

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. \$1 PER YEAR

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, MAY 6, 1914

Number 1598

MY CREED

Faith in him who calls me friend,
Faith in what is sweet and clean;
Faith that just around the bend
All is peaceful and serene.
Faith that after care and strife
Come the happy days of rest,
Faith that everything in life
Really happens for the best.
This my faith and this my shield
'Gainst the sorrows of distrust;
Much of justice is concealed
In what seems to be unjust.
Now, what seems a dismal way
That alone I'm forced to tread,
I may come to see some day
Is a glorious path instead.
Undisturbed by petty wrongs,
Undismayed by what it means,
Though the false attracts the throngs,
Though the multitude unclean,
Though at times I stand alone,
Though I'm oft misunderstood,
Faith I still would keep and own
In the decent and the good.

MY PRAYER

God, though this life is but a wraith
Altho' we know not what we use,
Altho' we grope, with little faith,
Give me the heart to fight—and lose.
Ever in conflict let me be;
Make me more daring than devout;
From sleek contentment keep me free,
And fill me with a buoyant doubt.
Open my eyes to visions girt
With beauty, and with wonder lit;
But let me always see the dirt
And all that spawn and die in it.
Open my ears to music; let
Me thrill with spring's first flutes and drums;
But never let me dare forget
The bitter ballads of the slums.
From compromise and things half done
Keep me, tho' all the world deride,
And when at last the fight is won,
God, keep me still unsatisfied.

IF in my lifetime I have succeeded in putting hope and courage into some other fighting soul, I am more than rewarded. Looking back now, it seems to me as if what I have done, and tried to do, is as nothing to the opportunities that were given me, and all my desire is that I may help put some purpose into those who come after me, to make up for lost time.

We Represent

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

We Sell

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

May we have a share of your 1914 business?

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

Good Yeast
Good Bread
Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST



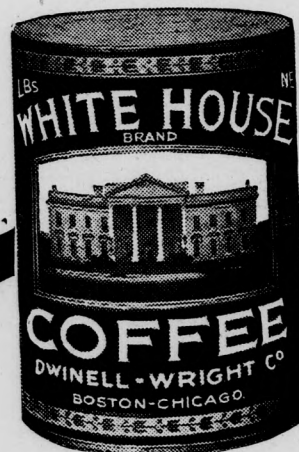
Show her the whole
FRANKLIN line

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

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

THE FRANKLIN SUGAR REFINING CO.
PHILADELPHIA

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



My dear Mr. Grocer:

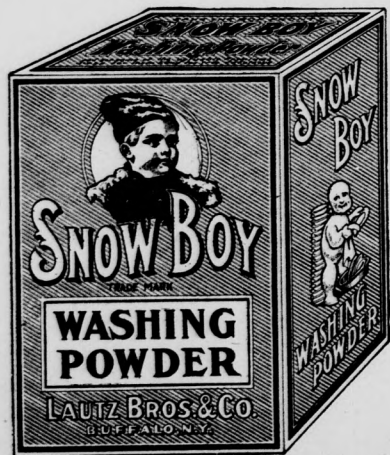
Just you reflect a little, and recall what an IMPORTANT part COFFEE plays in the scheme of living.

From the "dinner pail" to the "after-dinner" it is just as much a NECESSITY as breathing.

All of which means that it is a good idea—a MIGHTY good idea—to "hustle" COFFEE.

Try "WHITE HOUSE" for
a good example.

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,

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

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, MAY 6, 1914

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LOST ART OF TEA TESTING.

There is a great deal of valuable suggestion for retail grocers in the article published elsewhere in this week's paper from the pen of Mr. Martindale. Specialty tea men will not like his idea, but the advice of a grocer as successful as Mr. Martindale cannot be ignored. Tea occupies a very different position from that of coffee. Coffee is established as a great American beverage, while our tea consumption is strangely light as compared with other nations. Coffee would be difficult to expand—except in the direction of some specialized type or brand—while tea is susceptible to wide expansion by educational methods.

Mr. Martindale contends that grocers are not familiar with connoisseur's discriminating appreciation of tea distinctions and that if they would study that question and then induce their customers to do the same, tea might be brought into better demand. Possibly higher grades of coffee might be similarly expanded by the introduction of the connoisseur's taste, but coffee in the abstract is already used in virtually every home, camp and eating house and lunch counter.

Again, Mr. Martindale points out to the retailer a field where he can become his own master rather than the "slot machine" of some packer. Tea is tea and the branded tea specialties are only careful selections of brands which can be duplicated in bulk by any grocer who will qualify himself to make as prudent and discriminating selection as a packer of the specialty. It is true, the specialty has "salability" in it because of its advertising, but there is no denying that the average retailer with the confidence of his customers can sell pretty nearly whatever he chooses if he can deliver the quality. After all, the only thing which makes branded goods sell is the uniform quality and

flavor and assurance that is represented in the label. It might be prudent for retail grocers to heed Mr. Martindale's advice.

REASONS FOR AND AGAINST.

It is difficult to recall a more unsatisfactory business situation than now exists in the Central West, and especially in Michigan. Pessimistic reports predominate, and only a few lines claim sales are up to last year.

It is the hardest situation to analyze that financiers and business men have been confronted with in years. There is no snap to trade and leading interests appear more desirous of protecting what they have than of extending operations. But the present disposition to go slow is expected to help in creating a good business in the future, after all the vexatious questions that now confront business interests, with the resultant unsettled confidence, are removed. Then it is expected that there will be a rapid revival of trade in all lines.

Some people are disposed to look upon the prospective large crop of winter wheat and the Mexican situation as influences that will bring about a revival of business inside a few months. But aside from that, they see nothing in the present outlook to create brisk buying, and look for the hand-to-mouth policy to continue.

On the whole, this is regarded as a healthy condition under existing circumstances, for it is gradually using up supplies in hands of distributors and consumers, which in time will bring them into the market as buyers on a larger scale. When the turning point is reached, and the feeling becomes general that we are on the road to better things, it is hard to see what can stand in the way of a strong and positive revival. But we have not reached that point yet.

Last Thursday was Raisin Day. Did you know it? Did you eat any more raisins than you would have otherwise? Did the grocers sell any more? And is the great California raisin industry any better off by reason of its spasm of publicity and noise and stuffing the trade with raisins. Not so you'd notice it, say the grocers who have been interviewed in this market. In fact, they didn't know much about it. Jobbers report that they had no sudden awakening of a desire to stock raisins on the part of their retail customers, and retailers say that people can not be forced to eat raisins on one appointed day more than on any other. As a rule, no one knew much about the great day.

Nearly all men are too lazy even to think for themselves. Thinking is hard work.

BUYING THROUGH THE MAILS.

A forcible illustration of the trouble which may easily come through this method has just come to the observation of the writer. A farmer whose wife is an expert in the old way of buttermaking invested this year in a separator. He had an offer of one of the standard makes, with full instructions for running it, by a local dealer, but the cheap advertising house lured him. Here was a way, the man figured, to save almost half in the cost of the machine. Why not take advantage of it?

With the help of a neighbor familiar with another kind of machine, it was duly installed and for a time all seemingly went well. But at the end of two or three weeks it had balked absolutely, both cream and milk coming out at the same spout, just as they went in, the owner declared.

The neighbor was finally summoned after a struggle of three or four days, each bringing the dairyman farther from his goal. This neighbor soon discovered that there was no wrench furnished to open the bottom part and readily divined that the main machinery was completely clogged with accumulated milk and refuse separated by former operations. The owner did not know that this part of the machine was intended to open, and thus the germ collector had not been molested, although his wife discovered that some milk went into that part of the machine, and her good ideas of buttermaking had led her to wonder why this would not in time make trouble.

Perhaps no typhoid germs had yet been scattered where they would breed danger. Certainly there was great danger; and her reputation as a butter maker may have been marred. The local dealer would have saved the danger, the mortification, the bother, the loss. And but for the timely interference of the neighbor, more milk might have been run through the machine and polluted in the fruitless effort to make the thing go. In buying any goods it pays to buy also the "know how" to use them properly.

Paid to Ride on Her Own Road.

Grand Rapids, May 5.—I read with much pleasure the account of the organization and construction of the first street railway in Grand Rapids in the Tradesman of April 15. It reminded me of a circumstance in connection with the early history of the enterprise that I think would be of interest to the many thousand readers of the Tradesman.

The road at that time was owned by Mrs. Samuel Medbury, of Detroit, her local representative being Mr. Geo. W. Thayer. The equipment of the road at that time consisted of one street car and one horse. The payroll carried the name of one man, who was driver, conductor, hostler

and superintendent. Mrs. Medbury came to the city to inspect her railroad and boarded the car at the old D. & M. depot on East Leonard street. When the conductor, etc., asked her to pay her fare she refused, saying she owned the road. The conductor did not know her and insisted that she contribute a nickel to the treasury of the institution. She indignantly refused, whereupon he stopped the car and deliberately put her off. She thereupon walked with her grips to the office of Mr. Thayer and insisted that the man be discharged instantly. Mr. Thayer refused to grant the request. He told her very plainly that the man was right; that if he gave in in this case he might be victimized many times in the future by people claiming they owned the road and that the only safe way for him was to follow orders and collect 5 cents from everyone who rode on the car. The result was that the conductor kept his job and Mrs. Medbury meekly and grudgingly produced a nickel whenever she had occasion to use the line thereafter.

Eugene E. Winsor.

Attorney General Fellows holds that the displaying of the Stars and Stripes in any manner for advertising purposes is unlawful in Michigan. This opinion is a wholesome one. It is to be hoped that the prohibition will become general.

P. C. Peterson has purchased the stationery and sporting goods stock of C. & H. Holmberg, at 457 Bridge street. Mr. Peterson has been employed as a salesman by the Grand Rapids Stationery Co. and also by the W. B. Jarvis Co.

William Wortz succeeds Edward Boughner in the grocery business at 356 West Fulton street. Wortz formerly owned this stand, having sold out about a year ago.

W. H. Priest has retired from the Grand Rapids Produce Co. in the grocery line at 742 Wealthy street and Edward Farrell is now the sole proprietor.

D. H. Monier, formerly of Monier Bros., shoe dealers at 703 Division avenue, south, is engaging in the restaurant business.

The Triplex Manufacturing Co., formerly located in the Raniville building, has removed to LaPorte, Indiana.

J. Bouma succeeds Berend Sikkema in the grocery business at the corner of Kalamazoo avenue and Hall street.

Alex Burniewicz has purchased the photograph studio of Stanislaw Karpowicz, at 535 Stocking avenue.

William H. Taylor has opened a fruit and produce stand on Wealthy street, near Division avenue.

What the wisest of us say is of far less importance than what we leave unsaid.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 4.—Mr. Thompson, proprietor of the Rosedale Creamery, at Rosedale, was a business visitor in the city this week. Mr. Thompson expects that the creamery will be in operation again about May 10. Mr. Thompson has taken in a partner this year by the name of A. Bryan, who is an expert butter maker from Canada, where they know how to make good butter, and a good season is looked for. This will mean much to the residents of Rosedale, who now can depend on the creamery and have an outlet for their cream.

Life is not so short there is not always time enough for courtesy.

The citizens of the Canadian Soo are jubilant over the Board of Trade securing a new industry. The new concern is capitalized at \$1,000,000 and will employ about 100 men. It required much work on the part of the Board of Trade and seemed somewhat slow action, but on account of finally being successful, great credit is given the members of the Board of Trade for the able manner in which they handled the deal. D. Ross, of Toronto, who has been here in the interests of his newly organized company for some days, states that they will locate near the steel plant. The new industry will be the manufacturing of forged steel car wheels. It will work in connection with the steel plant, where much steel will be utilized by the new concern. The capacity of the company will be about 3,000 wheels per day as soon as the factory gets under way, which will require about 200 ton of steel per day. This is the only concern of its kind in Canada. Operations are to begin during September.

According to the newspapers here everybody in the Canadian Soo drinks Soo Falls Beer.

The Steamer Juniata, belonging to John F. Moloney, has started on her regular run, making daily trips each morning to Oak Ridge park, a few miles down the river. This resort was very popular last season and we are informed that Mr. Moloney has made many improvements and contemplates still further improvements, so as to make the resort more popular than ever. With the splendid boat connections it is an ideal place to spend the day fishing, besides the delightful drive down the river.

H. W. Kaufman, connected with the Chicago Mill & Lumber Co., operating at Woolworth, is spending a few days in the city in the interests of his company.

Frank Stevenson, for the past year chief clerk in the grocery store of A. Harper, on Easterday avenue, has tendered his resignation and accepted a similar position with the Central Grocer Co. on Ashmun street. Mr. Stevenson is one of our bright young men and very popular, strictly temperate and should be a trade winner.

Thomas A. Forgrave, for a number of years leading merchant at Stalwart, has sold out his interests there and moved to the Soo. Mr. Forgrave has leased his large farm at Stalwart. His many friends at Stalwart regret his departure and wish him success in his new field. Mr. Forgrave has not as yet decided what he will do here.

It might be well to protect the beavers also, according to report from H. Blondeau, a Flat Rock farmer near Escanaba, who awoke a few morning ago to find his newly erected barn floating around in his front yard and almost had to get a row-boat in order to milk his cows and is now looking for a gasoline boat to finish up his plowing. The beavers built a dam at the upper end of his farm, which when completed, looked like the Panama. It was necessary for Mr. Blondeau to purchase a license, at an additional expense of \$10,

so that he could kill the beavers and save his property. He is going to dynamite the new dam and sell the pelts in order to pay for the damage. If this does not prove satisfactory he will have to change his vocation and anticipates planting water lilies and fish instead of potatoes next year.

It has been somewhat expensive business for the Soo line and the county to run down the robbers who have been doing so much saluting on the Soo Line for the past few weeks. The bills up to the present time amount to over \$200, as filed with the County Clerk. It cost over \$200 to get blood hounds on the trails, so that it was an expensive job, even though the bandits are captured.

The report has been received here that a number of Marquette owners of vacant land have agreed to give the residents an opportunity to work out the potato patch idea by offering their land to the public for gardening purposes. The land owners made their offer to the Marquette Commercial Club. This will help somewhat to curtail the cost of high living and is a good idea and we hope that the idea will be picked up in many other places where the land is going to waste which could be used to good advantage.

Shallow men believe in luck. Strong men believe in cause and effect.

Herbert Fletcher, the popular Assistant Cashier of the Soo Savings Bank, and Mrs. Fletcher were pleasantly surprised last week at their home, when a number of their friends called and sprung a surprise party on them before they left on their trip. They have planned an extensive tour throughout the United States and had everything ready for the trip but an auto, and this was the surprise sprung on them by their many friends, who presented them with a fine auto (not a ford). It was just what they needed to make their trip complete and will be greatly appreciated on their journey. This is the first vacation Mr. Fletcher has had for a number of years and the much-needed rest will be appreciated.

Copper country business men to the number of about 100 are planning a booster excursion to Iron River and preparations are being made for the biggest effort to advertise Houghton county and Cloverland that has ever been made. Secretary George L. Price, of the Copper Country Commercial Club, is in charge of the arrangements. The object of the trip will be to bring about a better feeling between the business men of Houghton and other counties.

A report has been received from Iron River, that F. D. Sullivan, of Ashland, promoter of the Iron River, Stambaugh and Crystal Falls Street Railway Company, is arranging to begin work on the street railway proposition. The work of laying the rails will be started early next month and the line finished as soon as possible. If nothing unforeseen happens it is expected that the cars will be running from Palatka into Iron River by July 15.

A. E. Cullis, general manager for the Soo Woolen Mills, has again been appointed to serve on the Board of Public Works. Mr. Cullis is one of our leading citizens, and a cleaner cut man would be hard to find. The Board is to be congratulated upon having secured the services of Mr. Cullis.

E. S. Taylor, one of Pickford's hustling business men, has his auto in commission again for the season and is making semi-weekly trips to the Soo. He reports the roads getting in better condition and says that business is opening up very fair around Pickford this spring and he looks for a successful season.

