Maccabee. Mr. Hinyan has two hobbies—he is an enthusiastic automobilist and an ardent disciple of the theory that Michigan ought to produce better apples and potatoes. He is giving the latter subject much careful study and expects to live to see a great improvement in both of these staples during the next few years.

He is naturally disturbed in noting that Maine potatoes are bringing 10 cents per bushel more in New York City than Michigan potatoes are in the face of the fact that Michigan soil and climate are just as favorable to the production of superior stock. As a matter of fact, Maine potatoes are given the preference in Gotham because greater care is taken in the selection of the seed and in planting, as well as in harvesting. Maine potatoes are shipped almost altogether in bulk, whereas Western potatoes are shipped in sacks—a much better method for all concerned—and if the growers and handlers of the West were to join hands in a determined effort to improve their product, there is no reason why they should permit Maine growers to eclipse them in any market in this country.

Mr. Hinyan attributes his success to energy and honest dealing. The magnitude his business has assumed is a

**How Commodity Prices Are Declining.**

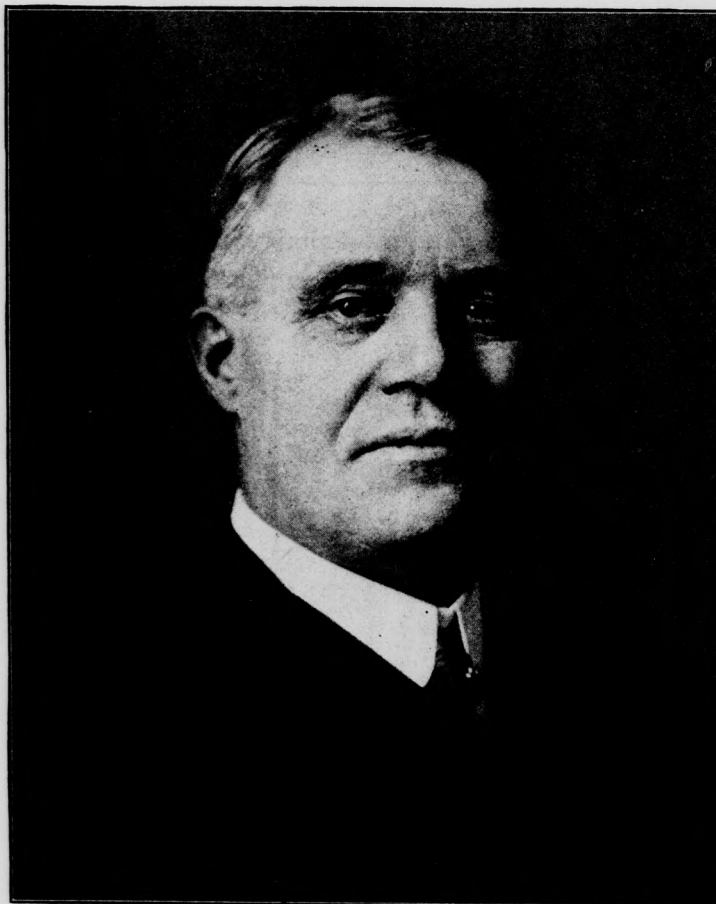
Since December 1, 1913, each of three succeeding months has shown a decline in commodity prices. While the fall for each month was slight, it was continuous. Compared with the record high level of December, 1912, the total decline was over 7 per cent. This made the index-number of March 1 stand at 8.8320, while on December last year it was 9.2290. The chief resistance to the decline was offered by provisions; articles that yielded most readily were textiles and metals. Imports of beef from Argentina and of mutton from Australia apparently have had slight effect upon prices for similar domestic products. Just as a matter of contemporaneous interest, it may be observed that the fall in prices as reflected by our figures coincides with the workings of the new tariff as well as with a smart

in price) having moved upward. Live stock rose because sheep, beeves, and hogs, went up. Provisions, in which group twenty-four articles, all necessities, are included, manifest the greatest rise, butter, mutton, carcasses, beans, peas, and potatoes having become sufficiently dearer to more than offset losses in carcasses of beef, as well as hogs, eggs, pork, bacon, lard and coffee. Butter scored the leading advance, thus sharply reacting from the low price of the preceding month, when liquidation by speculators was forced, and at the same time eggs continued to recede. Fruits worked higher, owing to a rise in lemons.

Hides and leather fell, owing to a drop in hides, and textiles went off because of recessions in hemp, flax, print cloths, and standard settings, while cotton and domestic wool rose. Metals dropped chiefly on account of a fall in tin, the downward tendency also being accentuated by a lower price for copper. Naval stores declined on all-around weakness, and the miscellaneous group decended as a result of fractional decreases in tobacco and hay.

The following table shows the relative status of staples between March 1 of this year and March 1, 1913:

Increases.	
Corn	Peanuts
Oats	Hemlock leather
Beeves, live	Oak leather
Hogs, live	Cotton
Horses	Jute
Beef, carcasses	Cotton sheetings,
Hogs, carcasses	Southern
Milk	Silk
Eggs	Iron ore
Pork	Petroleum, refined
Bacon	Linseed-oil
Hams	Cottonseed-oil
Cheese	Turpentine
Mackerel	Borax
Codfish	Opium
Tea	Quinine
Rice	Tobacco
Potatoes	Ground bone
Apples	Hay
Cranberries	Cottonseed
Decreases.	
Wheat	Steel billets
Rye	Tinplates
Flour	Steel beams
Sheep, live	Copper
Mutton, carcasses	Lead
Beef	Tin
Butter	Quicksilver
Lard	Anthracite coal
Coffee	Con'ville coke
Sugar	Southern coke
Lemons	Castor-oil
Peas	Olive-oil
Raisins	Resin
Currants	Tar
Hides	Brick
Wool	Nails
Hemp	Glass
Flax	Yellow pine
Print cloths	Hemlock timber
Pig iron, Eastern	Carbolic acid
Pig iron, Southern	Hops
Pig iron, Bess.	Rubber
Unchanged.	
Barley	Lime
Bread	Spruce timber
Molasses	Alum
Salt	Bicarbonate soda
Beans	Caustic soda
Union leather	Nitric acid
Standard sheet'gs	Sulphuric acid
Ginghams	Phosphate rock
Steel rails	Alcohol
Bituminous coal	Paper
Petroleum, crude	



FREDERICK W. HINYAN.

pretty good indication that these attributes have been utilized to the fullest extent in the building up of the business structure he has reared.

**Business Jokes.**

The clerk who thinks the house can't do without him.

The salesman who has his trade personally cinched.

The buyer who cannot be fooled.

The credit-man who can always trust his intuition.

The stenographer who knows best what the old man ought to say.

The head of the firm who sticks to the way he always did it.

The customer who doesn't know what he wants.

The house that won't advertise because its goods are "different."

drop in the output of gold as reflected in the most recent returns from the Rand. Incidentally some comment has been occasioned by the allegation that retail prices for meats have not been noticeably affected by importations, to which some retail dealers rejoice that conditions are only working into a line that permits of profits after very high prices had rendered the business well-nigh profitable.

Out of the thirteen groups prepared by Government experts, seven display advances while five declined, and one, chemicals and drugs, did not show any change from February 1. Thus, more groups ascended than descended; yet the net result has been downward. Bread-stuffs took on strength, all (save barley, which fell

The neighbors throw rice at a young couple when they start on a wedding tour—but when they go housekeeping they borrow it back and then some.



## Mr. Grocer and General Merchant

You are in Grand Rapids to see the sights of the city

We invite you and your friends to visit our Modern Creamery at 232-242 Lyon street.

We want to show you the modern methods of making GOOD BUTTER.

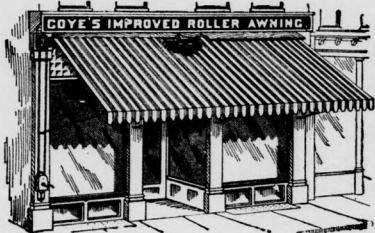
### **BLUE VALLEY BUTTER IS MADE FROM SELECTED CREAM**

We will show you every step from the time the cream is received until the butter is packed in sanitary cartons ready for the grocer and his retail trade.

## **BLUE VALLEY CREAMERY CO.**

## **AWNINGS OUR SPECIALTY**

Common Pull Up,  
Chain and Cog  
Gear Awnings  
Made to Order  
of White Duck or  
Stripes



Horse and Wagon  
Covers  
Seat Shades  
Large Umbrellas  
Oiled Clothing  
Couch Hammocks

**Chas. A. Coye, Inc.**

Campau Ave. and Louis St.

Grand Rapids

## *Valley City Candy Company*

*Successors to Valley City Supply Co.*

Manufacturers and Jobbers  
Exclusively of

### **High Grade Candy and Confections**

34 Ionia Ave. N. W.

GRAND RAPIDS, MICH.

We shall be glad to have  
you call on us

## Know Your City

Visit the

# Greater Grand Rapids Industrial Exposition

See the

**Products of Its 580 Factories  
In the Making and  
Ready for Market**

THIS SHOW IS

Educational

Entertaining

Entrancing

**NOT A DULL  
MINUTE**

**Tennessee Warblers  
Different Band Every Day**

**KLINGMAN BUILDING  
A Bower of Beauty**

**Music - Laughter - Instruction**

**APRIL 20 TO 25**

**Admission 25 cents**

**Children 15 cents**



**Grand Council of Michigan U. C. T.**  
 Grand Counselor—E. A. Welch, Kalamazoo.  
 Past Grand Counselor—John Q. Adams, Battle Creek.  
 Grand Junior Counselor—M. S. Brown, Saginaw.  
 Grand Secretary—Fred C. Richter, Traverse City.  
 Grand Treasurer—J. C. Witliff, Port Huron.  
 Grand Conductor—W. S. Lawton, Grand Rapids.  
 Grand Page—E. J. Moutier, Detroit.  
 Grand Sentinel—John A. Hach, Jr., Coldwater.  
 Grand Chaplain—T. J. Hanlon, Jackson.  
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.  
 Next Grand Council Meeting—Saginaw, June 12 and 13.  
 Michigan Division T. P. A.  
 President—Fred H. Locke.  
 First Vice-President—C. M. Emerson.  
 Second Vice-President—H. C. Cornelius.  
 Secretary and Treasurer—Clyde E. Brown.  
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

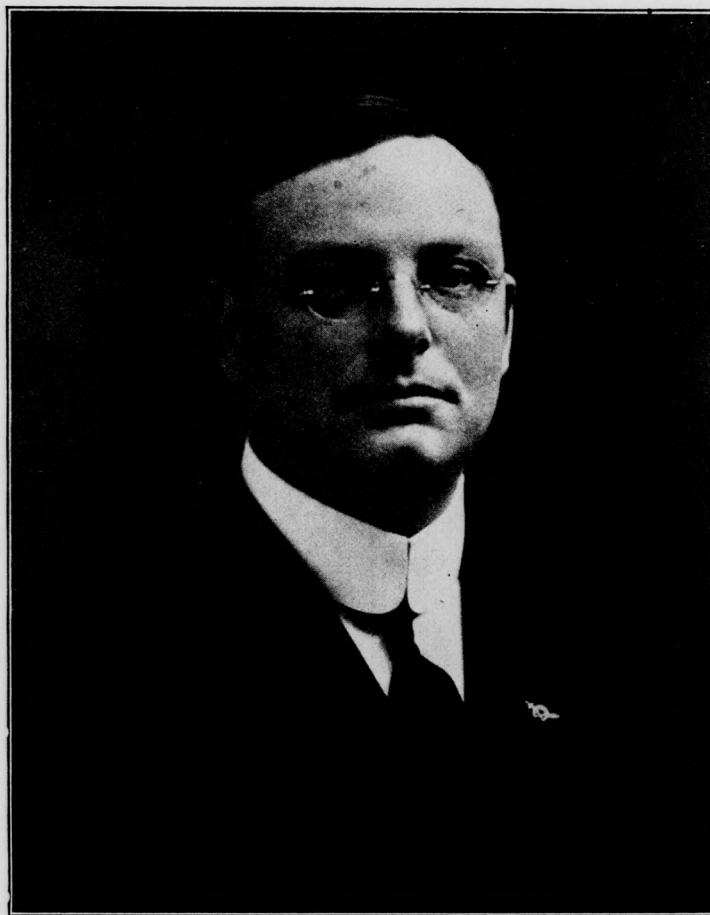
#### SUCCESSFUL SALESMEN.

#### H. D. Hydorn, Secretary Grand Rapids Council.

Harry Douglass Hydorn was born in Schaghticoke, N. Y., February 14, 1872. The family removed to Philadelphia when he was about four years of age and he distinguished himself in 1877 by falling off a bridge in Fairmont Park, where the Centennial Exposition was held in 1876, crushing his skull and breaking a leg and a collar bone. Six weeks in the hospital sufficed to make him as good as new. On his way home from the hospital he was nearly run over by a freight train, a park guard pulling him off the track just in time to save his life. In 1878 the family removed to Grand Rapids, where Harry was educated in the public schools, going as far as the eleventh grade. On his retirement from school he spent two years in the plating department of the Grand Rapids Bicycle Co. He then entered the employ of Perkins & Richmond, where he was promoted from office boy to manager of the photo supply department. He was house salesman as well, remaining with this establishment eight years. He then went on the road for Howe & Hall, of Chicago, selling photographic goods and covering the trade of twelve states. He continued in this capacity seven years, when the failure of the house compelled him to make a new connection. He thereupon engaged as salesman for the Quaker City Rubber Co., of Philadelphia, whose goods he sold in Michigan for four years. He then went on the road for the Republic Oil Co., with whom he remained two years. On the absorption of this company by the Standard Oil Co., he was engaged by

the latter corporation, with which he is still identified. He covers his trade regularly every thirty days.

Mr. Hydorn was married June 30, 1897, to Miss Pearl Parish. They have a boy 3½ years old and live on a beautiful twenty acre farm on



H. D. HYDORN.

West Leonard road, near the city limits, where he has specialized at different times in raising blue pigs, runner ducks, blue geese and purple roosters. He is a mason up to the 32d degree. A Shriner, Elk and has long been a member of the U. C. T. He has served Grand Rapids Council as Secretary for five and a half years. During his incumbency in office 300 members have been added to the organization, of which over 150 of the application blanks bear the name of Harry D. Hydorn. His sunny disposition, ready sympathy, resourcefulness and indefatigable energy have won him a warm place in the heart of every U. C. T. man in the State. His services have been appreciated to that extent that the members of Grand Rapids Council have unanimously endorsed him for Grand Treasurer. His name will be presented at the

next meeting of the Grand Council at Saginaw, in June, and, judging by the pledges that are coming in to him and to his friends from all parts of the State, the result is pretty nearly a foregone conclusion.

Mr. Hydorn has but two hobbies—base ball and boosting the U. C. T. He attributes his success to hard work and keeping everlastingly at it.

#### Macaroni as a Food.

The rank which macaroni holds as a food is shown by the following comparison: As an energy producer it outranks lean steak, for it contains 1,650 calories of energy to the pound, while the steak has but 950. While macaroni costs from ten to fifteen cents a pound, and contains only seven to ten per cent. of moisture

which is wasted, the lean steak contains seventy to seventy-seven per cent. of waste moisture. Comparing macaroni, further, with the ordinary vegetables, in point of view of energy, it is found that white potatoes contain but 365 calories, spinach 95, turnips 160, cabbage 115, onions 190, lettuce 65.

#### How Goldstein Was Beaten Up.

"Say," said a knowing Detroit, "did you hear about Jim Goldstein being beaten up?"

"No, what about it?" excitedly replied the other, as vision of a murderous attack came before him

Then the purveyor of information remarked, "Yep, his wife had to make an early train, so she beat him up this morning."

It is better to be a live man in a dead town than a dead man in a live town.

## 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.

## EAGLE HOTEL

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

## HOTEL CODY

EUROPEAN  
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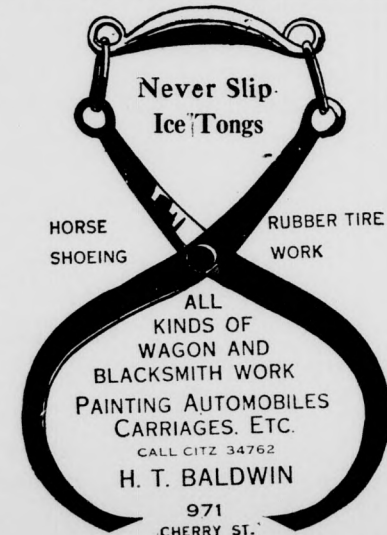
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## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, April 13—Learn one thing each week about Detroit: There are three factories making oak belting in Detroit for transmission purposes and they require the hides of over 125,000 cattle each year.

Detroit Council, No. 9, holds its regular monthly meeting Saturday night, April 18. On this night newly elected officers will carry on the work for the first time. Like the actors on the stage, they need the encouragement of a large and enthusiastic audience.

Pity the poor traveling men. Every traveling man who ever stopped at the Downey, at Lansing, will bear witness to the exorbitant charges made for service at that hotel and when the county was wet, too! Again, we say, pity the poor traveling men, or, rather, the houses which furnish their expense money. Ingham county has gone dry.

General C. R. Hawley, of Bay City, was in Detroit last week in the interest of his three stores. Within a day or two after his return home he left for a month's trip to Nevada, where he is heavily interested in the sugar business.

Nearly every home in Hong Kong has a cat. In the good old U. S. many homes have a hen. (Apologies to J. I.)

Sam Crow, of Hammond, Ind., won a fine farm in a land drawing and is now advertising for a wife. He ought to make a bird of a husband. Besides, owning a farm is enough caws for needing a wife.

C. H. Davenport, well-known merchant of Milan, was a business visitor in Detroit last week.

It is rather refreshing, after reading of the dire calamity that is about to envelop us—according to the Republican newspapers—to note that many business places are constantly enlarging and the factories in most instances in Detroit are running to full capacity, despite the calamity howls. The J. L. Hudson Co., already the largest department store in Detroit, has leased the buildings at 174-176 Woodward avenue, occupied by Leo Zuckerman and a candy store, for the purpose of erecting a ten-story addition. When the building is completed there will be a general re-arrangement of departments, with the possible addition or enlarging of others.

This is the week every time we make an o it looks like a baseball and every I like a baseball bat.

Lucky was the traveler who had a customer coming to Detroit the day the baseball season opened.

P. H. Aber, Ford City, is a city merchant in a small town—a merchant who, with his up-to-date ideas and methods, would make as great a success in a large city as he is making where he is located. Aber recently installed a new front in his store and he has now followed that improvement with several new and up-to-date fixtures in the interior. He has also added a new adding machine to his office equipment.

It takes the old hens to hatch trouble.

The union has declared the strike off in the U. P. Just like declining anything to eat after a big meal. In the meantime, Moyer's salary continues to arrive on schedule time.

August Loeffler, Wyandotte, veteran dry goods merchant, paid Detroit a visit last week in the interest of his store.

Before thinking of reserved seats in the grandstand, do not forget what you will receive from your wife's milliner on the first.

Jacob Kosofski has opened a dry goods store at 1057 St. Aubin avenue. Mr. Kosofski will carry a general line, including men's and ladies' furnishing goods.

Gordon Tavits (Burnham, Stoepel

& Co.) is the owner of a new Ford car which he is using in his work as city salesman. And Gordon is some city salesman, too.

J. E. Bullock (Henkel Co.) and member of Cadillac Council, No. 143, is all smiles over the arrival of a new bill of expense in the shape of an eight pound boy. The young ball player arrived at Mr. Bullock's home a week ago Tuesday. Mr. and Mrs. and "Kid" Bullock are all doing well and we wish at this time to extend congratulations in behalf of the boys of the road—and the Tradesman.

Next to wanting to write a spring poem, baseball is the hardest thing for us to eradicate from our mind.

Custodian of Funds E. H. Reattoir, of the Traveling Men's Death Burial Fund Association, announces that nearly eighty members are enrolled to date. If the members of Cadillac Council were to look into the matter, there is no question but that the membership would be 400 instead of eighty.

J. L. Bowlby, member of Cadillac Council and representative for the Harry Watson Cigar Co., Flint, has moved to Grand Rapids. In behalf of 700,000 Detroiters, we wish to extend our heartfelt sympathy to Mr. Bowlby.

To the new management of the Holland Hotel, at Holland, we wish to suggest that the law is being violated, inasmuch as individual textile towels are not being furnished for the use of the guests. The present management has but recently taken over the hotel from a dead-beat and has signified its intentions of doing all in its power to please its patrons.

Samuel Faulkes, representative of the F. W. Card Co., of Mansfield, Mass., died Sunday in the Manufacturers' Hospital, from injuries received in an automobile accident about two weeks ago. Mr. Faulkes is very well-known in Detroit, where he has been making his headquarters and his many friends will be shocked to hear of his untimely end. His family reside in Mansfield, where his body has been sent.

Mr. Porter, of the Porter Clothing Co., Howell, was in Detroit on a business trip last week.

Referring back one month, we find over the signature of Will E. Sawyer: "As we glanced over the banquet table, we decided that members of Grand Rapids Council, No. 131, had been as successful in getting the land's fairest as in getting in orders for their firms." Nothing unusual, only every traveling man knows how successful he has been in getting orders the past sixty days.

At the meeting held by Cadillac Council, No. 143, last Saturday night, the lead they had secured over Grand Rapids Council, No. 131, was further strengthened by the addition of four new members. The candidates who took the obligation were C. J. Chad-dock, W. B. Downing, Charles P. Hailey and F. W. Moran. One of the features of the evening was the work as exemplified by the officers who occupied their respective chairs for the first time (Secretary excepted). The entire work was carried on without a ritual being brought into play. Cadillac Council also wishes to announce that it will make a strong effort to capture the baseball loving cup at the Saginaw Grand Council meeting, and, as the writer understands it, whether Cadillac does or does not bring it back, the cup is coming back to Detroit—which means that another Detroit Council will have something to say about the matter.