In your conduct and conversation never swerve from your honest convictions.

Wheatley Bros., hustling grocers here, have added to their stock a supply of automobiles, and from the way

the sales have increased it must be very gratifying to the energetic concern. The last report showed within one as much as that of John Roe, the popular butcher next door, who has for the past two years been making sales in the auto department. It is surprising to see how the auto business is handled. You can now get them in meat markets, grocery stores and occasionally in drug stores, but there are still a few people walking with all these conveniences.

Wm. Armstrong, one of our esteemed grocers here, also alderman of the Second ward, who was picked out as a victim for a recall—one of the first that we have any record of in the State—showed his strength by the popular vote of the Second ward, in which he made good by ninety-eight votes, which certainly was a satisfactory showing. This will probably have the effect of discouraging any further recalls that may hereafter be contemplated.

The Pittsburg Steamship Company boats have started out for the season and it is expected that by May 10 the entire fleet will be in commission.

It was sad news to the citizens of the Soo to learn of the fate of the Steamer Noble, which locked through here last Saturday night. The wreckage was found off Park Point, where it is believed that the officers and entire crew, numbering twenty persons, are dead. The life savers were unable to launch a boat because of the high seas. Much of the wreckage has been picked up by other vessels and an effort is being made to locate her. She went down in the same place where the Steamer Mataafa went down five or six years ago, which belonged to the Pittsburg Steamship Company fleet. Great anxiety is also felt for the other five vessels which was headed this way on account of their being overdue here now.

Talking about farming, reminds us that Russell Norton, in giving in his opinion, states that the best way to keep the boys on the farm is to keep the girls there. Russell ought to know.

M. Yalomstein & Co., the hustling proprietors of the Hub, who have been in business for the past six years on Ashmun street, have outgrown their present quarters and have let the contract for the erection of a large two-story brick building across from Prenzlaue Bros. store on Ashmun street, which promises to be the handsomest block in the city. The front will be of white tile, the first of this material to be used for this purpose in the Upper Peninsula. It will have a distinctive entrance, for instead of the customary angles, the doorway will be square, the front show windows forming an "L" on each side. In addition to its white front the new Hub will boast of perfect daylight, the upper portions of both front and back being of prism glass, making it the best lighted store in the city.

The third lock is rapidly nearing completion. Edward Bros. have started the work of removing the dam above the entrance to the third lock. Water is now down to the upper gate of the new lock basis. M. N. Hunt, contractor, has also started the construction work on the buildings in connection with the lock. It is expected to have everything completed long before navigation closes this season. Jos. France, our leading decorating house, has contracted for the painting and decorating of the power house and engine rooms and it is needless to say that, when completed, the third lock will be a credit to the Nation.

The Joint Commission meets here this week and will probably render a decision to the application of the power company on both sides of the river to construct remedial works in the rapids.

Postmaster Scott received a tele-

gram last Thursday announcing the death of his younger brother, Elliott Scott, at Spokane, Washington.

Chas. Werling, formerly manager of Armour & Co. here, but now of Minneapolis, paid his Soo friends a visit last week. This was Charles' first visit since he left here two years ago. He is now with the American Slicing Machine Co., of Minneapolis, introducing a device for the use of the meat shops and grocers whereby the high cost of living is reduced to small pieces and the retailer afforded a chance to get rich as well. Charles has long ago learned the art of selling, which he finds a great asset in his present location. His jovial disposition and cheerful oratory are bringing him far greater returns than being on the hog, as he was while in the pork business.

Robert Wagner, who has made his home in Kansas for the past two years, returned to his first love and is back comfortably situated with his family here. Mr. Wagner contemplates re-opening the Royal restaurant where he will be at home to his many friends. Felix has a record of being the star ragtime piano player of Cloverland and his many friends wish him the best of success in his new venture.

Wm. Kirkbride was a city visitor this week, calling for a load of meats to take care of his large camp order business. Mr. Kirkbride is supplying the camp territory around Raber with beef this summer. This keeps an extra team in operation and adds considerable to Mr. Kirkbride's revenue.

Dan McDonald, mine host at Raber, was a city caller last week. Dan came in his auto and reports the roads none too good yet.

C. E. Moher, formerly in the grocery business here, has left for the Canadian Northwest, where he is going to try his luck, and his friends here wish him success and hope that he will find something profitable.

The many friends of Walter Fletcher, who for a number of years was one of our most successful grocers here, retiring about two years ago to take up farming, are sorry to learn that he had the misfortune of losing his home which was destroyed by fire last week and a total loss.

Mr. and Mrs. N. L. Field, of Rudyard, have returned from Florida where they spent the winter. Mr. Field is proprietor of the leading store at Rudyard and his many friends are pleased to see him again.

J. P. Connolly, proprietor of the Connolly Harness Manufacturing Co., left last week for Hopkins, Minn., where he was called by the death of his father, Wm. P. Connolly. Connolly has the sympathy of his many friends here.

The Canadian Soo has the largest paper mills in the world.

Harold Johnson, general manager of the H. C. Johnson, Co., of Kreetan, Drummond Island, was a business visitor in the city last week.

A competent man cannot be held down or an incompetent one held up.

C. Albon, for the past few years running the Albon meat market, sold out last week to W. J. Farr and expects to devote his time bringing in calves from the country. Mr. Farr is an experienced butcher, having served a number of years with John H. Roe, the leading butcher here, and comes well recommended and his friends here wish him every success in his new venture.

Wm. G. Tapert.

No Pleasing Some People.

Customer—Here, you've kept me waiting a long time, and this piece of bacon is short weight!

Shopkeeper—First you grumble about the long wait; then you grumble about the long wait. You can't please some people.

FUNDAMENTALLY SOUND.

Calm Confidence in Ultimate Recovery in Business.

Written for the Tradesman.

Taking into consideration the number of disturbing factors which have influenced business conditions for more than twelve months, the present situation is much better than could have been predicted a short time ago. No sooner had the near-oriental muddle been cleared up than business was faced with the prospect of civil war in the British Isles, the cloud not yet having been fully dissipated.

Added to these factors which influence the money market and the course of our securities both at home and abroad come the tariff agitation and legislation, quickly followed by the currency bill, all of this accompanied by the internal troubles of our Southern neighbor.

In spite of all disconcerting conditions and prospects business has proved fundamentally sound, and throughout this period of uncertainty and unrest which in other times would have precipitated a panic, a calm confidence as to the favorable outcome of affairs predominated in the handling of the immense volume of business of our country.

When it is taken into consideration that like the hangers-on of a vast army of ancient times labor troubles have been dipped in here and there in an endeavor to still further destroy confidence, the present situation is encour-

aging. Happily these conditions have been localized and like all movements lacking integrity as a basis have finally fallen by the wayside, although normal conditions have not yet returned.

Excellent crop conditions throughout the Middle West, West and Northwest are beacons of hope for the future and give promise of still further steadying and solidifying an optimistic business sentiment.

The settlement of the strike in the copper country will make for better conditions in the market of that most important product and in the securities of the copper mining companies.

Throughout the Middle West collections are reported fair, business sentiment is healthful and there seems to be no reason why 1914 should not score as good if not a better record for both volume and prices than that furnished by 1913.

It is the consensus of opinion among a large number of business interests canvassed including bankers, investment bankers, manufacturers and wholesalers that now the administration has indicated a definite policy with regard to the situation in Mexico there will be felt an immediate acceleration of buying in all classes because of that announcement and the elimination of uncertainty.

Public utility companies are still reporting steady increase of normal proportions and statistics in this field of endeavor show that the growth of the companies is commensurate with the communities they serve, and it is confidently expected by those who

know what they are talking about that the great mass of companies will show an average increase in gross earnings for 1914 of at least from 12 to 14 per cent.

That the liquidation which has been going on in labor has been advantageous is proven by the fact that while the active working force of some of the larger railroads was decreased fully 50 per cent, the shops and departments were still working to upward of 75 per cent. of total efficiency, showing conclusively that those who still held their jobs were those who knew how to work and who wanted to work, and it is expected that this liquidation of useless labor will be carried still further to the great benefit of the corporations involved and without doing injustice to those who are willing to do an honest day's work for an honest day's pay.

Current bank clearings, always good indications of business, show rather fine increases and the financial situation when analyzed indicates that there is less expansion of business on borrowed capital than for sometime in the past, an excellent sign of prosperity. Paul Leake.

Hot and Cold Water Coffee.

It is somewhat strange that cold water extracts from coffee the same weight of materials as boiling water but it must be admitted that the former infusion is somewhat less palatable than the latter. Chemically, however, there is little difference between them, and we may presume that physiologically a cold water ex-

tract of coffee will be much the same as a hot water infusion, leaving out aesthetic considerations, although these, of course, are exceedingly important from all dietetic aspects. It is probable that cold water fails to extract certain oily bodies or fats which contribute higher in cold than in hot water. And not only is caffeine extracted from coffee equally well by cold and hot water, but this is true of the mineral salts and of the peculiar acid known as caffetannic acid, the acid which corresponds to the tannin of tea.

In regard to the proportion of material soluble in cold water, coffee shows an entirely different result to about 25 per cent. of its weight to tea, inasmuch as while coffee yields cold water (an amount which is not increased when hot water is used), tea yields only 12 per cent. of its weight to cold water, which is increased to 25 per cent. when the infusion is made with hot water. Again, cold water extracts from tea only 17.5 per cent. of its total caffeine, while from coffee it extracts the whole. Similarly, cold water extracts from tea 13 per cent. of its total tannin, while coffee under the same treatment yields practically the whole of its caffetannic acid.

Put Him Out.

She—And would you really put yourself out for my sake?

Caller—Indeed I would.

She—Well, then, I'll have to ask you to do it. It's awfully late.

**To Make Steady Customers—
Sell
Dandelion Brand Butter Color**

Tell the dairy men that buy goods from you that Dandelion Brand will make their butter sell for a higher price. You sell butter so you know that golden butter brings the highest price.



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

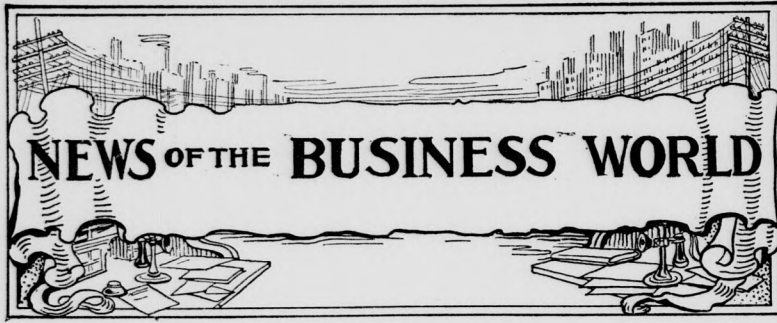
WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color
The color with  *the golden shade*



Movements of Merchants.

Sparta—Louis Meng has engaged in the coal business.

Kalkaska—Elmer F. Johnson has opened up a machine shop.

Pewamo—C. I. Richmond has engaged in the auto repairing business.

Weidman—George W. Middlesworth has opened a general store here.

Petoskey—Henry Glenn succeeds George Beach in the grocery business.

Fennville—Mann & Co. have opened a grocery store in the Lane building.

Ishpeming—Mrs. Carlson has opened a restaurant in the Voelker building.

Wetzell—Cochran & Dennis succeed Mrs. Lanterman in general trade here.

Cadillac—Laney & Paquette succeed Geo. A. Laughlin in the restaurant business.

Coopersville—Mrs. C. H. McDaniel succeeds Mrs. Hendershot in the millinery business.

Manistee—Miss Lillian Slingerland has opened a confectionery store at 111 Washington street.

Munising—Spero Lafkas succeeds Hans Hanson in the restaurant business on Maple street.

Muskegon—Hottinga & Hoffman have recently engaged in the grocery and produce business.

Alto—M. Nagelkirk has recently purchased of Fred D. Vos the bankrupt stock of A. Nichols.

Portland—Walter Earle has engaged in the meat business under the style of the Central Market.

Allegan—Willard Johnson has sold his grocery stock to Charles Gibson, who will continue the business.

Detroit—The capital stock of the Schaefer Sales Corporation has been increased from \$15,000 to \$30,000.

Yale—Elmer Hollenback, produce dealer, died at his home May 1, following an illness of several months.

Ionia—L. S. Clark will carry on the jewelry business formerly conducted by his brother, now deceased.

Cadillac—Mrs. M. J. Present, formerly connected with S. Present & Co., will carry on the business in her own name.

Muskegon—John H. Priggooris, James Raufas and A. Hromepools have opened up the Chicago Billiard Parlors.

Houghton—Fire damaged the William Orenstein fur and souvenir stock to the extent of about \$2,000 April 28.

Portland—Blanchard Bros. will carry on the furniture, carpet and undertaking business of their father, deceased.

Lapeer—Samuel Rosenberg, dealer in hides and junk, died at Harper hospital, Detroit, May 1, aged thirty-six years.

Grand Haven—Chas. H. Tryon and son have engaged in the tin and metal business under the style of the Chas. H. Tryon Co.

Lakeview—John J. Bale succeeds Macomber & Bale in the lumber and produce business, in which he has been a partner for years.

Ionia—The Cut Rate Clothing Co. is closing out its stock and will ship its fixtures to Detroit, where it will conduct a similar business.

Zeeland—Peter J. Smits & C. Dykwell have engaged in business under the style of Smits & Dykwell. They will handle musical instruments.

Marquette—S. Katsicopoulos succeeds Mrs. E. Limpert in the restaurant business at the corner of Front street and Baraga avenue.

Quincy—I. L. Bishop, who has conducted a hardware store here for the past twenty-one years, died at his home April 29, aged 62 years.

Kalkaska—F. J. Boyd has sold his bakery to Peter Hodges and George Wright, who have formed a copartnership and will continue the business.

Allegan—C. H. Gibson succeeds Alex W. Johnson in the grocery business which he will conduct under the style of the North Side Grocery Store.

Dowagiac—The George P. Wilder stock of general merchandise has been sold to Comfort R. Chase and Miss Ida Chase, who will continue the business.

Lake Odessa—O. A. Lapo, formerly engaged in the hardware business, has purchased the J. W. Griffin & Son grocery stock and will continue the business.

Mt. Pleasant—Morrison & Dains have sold their clothing stock to J. D. Keller, recently of Saginaw, who will continue the business at the same location.

Springport—Charles Huntley has purchased the Fred L. Munson stock of drugs and will continue the business, retaining Mr. Munson as registered pharmacist.

Marquette—Mrs. Augusta Lawrence, who has conducted a millinery store here for the past fifteen years, died at St. Luke's hospital April 28, aged forty-nine years.

Battle Creek—The Dobbins Hardware Co. has been merged into a stock company under the style of the Dobbins-Petrie Furnace Co., with an authorized capital stock of \$4,000, which has been subscribed and \$2,000 paid in in cash.

Bay City—The Valley Ice & Fuel Co. has incorporated with an authorized capital stock of \$150,000, of which \$88,000 has been subscribed and paid in in property.

Gladwin—Wright & Burton are building an addition, 36 x 60, two stories, to their store building and will add lines of dry goods and shoes to their stock of produce.

Gladstone—A. LaBar has sold his interest in the LaBar & Neville drug stock to N. L. Neveaux and the business will be continued under the style of Neville & Neveaux.

Otsego—The Marcia V. Hall Co. has sold its stock of shoes and women's furnishing goods to R. J. Power, who will consolidate it with his stock of general merchandise.

Cadillac—James Kerr, who conducted a grocery store on Granite street, died at Mercy Hospital, following an illness of about three weeks, aged seventy-five years.

Ovid—I. J. Miller has purchased the interest of his partner, Frank Schafer, in the Schafer & Miller hardware stock and will continue the business under his own name.

Lansing—Herman Kyes has purchased the interest of William Arksey in the Kyes & Arksey stock of second-hand goods and will continue the business under his own name.