Being unable to attend the opening game many (of us) believe poverty is what Sherman said about war.

L. H. Sheetz, former Detroit representative for the Grinnell electric cars, later moving to Fort Wayne, where he handled another make of car, is again back in Detroit where he will again handle Grinnell electrics. Mr. Sheetz has acquired the reputation of being

one of the best young automobile salesmen in Detroit, which is some reputation, considering the remarkable crop we have in Detroit. The many friends of Mr. Sheetz are pleased to hear of his return.

At least, laughing up one's sleeve is made much easier when wearing a bal-macaan.

B. Leader, who formerly conducted a dry goods store at 1357 St. Aubin avenue, has opened a store at the corner of Theodore and Grande and will carry a general line of dry goods.

W. A. Garrett, new chief executive of the Pere Marquette railroad, says what the road needs most at this time is friends. We know of nobody on earth who could be better friends than the traveling men. Knocking at this time will do no good but instead, will do more harm. The traveling men more than any other class, can, by boosting, do the Pere Marquette—and Michigan—an endless amount of good. Everybody boost!

B. C. Post, who conducts a general store in Belleville, was in Detroit last week, looking over the new lines, with an eye to freshening up his stock of goods.

Mrs. Charles Deutscher, of Saline, was a Detroit visitor the past week.

Henry Heinzelman, member of the clothing and furnishing goods firm known as George and Henry, owning two stores, one on Gratiot avenue and the other located opposite the Cadillac Hotel, is again able to be about, after an illness that incapacitated him for the better part of a year. Mr. Heinzelman is well known in Grand Rapids, where he made his home before coming to Detroit. With his return, the management of the Michigan avenue store has assumed new activities, the entire front of the store having been remodeled and a solid plate glass front the entire length and width of the store installed.

The Detroit Retail Hardware Dealers' Association, at a meeting last week, decided to hold the annual picnic at Sugar Island on July 17. O. J. Darling is Secretary of the organization.

Morris Seitner, manager of Seitner Bros., Bay City store, owing to poor health, has been taken to the hospital. At the present writing he is doing nicely, but his condition is such that he will be unable to leave the hospital for some time.

David Scheyer, department manager for A. Krolnik & Co., accompanied by his wife, will leave New York, April 25 on the steamer Berlin, for an extended trip to Europe, returning about July 15.

Calamity howlers, attention! The Mercer Company (automobiles), was obliged to buy a huge tent to have room to assemble its cars, the increase in business being so great that its present factory was not large enough to do the work. And the Mercer Company is not the only company in Detroit which is rushed with orders.

J. S. Hoffman, who for a number of years has conducted one of the leading clothing stores in Monroe, was in Detroit on business last week.

Detroit is to have a new million and a half dollar addition to its Post Office. Being a Government job, this should mean steady work for the next fifteen or twenty years for somebody.

J. F. Hartz, of the J. F. Hartz Co., has just returned from an extended Eastern trip and is in the pink of condition. Mr. Hartz visited his various stores, which are located in Toronto and Cleveland (and Detroit). The J. F. Hartz Co. deals in hospital and surgical supplies, but Mr. Hartz does not depend entirely on this business, for his income tax bothers him. He is heavily interested in the Williams Pickle Co. and the Hall Lamp Co., both of Detroit.

Mrs. John Murray, who tripped over a rope, fracturing her knee cap a couple of weeks ago, is resting easily at her home and if no unforeseen incidents occur, she will soon

be able to be up and around again.

No sooner is the foundation laid for a new million dollar Statler Hotel than along comes the announcement that Detroit is to have a new fifteen-story bachelor hotel to be built on Adams avenue, East, overlooking Grand Circus Park. The new hotel will cost about a million dollars and will be known as the Park View Tavern. At the present time three large hotels are being erected in Detroit, not counting the addition to the Tullar Hotel.

L. Cohen has opened a new and up-to-date dry goods and furnishing goods store at 551 Oakland avenue.

We note in last week's issue of the Tradesman that I. F. Hopkins was appointed Zenzavesta in the Ancient Mystic Order of Bagmen of Bagdad. We haven't the slightest idea what Zenzavesta means, but Hopkins ought to make a good one.

We like the name of the new organization very much. It is a great little space filler.

F. C. Wheeler, general merchant at Salem, was a Detroit visitor last week.

Most couples are happily married—but it is after they are married that counts.

E. C. Smith, of E. C. Smith Co., Ovid, was a business visitor in Detroit a few days ago.

When a man feels sorry for the woman who did not marry him, it is because she did not get a husband as good as himself.

John Van Tatenhove, of Holland, writes down to tell us that Pete Boter has brought forth his bucking auto and is now prepared to fight the toughest fences in the State.

We hope Peter won't overlook his license next Fair time.

Louis McKnight, clothing and furnishing good dealer, 1132 Mt. Ellfott avenue, has added a men's tailoring department to his store.

Leroy M. Gibbs, who for the past three years has held the position of business manager of the Detroit Board of Commerce, has resigned and has accepted a position as Secretary of the Commercial Club of Sioux Falls, S. D. Mr. Gibbs leaves many friends in Detroit who regret to see him leave the city, but are pleased to know that the new position opens a broader field of opportunity to him. While acting in the capacity of business manager of the Board of Commerce, he fulfilled his duties in such a manner that offers to go elsewhere were inevitable.

The Neale-Pulsifer Co., which opened an exclusive haberdashery store in Battle Creek a few weeks ago, is composed of two young men who have lived in that city for a number of years and have had a wide experience in the furnishing goods business. Their many friends should stand them in good stead, now that they have embarked in business for themselves. Judging from the reports of the business they are doing, the friends are loyally sporting them.

Every American citizen has an equal chance to make his mark—on election day.

H. House, general merchant at Deerfield, was in Detroit last week.

Jake Speier (Burnham, Stoepel & Co.) cries out: "Say what you will about me in your columns, but spare my child." You know, Jake has a good kid, too.

John Wood, of the John Boydell Bros. Paint Co., and wife, Mrs. John Boydell and Mr. and Mrs. William H. Witherspoon, have just returned from a vacation spent in Dakota. The party left Detroit three months ago and spent the entire time in Dakota.

It is pretty hard to kid a trust. Because Captain Kidd originated them.

Grand Rapids Knows How. Next week you can see for yourself.

Congratulations to 131.

James M. Goldstein.



## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, April 13—The firm of Morrish & Miner, druggists, is being dissolved. This is one of our leading drug stores and as both parties are hustling, enterprising young men, the dissolution is somewhat regretted. Mr. Morrish has taken over Mr. Miner's interests and will be found at the old stand with the usual smile and cheerful disposition which have helped build up the business to the success it has attained. Charles Miner, former partner, has not as yet laid any plans for the future, but he is going to enjoy a well-earned rest meanwhile and it is hoped by his many friends here that we will decide to stay at the Soo, as he has always been successful in his business career and his pleasing manner has made him many friends who wish him the best of success.

C. O. Pregitzer, Assistant Manager for the Cornwell Beef Co., left this week for his home in Lower Michigan. He expects to meet his brother there to attend a family reunion. This is the first time Mr. Pregitzer has been home in the past four years. He expects to be back on the job within the next few days.

The heavy snow storm which covered the Soo last Thursday and Friday has made good sleighing again throughout Chippewa county and the farmers are bringing in large loads of hay which makes lively times around the shipping station.

From present indications there will be a late opening of navigation on the lakes this season and from the present outlook there will be only about 80 per cent. of the ore carried this year as compared with last year. It is reported that the big steel mills will not make an unusually large demand for ore this season, as they have a large storage of ore on hand and will consume that before more is purchased and in this congested condition no probable selling price can be suggested at the present time. On account of the unsettled conditions and the belated start, less men will be employed in all ports and on all carriers of the Great Lakes. This decrease will be felt at the Soo to a certain extent as there is more or less extra work here when navigation is opened when the boats are carrying their full capacity and making regular runs.

Our Michigan Slim landed in the Soo last week apparently none the worse for making the tour. He reports as having made an extended trip South and East and had a fine time. He reports as being very much dissatisfied with the Soo hockey team this year and did considerable criticizing about the umpire. Michigan Slim has a new receipt for cheap traveling which he will place upon the market in the near future. While away he took in Buffalo, Cleveland, Toledo, Battle Creek, Kalamazoo and Detroit and reports his entire trip as only costing him 47 cents. He also states that he used no mileage books, neither did he have a pass. This hold the Upper Peninsula record for cheap traveling and as there are few here from Missouri, the residents are willing to take his word.

Mr. and Mrs. D. H. Molony have returned to the Soo after having spent the winter in Florida. They report having had a most delightful winter and Mr. Molony is getting squared away for the spring rush at his clothing store and his only regret is that he was not able to bring back more alligators as souvenirs for his many friends here. He states that he has arranged for a larger supply next winter.

The robbers in the Upper Peninsula are getting very proficient in their art and seem to be making a specialty of the Soo line during the past week. Their last hold-up took place at Gladstone, while the waiting room at the Soo line depot was crowded with people. Two armed robbers walked in and politely

asked the agent, Mr. Anderson, to hand over \$700 and, after being accommodated, without further delay the bandits left without registering or giving their future address and nothing has been heard of them since. The remarkable part of it was that those in the waiting room knew nothing of the matter until it was all over.

The Y. M. C. A. held its fifth annual banquet Wednesday last. There were nearly 200 guests, composed mostly of our prominent business men, who listened to the yearly report of the secretary which shows the Soo Y. in a very healthy condition and making much progress. It is expected that in the near future the Soo will be able to start building a place of its own which will be equal to that of any city of its size. Dr. Barker, who for four years was President Taft's physician and since the change in administration has been traveling, giving lectures on health and sex hygiene, gave a very interesting talk which was very much enjoyed by all present, and it was also very instructive and profitable to the business men as well. The Doctor is educating the people how to live to be 100 years old. Strange to say, there are many Sooiters who are willing to live that long.

The Newberry enthusiasts have organized the Taquamenon Boat Club, which was formed by the owners of launches plying the Taquamenon River. The principal object sought to be attained is the preservation and propagation of wild animal life along the stream and the improvement of the channel between Newberry and the Falls. The Taquamenon is one of the most beautiful streams in the State and in past years its shores have abounded with all kinds of wild animal life. The members of the Club will, by their example and influence, undertake to create a public and popular sentiment against the practices which are depleting wild animal life. The Club proposes to clean the stream of all obstructions and to provide docks at the popular landing places and later will probably build a club house at what is known as Dead Man's Farm.

Some months ago the Tradesman announced the formation of a new firm in the dry goods and clothing business here by the name of Callaghan & Kohn. This combination, however, was not a permanent affair and Mr. Kohn has decided to withdraw. Mr. Callaghan, the remaining partner, will continue in the business.

Principal Grant, of Queen's University, Kingston, is to appear before the Canadian Club on April 16 to discuss the Canadian and American boundary subject which will be very interesting.