Detroit—Walter D. Gale, dealer in electrical supplies has incorporated under the same style, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Leaton—E. J. Gover, who has conducted a general store here for nearly thirty years, has sold his stock to S. L. Denno, recently of Remus, who will continue the business at the same location.

Marquette—William Fassbender, who has conducted a meat market here for the past twenty-five years, has sold his stock and fixtures to N. R. Bernard, who will continue the business at the same location on Baraga avenue.

Northport—The B & B drug store and the Northport Pharmacy, owned by P. H. Zalsman and H. W. Zalsman, have been sold to R. E. Merveau, of Traverse City, who will combine the two stores under the name of the Northport Pharmacy. The purchaser will assume possession June 1.

Adrian—F. W. Willett & Co., dealer in musical instruments, has merged its business into a stock company under the style of the Willett-Calhoun Piano Co., with an authorized capital stock of \$3,000, of which \$2,100 has been subscribed, \$150 being paid in in cash and \$1,950 in property.

Hart—Geo. R. Bates, who had long been engaged in the hardware and implement business here, died recently as the result of Bright's disease. The business will be continued under the management of George Hutchinson and Ford Lamont, who have so long been connected with the establishment.

Detroit—E. J. Hickey, the well-known Woodward avenue shoe merchant, has been appointed chairman of the Board of Commerce Retail

Merchants' Bureau. Mr. Hickey took a prominent part in the campaign for Saturday night closing of the downtown stores, a campaign which was highly successful. The Retailers' Bureau is composed of 160 Detroit's leading retail dealers, including a large number of shoe merchants.

Hudson—The old building adjoining the McNulty grocery store was erected in 1849 by Clark R. Beach. It was intended for a shoe store and was used for this purpose for many years. For the last thirty or forty years it has housed many different lines of business, including saloon, grocery, repair shop, old furniture, etc. Clark R. Beach was for years a Hudson merchant. He now has a son living in Boston and engaged in the wholesale shoe trade.

Harbor Springs—Benjamin Segal, who had been engaged in the dry goods business here twenty-four years, went to his store last Wednesday morning as usual about 7 o'clock, but soon after entering began to feel suffocated and went to the telephone and called his wife, telling her that he felt badly and asked her to call a doctor and to come to him. This Mrs. Segal did at once. Two doctors hastened to the store and Mrs. Segal and daughter, Gertrude, reached there in the shortest possible time, but Mr. Segal was beyond all medical aid and passed away within a few seconds. Mr. Segal had been in poor health for some time but had always been able to attend to his business and his sudden death came as a terrible shock to his family. The remains were taken Thursday to Traverse City, where funeral services were held and the remains interred in the family lot by the side of six children who had preceded the father.

Manufacturing Matters.

Detroit—The Wagner Baking Co. has increased its capital stock from \$308,300 to \$350,000.

Imlay City—Burglars entered the Charles Kipp bakery and restaurant and escaped with \$40.

Detroit—The Cable Draper Baking Co. has increased its capital stock from \$50,000 to \$150,000.

Kalamazoo—The Riverside Foundry Co. has increased its capital stock from \$10,000 to \$50,000.

Dighton—Fire destroyed the Jones & Green flooring plant April 20, entailing a loss of about \$35,000.

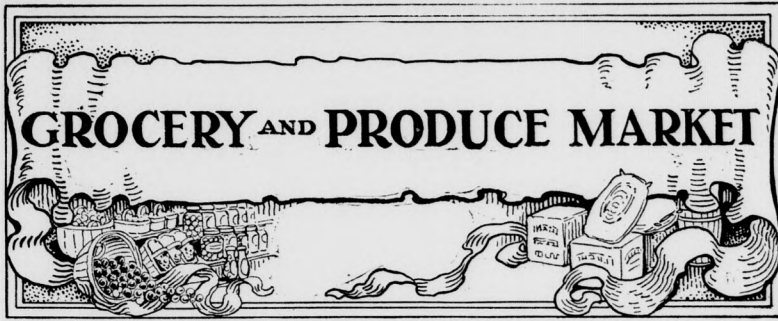
Detroit—The Palm Vacuum Cleaner Co. has increased its capitalization from \$150,000 to \$200,000.

Mulliken—The Mulliken Co-Operative Creamery Co., recently organized, has been incorporated with a capital stock of \$2,500.

Detroit—The Olson-Adams Manufacturing Co., manufacturer of auto parts and accessories, has changed its name to The Olson Mfg. Co.

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

Bronson—L. P. Hansen has leased his creamery to Mr. Covell, recently of Kalamazoo, who will continue the business under the style of the Bronson Creamery.



Review of the Grand Rapids Produce Market.

Apples—The market is active, Greenings and Baldwins are strong at \$6.00@6 per bbl. Northern Spys and Jonathans, \$6@6.25.

Asparagus—\$1 per doz. bunches.

Bananas—Prices have again declined—this time to \$2.50 per 100 lbs. This reduces the bunch price to \$1.25@1.75.

Butter—Factory creamery has advanced 1c per lb., being now quoted at 26c in tubs and 27c in prints. Although there is a considerable surplus of last year's butter still in storage which must be sold at a heavy loss, yet there seems to be a disposition on the part of storers to hold the market at present level, and it is probable that it will not go any lower during the June storage period. It is, however, a little early to form conclusions as yet. Local dealers pay 17c for No. 1 dairy and 13c for packing stock.

Cabbage—2c per lb. for new stock from Texas.

Carrots—75c per bu.

Celery—75c per bunch or \$3.25 per crate for Florida.

Cocoanuts—\$4.25 per sack containing 100.

Cucumbers—\$1.50 per dozen.

Eggs—Local buyers continue to pay 17½c for all offerings of fresh in good condition. It seems evident that the market has been established for the season, at least tentatively, and unless foreign arrivals come in rather plentifully, it is probable that present prices will hold during the storage period. We beg to repeat that in our opinion present prices are entirely too high considering the situation as regards possibility of foreign importations, and a word of caution to those who are putting eggs into storage this year will not be out of place.

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

Green Onions—15c per doz. for Illinois; 12c 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 10c per lb.

Nuts—Almonds, 18c per lb.; butter-nuts, \$1 per bu.; filberts, 15c per lb.; pecans, 15c per lb.; walnuts, 19c for Grenoble and California; 17c for Nables; \$1 per bu. for Michigan.

Onions—\$1.75 for home grown red and yellow; Texas Bermudas are now in complete possession of the market, moving freely on the basis of \$2 per crate for yellow and \$2.50 for white.

Oranges—Floridas command \$2.50@3, according to quality. Californias are in large supply at \$3@3.50.

Peppers—Green, 65c per small basket.

Pineapples—Cubans are in fair demand and supply on the basis of \$2.50 per crate.

Potatoes—Country buyers are paying 45@50c; local dealers get 65@70c. The market is fairly steady.

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

Poultry—Local dealers now offer 14@14½c for fowls; 10c for old roosters; 9c for geese; 14c for ducks; 14@16c for No. 1 turkeys and 12c for old toms. These prices are live weight. Dressed are 2c a pound more than live.

Radishes—25c per doz.

Strawberries—Shipments of Louisiana berries to this market have continued in generous quantities through the week, and as a result, prices are maintained at a level of \$2 per crate of 24 pints. The demand for berries has been very good. Orders from country points have been very steady.

Sweet Potatoes—Delawares in bushampers, \$1.40.

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

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

The Grocery Market.

Sugar—The market is stronger and higher, the New York refiners having advanced their quotations on granulated to 3.95c, which automatically advances Michigan granulated to a 3.85c basis. The advance is due—in part, at least—to a higher range of values in raws.

Tea—The Market continues firm in all lines, with a scarcity of high grades. Reports are not yet in of the opening Japan market for the new crop, but it is not expected to be much higher than last year, although some advance is looked for. The constantly increasing production of Indias and Ceylons will be apt to hold other markets near present prices. The prospect of a war tax seems to be subsiding. Japan package siftings are very scarce and prices for the little remaining in importers' hands are being held at firm prices. The Indias now coming in are of rather poor and undesirable quality, although prices are held firmly. Javas are fully 3c higher than a year ago.

Coffee—Speculation is dead, and there appears to be no Moses in sight to lead the bulls out of the wilderness. The trade has learned its lesson from the bitter experience of last year, and is content to stick to legitimate business, only trading as a hedg-

ing proposition against actual coffee. Wall Street has never forgotten the Sully boom, when it was taken into camp, to say nothing of the Lewisohn episode, and fails to enthuse over coffee, no matter how great the decline. Sooner or later, of course, there must be some change, and this is expected to come in connection with crop reports which will unsettle the situation both in the actual and option markets. Some say facetiously that the frost cables have already been written and filed to be forwarded next summer to confiding New York. It is a fair inference that the market will have its usual scare, but in the interim continued heavy primary receipts and poor demand incidental to trade depression may have a dragging effect on values.

Canned Goods—The market on tomatoes is not especially strong and stocks can be bought from second hands at a shade under the first hands market. The season is rapidly going forward and there would not appear to be any chance of any higher prices. The available supply in the hands of holders of all grades is entirely problematical, but it is reasonably certain that there are more than enough tomatoes to go around and unless the demand improves there will very likely be a carry-over. Corn and peas are unchanged on last week's basis and quiet. Apples are still high. California canned goods show no change for the week and the usual seasonable demand. Small Eastern staple canned goods are unchanged on last week's basis, string beans being pretty nearly cleaned up.

Canned Fish—Salmon is dull at unchanged prices. Domestic and imported sardines are both where they were a week ago, the domestic fishing season being still disappointing.

Dried Fruits—Peaches and apricots are both quiet at unchanged prices, peaches being in small demand, in spite of the very attractive prices. Raisins unchanged and dull. A handler of raisins, in position to know, expressed the opinion during the week that the sales of seeded raisins during the season had been probably not more than 50 per cent. of the normal quantity on account of the antagonistic attitude taken by the trade to the present methods of handling California raisins. Currants and other dried fruits are dull and unchanged. Prunes on spot show no change for the week and light demand. Future prunes are about on last week's basis; demand fair.

Rice—Business is quiet, but there was no weakness reported in the trade. In fact, Japans continue firm, reflecting the situation in the South, where the supply is closely held. The movement of both Honduras and foreign is quiet, the importations of the latter having spread to other sections. With the South so high in its ideas, however, the foreign rice is comparatively attractive and will continue to take a large proportion of the available trade. Despite the reports of the farmers' combine, it is believed in local rice circles that the acreage this year will show little reduction.

Molasses—The movement is better than usual at this time of the year. Cool weather has stimulated the consumption of grocery grades, and distributors have been compelled to take out supplies on contracts. Blackstrap is quiet and steady.

Cheese—Receipts of new stock are increasing, and the demand is keeping pace with the receipts. Present quotations are comparatively high, and considering the fact that fresh made cheese is now what is known as "hay" quality it is probable that the market will not go much lower when we begin to get grass. The comparatively high price of cheese has turned milk from other channels into cheese, and we understand that some of the large condensed milk operators are making cheese at some of their condenseries. The cheese situation is somewhat mixed as well as the butter and egg situation and caution is advisable.

Syrup—Opening prices on new maple syrup will probably be firmer. There was a shortage of syrup in the Ohio producing districts and, as a result, the demand for Vermont syrup and sugar will be exceptionally heavy.

Pickles—Earlier in the year complaints were made by picklers and salters over the reluctance of farmers to contract for cucumbers, crop 1914, but lately more favorable reports are being made. One of the principal operators at Chicago is quoted as stating that his acreage is above the average, that he put in a lot of hard work to get the farmers interested and felt discouraged at one time, but during the past three weeks contracting has been easier and a satisfactory number of acres has been signed up.

Provisions—There has been heavy liquidation in provisions all week and sharp declines have resulted. This has been particularly noticeable in lard and pork. Cash demand has been disappointing and stocks of product are larger than expected.

Salt Fish—There is a light demand for Norway mackerel, which are about the only good mackerel on the market. Prices are very high and are strongly held, although they probably can go much higher. Cod, hake and haddock are unchanged and quiet.

The annual meeting of the Michigan Wholesale Grocers' Association will be held in this city next Thursday. There are thirty-five members of the Association and it is expected that the attendance from other markets will be from forty to forty-five. The meeting will be held at the Pantlind Hotel, convening at 9:30 a. m. Routine business will be conducted, annual reports will be received and acted upon and election of officers will take place. At 1 o'clock the local wholesale grocers will give their guests a complimentary luncheon at the Country Club, after which inspiring addresses will be made by Roger W. Butterfield and Lee M. Hutchins. Mr. Hutchins will talk on Credits.

A. O. Nelson, formerly an employe of the Hart Mirror Plate Co., is now engaged in the general store business at Inglewood, Cali.

Advantage of Outside Displays For Grocers.

Written for the Tradesman.

"A grocer's store front is one of his best assets," said the Old Grocer, "and he ought to make the most of it.

"Do outside displays pay? In my experience they certainly do. From the very beginning of fine weather until the return of cold in the fall, an outside display of goods will attract customers who otherwise would never patronize us. The large store with a double front may not need to utilize outside space; but for the small store its use is almost vital.

"Of course cleanliness is always to be considered. The display of food-stuffs is in most cases inadvisable, but there are many lines of canned goods, package goods, soaps and the line which work well into outside displays and, if properly looked after, suffer no detriment whatever from being shown in front.

"For display purposes tables or shelves the full length of the window, and about eighteen inches wide, can be used handily. They should be of such height that the outside display will not interfere with the window display proper. Seasonable goods can thus be shown to good advantage. For instance, in the spring months a good housecleaning display can be put on.

"Price cards, liberally used, will help to attract attention and sell the goods. The color of the tickets can be varied from time to time; every little change in display will add something to its pulling power and will help immensely to keep it alive, so to speak. The arrangement should be given attention quite as careful as is given to the window display itself.

"It is a good thing to get out the display early in the morning; and don't forget to bring it in at night. I've made it a practice to delegate the work of looking after this part of my display to a certain clerk each month. The boys take turns, while one of them looks after the display, another is more or less busy studying up lines to feature for the coming month. It isn't good policy in my experience to assign the work in hit and miss fashion, telling one clerk to bring the stuff in and another to take it out, and having no definite arrangement. What's everybody's business is nobody's business, I find—that is, nobody's business except the proprietor's. I like to save a bit of time now and then for planning, and get a broader outlook on business.

"As it is, the outside display requires very little extra work; and that work is done by the boys just at the time when there is little else to keep them busy. The displays are changed frequently; in fact, besides pushing seasonable lines, I find them very useful for moving out slow selling stuff, which otherwise is in danger of becoming shop worn and deteriorating. Every now and then, in spite of all precautions, I run into some line that refuses to sell. I just put the stuff outside—perhaps marked down a bit—and by nightfall the

amount is usually decreased at least a little.

"The display is a great deal more effective where the store front itself is kept in good condition, bright and clean. A dirty store front rather spoils an outside display.

"Another outside feature that I've found helpful is a bulletin board. I've used a two-sided blackboard, quoting prices on leaders for each day. If there's something new just in or something old that I want to hustle out, I give it a line on the bulletin board. Now and then I mis-spell the name of something. It makes me grin to see the wise ones come in and buy three for a quarter and triumphantly inform me that what I had spelled 'tomatos' should be spelt 'tomatoes.' Those little errors sometimes save me chalk, and always bring me business.

"Like the outside display, the bulletin board is a good thing, to my way of thinking. Anyway, I've found my store front my best advertisement. As a rule, nowadays a merchant pays a pretty good price for his store front—his location—and it's up to him to turn every inch of it into money."

William E. Park.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Ann Arbor has granted permission for the erection of an abattoir on Summit street.

The first concern to be secured for St. Joseph through it Development Co. is the Denton Furniture Factory, which will occupy the Williams Bros. building. The factory starts with ten hands.

Negaunee will observe a homecoming celebration June 29 to July 4.

Hudson will have free mail delivery, two carriers beginning their rounds May 20.