The Michigan fish car is to spend several weeks in the Upper Peninsula in the near future making its headquarters at the Soo. F. Westerman is in charge of the car and has two assistants. Wolverine is the name of the car which is practically new on the road. It is thoroughly equipped, besides having everything handy for caring for the millions of fish which are carried. It is also equipped with commodious living rooms. Harry Marks, the local manager of the Fish Hatchery here, is still indisposed and A. J. Walcott is in charge meanwhile. Mr. Marks has been in the employ of the Commission for the past ten years and is well known in the Upper Peninsula and his many friends regret to hear of his illness, and wish him a speedy recovery.

The many friends of W. H. O'Neil are pleased to note that he is able to attend to business again, after being indisposed for the past six weeks. Mr. O'Neil has had a long siege. As he is of a jovial disposition, he was greatly missed during his absence.

According to a report received from Mayor Handy and City Attorney McDonald, who returned from Washington last week, the International Joint Commission has assured them that the dam across St. Mary's river over the Rapids will be completed this year. They also urged that the application of the Michigan Northern Power Co. for permission

to construct compensating works on the river here be granted. It is understood, also, that the opposition of the Lake Carrier's Association and that of a number of Lake Superior port cities will be satisfied by the amendment of the regulations concerning the proposed works. The Michigan Northern Power Co., of this city, and the Algoma Steel Corporation, of the Canadian Soo, will each construct its portion of the proposed dam and series of gates. It is understood that both companies are now ready to start construction work. Under the grant of the Joint Commission, each company will be entitled to an equal flow of water for power purposes, the cost of constructing the compensating works to be applied as rental for water power. This will make considerable difference in the appearance of the rapids that have so long been one of the principal sights here, but the dam will be equally as interesting and will probably draw many more visitors this year in consequence.

Con Sullivan, one of Chippewa county's leading business men is going into the live stock business. He has stocked his place at Strongs with thirty-four head of hogs and, if the experiment is a success, he will go in on a larger scale, as he is satisfied that Cloverland is the proper place for stock raising.

The Michigan State Telephone Co. has just completed the new system which is now in operation. The cutting in on the new switch board was made Saturday night, the changes being made without much inconvenience to the patrons and everything was working smoothly in a few minutes. This fulfills a long-felt want here which will be greatly appreciated by the patrons at the Soo.

Navigation between the Soo and Payment opened April 11, when Kibby & Shields' launch, Leora, made the first of its regular trips. The old channel is clear of ice all the way down, so that they are able to make the trip in less than three hours.

There is much rejoicing by the residents of Dafter over the appointment of a station agent by the Soo line.

Andrew Easley, of Houghton, is at present working out a design for a hat that he expects to be a successful enemy of baldness. He has, through his long experience as an observer of the scalp conditions, during which he has grown almost totally bald himself, come to the conclusion that it is the exclusion of sunlight from the hair that causes baldness, so that he has prepared a sunlight hat with a glass top which he thinks will have a beneficial effect on bald heads; also save the present generation from becoming bald.

The first cheerful news of the season before the opening of navigation is the report that, in spite of conditions to the contrary, three train loads of ore have been delivered at the local Northwestern yard at Escanaba. The first ore train of the season arrived on Wednesday and was followed by two more trains of forty-five cars each. It is evidently the intention of the officials to fill the local ore yards before the shipping season is started. This is somewhat unusual to what they have been doing in former years. Little Bay DeNoquet is still covered with ice, but open water can be seen, approximately three miles out on Green Bay, and a heavy wind with a few warm days will probably break up the ice. The Northwestern is showing unusual activity this spring in preparing for the movement of ore for the active shipping season.

Wm. Isaacs, the old reliable butcher of Rudyard, was a city visitor to-day and reports considerable activity in the commercial lines at Rudyard. They are figuring a big season this year and the merchants feel very optimistic and a good summer is looked for.

Marquette reports five big deer hounds at an abandoned lumber camp. These were killed by Deputy State Game Warden Herman Leisner. The animals have been preying on the deer and doing as much damage as a pack of wolves. Mr. Leisner states that all dogs known to be deer killers will be shot on sight.

A daring robbery was committed at Kenneth last week, when one of the mail pouches for the East was ripped open with a knife and letters containing several hundred dollars in registered letters and money orders taken. There was also other mail extracted from the pouch and destroyed. As is the usual custom, the pouch was hung on the catcher for the mail clerk to grasp as the train passed and it was while it was hanging there that the theft was committed. The United States Post Office Inspector was immediately put to work in an effort to locate the thief. It is understood that he has now been joined by three outside men who are now in this territory.

W. G. Tapert.

## Honks From Auto City Council.

Lansing, April 13—Our Council will give a May party to its members and friends Friday evening, May 1, at K. P. hall. The very finest music has been secured for the occasion and a splendid time is assured.

Hanks Brothers have opened a new cash grocery on Hickory street, near Penn avenue. They will also continue their well established business on High street.

Chas. Nesen (National Grocer Co.) has received his rough rider from the painters who have had it in "charge" for the past three weeks, during which time considerable improvement has been made in the outward appearance of the thing, but it still retains its old habit of running shy of gasoline between 11 p. m. and 1 a. m. and causing its owner any amount of trouble hunting up owl garages.

L. L. Zackarias (O. P. Dewitt & Son, of St. Johns) paid the writer a very pleasant visit recently and, incidentally, "swapped" a few hunting stories.

Five bran new members were initiated at our last meeting: C. Lodine and Evart Schults, of J. I. Case Co.; H. Jacqueman (Ziegler Cigar Co.); L. Gibson (Embalming Fluid Co., of Hartford, Conn.) and L. C. Dye (Jackson Paper Co.) Each one is a clean cut, energetic booster and an honor to our Council.

I. K. Jacobs (National Cash Register Co.), formerly of Traverse City and a member of 361, visited our Council April 5 and, at the close of a brief but interesting speech, promised to transfer his membership to Auto City Council.

Wm. Gorsline, of Battle Creek, is again holding down the Grand Trunk cushions, after a three weeks' illness.

Auto City Council can now boast of its Dye stuff as well as No. 253. L. C. Dye, one of the newly acquired members of our Council disclaims any personal knowledge of blood relation between himself and Charles R. Dye, of Battle Creek fame, but we hasten to explain that neither has any reason to be ashamed of the other.

E. H. Simpkins (Perry Barker Candy Co.) has blossomed out with a bran new hat and an up-to-date factory built Reo automobile. Short-tailed bulldogs will not be allowed to ride in this car.

It is mighty strange how four Lansing drummers and one traveling salesman from Jackson can sit in a rum game all the way from Durand and each and everyone be winners.

H. H. Baumgartner (Peninsular Stove Co.), one of our recently acquired members, gave us a very interesting and scholarly address at the close of our last Council meeting. Come again, Brother B., we need more along the same line.

Much credit is due our Ladies Auxiliary for the marked increase in attendance of our Council meetings. The Bohemian suppers which they serve are becoming regular banquets.

Who said Pfander had the mumps?

H. D. Bullen.

A red nose may be no conclusive evidence of inebriety, but it carries much of the burden of proof.

If marriage is a lottery, that may explain why the law interferes in so many cases.



**GREATER GRAND RAPIDS.**

**Final Word Regarding the Exposition Next Week.**

When the greater Grand Rapids Industrial Exposition, which takes place in the Klingman building April 20 to 25 goes down into history as an accomplished fact, it will be conceded that when the members of Grand Rapids Council undertake to do anything they do it right. Not only that, but the citizens of Grand Rapids, individually and collectively, will owe the commercial travelers a vote of thanks for having placed the metropolis of Western Michigan on the map as it should be placed, not only as the Furniture City, but one of the most prosperous industrial, financial and commercial centers in the Middle West, the products of whose factories are diversified and with worldwide markets. The idea of visualizing the four principal factors which go to make up the present prosperity of the fair Second City has struck a responsive chord in the breasts of our citizens.

It is doubtful if there is a general conception of the magnitude of the exposition. The entire space of the first floor of the Klingman building has been given over to the display and more than 50,000 square feet of space will be occupied in showing the public what is made in Grand Rapids, and how it is made. Some idea of the comprehensiveness of the event can be formed from the list of those who will exhibit. It will be seen that more lines of industrial and commercial endeavor are represented than many believed existed in Grand Rapids. The list is as follows:

- Alabastine Co.
- Allenized Water Co.
- Association of Commerce.
- Austin Auto Co.
- Barlow Bros.
- Barrett Adding Machine Co.
- Bel-Car-Mo Nut Butter Co.
- Bixby Office Supply Co.
- Blue Valley Creamery Co.
- Bodbyl, John.
- Brown & Sehler.
- Brummeller & Sons, Wm.
- Carpenter-Udell Chemical Co.
- Clipper Belt Lacer Co.
- Citizens' Telephone Co.
- Consumers Ice Co.
- Corl-Knott Co.
- Couple Gear Freight Wheel Co.
- Crabb & Hunter.
- Coye, Chas. A.
- Danbury Hat Co.
- Dickinson Tree Dentistry Co.
- Differential Clock Co.
- Filtration Plant
- Folgers
- Fox Typewriter Co.
- Forbes Stamp Co.
- Friedrich Music House
- Furniture City Brewing Co.
- Faber, Chas.
- G. R. Electric Piano Co.
- Goodrich Transportation Co.

- Graham & Morton Co.
- G. R. Belting Co.
- G. R. Chair Co.
- G. R. Brewing Co.
- G. R. Clock & Mantel Co.
- G. R. Display Equipment Co.
- G. R. News.
- G. R. Upholstering Co.
- G. R. Handcrew Co.
- G. R. Vulcanizing Co.
- G. R. Sticky Fly Paper Co.
- Gunn Furniture Co.
- Hot Blast Feather Co.
- Hopson Co., W. C.
- Hartmann Foundry Co.
- Heilkman Soft Drink Co.
- Hazeltine & Perkins Drug Co.
- Hardware Supply Co.
- Hegeman Machine Works.
- Hirth, Krause Shoe Co.
- Herold, Bertsch Shoe Co.
- Handy Press Co.
- High Grade Incandescent Lamp Co.
- Hekman Biscuit Co.
- Imperial Furniture Co.
- Ideal Clothing Co.
- Johnson Cigar Co., G. J.
- Jarvis Co., W. B.
- Jennings Mfg. Co.
- Kelly Ice Cream Co.
- Killinger, A.
- Kindel Bed Co.
- Luce Furniture Co.
- Lowell Mfg. Co.
- Leonard Refrigerator Co.
- Michigan Lithographing Co.
- Michigan Chair Co.
- Moffitt Sales Co.
- M. B. M. Shirt Co.
- Muskegon Interurban.
- Musselman Grocer Co.
- Marietta Stanley Co.
- Michigan Wheel Co.
- National Liquid Soap Co.
- National Piano Mfg. Co.
- Natural Joint Limb Co.
- Nichols & Cox Lumber Co.
- O. & W. Thum Co.
- Proudfit Looseleaf Co.
- Peck Johnson Co.
- Peterson Brewing Co.
- Powers & Walker Casket Co.
- Preferred Life Insurance Co.
- Quinn Stationery Co.
- Roseberry-Henry Electric Co.
- Rhodes Furnace Co.
- Rindge, Kalmbach, Logie Co.
- Rapid Heater Co.
- Rose Label Machine Co.
- Rason & Dows.
- Ranville Co., F.
- Reynolds Asphalt Shingle Co., H. M.
- Rademaker-Dodge Co.
- Sligh Furniture Co.
- Stickley Bros. Furniture Co.
- Stow-Davis Furniture Co.
- Simplicity Co.
- Sargent Vanden Berg Basket Co.
- Tisch Hine Co.
- Thomas Canning Co.
- Van Westenbrugge & Erb.
- Valley City Plating Co.
- Wilmarth Show Case Co.
- Worden Grocer Co.
- Weatherly, C. S.
- Wright Corset Co.
- Wagemaker Co.
- Wolverine Brass Co.
- J. W. York & Sons.