Muskegon has opened a campaign of education intended to show every citizen that metered water will save him money.

The contract has been let for building a new Science Hall at the University of Michigan, Ann Arbor, at a cost of \$375,000.

The poultry department at the Michigan School for the Deaf, Flint, is being enlarged, and the institution expects to produce eggs enough for its own consumption at least.

The Anchor Salt Works, at Ludington, are being enlarged. Ten new grainers are nearly completed and the plant with its five wells on the north side and three at Buttrville will turn out about 5,000 barrels per day. The plant now employs 160 men and this number will be increased.

Kalamazoo's new city lighting plant is operating 525 new arc lights in the residence district and a 234 pole ornamental system in the business district, which is about double the old service rendered. Reports also indicate that the operating cost has not increased.

An active building year is promised at Allegan, the operations starting with a \$10,000 library and with an additional story on the Grange store.

The Cloverland Association of Commercial Club Secretaries will

meet in Marquette May 15 to complete plans for a booster trip to Chicago the last of July.

The Grand Trunk is spending over \$30,000 in renewing its car ferry slips at Grand Haven.

The new electric line from Saginaw to Bay City opened for business May 1.

The Michigan Free Employment Bureau at Kalamazoo makes this report: "Very few men are out of work at present here and there is a real shortage of women workers."

Iron River has adopted a system of garbage collection. Stuff must be kept in closed cans and cans emptied and cleaned at least twice a week.

Marquette has framed a curfew ordinance, one provision of which places the responsibility on parents, who must not permit their children to be on the streets after 9:30 p. m., under penalty of fine or jail sentence.

Work on the first unit of a big factory at Niles for the Auto Tractor Co. will start soon.

All gambling devices have been ordered out of Marquette.

The Jackson Chamber of Commerce, with 250 members, has started a campaign to boost the membership to 500.

Almond Griffen.

New Source of Radium.

A most important deposit of uranium and pitchblende, from which radium is extracted, has been found on the German side of the Erzgebirge, a range of mountains between Saxony and Bohemia. Apparently the deposit is an extension of the one on the Bohemian side which has hitherto been one of the principal sources of supply.

The find has created great interest on account of the enormous demand in the treatment of cancer. German cities and states have placed orders for uranium and radium amounting to \$625,000.

The New Company Not in Bankruptcy.

Grand Rapids, May 5.—In your issue of April 29 we notice that the old Bel-Car-Mo Nut Butter Co.'s affairs have finally been adjusted. However, as we are operating under the same name as these people did we have received many telephone calls relative to this matter and it is the general impression that it is we that are in bankruptcy and not the old concern.

We would appreciate it, if you would be so kind as to mention in this week's issue that it is the affairs of the old concern being straightened out and not ours, for the benefit of the people who are misinformed.

Bel-Car-Mo Nut Butter Co.

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

Buffalo, May 6.—Creamery butter, fresh, 23@26c; dairy, 18@22c; poor to good, all kinds, 12@18c.

Cheese—New fancy, 14½@15c; choice 13½@14c; poor to common, 6@12c; fancy old, 18c; choice, 17@17½c.

Eggs—Choice, fresh, 20@21c.

Poultry (live)—Turkeys, 16@18c; cox 12@13c; fowls, 17@18c; ducks, 18@20c.

Beans—Marrow, \$3@3.35; medium, \$2.25@2.35; pea, \$2.10@2.15; white kidney, \$3@3.25; red, \$3@3.25.

Potatoes—78@80c per bu.

Rea & Witzig.

Tragic End of Fred Hanifan's Rooster.

Owosso, May 4.—Saturday was an unusually interesting day for Owosso traveling men. About fifty good fellows rolled into town to Sunday at home. In the forenoon quite a good sized delegation called on Fred Hanifan to inspect his new hencoop, which is a marvelous structure. At first sight it looks something like a piano box, but it is up-to-date in every other particular. Fred has a large hole sawed out in the center for his Plymouth Rock rooster, two smaller ones for his two hens and thirteen small ones for chicks with four of these plugged up, as only nine eggs hatched out. Fred is proud of that hen house—no getting around that—but is mourning the loss of his rooster, which, it seems, had jumped the job sometime in the night or very early in the morning. We left Fred prosecuting a diligent search for the missing biped. Later in the day however, all hands were called together to settle a dispute between Mr. Hanifan and J. D. Royce, of Corunna, whom Fred claimed at first had stolen the rooster. A little detective work on the part of C. V. Page and Gus Stephens, who lives across the street from Hanifan, Jim Copas and George Clark, the Kandy Kid, solved the problem and exonerated Mr. Royce from the accusation. It seems that Hanifan has been in the habit of crumbling up Uneeda biscuit, mixing it with baking powder and feeding it to the sparrows, which fill up on this deadly ingredient, drink water from the leaky hydrant close by, then fly up and bust. Fred then picks up the heads and sells them to the County Clerk and gets bounty enough out of the deal each season to buy a new straw hat. Now the facts, as discovered by the detective force, were simply these: Fred's rooster got up before Fred did and proceeded to gorge himself with Hanifan's Sparrow Exterminator. (It being illegally placed there without a label). The more he ate the lighter he became and was soon sailing the azure dome of heaven's own blue. A strong west wind landed him in Royce's back yard, two miles east of Hanifan's hennery. The pleasure of getting his feet again on the United States was so gratifying that he at once started to crow. He was so much inflated with gas from Fred's dope that he couldn't stop and crowded himself to death. Mr. Royce, hearing a long drawn out sepulchral tone—a cross between a two dollar graphophone and a fire whistle—left the dinner table to find out what was doing and arrived in his back yard in time to see the rooster expire. While he was cogitating over the surprising phenomenon, the health officer of that precinct came down the back alley, saw the dead rooster and ordered Royce to bury it. Royce's vocabulary of good English is one of his long suits; but convincing a customer that he needs a line of broad head stuff and arguing with a health officer about a dead rooster found on his own premises are two distinctly different lines of talk. Consequently, Mr. Royce smiled to smother his chagrin and submissively picked up the defunct carcass and started for his back forty. Who should he bump into while crossing the street but Hanifan with a paper sack of sparrow heads on his way to the County Clerk's office. The discussion between those two brothers will not be found in print. Later in the evening a jury of forty-four good men and true found J. D. Royce not guilty and Fred Hanifan came to the front like the gentleman that he is and gave Mr. Royce a setting of eggs and the loan of a hen, and as he wound his way homeward in the twilight he was heard whistling that old familiar tune, "When will the birds come back?" Honest Groceryman.

The Home Town of Governor Ferris.

Big Rapids, May 5.—Big Rapids is a prosperous, up-to-date incorporated city and the capital of Mecosta county. It was first settled in 1854 and in 1859 was platted as a village. There were two other villages platted on the opposite side of the river and in 1869 all were combined under one city charter. It is a station on the G. R. & I. and P. M., 56 miles north of Grand Rapids. The city is named after the Big Rapids of the Muskegon River, which flows through it and furnishes excellent water power, utilized by its manufacturing plants, and there is plenty of power for more. The city boasts of all the public utilities and conveniences that mark the municipality of twice its size. It is lighted by electricity, has the Holly system of water works, fire and police departments, excellent system of sewerage, a public library, an opera house, two banks, paved streets and a first-class hotel. There are nine churches of different denominations and the educational advantages consist of a Central High and three ward schools and the Ferris Institute, noted throughout the country for its advanced standing in the teaching of the special branches to which it is devoted and for the remarkably wide field from which its pupils are drawn. The institute was organized by W. N. Ferris in 1884 and occupies a building valued at over \$50,000, furnished throughout with specially designed modern equipment. There are few places that contain so many handsome residences, with well-kept yards and beautiful lawns as Big Rapids. The finest metropolitan stocks can be found in its business houses. Among the prominent industries are planing and saw mills, extensive maple flooring factories, gas light and fuel plant, electric light and power plant, machine shop and manufactories of furniture, cigars, brooms, flour, spring seats, hot blast grates, saw filing machinery, chairs, hats, carriages, veneer brick, etc. Has large fair grounds and racing track, social clubs and kindred organizations, lodges of the leading secret and benevolent orders, iron bridges across the Muskegon River, principal streets graded, macadamized and guttered, Riverside Park, ball and athletic grounds. Clear Lake, a pretty summer resort with good fishing five miles out and excellent trout streams within a few miles of the city. Big Rapids is the home of the present Governor of Michigan, Hon. Woodbridge N. Ferris. In 1874 Ernest A. Stowe apprenticed himself to learn the printing business in the office of the Big Rapids Magnet and, in the fall of 1883 founded the Michigan Tradesman and by hard work, foresight and tact, has succeeded in producing what has long been regarded as the largest, strongest and most ably edited and influential trade journal of its class in the United States. The following business houses are readers of the Tradesman:

- C. D. Carpenter, dry goods.
- Big Rapids Savings Bank.
- Binney & Jennings, groceries.
- Brack & Co., groceries.
- Dickinson & Turk, groceries.
- Chas. Haywood, general merchandise.
- Darrah Milling Co.
- Miller Bros., groceries.
- Rau Bros., meats.
- S. S. Smith, meats.
- Williams Grocer Co.
- A. J. Zellar, groceries.
- Wm. R. Van Auken, groceries.
- J. P. Gleason, jeweler.
- Hall & Bregenzer, general merchandise.
- E. C. Newcombe, jeweler.
- Darling Bros., shoes.
- Theo. Lindbloom, clothing.
- O. G. Fisher, jeweler.
- J. G. Martz, bakery.
- Ira P. Mitchell & Co. groceries.
- B. J. Montague, clothing.
- Boston Store, dry goods.

- Wm. J. Graham, meats.
 - Berteau, Alworth & Co., department store.
 - F. W. Cole, meats.
 - J. C. Jensen & Co., dry goods.
 - C. T. Jones, groceries.
 - McDuffie Grocer Co.
 - F. H. Lange, merchant taylor.
 - Michigan Cigar Co.
 - John E. Feightner, creamery.
 - A. V. Young, shoes.
 - R. Jensen, shoes.
 - E. M. Ensck, confectionery.
 - Chas. H. Hangstaffer, meats.
 - Citizens State Bank.
 - Geo. F. Fairman, drugs.
 - J. J. Henderson, groceries.
 - C. P. Judson, hardware.
 - Miles & Buck, cigar manufacturers.
 - Chas. Milner, drugs.
 - W. A. Stillwell, bazaar.
 - Geo. W. Milner, drugs.
- The Western Hotel is second to none in the State and the commercial men are greatly appreciative.
- W. R. Wagers.

Coming Conventions To Be Held In Michigan.

- May.**
- Modern Woodman of America, Grand Rapids, 4-5.
 - Homeopathic Medical Society of Michigan, Saginaw, 12-13.
 - Michigan Laundrymen's Association, Bay City, 12-13.
 - Michigan Congregational Conference, Grand Rapids, 12-14.
 - Michigan Printers' Cost Congress, Saginaw, 21-23.
 - Republican State Mass Meeting, Detroit, 21.
 - Michigan Grand Lodge, F. & A. M., Flint, 26-27.
 - Michigan Letter Carriers' Association, Detroit, 30.
- June.**
- Michigan Dental Society, Detroit.
 - Knights of Columbus of Michigan, Detroit, 10.
 - U. C. T. Grand Council, Saginaw, 12-13.
 - Eagles, Holland, 16-19.
 - National Association Chiefs of Police, Grand Rapids, 15-19.
 - B. P. O. E., Petoskey.
 - Annual Encampment of the Michigan G. A. R., Lansing, 17-19.
 - Michigan State Bankers' Association, Alpena.
 - Michigan Unincorporated Bankers' Association, Alpena.
 - Michigan State Firemen's Association, Saginaw, 23-25.
 - Michigan State Golf League, Detroit, 25-27.
- July.**
- Michigan State Barbers' Association, Flint.
 - Michigan Retail Jewelers' Association, Michigan Association of Police Chiefs, Grand Rapids, 14-15.
 - Sheriffs and Prosecuting Attorneys, Alpena.
 - Michigan Association of the National Association of Stationary Engineers, Muskegon, 15-17.
 - Michigan Association of County Clerks, Mt. Clemens, 25-26.
 - Grand Circuit Races, Grand Rapids, 29-Aug. 1.
- August.**
- Michigan Association of Local Fire Insurance Agents, Grand Rapids, 4-5.
 - Michigan Abstractors' Association, Ann Arbor, 6-7.
 - Michigan Retail Clothiers' Association, Detroit.
 - Grand Circuit Races, Kalamazoo, 10-15.
 - Michigan Postmasters' Association, Grand Rapids.
 - Fifth Michigan Veteran Volunteer Infantry Association, Saginaw, 26.
 - American Pharmaceutical Association, Detroit, 24-29.
 - Michigan State Pharmaceutical Association, Detroit, 25-27.
 - Michigan Pharmaceutical Travelers' Association, Detroit, 25-27.
 - National Encampment of the G. A. R., Detroit, 3 Sept. 6.
- September.**
- West Michigan State Fair, Grand Rapids, 1-7.
 - Middle West Association of Deaf Mutes, Lansing, 7.
 - Michigan Federation of Labor, Lansing.
 - Michigan State Humane Society, Muskegon.
 - Michigan State Fair, Detroit.
 - International Association for the Prevention of Smoke, Grand Rapids.
 - Michigan Association of County Superintendents of the Poor, Grand Rapids.
 - Michigan Constitutional Convention, Grand Rapids.
- October.**
- Order Eastern Star, Grand Rapids.
 - Michigan Poultry Association, Grand Rapids.
 - Michigan Annual Conference of Corrections and Charities, Grand Rapids.
 - Michigan State Teachers' Association, Kalamazoo, 29-30.

- November.**
- Michigan State Sunday School Association, Adrian.
 - Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.
- December.**
- Michigan State Potato Association, Grand Rapids.
 - Michigan State Grange, Battle Creek.
 - Michigan Bricklayers, Masons and Plasterers' Association, Jackson.
 - Michigan Bee Keepers' Association, East Lansing.
- January.**
- Michigan Tax Association, Detroit.
- February.**
- Michigan State Association of County Drain Commissioners, Lansing.
 - Michigan Retail Hardware Dealers' Association, Saginaw.

- Michigan State Rexall Club, Detroit.
 - Michigan Retail Grocers and General Merchants' Association, Lansing.
- March.**
- Michigan Sheet Metal Contractors' Association, Grand Rapids.
 - Michigan Master Steamfitters' Association, Detroit.
- April.**
- Michigan State Association of the Master Horseshoers National Protective Association, Grand Rapids.
- As much as possible the retail merchant should be on the store floor mingling and becoming acquainted with his customers.
- One can lead a double life on a single salary, but it is a lot of trouble.

MEN'S STRAW HATS!

The time to order is now. We can fill your mail orders promptly from our big stock of straws. We have everything from the very low priced to the high grade exclusive styles.

NEWLAND HAT CO.

166 JEFFERSON
DETROIT

HATS, CAPS, STRAW GOODS, GLOVES AND UMBRELLAS

Good Goods

All goods packed by, or for, our Company are of the highest grades of quality that we can find in the world's markets, and our name on any package is a guarantee that our expert buyers have procured the best there is for our customers.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



(Unlike any other paper.)

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OF BUSINESS MEN.Published Weekly by
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Five dollars for six years, payable in advance.

Canadian subscriptions, \$2.04 per year, payable invariably in advance.

Sample copies 5 cents each.
Extra copies of current issues, 5 cents; issues a month or more old, 10 cents; issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

May 6, 1914.

CRISIS IN MERCHANDISING.

The more agitation there is concerning the desirability of fixed prices the more evident it becomes to observers that the crux of the whole matter marks a crisis in mercantile evolution.

Whether or not the Stevens' or any similar bill passes Congress, it is evident that the agitation has compelled a better understanding of the real issue. Both sides admit that it is the label and not the goods that furnishes the basis of contention. On the one side the brand owner proposes the legalizing of a new form of semi-patent to the creator of branded goods, and on the other the merchant is contending that the realm of merchandise shall not be restricted by a constantly growing number of "specialties." Either the evolution of popularized brands must be curtailed—because if the claims of brand owners are not sustained the incentive to create valuable trade marks will be destroyed—or the rights of merchants to buy and sell as they choose the most attractive and salable goods must bow to new rules. And in the settlement of that issue Congress faces a problem of tremendous importance.

This with regard to the conflicting rights of the merchant and the manufacturer. In the incidental presentation of the case there develops certain other evolutionary features quite as fundamental as the anti-trust law itself. Not until men commenced threshing out the merits of fixed prices did the full influence of quantity prices dawn on them, and now that is fast coming to the front to complicate the situation and involve still other mercantile upheavals. Fixed prices and quantity prices are peculiarly inter-related, and if both are to be settled by Congress it will mean the unfurling of the banner of a new commercial morality involving very far-reaching principles.

Fixed prices involve the recognition of the manufacturers' alleged right to control the movement of his brand throughout its mercantile course. The reason advanced for this claim is that distributors for the manufacturer may have an assured chance to make an adequate profit free from the menace of price-cutting destruction. Back of this is a de-

sire on the part of the manufacturer to have every trader carry his goods and thus promote widespread distribution—a matter which concerns the consumer very intimately. Demand created by advertising is useless and wasted without widespread distribution.

But if the manufacturer aims to promote uniform profit in his goods for all dealers, the natural question arises how he can fairly sell one competitor—a quantity buyer—his specialties at a lower price than he does the other and smaller buyers. He does not deny the economy that lies in the sale of quantity to one buyer or the buyer's right to claim a share of that economy, but he finds he can not recognize that right without upsetting all his lofty ideals of fair competition. If quantity is to make the price, it is logical that the large moneyed buyers will inevitably enjoy advantages in purchasing—and consequently in selling unless a restriction on sale price is made—that will drive the small merchant out of business. And that is the very kind of preference which the Sherman law was drawn to prevent. These are problems almost impossible to settle by legislation. They come under those best left to settle themselves. Bargains can never be satisfactorily made by law.

One thing stands out strikingly, and that is the necessity for a determination of which principle shall govern in the process of merchandising—the lowest prices to the consumer or a living chance for the small merchant. Until that is determined, no logical and wise line of remedial legislation or commercial practice will be consistent or effective.

The objection to trusts has been—or was when the Sherman law was enacted—that they crushed out of existence the small merchant. Whether the trusts made prices lower or not did not appear to enter into the question twenty-four years ago. All that the popular clamor sought was to give the small merchant a living chance, and accordingly all combinations that made the big competitors bigger, and, therefore, harder for the little competitor to match, were restricted by law.

But a new principle appears to have come into the field now—the popular discontent concerning the high cost of living. If the big chains, mail order houses and department stores can undersell the small merchant, it reduces the high cost of living, and the public, as a rule, is looking out for its own pocketbooks, rather than feeling any grave concern for the small merchant. The popular champions are abroad trying to organize pseudo-retailers in the form of consumers' co-operative concerns to further annoy the small dealer. And when manufacturer and grocer seek to protect the small dealer by some plan of price equalizing, the scheme is assailed under the very Sherman law which aimed at an exactly similar protection of the small merchant.

And many a man who has the cheek to raise whiskers doesn't even try it.

THE COMING CONVENTION.

The programme for the National Retail Grocers' Association convention, Louisville, Ky., on May 18-21, has been issued by Secretary John A. Green and indicates a session full of promise for profitable discussion of live trade questions.

Aside from the formal proceedings of the convention, the chief interest in the gathering will be in the line of internal politics of the Association, particularly with regard to the management of the Association during the coming year. Not only will this be an echo of the controversies of the past two or three years, but the recent entry of the Association into the field of trade journalism will furnish the liveliest sort of ground work on which an organized effort will be concentrated to upheave the whole administration and substitute another.

Last year the choice of officers disclosed an opposition something more than merely random or personal, but it failed to change the executive. This year the decision of the chief officers to issue the National Retail Grocers' Bulletin as a regular publication strengthened this opposition materially. Many of the editors and publishers of the papers represented in the Grocery and Allied Trade Press Association have openly condemned the management for taking this step, especially on the ground that it was contrary to the expressed wish of the Association the last time this perennial enterprise came up for settlement and therefore a defiance of the rank and file of the Association.

On the other hand, the chief officers of the organization, President Schwab, Secretary Green and Vice-President Connolly, claim that the decision to issue a paper was entirely within the scope of their authority, and that it was really nothing more than an elaboration of the Trade Press Bulletin, which the organization has issued for many years past. They claim that the principle of the issuance of an official organ by an Association is not at all new and they profess to be able to show that the publication is not only popular and welcome, but an effective instrument for both spreading the gospel of the Association and producing revenue.

The critics of the officers have been very bitter in denouncing the move and the propaganda of opposition has been spread vigorously. Incidentally a number of personal issues have crept in, along with sectional issues and—greatly to everyone's regret—the religious issue. Both sides profess to deplore this latter circumstance and charges and counter charges are made as to who started it, but it remains as a strong controlling factor in the undercurrent of animosity which will come out in the selection of officers at Louisville.

SOLD SUGAR BELOW COST.

That mail order methods of doing business are often fraught with very serious pitfalls is strikingly displayed in a recent incident in St. Louis, where a new concern, calling itself the Jersey Grocery Company, adver-

tised in the St. Louis newspapers that it would sell 150 pounds of granulated sugar for \$2.75, at a time when retail grocers are paying \$4.10. A local trade journal undertook an investigation of the concern and its methods and not only found that the great concern which claimed to buy goods by the carload and to serve 200,000 customers was the back shop of a dirty fish market, employing only a man and his wife, but also exploded its system of selling sugar at a loss.

The first step was to send for a sample of the sugar, as in the advertisement prospective patrons were invited to do this, enclosing 10 cents to pay for same. The "sample" came promptly to hand, consisting of something over an ordinary tablespoonful of a good grade of granulated. With the sugar sample came an order blank giving three "suggestions" for grocery orders.

In order to take advantage of the sugar offer, the customer was obliged to send in an order for groceries as indicated in the "suggestions." These "suggestions," by the way, are works of art, each being a list of groceries including one fountain pen and other articles not generally considered as being grocery supplies and compared at very questionably fair prices.

All three of the lists include 100 pounds of sugar for \$2.75 and a "sugar certificate" good for 50 pounds additional with the second order of groceries. On the reverse side of the order blank is a printed form-letter addressed to "Dear Patron," which sets forth, among other impossible statements, that "memberships," whatever they are, worth \$2.50 a year, will be given free for five years if order is sent in promptly.

It also says that the company is an old established concern, that it is owned co-operatively by 2,000 persons, and says that on receipt of first order the company will send lowest prices on sugar and coffee at wholesale, and recommends urgently that the customer send cash with order, although the goods will be sent C. O. D. upon receipt of \$2.50 deposit.

It being judged that a concern serving 200,000 customers would be a rather busy place the telephone was invoked, but the name of the Jersey Grocery Company did not appear in either of the directories, and the "information" operator, when appealed to, stated that they had no such subscriber. A few questions asked upon visiting the dirty little fish market that answered to the street address of the "company" brought the information that the company carried no stock at present, all of the orders being filled by a wholesale grocery house of the name of Warner Grocery Company, but that concern also proved non-existent.

And now Uncle Sam has decided "What is a stringless bean?" According to Dr. Alsberg, in a letter to Secretary Frank E. Gorrell of the National Cannery Association, it is any young bean processed so young as to have escaped having its "strings" get tough, and not any particular breed of bean.

BERMUDA THE BEAUTIFUL.**Hardest Workers There Are the Coral Builders.**

In any description of the Bermuda Islands, it is always desirable to give their geographical position, for many people think them to be a part of the West Indies. As a matter of fact, Bermuda lies 666 miles southeast of New York, in the latitude of Charleston, and less than forty-eight hours from the metropolis. The islands stand alone on the top of a submarine mountain some 15,000 feet high, forming the most northerly coral reef in the world, and for this reason and others they attracted the attention of scientists many years before the American traveler discovered their remarkable beauties.

From the deck of a ship Bermuda appears to be somewhat flat and barren—an impression dispelled as soon as the vessel has skirted the reef-barrier and entered the channel off St. David's Head, at the eastern end of the islands. But it is not the shore that one looks at first. It is the water. Winslow Homer and E. Bicknell have succeeded in transferring to canvas the varying tints and colors, but other artists of lesser skill and repute have tried in vain. It is water clear as crystal and colored vividly. Off shore, in deep soundings, the surface is sapphire blue. Wherever the bottom shoals there are brown and purple patches. In shore, the prevailing hues are pale blue and green, but the delicate shadings are never fixed. They vary with the sunlight as it plays through the fleeting clouds above, and the opalescent effects come and go with surprising frequency.

In this water the industrial coral builders are still at work, making more secure the reef-barrier which completely surrounds Bermuda and stays the ravages of the Atlantic. These reefs and shoals, with their enclosed lagoons, cover an elliptical area of more than 200 square miles, while the area of dry land is slightly less than twenty square miles.

To see the whole ensemble, it is best to climb the tall iron tower of Gibb's Hill Lighthouse, in Southampton Parish. The lands stretch away from Ireland, in the west, to St. George's, in the east, taking the form of a shepherd's crook. Ireland Island represents the curve, the Main, or Bermuda proper, and St. George's Islands the shaft. From the lighthouse lantern the reef barrier can be easily traced. On the south shore—the weather side—the reefs stand in close to the land, churning and frothing as the sea breaks over them. At the west and east ends the barrier is also quite close; but on the north side it lies from five to eight miles out.

Ages ago these submerged rocks were dry land, but now they are simply sea-gardens filled with marine plants, which live and grow, not only to fascinate mankind by their forms and colors, but to keep the reefs from being ground into sand by the moving water. It is a simple matter to see these gardens. You drift over them in a glass-bottomed boat, and

have their beauties magnified at close range.

It is a relief map one looks at from the lantern. Across the shimmering waters of the Great Sound, with its clusters of islands, lies the dockyard at Ireland Island, always a scene of activity because Bermuda has again become an important British naval station. Northeast is Hamilton, the capital, a thriving city of coral buildings and tropical gardens, with a charming harbor, which is entered from the Sound. To the east are the central parishes. It is undulating country east and west of the lighthouse, all covered with the dark foliage of the cedar. The whitest roads wind through the valleys and are lost in the hills, white roofs show through the trees, splashes of color—the red and pink of the oleander windbreaks—mark cultivated fields.

After seeing Bermuda from an eminence the stranger can scarcely believe that there are but twenty square miles of land in the 150 islands and rocks comprising the group. He is also surprised to learn that there are twenty thousand permanent residents, and that only a half-dozen of the larger islands are inhabited. No evidence of overcrowding is apparent, and actually there is none. The illusion of expanse is due to the fact that Bermuda is long and narrow—the widest spot is but three miles, and there are few places from which a glimpse of the ocean is hidden. As for the other question, the people have scattered their homes all over the main islands, instead of crowding into towns, and so there is no problem of congestion. There is ample room for all and a few thousand more.

An elaborate road system enables the Bermudians to live as they do. They have no railroad, a ban has been put on the motor car, and they use horses and bicycles entirely. With the exception of St. David's, across the harbor from St. George's, all the principal islands are connected by bridges, and one may drive from one end of the group to the other, a distance of about twenty-five miles, without using a ferry. There are one hundred miles of superb roads, all laid on solid rock, with smooth, compact surfaces. The native road builders have done their work well. They thought nothing in the old days of hewing away through the brow of a hill to reduce the grade, and these deep cuttings, now covered with maidenhair fern and life plant, and shaded by overhanging trees, have the appearance of the miniature canyons.

On the road one realizes Bermuda's charm. It is variety. No two scenic pictures are alike. Like the chameleon, the sea is constantly changing. There is a marked diversity of foliage, with tropical trees growing alongside those of Northern zones, and a wealth of bloom. Bermuda is never without flowers, and some of the most gorgeous are those that grow by the wayside, and cover the walls dividing the farms.

The Bermudian is a flower-lover. His forefathers began collecting plants from other lands three centuries ago, and the habit survives. No man is

satisfied with the flowers that brighten the wild places; he must have a garden of his own domain, and, however small his holdings may be, it is always gay with color.

Brilliance on sea and land might pall were there no contrasts, but, fortunately, they are here. Take, for instance, the south shore. It is far different from any other part of Bermuda. You come upon long stretches of beach, the same white, shellstrewn sand that was converted into hills when Bermuda was in the making and the world was young. As a background there are gray limestone cliffs, covered with sea lavender, thick, trailing vines, and wiry grass. Deep recesses have been cut into the escarpment, great boulders lie at the base, and there are turrets, pinnacles, and arches, carved by wind and wave, which fashion new designs with every storm. From these cliffs one looks down into the frothing bowls of the "boilers," the circular coral atolls, which attain perfection in Bermuda waters, and are a constant source of wonder.

From the south shore go inland, perhaps to Harrington Sound. Here is an excellent example of the enclosed lagoon. Its waters are quiet, in contrast to the tumble just left behind. Hills and trees are reflected upon its unruffled surface and across the blue one may see the tangle of a mangrove swamp, impenetrable and dark. This lagoon is destined to be a great fishing preserve. The outlets have already been screened, and it will be stocked with a great variety of native game fish.

Just east of Harrington Sound, in the Walsingham district, through which Tom Moore, the Irish poet, loved to ramble, are the caves, an underground world of calcite. Nature has not completed these caverns for each drop of water that percolates through the ground above carries a minute deposit of lime to some glittering stalactite or translucent drapery decorating the ceiling. It is a laborious process, but not more so than the task of the coral builders along the shore.

Across the Causeway from Walsingham lies St. George's, the ancient capital, on the edge of a fine harbor. There is a radical difference between Hamilton and St. George's. Hamilton has been laid out and built on modern lines; St. George's reveals its age in narrow, winding streets and old-fashioned buildings of Spanish type, some colored pink and pale blue, as fancy struck the owners. Hamilton is the centre of gayety; St. George's is more subdued, and the artist finds a source of delight in its quaint atmosphere.

Between the towns, and also west of Hamilton, are many factories, and a large element of its population is engaged in agricultural pursuits. The farms are insignificant, judged by American standards, and one does not find in Bermuda great meadows and pastures. Instead there are small patches of brick-red soil, hedged by oleander, with a background of cedars, in which redbirds and bluebirds build their nests and silk spiders spin.

In sheltered spots near the comfortable white-stone farm cottages there are clumps of bananas, with broad green leaves, a paw-paw tree or two, some palmettos and pomegranates, and always a generous number of flowering shrubs, with unfamiliar names.

The Bermuda planter ploughs in September and reaps his first crop of potatoes in December. He is able to ship onions, celery, parsley, and other green truck to New York when the supply is lowest and the demand heaviest. There is always a warm sun to ripen his crops, and frost never chills his soil, because a belt of warm water—the Gulf Stream—lies between Bermuda and the mainland, and wintry winds are transformed into balmy breezes before they strike the islands.

The temperature ranges about 68 degrees while the North is gripped with frost. Sometimes it goes three or four degrees below that figure, sometimes it goes above, but there are no sudden changes. Whenever it rains, all traces of the downpour vanish quickly. You have difficulty in getting your boots muddy, for the simple reason that the porous soil soaks up the water almost as rapidly as it falls. Then the sun breaks through and completes the work. Natural drainage, an equable climate, and pure salt air combine to make Bermuda healthy; its pre-eminence in this respect is undoubted, as many Americans who live there will testify. Add to the wholesome climate bright skies and seas, unique scenery, and an atmosphere of repose, and you understand why Mark Twain called Bermuda "the right country for a jaded man to loaf in."

Walter B. Hayward.

The Man Who Gets the Business.

Nothing is accomplished by half-hearted concentration, by don't-care slipshod methods. It simply spoils good towns that ought to produce good business.