Is it not an event of which Grand Rapids should be justly proud?

Another instance of the recognition of the fitness of things shown by the commercial travelers who are behind this event simply for the purpose of boosting Grand Rapids and Western Michigan is the completeness of arrangements.

The exposition will open Monday with a military escort to the Governor, consisting of the Grand Rapids Battalion, hospital corps and Second Regiment band of the Michigan National Guard, under the command of Major Earl R.

Stuart, starting promptly at 7:30 from the Hotel Pantlind.

It has been arranged to troop the National and State colors in salute to His Excellency, Governor Woodbridge N. Ferris, who will be accompanied by Mayor Ellis, after which the Governor will review the troops at a convenient point on Monroe avenue.

The militia will then parade up Monroe avenue, south on Division avenue, circling Monument Square, down Monroe avenue to Michigan street, to Ottawa street and thence to the Lyon street entrance of the Industrial Exposition building.

The Governor will be met at the Pantlind Hotel by a special reception committee consisting of O. W. Stark, chairman, Fred E. Beardslee, Senior Counselor Grand Rapids Council, J Harvey Mann, Walter S. Lawton and H. W. Harwood, Exposition Trustees, and Paul Leake, Publicity Manager. Mr. Harwood, at the exposition, will introduce Mayor Ellis, who in turn, will introduce Governor Ferris. The Governor will formally open the exposition with a special address.

**Jaunty Jottings From Jackson.**

Jackson, April 13—Another year starts and the start is of the 57 kind. Jackson Council has some claim to that number 57 and always does it full justice, too. Senior Counselor S. E. Lewis presided just like an old hat feels on your head and seemed perfectly at ease. Three new members for the first meeting is not a bad start at all and especially when you get the type of men who took our obligation last Saturday night. We might do well to tell their names, for we are proud to have you know L. B. Keenan, Dalton Hotel, Jackson, representing Sharples Separator Co., Chicago; S. E. Whitman, 303 East Main street, with Bates Proctor Co., Lansing, and Virgil R. Chambers, 202 North Dwight street, selling for E. J. Beach & Sons, Chicago. Two of these brothers received long distance calls while they were evolving into the U. C. T. blossom, which speaks well of their thirst for business. Then, too, the social session was auspicious for being drama night and in charge of the Ladies Auxiliary and just before Easter Sunday, the opportunity was improved for launching the styles (in millinery) in vogue for this season. The pattern displayed by Mrs. Howell was all that could be asked for by any woman. The programme for the evening was as follows:

- Violin Solo .....Miss Guili' Badour
- PARLIAMENT OF SERVANTS.
- Comedy in One Act.
- Cast of Characters.
- Mrs. Serophina Gray, Ephie M. Southard
- Mistress of the House.

- Mrs. Angelina White, Myrta Irene West
- A Caller.
- Mary O'Hooligan ... Ida Medora Gibson
- Mrs. Gray's Servant.
- Trudel Schmidt .... Mariel Jessie Stone
- Applicant who wants to be taught how.
- Annabella Estella Darling, .....
- Elizabeth Bernice Howell
- Leader of the Servants, the Spl-leer.
- Hepzibah Strout .. Flora Susie Kimball
- An Applicant who knits wash cloths.
- Maggie Callagan, Florence Belle Rowley
- An applicant who peels watermelons.
- Lydia Ann Porter, Anna Sheridan Kirby
- An applicant who believes in feeding her gentleman friend well.
- Scene—Mrs. Gray's Parlor.
- Costumes from Grass Lake.
- Dialogue—The Sick Doll.
- Lillian Tompkins, F. Tyler Howell
- Reading—Gordon's Return .....
- .....Mrs. Frank R. Southard
- Solo ..... Mrs. E. G. Tompkins
- Reading—Timothy Black .....
- ..... Mrs. Ralph Day Howell

A feeling of sorrow came over the meeting when announcement was made of the untimely death of our Supreme Conductor, Louis E. Vallóft, of New Orleans. Mr. Valloft was considered one of our brightest men and was a gifted and accomplished orator.

John H. Long, city salesman for the Crown Paper and Bag Co., has purchased fifty acres of land just east of the city. This will be platted into one acre farms and Jackson is bound to be an agricultural center in the near future.

Geo. A. Pierce, sales manager for the Schmid Chemical Co., Chaplain of Jackson Council, No. 57, will locate in Grand Rapids, his former home, for a few weeks. Special work and recreation, both at the same time, is how we understand it.

Frank L. Day is now selling the celebrated Milburn wagon. A good wagon and a good man to sell it and the railroads will now have more freight to move into Southern Michigan. He has Southern tier of counties.

No more climbing of old stairs twice a year in Jackson, in order to pay your taxes. The city offices are now located in the Miner block, corner of Main and Mechanic streets and elevators at your service.

W. M. Kelly is the proud possessor of a new Hudson six. He and his family think this the best of spring tonics.

Past Counselor Ray G. Pringle is a happy man nowadays. Mrs. Pringle and his son, Harold, have returned from the South, where they spent the winter for Harold's health. The effort paid, for Harold certainly is all boy now.

Then take the firm of Church & Broas, grocers, Albion. Two years ago they moved into their own block, all fixed and fussed up, according to their idea of what it ought to be. It is a model for appearance and handy for handling their large business to the best possible advantage. Church & Broas have been in business in Albion for several years and of them we can write the word success, for they were the clerks of yesterday and are substantial merchants of to-day. Spurgeon.

**"THOMAS" Pork and Beans Tomato Sauce**  
**"THOMAS" Red Kidney Beans**  
**"THOMAS" Sauer Kraut**

**"MADE IN GRAND RAPIDS"**

**By the latest approved sanitary methods and sold in every State in the Union.**



**Doings in the Buckeye State.**  
Written for the Tradesman.

Youngstown will try the city garden plan, similar to the work that is done in Cleveland, the Park Commission directing the utilizing of vacant lots in raising vegetables and flowers.

Mayor Rockwell, of Akron, has word from Frank S. Howard, of Aurora, Ill., offering to establish a factory there for the manufacture of asphalt roofings, provided suitable buildings or site can be found.

The Livingston Dry Goods Co. has been incorporated at Youngstown, with \$10,000 capital.

West Side merchants of Cleveland held a rally, with "Be a rooster; crow for the West Side" as the keynote. There are 50,000 families living west of the river, and the 4,000 retail merchants there are after their share of the buisness.

Members of the Common Council of Cleveland have made a survey of the East Side slums and it is announced that a group of citizens will raise \$1,000,000 to wipe out the tenements. A commission has been appointed to make a scientific study of the causes of disease, poverty and crime and is beginning its work.

Building operations in Cleveland for March, surpassed records for the month during the past five years.

A Chamber of Commerce has been organized at Canton, with H. H. Timken as President. The Board of Trade and Business Men's Association will be merged in the new body and big results are expected.

Cleveland officials and the railroads are still negotiating plans for the new union station. The railroads now want to make a 900-foot fill in the lake, between E. 12th street and E. 26th street

The Greater Dayton Association is discussing the advantages of a more liberal use of window boxes throughout the business district, these exterior decorations adding interest and charm to a city.

The union of painters, decorators and paper hangers at Dayton, adopted a new wage scale, to take effect April 1, but the men fooled the union leader grafters and refused to walk out. The new scale declared for an eight hour day, at 45 cents per hour, with recognition of the union. The old rate was 40 cents an hour for nine hours, open shop. Contractors refused to consider the demand since they entered into contracts for jobs on the old basis and could not change without loss of money. This view was also taken of the matter by the men, also the fact that they had been provided with work during the winter when business in all lines was slow.

Almond Griffen.

**Doings in the Hoosier State.**  
Written for the Tradesman.

United States engineers are at work on the preliminary survey for the Toledo, Ft. Wayne & Chicago barge canal and have opened offices in the Federal building at South Bend.

A campaign to wipe out hog cholera in St. Joseph county will be inaugurated April 16-17, and Purdue experts will conduct meetings of farmers in every township. Indiana produces

about 5,000,000 hogs annually and losses from cholera are increasing.

The Ft. Wayne Retail Merchants' Association has appointed a committee with Frank J. Rahe as chairman, to report on a plan for the early closing of stores during the summer months.

The Bell Telephone Co. raised its rates 25 per cent. in South Bend, having reached the required 5,000 telephones in the city. Some telephones have been taken out, it is claimed, since the raise and the Board of Public Works is discussing a plan of investigation.

A tangle of the Bell and the Farmers' Mutual Telephone lines at Avilla is being straightened out, the Bell agreeing to sell its holdings to the Mutual for \$3,100, and also to furnish an outside toll connection. The sale must be ratified by the State Public Utilities Commission.

"Put Evansville on the ocean" is the new slogan adopted by business men of that city. The Government will be urged to canalize the Ohio river between Evansville and Cairo, making Evansville a seaport within five years, with the benefit of the new trade which the Panama canal will bring.

A public health conference will be held at South Bend, April 15, with talks by leading experts of the country.

The Mossman-Yarnelle Co., of Ft. Wayne, has purchased the stock and good will of the Chas. H. Albrecht Co., of Cincinnati, the stock including vehicles and heavy hardware, for \$75,000. The Cincinnati store will be continued for a time.

Almond Griffen.

**What Some Michigan Cities are Doing.**  
Written for the Tradesman.

April 24 will be a civic holiday in Ludington, for the purpose of improving the lake front park. The affair is under direction of the Million Dollar Harbor Club.

During the past year Kalamazoo completed five miles of sanitary sewers, three miles of storm sewers, and three miles of pavement. The city now has sixty-one miles of sanitary sewers, fifteen miles of storm sewers and twenty-one miles of street pavement, one-fifth of the streets within the city limits being paved.

Battle Creek defeated the gas franchise and park bonds but voted in favor of a new jail building at cost of \$20,000.

Cadillac voted to bond for a sewage disposal plant.

Owosso has adopted a milk ordinance and all dealers in milk or cream must secure a license.

A booster banquet for the baseball team of Bay City will be given at the armory April 30, under the auspices of the Board of Commerce and the Ad Club.

Esconaba faces a building boom this spring. Contracts have been awarded for new structures costing \$150,000 and other large deals are pending including erection of two manufacturing plants.

Benton Harbor has secured an electric sign manufacturing plant, the

J. H. Weir Sign Co. having incorporated with \$20,000 capital.

Grand Haven's new license fee for itinerant pedlars of \$4 per day, \$15 per month and \$50 per year has greatly diminished the pedlars there, particularly the tea men against whom the ordinance was primarily directed.