On the other hand, take the man who concentrates his efforts.

He believes that concentration is the greatest lever ever placed in the hands of a salesman.

He puts life into the work, and the result is he gets the business.

Worth Knowing.

The editor of the Evening Star was deeply engrossed in his work when he was suddenly interrupted by the office boy, who remarked:

"There's a tramp at the door, Mr. Hyde, and he says he ain't had nothin' to eat for six days."

"Fetch him in," said the editor. "If we can find out how he does it, we can run the paper for another week."

Be unwilling to take a man's reluctant consent. Secure his custom by expert salesmanship, rather than by sheer force of superior will. The man who reluctantly consents to your selling him because you have exhausted his capacity to resist, will probably change his mind and countermand the order. He will at least be sure to fortify himself against your methods in the future. That will make a renewal doubly difficult.



State Treasurer Haarer has been elected Cashier of the City National Bank of Lansing, to succeed Fred J. Hopkins, who committed suicide two weeks ago when a shortage was discovered in his accounts. Haarer's appointment will not interfere with his work as State Treasurer, and he will be a candidate for re-election to the State office this fall.

The First National Bank of Sault Ste. Marie has installed an automatic triple time-lock safe of the most modern type in mechanism and material. This safe replaces one which has been in use at the First National for the last twenty years, but which is still in good condition.

At the adjourned meeting of the Backus Bank (Pottsville) depositors, former Cashier Backus presented a report showing the liabilities of the Bank have been reduced to \$37,462 with estimated assets of \$35,073, leaving a deficit of \$2,389. Collections, he said, are slow but are being pushed as rapidly as possible; however some good notes will not become due until next fall; hence it will be impossible almost to complete the adjustment of affairs until then. Some of the depositors expressed considerable satisfaction with the showing. The committee appointed to formulate plans for legal process did not report as most of the depositors, by their silence at least, seemed satisfied with the report.

Bankers at various reserve centers began active preparations last week to organize the Federal Reserve Banks, so that everything may be in readiness for quick action when the Organization Committee at Washington, or the Federal Reserve Board itself, should it be appointed, calls for the initial payment on the stock subscriptions already sent in by the 7,000 or 8,000 affiliated banks. At Minneapolis a good deal has been done to get the bankers, of the Ninth District, including the States of Montana, North Dakota, Minnesota, and parts of Wisconsin and Michigan, together, to decide on the adoption of some general policy. In the Atlanta district a similar movement has been undertaken, while in New York something has been done towards obtaining an interchange of opinion concerning the sort of man that should be selected to head the reserve bank there.

All these arrangements have been only tentative, since the member banks will have no voting power, until they are permitted to pay, in part

at least, for their holdings of Federal Reserve Bank stock. The situation has been made of pressing importance by the campaign started by certain politicians to secure the chairmanships of the new banks for themselves or for their friends. The bankers have been a good deal stirred up by this electioneering, and will do what they can to check the ambitions of improper men.

The law gives the Federal Reserve Board authority to appoint the chairman, who shall act also as the Federal reserve agent, and the vice-chairman of each Federal Reserve Bank. Bankers are not clear, however, as to just what authority the chairmen of the new banks will exercise. They are to be the presiding officers of the banks and, in the judgment of some bankers, the "policemen," acting solely for the Federal Reserve Board.

The law says that the chairman or Federal reserve agent of each Federal Reserve Bank "shall be a person of tested banking experience; and in addition to his duties as chairman of the Board of Directors of the Federal Reserve Bank he shall be required to maintain under regulations to be established by the Federal Reserve Board a local office of said Board on the premises of the Federal Reserve Bank."

Some bankers believe that the chairmen of the new banks will have a good deal to do with actually operating the institutions. One way

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

GRAND RAPIDS SAVINGS BANK

Kent State Bank

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

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

Resources 8 Million Dollars

3 1/2 Per Cent.

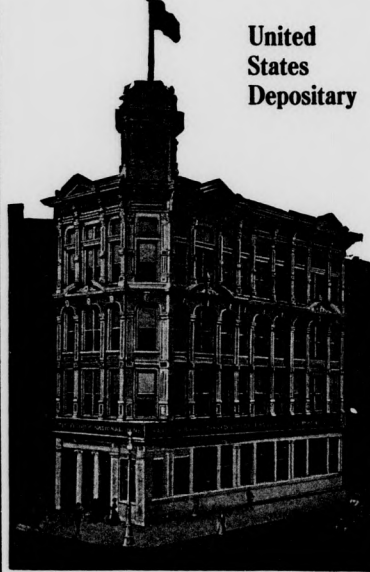
Paid on Certificates

Largest State and Savings Bank in Western Michigan

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 | United States Depository | Commercial Deposits |
| 3 |  | 3 1/2 |
| Per Cent Interest Paid on Savings Deposits | | Per Cent Interest Paid on Certificates of Deposit Left One Year |
| Compounded Semi-Annually | | Capital Stock and Surplus \$580,000 |
| <p>Wm. H. Anderson, President John W. Blodgett, Vice President L. Z. Caukin, Cashier J. C. Bishop, Assistant Cashier</p> | | |

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

out is for the member banks to take the initiative by selecting the strongest bankers in each district as Presidents and Vice-Presidents.

The law does not even say that the Federal Reserve Banks shall have such officers, but in section 3, defining the powers of these banks it stipulates that each Federal Reserve Bank shall have power "to appoint by its Board of Directors, such officers and employes as are not otherwise provided for in this act, to define their duties, require bonds of them, and fix the penalty thereof, and to dismiss at pleasure such officers or employes."

Investment bankers profess to scout the prospect that war would place a damper on the investment market, yet they find it difficult, in face of the softness of the market for fortnight past, to minimize the significance of this ominous possibility. At the outset, hostilities would by their very nature not only unsettle financial conditions, but make investors exercise extreme caution in purchasing securities. Then the prospect of a Government war loan would be a serious financial consideration for the markets; such a loan would absorb much capital that under other circumstances would be available for investment. Railroad loans would have a large competitor. Bankers are satisfied to point for a favorable precedent to the record of 1898, when investment conditions improved through almost the entire course of our struggle in Cuba. But that precedent would not help solve the problems confronting the borrowers of capital in 1914, were a great war loan to be issued by the Government.

Ralph A. Cook, who in 1906 was messenger at the First National Bank of Marinette and who to-day holds the position of Cashier of the Commercial Bank of Menominee, has tendered his resignation to take effect within two weeks. Mr. Cook has been selected by the directors of the First National Bank of Marinette to take charge of that institution as Cashier. He succeeds Jacob F. Wittig, Jr., who recently passed away. Mr. Cook will be succeeded at Menominee by R. A. Packard, present Cashier of the Miners' State Bank of Iron River. During the years of 1906 and 1907 Mr.

Cook was engaged as messenger and relief teller at the Marinette Bank. For the last six years he has been connected with the Commercial Bank. He was Assistant Cashier until M. H. Kern left last spring. Mr. Cook was at that time chosen to succeed Mr. Kern.

Why an Egg Rots.

Why does an egg rot? It is because it is a fertile egg. Eggs that are not fertile do not rot. A hen can set three weeks on infertile eggs and every one at the end of that time will appear like fresh eggs. What causes a fertile egg to rot? The fertile egg has in it the germ of life in a dormant state. When the temperature of that egg is raised about 95 degrees, incubation starts and the germ proceeds to take on life. If the temperature of that egg afterwards falls below 95 degrees, the germ is chilled and dies. It becomes a dead chicken in embryo. Putrefactive processes set in, or, in common terms, the eggs rot. One good hot day in summer will start thousands of eggs to incubation. Unless consumed within a short time these eggs will rot. A hen setting twelve hours on the eggs will do the same. This is why we have rotten eggs in hot weather. In the spring the days are not warm enough to start incubation.

Messages by Parcel Post.

A new wrinkle has been added to the parcel post service. The Postmaster General has issued an order making it possible to send a written message attached to the package. Then both message and package are delivered at the same time.

There must be full postage on both the parcel and the message. It does not save money, but it enables the sender to make any explanatory remarks he desires to reach the party to whom the package is sent when the parcel is received, thus obviating any confusion which might arise if the same written instructions had to go by separate mail.

Aptly Expressed.

Prof.—Here's a story about a man who failed in business and then drowned himself. How would you head that?

Embryonic editor—How would "Could Not Keep Head Above Water" do?

GRAND RAPIDS TRUST COMPANY

Authorized Capital and Surplus - - \$450,000.00

Trust Department

Acts as Executor, Trustee under Wills, Guardian, Administrator, Receiver, Agent, Trustee under Mortgages, and Deeds of Trust, Registrar and Transfer Agent of Corporate Securities; receives Wills for safe-keeping without charge.

Securities Department

We offer for investment Securities yielding 4½ to 6 per cent.

CORRESPONDENCE INVITED

123 Ottawa Avenue, N. W. Both Phones 4391
GRAND RAPIDS, MICH.

6% BONDS

No State, County or Local Tax. What your money earns in safety is the measure of how well you are doing.

Ask us about them.

The Michigan Trust Co.

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.

A WORD OF ADVICE

The cautious investor who demands safety of principal and a reasonable interest return thereon, can secure such an investment by buying the securities of the

American Public Utilities Company

which serves fourteen prosperous cities with gas, electric light, heat and power, and which pays its dividends quarterly.

Write for full information to

KELSEY, BREWER & COMPANY

Engineers, Bankers, Operators
Michigan Trust Building GRAND RAPIDS, MICH.



Status of the Principal Dry Goods Staples.

Trading in primary cottongoods markets is of a desultory character and there is a growing tendency to offer goods at concessions rather than hold them to await more confidence on the part of buyers. This is noted more particularly on unbranded lines of coarse heavy goods. The medium count staple goods of print cloth yarn construction are pretty well sold ahead for the next thirty to sixty days and if a similar condition existed on many sheetings and some of the drills merchants would be disposed to accept the continued quiet as of no special consequence. In the finer and fancier cloths trading is spotty and there is little on which to predicate activity in the near future so far as the day's disclosures were concerned.

Merchandise men are forcing buyers to go slow in many directions and this has emphasized the condition whereby express shipments of staple goods are often asked. The method of buying is costly, but consumers continue to pay the bills and merchandise men decline to release their grip on the movements of buyers whether they are acting for staple or fancy goods departments.

Wash goods specialties are being moved out more steadily in some houses, but the lots called for are small. The tendency to sheer fabrics is shown by the willingness of some buyers to take up cloths that have been held in stock more than one season. Printed wash fabrics continue in good demand, especially crepes, plisses and sheer novelties.

Duplicate orders in a small way have begun to come in on fine overcoatings and worsted suitings. The advances begun some weeks ago in woolens have been continued, and it was stated that some semi-staple dress goods were advanced from 2½ to 5c a yard. The clothiers and the cutters are not large buyers even when they feel pretty well satisfied as to the course of styles on various cloths. They prefer to run stocks light.

In the silk trade more is heard every day of the slackening in the demand for silk for the coming fall season. It is natural at the end of the spring season for the manufacturer, and the agents who are trying to arouse interest in fall lines are being hampered by various uncertainties which they say may all be due to things other than fashion, as they suppose. In any case, Western jobbers are not encouraging the placing

of fall silk business in any substantial way.

It was stated that more of the prominent mill agents and commission men have been through the West and South on business trips of late than has been true for many seasons. The difficulty that heads of houses are meeting with is to account for the hesitation in forward buying, when the day to day transactions seem to total up to a fair volume of business when it is all seen on the books.

Most reports that reach the market about crops are good, yet jobbers are not ready to make purchases in anticipation of harvests of normal volume. It is a time of watchful waiting in business as well as in political circles, and the longer the intervals between watches and waits, the slower business seems to get, in some directions.

Silks.

Further reports from the silk market showed that many buyers, and large ones too, are in a period of uncertainty regarding the character of silks that are to sell next season. Their operations for fall are accordingly checked to a degree that did not exist a year ago or has not existed for a number of years. There is no uncertainty as to the continued vogue or fashion of silks in dress goods, but that buyers are undecided as to whether the preponderant demand is to be for the usual satin or for taffeta there can be no doubt.

One prominent buyer is said to be requesting a list of the three leading silks for fall as picked by the manufacturers with whom he does business. He is reported to be still unconvinced.

This holding back of fall business by so many buyers is coupled with a situation in which manufacturers claim they must get advances on new business because of the high cost of raw material and advances of other kinds in manufacturing. The result is that a considerable part of the fall order business is at a temporary standstill.

It goes without saying that some business has been taken for next fall, a number of manufacturers having booked very good advance orders on certain kinds of silks. And according to good information there are prices being quoted on certain cloths of large yardage, such as messalines and taffetas, that other manufacturers in the same silks claim they cannot meet. One line of cheaper messalines is reported being offered at 62½c regular terms for a 35-inch cloth. Competitors state that they cannot do better than 65c. A line of taffetas

SNAP FASTENERS



Numerous brands are now on the market—some good, others worthless. The well advertised KOH-I-NOOR fasteners are really good and are also the biggest seller. We have both black and white in stock in six sizes. Try our notion department for this item as well as other "knick knacks" necessary for an up-to-date notion stock. We aim to have them.

Grand Rapids Dry Goods Co.

Exclusively Wholesale GRAND RAPIDS, MICHIGAN

It's House Cleaning Time

Your customers will want New Curtains, Draperies, Linoleum, Matting, Rugs, Etc., to brighten up the home. There will also be a demand for Curtain Stretchers, Curtain Rods, Quilts and Pillows. We are splendidly prepared with complete stocks to fill your requirements.

Paul Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.



A Good, Strong,
Medium-Priced Line

Buffalo Trunk Mfg. Co.

MANUFACTURERS OF

TRUNKS, BAGS, SUIT CASES

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

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

Write for Catalogue

is similarly being sold at 61½c and a good business has been taken for fall.

The immediate business is showing a falling off, expected at this time of the year. The moires, however, are selling in a large way and good taffetas also are being taken and re-ordered for this season, that is, for May delivery. The belief is growing stronger that moire will be wanted for fall. The large business already done in poplins and bengalines for that season gives such an indication. Grain weaves, in fact, of all kinds, from taffetas to bengalines, are well thought of for another season by many manufacturers.

Dress Goods.

The primary dress goods market lacked snap during the past few days. What little business existed was on goods for immediate delivery. English novelty cloakings in all wool and cotton were called for quite freely in a sample piece way. A few of the importing houses stated that some of the cutters were buying certain mixtures in quantities running up to ten pieces of a style.

Plain zibelines as well as those having a wavy finish and which are called Ondule were in steady request. All indications point to a large consumption of cloakings of this description during the next fall season. Most of the orders placed on zibelines are on popular price numbers, but the prevalent opinion is that the better qualities will be in good request later in the season.

Cloakings in which a good amount of mohair is used and which have a shaggy appearance as well as the better grades of chinchillas were reported to be moving in an encouraging way for quick delivery. These fabrics are being used by the cutters for sport coats.

Hosiery.

Agents for leading lines of staple cotton hosiery found little improvement in business. They claim there are no actual cancellations of importance, although deferred deliveries are prevalent enough. The mills are beginning to feel the lack of business for the future, that is, the orders they expect to keep them busy until a start is made in the regular fall lines. The fall business itself so far placed by jobbers, is said to consist only of the fleeces and wool goods, the usual duplication of general cutters' lines not having started.

The slowness of the retail trade is, of course, held to be primarily at fault. As in other lines of knit goods, there is a considerable part of the trade that believes actual warm weather will put a different complexion on matters. On this basis there are agents who look for a rush for merchandise along in May or June. They believe the conservatism buyers felt since last November will show a deficit in jobbers' and retailers' stocks when consumers begin to purchase.

Underwear.

An increasing number of requests from jobbers to revise the orders they have placed for next fall is disturbing agents and mills in the underwear trade. From several reports heard recently it appears that there

has been cancelling on quite a considerable scale in some classes of heavy-weight underwear.