Almond Griffen.

**Five New Members For Celery City Council.**

Kalamazoo, April 14—Kalamazoo Council, No. 156, has started in the year right. At the first meeting of this year, held last Saturday evening at 6:30, the new officers took their places and put the work on in fine shape with the ease of old officers. There seems to be a decided purpose on their part to give the best that has been given in the Council rooms yet and they have every indication of success. They certainly are to be congratulated for the ease with which they carried off the work Saturday.

At the election of officers in March the following officers were elected and installed:

- Senior Counselor—W. S. Cooke.
- Junior Counselor—W. B. Berry.
- Past Counselor—Frank H. Clay.
- Conductor—Newton Root.
- Page—J. J. Potts.
- Sentinel—Mark A. Diver.
- Chaplain—J. E. Geary.
- Secretary-Treasurer—R. S. Hopkins.

Executive Committee for two years—Wm. Winey and G. B. Woodruff.

Delegates to Grand Council—F. H. Clay and C. W. Siple.

Alternates to Grand Council—C. H. Camp and C. C. De France.

The following members were received by the Council at the meeting Saturday night:

Ross E. Adams, with Grand Rapids Shoe and Rubber Co.

Carl E. Verburg, with Grand Rapids Shoe and Rubber Co.

George Wm. Casement, of Benton Harbor, with the A. Dickinson Feed Co.

George R. Saunders, with the local branch of Armour & Company.

Earl Shinville, manager of the local branch of National Biscuit Co.

Dr. Keene B. Phillips, osteopathic doctor of our city, who was a member of Grand Rapids Council No. 131, in 1905 and out on a withdrawal card, presented his withdrawal card to the Council and was accepted.

Two of our elected applicants showed up after the initiations were well under way and we were compelled to delay their entrance until the next meeting.

Frank H. Clay was elected manager of the base ball team and we feel that we have the best yet in the managership. With his large stock of enthusiasm and implicit faith in our baseball team, there is no question about the place the cup will occupy after the games at Saginaw.

Those who have applications on hand and have failed to turn them in had better do so to save their peace of mind. We have a number of candidates who are on the waiting line just ready to be pushed across. Get behind them, boys, and push. We should have at least six new members at every meeting and we must not fall below the mark. The Secretary has one and we have two in waiting who have been elected. Kalamazoo Council certainly is going to do her share in this extension of membership. We have the officers and their purpose is firm that we shall have 200 members before 1914 closes in December. Go to it! R. S. Hopkins, Sec'y.

Detroit—Michael McNamara, manufacturer of varnish, has merged his business into a stock company under the style of the Michael McNamara Varnish Works, with an authorized capital stock of \$100,000, which has been subscribed, \$200 being paid in in cash and \$99,800 in property.

Just a flyer in the stock market has proved to many that riches have wings.

**GROCERY PRICE CURRENT**

<b>CRACKERS</b>	Ginger Snaps Family 8½	Fig Newton .....1 00
National Biscuit Company	Ginger Snaps NBC	Five O'Clock Tea Bct 1 00
Brands	Round ..... 8	Ginger Snaps NBC ..1 00
Butter	Household Cookies ... 8	Graham Crackers Red
Excelsior Butters .... 8	Household Cks. Iced .. 9	Label, 10c size .....1 00
NBC Square Butters 6½	Hippodrome Bar ..... 12	Lemon Snaps ..... 50
Seymour Round ..... 6½	Honey Fingers ..... 12	Oysterettes ..... 50
<b>Soda</b>	Honey Jumbles ..... 12	Premium Sodas .....1 00
NBC Sodas ..... 6½	Imperials ..... 8½	Royal Toast .....1 00
Premium Sodas ..... 7½	Jubilee Mixed ..... 10	Saratoga Flakes .....1 50
Select Sodas ..... 8½	Lady Fingers Sponge .. 20	Social Tea Biscuit ...1 00
Saratoga Flakes ..... 13	Leap Year Jumbles .. 20	Uneda Biscuit ..... 50
Saltines ..... 13	Lemon Biscuit Square 9	Uneda Ginger Wafer 1 00
<b>Oyster</b>	Lemon Wafers .....17	Vanilla Wafers .....1 00
NBC Picnic Oysters .. 6½	Lemona ..... 8½	Water Thin Biscuit ...1 00
Gem Oysters ..... 6½	Mace Cakes ..... 8	Zu Zu Ginger Snaps . 50
Shell ..... 8	Mary Ann ..... 8½	Zwieback ..... 1 00
<b>Sweet Goods</b>	Marshmallow Coffee	<b>Other Package Goods</b>
Cans and boxes	Cake ..... 13	Barnum's Animals .. 50
Animals ..... 10	Marshmallow Pecans 13	Chocolate Tokens ...2 50
Atlantics Also Asstd. 12	Marshmallow Walnts 18	Butter Crackers NBC
Avena Fruit Cakes .. 12	Medora ..... 8	Family Package ...2 50
Bonnie Doon Cookies 10	NBC Honey Cakes ... 12	Soda Crackers NBC
Bonnie Lassies ..... 10	Oatmeal Crackers ... 8	Family Package ...2 50
Cameo Biscuit Choc. 25	Orange Gems ..... 8½	Soda Crackers NBC
Cameo Biscuit Asstd. 25	Penny Assorted ..... 8½	Family Package ...2 50
Cartwheels Asstd. ... 8½	Peanut Gems ..... 9	Fruit Cake .....3 00
Cecelia Biscuit ..... 16	Picnic Mixed ..... 12	<b>In Special Tin Packages</b>
Cheese Tid Bits ... 20	Pineapple Cakes .... 16	per doz.
Chocolate Bar (cans) 18	Raisin Gems ..... 11	Festino ..... 2 50
Chocolate Drops ... 17	Raspberry Dessert .. 17	Nabisco 25c ..... 2 50
Chocolate Drop Centers ..... 16	Revers Asstd. .... 15	Nabisco, 10c .....1 00
Choc. Honey Fingers 16	Seafoam ..... 18	in bulk, per tin
Cracknels ..... 18	Spiced Ginger Cakes.. 9	Nabisco ..... 1 75
Cream Fingers ..... 14	Spiced Ginger Cakes	Festino ..... 1 50
Cocoanut Taffy Bar .. 13	Iced ..... 10	Bent's Water Crackers 1 40
Cocoanut Drops ..... 12	Sugar Fingers ..... 12	
Cocoanut Macaroons 18	Sugar Crimp ..... 8½	<b>FLAVORING EXTRACTS</b>
Cocont Honey Fingers 12	Sultana Fruit Biscuit 16	Jennings D C Brand
Cocont Honey Jumbles 12	Triumph Cakes ..... 16	Extract Lemon Terpeneless
Coffee Cakes Iced ... 12	Vanilla Wafers ..... 18	Extract Vanilla Mexican
Family Cookies ..... 8½	Waverley ..... 10	both at the same price
Fig Cakes Asstd. .... 12	<b>In-er-Seal Trade Mark</b>	No. 1, F box ¾ oz. .. 95
Firestone Peanut Jumbles ..... 12	Goods	No. 2, F box, 1¼ oz. 1 20
Frosted Creams ..... 8½	per doz.	No. 4, F box, 2¼ oz. 2 00
Frosted Ginger Cook. 8½	Baronet Biscuit .....1 00	No. 3, 2¼ oz. Taper 2 00
Fruit Lunch Iced .... 10	Bremners Btr Wafs. 1 00	No. 2, 1½ oz. flat ....1 75
Ginger Drops ..... 13	Cameo Biscuit .....1 50	
Ginger Gems Plain ... 8½	Cheese Sandwich ....1 00	
Ginger Gems Iced ... 9½	Chocolate Wafers .....1 00	
Graham Crackers .... 8	Excelsior Butters ...1 00	



**The Evil of It.**

We now have an illustration of the evil attending the arbitrary limitation of the period during which butter can be held in cold storage. It is rare that there is any need for carrying reserve stock up to or beyond the next season of flush production; but when the need to do so occasionally arises it is an economic evil to prevent it unless it can be shown that butter kept frozen as long as the economic need requires is thereby made unfit for food—and of that there is no evidence whatever.

The quantity of butter stored at any given price can never be certainly proportioned to the later need at corresponding prices. It now appears that the quantity stored last year was excessive in relation to its cost, even if there had been no considerable importations. And the latter added materially to the excess. The laws in various states compelling the withdrawal of all remaining reserve in those states within nine to twelve months of the dates of its storage, are naturally adding to the demoralization of the situation and to the losses incurred by owners. They are inducing the sale of large quantities of good sound butter far below the cost of its production and below the prices at which owners would be disposed to carry it for later needs if they were not debarred by the law. Is there any conceivable economic reason for this? If the communistic ideas of some of our governors and legislators were carried to the point of state management in the storage

of surplus foods; if a state or National commission had been charged with the duty of storing this butter and found by later trade developments that they had overdone the accumulation, would they now have felt any economic necessity to force sales of the excess regardless of all considerations of probable future need?

**Travelers to Trip the Tango.**

Grand Rapids, April 14—So far as we are able to ascertain, Grand Rapids Council, No. 131, U. C. T., is the only social organization in the city that has excluded the new dances from its dancing parties. This is in harmony with the conservative policy of the traveling fraternity as laid down by the Grand Lodge and executed by the subsidiary councils. However, the new dances have become so popular and are now so well received that the more conservative members have yielded and at Herald Hall, Saturday evening, April 18, the programme of the local U. C. T. Council, No. 131, will have a generous sprinkling of tangos and dream and hesitation waltzes. This party, which is the last one of the season to be given by the local Council, is a post-lental party and is to be both full dress and informal. Those who wear full dress suits will be at home, as will the informal togger, and no restraint or formality will detract from the pleasure of the evening. The hall will be beautifully decorated in the U. C. T. colors, the reception room and cloak rooms thoroughly cleaned and lighted and no effort spared to make this party a fitting climax to a series already replete with dash and brilliancy. Tuller's full orchestra of seven pieces will be in attendance, including the popular xylophone and Mrs. Tuller. Elaborate refreshments will be served. For the further information of the dancing public, we wish to state

that no programmes will be used and no one will be admitted unless properly vouched for by a U. C. T. member, traveling men or their friends in good standing. Dance bill will be \$1 per couple and 50 cents for each additional lady. While it is called a tango party, the new dances will by no means be the exclusive feature of the evening, as the old dances, such as waltzes, two steps, half steps, etc., will be very much in evidence. Allen F. Rockwell.

**Then She Stopped.**

After he had kissed her and pressed her rosy cheek against his and patted her soft, round chin, she drew back and asked:

"George, do you shave yourself?"

"Yes," he replied.

"I thought so," she said. "Your face is the roughest I ever—"

Then she stopped, but it was too late, and he went away with a cold, heavy lump in his breast.

Herman Balk, who has covered Eastern Michigan territory for the Brown & Sehler Co. for the past eighteen months, has been called into the house to take charge of the advertising and winter goods departments. He will remove his family from Detroit to Grand Rapids. His former territory will be covered hereafter by Herman Mack, who has been foreman of the collar factory of the corporation for the past ten years.

It's all right to hope for the best, but hoping is no sort of adequate exercise.

Even a fourth-class postmaster may be a first-class man.

**Why She Wanted It.**

A venerable white-haired clergyman of Newport had received many requests from young women for a lock of his hair. The clergyman, pleased at this expression of respect, granted the request in each instance.

This continued for several days, but one morning his wife received a note which put an end to her husband's pleasant delusion, proving as it did that their motives were too practical and utterly devoid of sentiment. It ran:

"Dear Mrs. White—Won't you please ask your husband to send me just a little lock of his hair? All of the girls here at the college have been taking lessons in making hair flowers, and so many of the girls have already asked him that I thought I would rather ask you. I do so hope you will do this for me, as it is almost impossible to get white hair suitable for lilies of the valley."

**Justifiable.**

"Why did you beat this man so terribly?" said the judge, indicating the bebandaged figure of the plaintiff.

"I asked him why a horse had run away, your Honor," explained the prisoner, "and he told me that it was because the animal had lost his equineimity."

"H'm," said the judge. "Discharged."

Jos. Dutmer has succeeded G. J. Dewit, at 2063 Godfrey avenue in the grocery line.

**HAUSER-OWEN-AMES COMPANY**  
**BUILDING CONTRACTORS**  
**GRAND RAPIDS, MICH.**

12

**BAKING POWDER**



- Royal  
 10c size . . . 90  
 1/4 lb cans 1 35  
 6 oz. cans 1 90  
 1/2 lb. cans 2 50  
 3/4 lb cans 3 75  
 1 lb cans 4 80  
 3 lb cans 13 00  
 5 lb cans 21 50

**CIGARS**

- Johnson Cigar Co.'s Brand  
 Dutch Masters Club 70 00  
 Dutch Masters Grande 68 00  
 Dutch Mastes, Pan. 68 00  
 Little Dutch Masters  
 (300 lots) . . . . . 10 00  
 Gee Jay (300 lots) . . . 10 00  
 El Portana . . . . . 33 00  
 S. C. W. . . . . 32 00  
 Johnson's Hobby . . . 32 00  
 Johnson's As It Is . . . 33 00

- Worden Grocer Co. Brands  
 Canadian Club  
 Londres, 50s, wood . . . 35  
 Londres, 25s, tins . . . 35  
 Londres, 300 lots . . . 16

**COFFEE**

Roasted  
 Dwinell-Wright Co's B'ds



- White House, 1 lb . . . . .  
 White House, 2lb . . . . .  
 Excelsior, Blend, 1lb . . . . .  
 Excelsior, Blend, 2lb . . . . .  
 Tip Top, Blend, 1lb . . . . .  
 Royal Blend . . . . .  
 Royal High Grade . . . . .  
 Superior Blend . . . . .  
 Boston Combination . . . . .

13

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.**



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

**SOAP**

- Lautz Bros.' & Co.  
 Acme, 30 bars . . . . . 4 00  
 Acme, 25 bars, 75 lbs. 4 00  
 Acme, 25 bars, 70 lbs. 3 80  
 Acme, 100 cakes . . . . . 3 20  
 Big Master, 100 blocks 4 00  
 Cream Borax, 100 cks 3 85  
 German Mottled . . . . . 3 15  
 German Mottled, 5bx. 3 15  
 German Mottled, 10 b. 3 10  
 German Mottled, 25 b. 3 95

14

- Lautz Naphtha 100 ck. 3 85  
 Marseilles, 100 cakes 6 00  
 Marseilles, 100 cks. 5c 4 00  
 Marseilles, 100 ck. toil 4 00  
 Marseilles, 1/2 bx toil 2 10

- Proctor & Gamble Co.  
 Lenox . . . . . 3 20  
 Ivory, 6 oz. . . . . 4 00  
 Ivory, 10 oz. . . . . 6 75  
 Star . . . . . 3 25

- Swift & Company  
 Swift's Pride . . . . . 3 15  
 White Laundry . . . . . 3 75  
 Wool, 6 oz. bars . . . 4 00  
 Wool, 10 oz. bars . . . 6 65

- Tradesman Co.'s Brand  
 Black Hawk, one box 2 50  
 Black Hawk, five bxs 2 40  
 Black Hawk, ten bxs 2 25

- A. B. Wrisley  
 Good Cheer . . . . . 4 00  
 Old Country . . . . . 2 40

- Scouring  
 Sapolio, gross lots . . 9 50  
 Sapolio, half gro. lots 4 85  
 Sapolio, single boxes 2 40  
 Sapolio, hand . . . . . 2 40  
 Scourine, 50 cakes . . 1 80  
 Scourine, 100 cakes . . 3 50

- Soap Compounds  
 Johnson's Fine, 48 2 3 25  
 Johnson's XXX 100 5c 4 00  
 Rub-No-More . . . . . 3 85  
 Nine O'clock . . . . . 3 50

- Washing Powders  
 Armour's . . . . . 3 70  
 Babbitt's 1776 . . . . . 3 75  
 Gold Dust, 24 large . . 4 30  
 Gold Dust, 100 small 3 85  
 Kirkoline, 24 4lb. . . . 2 80  
 Lautz Naphtha, 60s . . . 2 40  
 Lautz Naphtha, 100s 3 75  
 Pearlina . . . . . 3 75  
 Roseine . . . . . 3 50  
 Snow Boy, 24s family size . . . . . 3 75  
 Snow Boy, 60 5c . . . . 2 40  
 Snow Boy, 100 5c . . . . 3 75  
 Snow Boy, 20s . . . . . 4 00  
 Swift's Pride, 24s . . . . 3 65  
 Swift's Pride, 100s . . . 3 65  
 Wisdom . . . . . 3 30

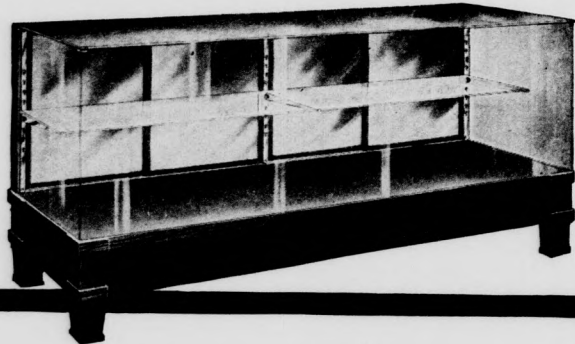


The only  
**5c**  
**Cleanser**  
 Guaranteed to equal the best 10c kinds  
 80 - CANS - \$2.80

**FOOTE & JENKS' COLEMAN'S (BRAND)**

Terpeneless **Lemon and High Class Vanilla**

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to **FOOTE & JENKS, Jackson, Mich.**

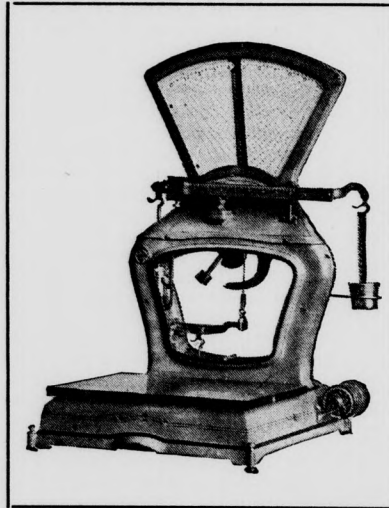


**"AMERICAN BEAUTY" Display Case No. 412**—one of more than *one hundred models* of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

**GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan**  
 The Largest Show Case and Store Equipment Plant in the World  
 Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

**STIMPSON**  
**Automatic Computing Scales**

(Over 18 Years on the Market)



Electric  
 Flashlight  
 Scales

Scales for  
 Grocers,  
 Butchers,  
 General Stores  
 and  
 Confectioners

\$20.00 UP

WRITE FOR INFORMATION

**Detroit Automatic Scale Company**  
 Detroit, Mich.

GUARANTEED TO COMPLY WITH LAWS OF ANY STATE

**The Van den Berge Cigar Co.**

Manufacturers of

**WHALEBACK**  
**LADY RYAN**

AND OTHER 5 CENT CIGARS

Wholesale dealers in Tobacco, Cigarettes and all Smoking Apparatus

1102 East Fulton St.

:-:

Grand Rapids, Michigan

**Creating Confidence**

Michigan is one of the most responsive markets in the world for your goods. Prosperity has overtaken the people and they are buying.

Tell the people of Michigan about your goods—how they are made and sold and how to recognize them. Tell it to them through a medium in which they have confidence. When they know who you are, and what you offer them, they'll buy.

The medium which has the confidence of its readers in the Michigan field is the

**Michigan Tradesman**



# 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.

Send ten cents for bulletin of hardware stock for sale or exchange, giving owner's name and address, amount of stock, business, fixtures and terms. Advise choice of State. V. D. Augsburg Co., St. Louis, Mo. 106

Do you want to sell your business for cash? Send us a brief description and we will advise you if we can handle it. Our charges are less than 1 per cent. Our system of service means quick results. System Service Co., St. Louis, Mo. 107

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—A well established, up-to-date clothing, men's furnishings 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

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

For Sale—Clean up-to-date stock of shoes, dry goods, ladies' spring coats, waists, dresses, skirts, ladies' and men's furnishings. Doing good business and will bear the closest investigation. Ill health is reason for selling. Will take good Grand Rapids real estate part payment. Address No. 120, care Tradesman. 120

Merchandise Sales Conductors. Stocks reduced or closed out entirely. Address The Greene Sales Co., Jackson, Mich. 118

For Sale—40 acre choice farm land, with large new building. Will sell for cash, on time or trade for a stock of goods. Address Lock Box 22, Leroy, Mich. 117

Stocks of merchandise wanted if price is right. Address The Greene Sales Co., Jackson, Mich. 119

For Sale—Merchant 47 years in business, wants to retire. Will sell his department store (no old stock), at invoice. Yearly sales \$150,000. Fifteen year lease. Best point for merchandising in United States. New blood can double present business. Further particulars write Edwin Gilpin Orr, 1402 Oliver Building, Pittsburgh, Pa. 115

Hardware and harness business for sale. Located in fine double brick store, the business center of live Northern Illinois city. Run by present owner thirty-two years. Age and health only selling reason. Clean \$6,000 stock and fixtures. Will invoice stock and lease building. A. H. Sears, Plano, Ill. 114

The best little flour mill without competition, doing \$4,000 per month, making 25 cars of feed per year, making \$100 per month grinding feed, exchanging 50 bu. wheat per day with farmers, flour all sold within 20 miles. No other mill within 35 miles, absolutely new. For full particulars write Judge, care Tradesman. 113

Wanted—A canning factory or receiving station, established in Dublin, Michigan. Parties interested write Daton Roberts. 111

For Sale—General merchandise store; inventorying about \$5,500. Long lease, low rent; old business. Rich German farming community. Price reasonable. Write for particulars. Box 37, Wyatt, Indiana. 124