Jobbers have written in stating that their early business with retailers for next season has not been up to expectations, and asking mills, therefore, to cut down on goods not already made. An improvement in business later, they state, will be followed with a renewal of the orders. It stands to reason that with this kind of revision in orders, the details of which have been already given, there must be an even larger cancellation of open orders.

This condition, combined with the slowness in confirming and giving details that many mills have felt all along in the fall business, makes the situation a difficult one for manufacturers. Those that do not use part of their machinery in spring and summer goods, necessarily will feel it most.

It summer weight underwear the reports are conflicting. Some mills producing cheap balbriggans are making unusually heavy shipments of goods for the season, and jobbers not only are taking them promptly but re-ordering. Others plainly need additional orders, and are making announcements to that effect. In 50c goods there is a steady business with leading lines, but nothing in the way of new orders that cannot be taken care of.

Some parts of the country are better than others, but the general report is of conservatism, jobbers, such as those in large cities like Chicago, for example, pointing to the number unemployed. It is said to be a strange fact, however, that when pressed regarding the amount of business actually done, these jobbers show a gain over a year ago. The New York trade is said to be especially quiet, so far as the readiness of jobbers to take new merchandise is concerned.

White and Wash Fabrics.

There has been more enquiry for fine plain goods recently, and brokers say sales are being made in a small way but very steadily. The larger mills have secured business enough to keep them moderately well employed on several lines of goods for the next two or three months. Complaint of prices is plentiful enough, and mills are not getting as many repeat orders as usual on work they would like to continue in the looms. The mills running on voiles and fine crepes say they are getting new business regularly, but it is coming in small lots.

There has been more demand for goods of organdie construction than mills have been saying much about. At least three and possibly four mills equipped to manufacture fine leno fancies, such as lace cloths, are unable to take any additional business before September, and there are other mills that have made a high reputation on fine yarns that are unable to take on further business tendered on 100s warp goods before August at least.

Trade in shirtings continues generally unsatisfactory both because of low prices tendered and the light dup-

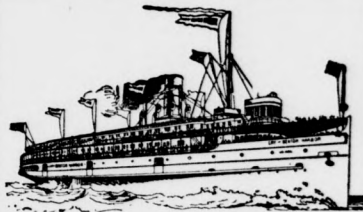
licate demand that exists. It is not easy at all to pick up good qualities of 40-inch lawns for spot delivery at prices buyers are now accustomed to, and if the narrow looms in most mills were as well employed as the wide looms there would be little ground for fault-finding, in view of the state of general trade. There is naturally a great deal of doubt among fine goods manufacturers concerning their power to compete on the fine plain goods that are now coming into wider vogue, and they have been spending considerable time recently in this market and elsewhere trying to get a line on what importers are actually doing.

Syrup From Pineapple Waste.

A report from Honolulu states that a factory will be established there for the extraction of a sugar syrup from the waste products of pineapples. Charles Ash, commercial chemist, is expected in Honolulu shortly with plans for the erection of this plant. The canning companies will use the syrup in place of sugar in the preparation of canned pineapple, and it is expected that a huge saving will be effected in this way.

If possible make it seem to your customer that you are on the same side of the counter as he or she herself—a friend, helping to choose the goods which are best, most serviceable, most economical or most appropriate for the purpose intended.

Tears of joy and sadness flow from the same tank.



CHICAGO BOATS
Graham & Morton Line
Every Night



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.

"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

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, May 4.—Learn one thing each week about Detroit: The largest malleable iron plant in the world is located in Detroit.

Anent the trout season just opened, it brings to mind the fact that if the second T in Bill Trott's name was changed to U he would then be named accurately. Bill, who makes Grand Rapids his home, is probably one of the most enthusiastic salesmen-trout hunters in Michigan. He has fished the streams for so many years that he has learned to talk to the trout in their own language.

Over 600 letters of acceptance have been received by the Board of Commerce in reply to invitations sent to the merchants living along the Lake Shore Railroad from Elkhart to Detroit to come to Detroit as the guests of the wholesale merchants department. These 600 letters were received up to Saturday, but there will, undoubtedly, be many more added to the number before May 6, on which day the excursion will start. It is expected that there will be many merchants in the city at the same time from all over Michigan. About twenty jobbers will go to Elkhart on Tuesday to accompany the train to Detroit.

When a merchant tells a salesman that he will consider his proposition, that is about the most fitting moment to kiss the order good bye.

F. S. Guetschow, a merchant at Mt. Clemens, was a Detroit visitor last week.

Ask a traveling man the definition of a "salesman" and in nine cases out of ten he will tell you "a salesman is a man who can sell lots of goods," or an answer similar.

To Carl Hauser, of the local branch office of the National Cash Register Co., we are indebted for what we consider the best definition of a salesman that we have yet heard. This definition should cause much food for reflection. It isn't always the salesman who sells the most goods for his house who earns the most money. It is generally the man who sells his wares at a profit. Here is Mr. Hauser's explanation: "A salesman is a man who sells a reasonable amount of goods and at a profit."

Prosperity sometimes causes eye trouble to some people—they become so near sighted they are unable to see their former friends.

During the month of April—twenty-six working days—the Chalmers factory shipped 1568 automobiles. Still they tell us that the country is going to Hades.

Commencing May 6, Lake Shore trains will leave and arrive at the new Michigan Central depot, instead of the Grand Trunk depot, as formerly.

Mr. Sullivan, of the Sullivan-Cook Co., clothiers, of Ypsilanti, was a Detroit visitor last week.

Lucile, the young daughter of L. Williams, recently met with an accident that was very painful. While running across a vacant lot she came in contact with a wire that had been stretched by some mischievous boys, making a severe bruise on her neck and nearly dislocating it.

We have, during our short career on old lady earth, heard of many weird threats uttered against a baseball umpire. We have heard 'em yell to kill the diamond czar, but we have the latest from Sid Pungs (Burnham, Stoepel & Co.). Sid, who is a rabid fan, told a friend the other day of some fans who anticipated the killing of the poor umps at one of last week's games. In describing the game Mr. Pungs said as follows: "The decision that the umpire made at first base was so rotten that the fans began hurling epithets at him."

Christian Schlosser, the veteran hardware dealer of New Baltimore, who died suddenly at his home a few

days ago, was very well-known in Detroit, especially so among the wholesale hardware houses with whom he transacted business during his thirty five years in New Baltimore. Mr. Schlosser at the time of his death was 73 years old and was actively engaged in the business until the final and sudden summons called him beyond. He was known and beloved by hundreds of people in New Baltimore and surrounding country. For twenty-five years he served as a member of the school board and was also a member of the village council. The cause of his death was acute indigestion. As a mark of respect, the business houses and schools closed during the funeral. He is survived by a widow, a son Fred, who will take charge of the store, and a daughter, Mrs. John Brakeman, of Detroit.

Death openeth the gate to good fame and extinguisheth envy.—Bacon.

Henry Creagh (Burnham, Stoepel & Co.) has returned to his duties after being confined to his home since February 1 by illness.

J. W. Knapp, owner of a department store in Lansing, was in Detroit on a business trip last week.

A great many people have to stand for those who are unable to keep themselves up.

Fred W. Warner, general sales manager of the Oakland Motor Car Co., has returned from a trip throughout the West, extending to the coast. His object in making the trip was to become personally acquainted with salesmen selling the Oakland cars.

The J. L. Hudson Co. has discontinued the grocery department in its store. The move is due to the rapid growth of many of the other departments. It has also completed arrangements whereby it will acquire twenty-four additional feet of space to be added to its new building to be erected this summer. With the acquisition of the latest piece of property, the Hudson Co. will have a frontage of 124 feet on Woodward avenue. The new building will be ten stories high.

Alberta's coal resources are estimated at 1,975,039,000,000 metric tons which amount of figures helps considerably in filling up a column.

M. W. Bourke, general merchant, Columbus, was in Detroit last week in the interest of his store.

The Hamilton Clothing Co., of Traverse City, has made many improvements in its store, which classes it with the largest and finest stores of its kind in the Northern part of the State.

Nothing that could happen in the future could surprise us—not after seeing John Hartner and Frank Barnard (Edson, Moore & Co.'s lively salesmen) weighted down with balmacaans.

The difference between an old-fashioned pain in the stomach and appendicitis varies from \$100 to \$500.

"Colonel" MacPherson, representative for the Bagley Tobacco Co. and active member of Cadillac Council, is very fond of "chickens." The strange part of it all is that "Colonel" is married and apparently adores his wife—just like the most of us good traveling men do. Everybody who meets "Colonel" Mac soon finds out that he is fond of chickens—and personally we couldn't tell what kind of chicken he likes best, whether they be Leghorns, Buff Cochins or Plymouth Rocks. He lives in Redford, a suburb of Detroit, where land is cheaper than it is around the City Hall and there is where he keeps up a henery and eggery—about seventy-five chickens in all. We wouldn't take up all this space simply to tell you of an egg farm if it was not for the pleasing ending of our story. If there are any lonely travelers—or hungry ones who happen to stray around the MacPherson domicile—therein they will always find a hearty welcome, fresh eggs and generally a chicken dinner.

E. O. Spaulding, of Caro, who for a number of years has successfully con-

ducted a general store, was in Detroit last week inspecting the new lines being shown by the various houses.

Frankenmuth is indeed a paradise. Population, about 700 happy souls, seven saloons and two breweries.

Detroit has a veteran business man who, at the age of 103 years is recovering from an illness and bids fair to be around again in good health. The name of this veteran merchant and Detroit's oldest citizen is Neil Grant. Mr. Grant conducted a meat market below his home at 1090 Michigan avenue for sixty-three years. He was also interested in politics for a number of years, retiring from both business and politics thirty years ago, after serving as a member of the Board of Estimates and Common Council. Mr. Grant is known as the "grand old man of the Fourteenth ward."

Orrington J. Lynch (Alert Pipe & Supply Co., Saginaw) is doing as much as any one member in advertising the coming convention of the United Commercial Travelers to be held in Saginaw in June. "Ora" informs us that, unlike the last convention held in Saginaw by travelers, arrangements have been made whereby the visitors will not have to pay full rates for their wives at the hotels.

Being a clerk in a large hotel in Saginaw isn't as good a paying proposition as being a railroad president even though the clerk acts as dignified.

John Heenan, general merchant at Dryden, visited the Detroit markets last week.

Time and tide wait for no man, but after a girl is 25 she generally keeps a check on it.

We have received word that our old friend and playmate Norman Bush of Grand Rapids, publicly renounced the joys of single blessedness last Saturday by promising the minister to forever love and protect Miss Marguerite Van Campen, also of Grand Rapids. We wish to extend our best wishes to the happy young couple.

Here's a note we received from Lapeer—verbatim: "A vote was taken as to who was considered the most popular salesman coming to Lapeer. Roy Rieker, the good looking, jovial representative of Standart Brother, Detroit, was almost unanimously elected. Kindly mention in your columns, as Mr. Rieker travels out of your city."

The Hotel Whitney, of Ann Arbor, since its occupancy by "Hildy," has assumed the aspect of a real up-to-date hotel. New sample rooms have been fitted up and everything possible has been done for the comfort and convenience of the traveling men. The hotel has recently been placed on the European plan. Like our brother scribe from Grand Rapids, who recently mentioned the splendid service and treatment he received, we, too, say that we have received nothing for this write-up, but, as in other cases we are as willing to show through these columns the appreciation of the boys for fair treatment as we are to call attention to unfair treatment by the hotels.

Charles W. Wagner, clothing merchant at Ann Arbor, paid Detroit a visit last week.

Edith, daughter of Mr. and Mrs. I. Marks (A. Marks & Co.) has been suffering from an attack of bronchial pneumonia, but is reported entirely out of danger and is expected to be out in a short time. Mr. Marks is one of the charter members of Detroit Council.

War with Mexico coming on simultaneous with house cleaning time should find plenty of married men willing to enlist for service.

Gilbert Smith, who has been representing the Harry W. Watson Co. of Flint, as Detroit city salesman, has resigned. He has not stated what his future plans are, although he has several propositions under consideration.

A. Shasberg, who conducts a general store at Maybee, was in Detroit last week.

Cadillac Council holds its regular monthly meeting at St. Andrews hall next Saturday night. As this is the last meeting to be held before the Saginaw convention, a large crowd is looked for. Visiting U. C. T. members are cordially invited to attend the meeting.

Frank Pietsch, manager of the dry goods department for Hubinger Brothers, Frankenmuth, says that (apologies to S. F. Pungs) an epitaph is something that lies above a person who lies beneath.

Mr. Lott, of the A. E. Lott & Company department store in Flushing, made a flying trip to Detroit last week in the interest of his store.

Another young man who stepped from the wholesale district, with little money and lots of ambition, to make his mark in Detroit's mercantile world is Otto C. Froman. A few years ago Otto was employed by Edson, Moore & Co., whence he became connected with the retail clothing store of J. D. Mabley & Co. While in the employ of Mr. Mabley, Otto worked hard and faithfully until he became his right hand man. Never for a moment, however, did he lose sight of his pet project—a store of his own. Finally, his opportunity came and, together with Charles S. Fenwick, who was also connected with Mabley & Co., and well-known to the Detroit trade, Mr. Froman engaged in the retail business in the store over 212 Woodward avenue—where rents are cheaper—and we are pleased to say that the business of Fenwick & Froman has been increasing steadily, thanks to Mr. Froman's traveling men's friends and Mr. Fenwick's local friends and acquaintances. To-day the firm name Fenwick & Froman is becoming synonymous with good clothing.

Joe Guiprich is under arrest in Sergeant, Ky., for gouging the eyes out of a 14 year old girl. Can anyone think of a fate that would be adequate to punish this man?

Tom Burton (Lisk Manufacturing Co.) has added a line of axes and hatchets to his line of aluminum ware. If Tom would only call on the English trade, where the suffragettes thrive, he might do very well with the axe line—but not with the cooking utensils.

G. W. Vanderbilt's will, disposing of \$50,000,000, contained just 400 words. What those words are is of no interest to the common people.

R. Daggett, of Plymouth, who conducts a general store in that village, was in Detroit on a business trip last week.

James W. Wilson, the well-known automobile salesman, for a number of years with Mitchell-Lewis Motor Co., of this city, has announced his connection with the L. P. C. Motor Co., of Racine, Wis., makers of the Lewis Six, the company he formerly represented. During the last three years Mr. Wilson acted as advertising and publicity manager for the Mitchell-Lewis Co., but will again become actively engaged in the automobile business.

Merchants who have hat departments in their stores and visit Detroit markets would do well to call on "Henry the Hatter," who has an exclusive hat store at 49 Gratiot avenue. Henry has one of the most complete hat stores in the country and knows every phase of the business. He is always ready and willing to impart any information to visiting merchants and his information is of great value at all times.

Ralph Cutting (Edgar & Co.) the young bachelor salesman who resides in Lapeer, tells us that while the bride is given away, the groom is often times sold.

Very thankful to Jack Blitz. Send in some more.

Towar's Wayne County Creamery has purchased the property, with 50

feet frontage, at 75 Ledyard street. The addition of this property gives the company a frontage on both Henry and Ledyard streets of 100 feet. The Towar Creamery has been making rapid strides during the past few years and the growth still continues. It is to provide for future extensions that the Ledyard street property was purchased. An addition to the creamery plant on one of the Ledyard street lots will be erected at once.

Austin, Texas, is making extensive additions to its water mains system. Thus we find what it means to vote a territory dry.

B. C. Post, Belleville merchant, was in Detroit last week.

John Moore, who has been connected with the Traver-Bird Co. in the capacity of assistant manager of the hat department for a number of years, has resigned to accept a position with the Spencer Hat Co., 223 Woodward avenue. Mr. Moore has spent a great many years in the retail hat business, during which time he has made hosts of friends and acquaintances, who will undoubtedly stand him in good stead in his new location.

There are, according to statistics, 1,080,820 hogs in Spain. We would hate to have the job of trying to count them all—including the end seaters—in the United States.