For Sale—The patent rights of a new door holder that don't work on the floor or the hinges. No rubbers. No springs, nothing like it on the market. Has had the hardest kind of test and proves satisfactory. For particulars address W. P. Blackwell, Orpheum Theater, Denver, Colo. 109

A fine business opportunity at Lakeland, Florida. I have just completed a fine business house and it is for rent to a live, hustling business man for a department store or a large supply business, such as automobiles, wagons and buggies, pumps and engines and farming implements; a business that will amount to \$150,000 per year; in a city of 7,500 population, having 30 passenger trains daily. Write or see J. W. Kimbrough, Lakeland, Fla. 108

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, 1 1/2 miles from town on stone road. Address No. 105, care Tradesman. 105

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

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, Cali. 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

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

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—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

Will take 40 or 50 acres land, balance terms, on about \$4,500 stock well assorted general merchandise in good farming fruit and resort, surrounding Northern Michigan. Want to make change before resort season. Reason, poor health. Address A. care Tradesman. 122

\$1,200 cash secures best paying cigar store and billiard parlor, located on one of Grand Rapids' best business streets. Never offered for sale before. Shows profit of \$2,000 annually. This price is for quick sale. Owner sick. W. S. Godfrey, 304 Division Ave., N. E., Grand Rapids. 125

For Sale—Two A1 covered delivery wagons. Paul Steketee & Sons, Grand Rapids. 121

For Sale—A stock of general merchandise in hustling little town, about 450 inhabitants, in a good farming community. Stock and fixtures inventory about \$2,300. An excellent opportunity for a hustler. Wm. C. Rice, Riverdale, Michigan. 123

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 A1 condition until sold. For particulars address Box 506, Helper, Utah. 70

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. Cruise, 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 \$1,500 cash. An ideal place in summer for fishing, having two good lakes. Address F. D. McCrum, Colon, Mich. 64

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—General store, postoffice, hotel and livery connection. Doing fine business. Good reasons for selling. Address Peter Christensen, Bitely, Mich. 52

Complete Steam Plant—One Allison-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

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

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. 53

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

For Sale—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—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, Admr., Allegan, Mich. 82

R. E. Hicks, merchandise auctioneer, Scranton, Iowa. Sales made anywhere in the United States and Canada. 971

For Sale—A good established tea and coffee business. The only one in a town of 20,000 population. Address O. A. B., care Michigan Tradesman. 110

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—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

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

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—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

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

Safes Opened—W. L. Slocum, safe expert and locksmith, 97 Monroe Ave., Grand Rapids, Mich. 104

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

## HELP WANTED.

"SALESMAN WANTED: EX-GROCER, GENERAL MERCHANT or man with RETAIL EXPERIENCE to sell our CASH-CREDIT SYSTEM which is taking both wholesale and retail merchants by storm. One ex-grocer earned \$180 past week. Another \$1,450 in two months' work. J. A. KIDWELL, President, Dayton, Ohio."

Wanted—Two salesmen, experienced in clothing and shoes, who can speak German. Steady employment for the right parties. Give reference and full particulars and previous employment, also state salary expected, with application. Want men who can sell the goods. Address Lock Box C, Bear Lake, Michigan. 116

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—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—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



**Gabby Gleanings From Grand Rapids.**

Grand Rapids, April 13—Allen C. Frue & Son are the new proprietors of the store at Hopkinsburg. Mr. Frue is well known and well liked in that community and will doubtless enjoy a nice business there.

Officers of Absal Guild, A. M. of B., are hereby notified that the special meeting called for next Saturday has been postponed until Saturday, May 2, at 1 p. m. in the Council chambers. Plans are on foot to form special classes in Jackson and Battle Creek of A. M. of B. and it is expected that Absal Guild will make a pilgrimage to these cities in the near future.

In sending in a list of names of the officers of the Ancient Mystic Order of Bagmen of Bagdad, through an error we omitted the office of Director of Tableau, which will be filled by John Schumacher.

Richard Warner, Sr., the veteran traveling man for the Worden Grocer Co., has recovered from his long illness and is back on the job, calling on his old friends.

The Hotel and Transportation Committee for the Grand Council meeting at Saginaw, June 12 and 13, earnestly desires that every member of Grand Rapids Council, No. 131, notify it at once as to whether or not he is going to attend that meeting and also as to the hotel accommodations he will require. The Committee has reservations of forty rooms and will gladly assign them upon request. A postal card addressed to John D. Martin, 254 Henry avenue, city, stating your intentions, will be of great assistance to this committee and, perhaps, save considerable expense later on. Send a card at once, so the Committee can plan for you.

The National Biscuit Co. had a sales meeting and luncheon at the Association of Commerce rooms last Saturday.

The number of U. C. T. members who are getting luncheon at the Association of Commerce dining room on Saturday noons is increasing all the time. The service is very satisfactory.

The farewell dancing party of the U. C. T. for the year will be held April 18 at Herald Hall. The committee in charge will have the hall in a surprisingly pleasing condition, decorated in the colors of the order. The refreshment committee promises a big treat. Music will be of the usual high quality and all the late dances will be added. Tickets can be obtained at \$1 per couple. Extra ladies, 50 cents each.

S. W. Johnson has recovered from his recent illness and is back on the road for Foster, Stevens & Co.

There is a brother U. C. T. who will soon be out of a position, owing to a change of management of the firm he is now with. Anyone wanting to secure the services of a good live salesman will do well to communicate with Ye Scribe, who will put you in touch with this gentleman.

At the last regular meeting of the Council four new members were initiated—H. A. Gish, Geo. L. Bernard, Chas. W. Lewis and R. H. Larabee. E. M. Morse was re-instated.

The Columbia Theater management has set aside Friday night, April 17, as United Commercial Travelers' night, when the famous Greater Grand Rapids Poster People will appear on the stage as an added attraction. Members are advised to telephone reservations early.

The Greater Grand Rapids Industrial Exposition, April 20 to 25, will open with military pomp and splendor. Grand Rapids Battalion of Infantry, the hospital corps, headed by the Second Regiment band, will escort Governor Woodbridge N. Ferris from the Hotel Pantlind to the Klingman Exposition building. Deacon Ellis will introduce the Governor, who will make the formal

opening address. The trustees have set aside a large space in the center of the Exposition building in charge of Chairman O. W. Stark and members of his committee will act in behalf of Grand Rapids Council, No. 131, to entertain visiting members and prospective members of the order of commercial travelers. This space will be elaborately decorated by the management and luxuriously furnished through the courtesy of the Heyman Company. Members of the reception committee will wear the United Commercial Travelers' fatigue cap while on duty. The following is a list of the committee appointed by Senior Counselor F. E. Beardslee; O. W. Stark, Chas. Aupperle, Ed. Wykel, J. C. Force, E. J. McMillan, Bert Bartlett, Wilbur S. Burns, Harry Winchester, P. C. Damstra, T. B. Ford, Sam Westgate, Harry D. Hydorn, Arthur J. Levi, W. E. Lovelace, John D. Martin, Wm. McCarty, H. G. McWilliams, A. N. Borden, R. M. Richards, Will E. Sawyer, P. Anderson, E. Donahue, E. R. Lee and E. Geisel.

Gilbert Carter is the proud possessor of a new Overland, with which he expects to cover his territory this season.

The following callers registered at the Worden Grocer Co. last week: Tom Welch, Rockford; W. J. Smith & Son, Paw Paw; H. Rock, Vriesland; F. E. Perkins, Cascade; Havenman Bros., Moline; J. Smalligan, Forest Grove; W. DeLeeuw, Star Corners; Scholten & Mulder, Jamestown; R. Vandyke, Lowell; A. W. Johnson, Allegan; H. Webber & Son, New Salem; Ward & Ward, Ada; C. M. Camburn, Macatawa; A. Myers, Pullman; Chas. Chapman, Rockford. W. J. Smith & Son bought a new stock.

Will E. Sawyer.

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

Buffalo, April 15—Creamery butter,

fresh 22@26c; dairy, 20@22c poor to good, all kinds, 12@18c.

Cheese.—New fancy, 16c; choice 15@15½; poor to common, 6@12c; fancy old, 17½@18c; choice, 17c.

Eggs.—Choice, fresh, 19c.

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

Beans.—Marrow, \$3@3.35; medium, \$2.20@2.25; peas, \$2.10@2.15; white kidney \$3@3.25; red kidney \$2.75@3.

Potatoes—70@75 per bu

Rea & Witzig.

**BUSINESS CHANCES.**

For Sale—Stock of notions and china. You look up a location and write me. I can put you next. I can sell you all or part of it right. C. Williams, Plainwell, Michigan. Also can make you terms. Would consider real estate. 128

First-class opening for shoe and general store at Williamsburg, Michigan. Good site for business and best farming country in Northern Michigan. Party in business burned out. Address Box 92, Williamsburg, Michigan. 127

Have \$4,000 to invest in good business in town over 4,000 in Northwestern Michigan locality where asthma and hay fever are not prevalent. Give details in first letter. Box 72, Dowagiac, Michigan. 126

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

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—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

Merchants! Do you want to sell out? Have an auction. Guarantee you no loss. Address L. H. Gallagher, Auctioneer, 334 Indiana Ave., Toledo, Ohio. 952

# Quality Canned Goods

The products of the Fremont Canning Company, with their distinctive flavor, are growing constantly in popularity.

The soil of the ground about Fremont is peculiarly adapted to the growth and development of extra fine quality of products.

These are canned in the most scientific way, and with the utmost care, which explains the high excellence of quality these products have maintained.

**Fremont Canning Company**  
Fremont, Mich.

**WORDEN GROCER COMPANY**  
GRAND RAPIDS—KALAMAZOO  
Distributors





# BEGIN NOW

**T**HERE is sometimes a certain element of doubt concerning the future of your business; an element of apprehension. Perhaps you have asked yourself, "Am I giving the right kind of service? Am I giving the best value? **Am I losing some of my business?**" A law of Nature is that "to every action there is an equal reaction," and this law can be applied very nicely to your business.

**As you buy, so shall you gain.**

Merchandising to-day is made up of three distinct factions, **Quality, Price and Service.** They must stand together as *One Unit.* *With Inferior Quality,* you may be able to fool your customers once, and likewise regarding price and service, but you cannot expect to build a solid, healthy business on a poor foundation.

## **Fifty Years Ago**

we started to make shoes. At this same time we made three resolutions. They are as follows: 1. To make shoes of the best quality only. 2. To keep the price on a wholesome profit sharing basis. 3. To give the best service we know how, based on progressive lines of good shoemaking.

---

## **Rindge, Kalmbach, Logie Co.**

GRAND RAPIDS :: :: MICHIGAN

# The Ideal

Wholesale



# Clothing Co.

Manufacturers



OVERALLS  
WORK SHIRTS  
COTTON PANTS  
CORDUROY CLOTHING  
DUCK & MACKINAW COATS



Every garment  
is guaranteed  
to give  
**Satisfactory  
Service**



Buy our line  
and you will  
have  
**Satisfied  
Customers**

See Our Exhibit at the

## Greater Grand Rapids Industrial Exposition

April 20-25  
1914