Cheer up—there is still hope of saving the country from disaster. The traveling men in general report a brighter outlook for business. The merchant who has no faith in future conditions and will not buy merchandise is the merchant who is going to get what he justly deserves when the business does open up. Don't wait until the trade demands goods before ordering them—a portion of the business will be over before they can be received. During the month of April more building permits were (with the exception of one month, May, 1913) issued than in any one month in the history of the city. Some people continue to show their confidence.

?—A figure that answers two questions. What is hash or is marriage a failure?

Frank X. Sarbinowski, who conducted a butcher shop at 1774 West Michigan avenue for the last twenty-five years, died suddenly at home last Sunday morning. Mr. Sarbinowski was very well known on the west side where he was an active member of the West Michigan Avenue Improvement Association. His health of late has been poor, although the end was unlooked for. He was 59 years old. Besides hosts of friends and relatives to mourn his loss, he is survived by his wife, four sons and a daughter.

S. H. Leary, general merchant of New Hudson and well-known in Detroit, was in the city on a business trip last week.

Now is the time—fly at the first fly.

A glass eye exploded while a man was reading the other day, which goes the missus one better—when her eyes flash fire.

The Wagner Baking Co. has started excavating for its new four-story building on Grand River avenue. The walls will rise to such a height that the building will be of the ordinary size of a six-story building. To show the space the new building will occupy, it will have a frontage on Grand River avenue of 226 feet, a depth on Brooklyn of 130 feet, on Sixth street a frontage of 50 feet and on Baggs street a frontage of 377 feet. When completed the Wagner Baking Co. will own one of the largest and most sanitary bakeries in the country.

According to the Colorado miners, it is a repetition of Patrick Henry's famous, "Give me liberty or give me death."

C. N. Allen, of Dryden, was a business visitor in Detroit last week.

We have yet to be given an opportunity to express our opinion of a L. B. new machine.

We learn at long distance that our friend the editor has dispensed with his Ford flyer, better known in Northern Michigan as the "undertaker's friend," alias the "surgeon's delight," and has purchased a new Chevrolet—notwithstanding the fact that he must have lost thousands of dollars and great fame by jealously eliminating the travelers' paroxysms, known as poetry.

M. A. La Bounty, well-known general merchant at Fair Haven, made a hurried business trip to Detroit last week.

There are worse places in the world than Grand Rapids, but, on the other hand—

There is no place in the world better than Detroit.

James M. Goldstein.

No Geographical Limitations in Cheese Names.

There is an internationalism, a universalism, in cheesemaking that might with profit be incorporated into many other human activities. Cheesemaking knows practically no geographical limitations. The world is its field. The names its 156 different varieties bear are like the names given to streets of the modern cosmopolitan city. Regardless of origin, they will fit anywhere. Thus, various kinds of cheese known throughout Europe, Asia, Africa, Oceanica and South America as "American" are made in every other part of the world as well as on the North American continent or in the United States. Ask for American cheese abroad and you are likely to be served with an article made in the United Kingdom, in Germany, in France or in any other country outside of the United States.

So, also, "Neufchatel," "Cheshire," "Edam," "Port-du-Salut," "Brie," "Camembert," "D'Isigny," "Roquefort," "Limberger"—all manner of "English," "German," "French," "Danish" and "Swiss" cheeses—are made in different parts of the United States. This is so generally understood that the fact has long since ceased to call for particular remark. The cheesemakers recognize it as a settled condition in industry and trade. There is no resentment occasioned by it. Milk and curds are common to all lands; no nation has a patent on any of the 156 different varieties of cheese. All nations may eat and enjoy the cheeses made by all other nations. As to the matter of name, in cheese the name is merely a convenience. A cheese by any other name would have the same flavor.

Thus, in a sense and in a large sense, there is freedom of trade in cheese. Cheese is not American, English, French, German or Swiss because it bears one or other of these names. It is a world product. It belongs to the world. Naturally, tastes differ as to cheese. Some people are very fond of some kinds and could not be induced to touch other kinds. Very well; they need taste no kind of cheese that they do not like. The cheese product of the world, every kind of cheese in the world, cheese of every name in the world, is within reach of people in all parts of the world. They have only to take their choice, with or without crackers or mustard, and be satisfied.

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.

MACAULEY SAID

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

USE THE BELL

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

AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.



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.

THE CITY BEAUTIFUL.

Some Ways of Making Grand Rapids Attractive.

Written for the Tradesman.

Time was when an industry, seeking a change of location, propounded to the local boosters as its first question. "How much bonus will you give us?" This was superseded by, "What are your transportation facilities?" To this last question has been added, "What are the living conditions of your working people? How are they housed? What are the church, school, park and playground facilities?"

Contrary to the general first thought, this is not an aesthetic proposition but is a strictly commercial proposition based upon the experience of progressive business men. They have come to realize that a workman who lives in a home which has a grass plot in front and a garden in the rear and shade trees along the parkway, whose children have the advantage of good schools and supervised playgrounds, and who can with his family attend a nearby church on Sunday morning and roam through beautiful parks in the afternoon, is a more contented man and a better workman than one who has not these surroundings.

Grand Rapids is particularly fortunate in all of these respects. Many years ago someone started the plan of setting trees along the parkway in front of his home, others took up the idea, and it has grown until now it is a habit. It is estimated that there are growing in the streets of Grand Rapids over one hundred thousand fine shade trees which are now under the control of our Board of Park and Cemetery Commissioners.

The advantage and beauty of these trees naturally led to the beautifying of the home grounds. The encouragement given by the yearly contests of the Evening Press, the distribution of shrubs and trees at cost to school children by the Municipal Affairs Committee of the Board of Trade, and the excellent examples set by our Park Commissioners, resulted in giving to the streets of Grand Rapids the appearance of parkways.

Supplementing this work done within the city is an organization formed for the purpose of acquiring and developing some of the natural beauty spots around Grand Rapids. This Association had its origin about ten years ago, when a group of public spirited citizens realizing the beauty of Grand River below the city formed the Grand Rapids Park and Boulevard Association. Handicapped by the fact that there was no adequate law under which they could incorporate, they acquired by purchase and gift about five miles of right-of-way along the river bank between the city and Grandville together with a park of 18½ acres at the Indian Mounds. Discouraged and disheartened by the obstacles thrown in their way the project lay dormant for about six years, when it was revived by the Municipal Affairs Committee of the Board of Trade. Profiting by the experience of the old Association the

first work done was to draft a bill authorizing the incorporation of such organization with power of condemnation. This bill was so just that it passed the Legislature with scarcely the change of a word and secured the governor's signature making it a law. Immediately the Grand Rapids Park and Boulevard Association was incorporated and the project of the old Association taken over and revived. The right-of-way obstacles were overcome and some work done on the River Drive and plans have been worked out during the winter which will be developed this year.

A new project, a boulevard around Reed's Lake was taken up and it has proved a most popular one. Early in its development it received the magnificent gift of Hodenpyl Woods from Anton G. Hodenpyl, which was further augmented by the gift from John H. Bonnell, of Bonnell Park. The development of both of these gifts has been carried on uninterruptedly and the beauties of these two parks will be apparent to the public this summer.

Through the generosity of Mr. Hodenpyl, several canoe channels have been dredged in Hodenpyl Woods and thousands of shrubs and trees planted. Mr. Bonnell has added to his gift sufficient funds to excavate a similar channel in Bonnell Park and the Association has supplemented the work at the west end of the Lake by an addition of three quarters of a mile of channel connecting the Hodenpyl Woods channels with other property given to the Association.

The entire right-of-way around the Lake has been acquired with the exception of about a half mile strip and it is hoped that this can be cleared up this year and the two ends of the boulevard connected.

The Association now holds, in trust for the people of Grand Rapids, in the Reed's Lake district about ninety acres of park lands and three miles of right-of-way for a boulevard and on the Grandville Drive a twenty acre park and six miles right-of-way.

Occasionally we hear the remark that "We are spending too much for parks, playgrounds and boulevards." The critic does so unthinkingly, without a careful analysis of the case and bases his judgment entirely upon the amount of money expended and counts only the benefit already referred to in the part that such improvements play in the matter of better living conditions. He forgets the direct monetary benefits to the city in the way of increased revenue in the form of taxes by the reason of the increase in the value of property caused by such improvements.

In Madison, Wis., there is an organization called the Madison Park and Pleasure Drive Association. Originally this was purely a voluntary Association organized along the line of the Grand Rapids Park and Boulevard Association. The Association, however, accomplished such good work that the city finally contributed to it a sum derived from a half mill tax.

There was some criticism of this action by citizens of Madison and in

1908 the Common Council adopted a resolution authorizing the appointment by the Mayor of a committee of five citizens of Madison, "one of whom shall be the assessor and no member of said committee shall be an officer of the Madison Park and Pleasure Drive Association, to thoroughly investigate and report to the Council at some time on or before its regular meeting in March, 1909, its conclusion on the question as to how much, in their best judgment, the present assessed value of the entire property of the city of Madison has been enhanced or increased by reason of the work that has been carried on now for the past sixteen years by the Madison Park and Pleasure Drive Association in conjunction with the city in securing for the city, parks and drives outside the city limits and parks and playgrounds and open places within the city limits."

For constitutional reasons the City Assessor declined to serve but the commission as finally appointed included a Justice of the Supreme Court of Wisconsin, a member of the State Tax Commission and four of the leading business men of Madison. This committee made a thorough investigation and a very exhaustive report, the gist of which was that the increase in assessed value to the Park and Pleasure Drive Association work was \$1,529,984, which in 1908 yielded in increased taxes \$23,814.76.

The amount of the half mill tax for the same year was but \$12,460.64. Other expenses, such as interest on park bonds, etc., brought the total expenditures for the year on account of parks to \$13,707.16, leaving a net profit to the city of \$10,017.60.

It is often asked, "When will the work of the Association be completed?" The answer is that it will never be completed so long as the people of Grand Rapids desire a City Beautiful and will give the Association its support. Unlike the City Park Board the Grand Rapids Park and Boulevard Association has no taxing power; but depends upon the generosity of the public for carrying out its plans. So far the funds have come from about 200 citizens who desire to preserve to the people of Grand Rapids for all time some of the natural beauties by which it is surrounded and towards this end have contributed about \$25,000. It is hoped as the work progresses more persons will realize what is being attempted for the benefit of the city and will contribute to this great undertaking.

The Association has other projects in view to be taken up when the present ones are completed but profiting by past experience it is considered unwise to mention them at this time. Much of the work, however, must be left for future generations to accomplish. We of to-day are but outlining in dreams and laying such foundation as we can for the building by our children of a more beautiful Grand Rapids. Charles N. Remington.

Had the late Methuselah been a woman the world would never had known how old she really was.

Which Pays Best, Bluff or Candor? Written for the Tradesman.

A customer in quest of a certain article or a certain kind of goods enters a store where such goods are supposed to be kept for sale and makes known his wants to the salesman who comes forward to wait upon him. The latter may be a clerk or he may be the proprietor, but his principal motive in business is to sell goods, not to serve the best interest of patrons.

"Yes, sir; we have just what you want," and he brings forward what he has to sell.

The customer looks at it and says: "No, that is not exactly what I want. Haven't you something better?"

"Better! There is no better made than those goods right there. If there were we'd have them. They are just what you want. Such goods as you describe might have been had a few years ago, but they are out of date. They are not manufactured now. You can't find them in any store in town. These are the up-to-date goods. They are the most popular in the market. You can't go wrong in buying them."

"Well, if you haven't what I want I'll have to look elsewhere."

"It won't do you any good. You can depend on what I tell you. You won't find anything nearer what you want than what I have shown you. And the price; you can't beat it anywhere."

"They don't suit me. I've made up my mind what I want, and I'll search further."

"Well, then; here's something else. How will that do?"

"No use. Don't trouble yourself."

At the next store he encounters another kind of a salesman. The latter listens attentively while the customer describes the goods wanted.

"No, I'm sorry to say; we haven't any in stock. In fact we have discontinued keeping them. They are not popular now and the last we had were rather slow of sale, but I'll admit they were the most satisfactory goods to buy. I'd rather sell such goods—goods that wear—goods that are economical. You might possibly find them somewhere else, but I doubt it. It's no harm to try. Was there nothing else to-day?"

"No, thank you."

"Good day, sir. If you don't find what you want we'll be glad to have you call again and show you what we have."

If the customer can't find the goods in any store or gives up the search after a few more attempts, which of the first two salesmen will he go back to? Which will he have confidence in? E. C. Whitney.

Unkind Father.

Young Harold was late in attendance for Sunday School and the minister inquired the cause.

"I was going fishing but father would not let me," announced the lad.

"That's the right kind of a father to have," replied the reverend gentleman. "Did he explain the reason why he would not let you go?"

"Yes, sir. He said there wasn't bait enough for two."

The Puffed Rice and Puffed Wheat Coupons Should Bring You an Abnormal Demand

It is important to order some stock now. Not a large supply, but enough for your normal business and the coupon calls. You take no risk whatever.

We Guarantee the Sale

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

These Magazines Come Out with Coupons

In April (Issue Dated May)

Weeklies on List Come Out During April

Saturday Evening Post
Ladies' Home Journal
McCall's
People's Home Journal
Woman's Home Companion
Pictorial Review
Youth's Companion
Modern Priscilla
Literary Digest
Outlook
Vogue
Canadian Home Journal
McLean's Magazine
Western Home Monthly

SUNDAY MAGAZINE OF

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune
Boston Post
Washington Star

Minneapolis Journal
Denver Rocky Mountain News
Buffalo Courier
Detroit Tribune
Baltimore Sun
Pittsburgh Gazette-Times
Minneapolis Tribune
Rochester Democrat and Chronicle
Memphis Commercial-Appeal
Louisville Courier-Journal
New Orleans Picayune
Omaha World-Herald
Columbus Dispatch
Buffalo Times
Philadelphia Record
Boston Herald
Detroit Free Press
Milwaukee Sentinel
Des Moines Register & Leader
Dayton News
Providence Tribune
Worcester Telegram

In May (Issue Dated June)

Weeklies on List Come Out During May

Woman's World
Delineator
Designer
Woman's Magazine
Ladies' World
Home Life
Today's Magazine
Collier's Weekly
People's Popular Monthly
Housewife
Mother's Magazine
Leslie's Weekly
Christian Herald
American Boy
Holland's Magazine
Harper's Bazaar
Harper's Weekly
Canadian Magazine
Canada Monthly
Canadian Pictorial

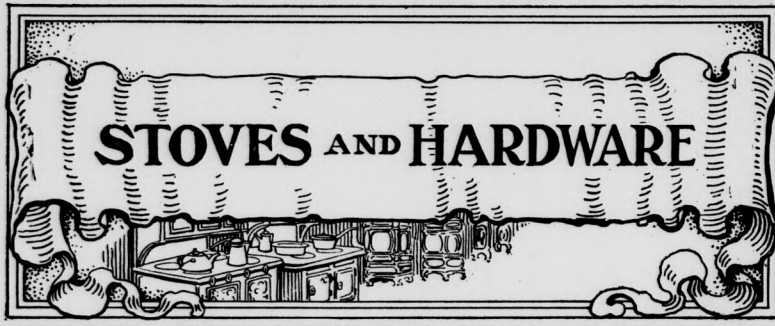
Sunday School Times

SUNDAY MAGAZINE OF

New York Sun
Boston Globe
Cleveland Plain Dealer
Washington Post
Omaha Bee
Buffalo Express
Portland Oregonian
Los Angeles Times
Chicago Tribune
St. Louis Globe-Democrat
Cincinnati Enquirer
Philadelphia North American
Pittsburgh Dispatch
Seattle Post-Intelligencer
St. Paul Pioneer Press-Dispatch

The Quaker Oats Company

Sole Makers



Michigan Retail Hardware Association.
 President—C. E. Dickinson, St. Joseph.
 Vice-President—Frank Strong, Battle Creek.
 Secretary—A. J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Story of the Town That Woke Up.

The turn of a screw can make all the difference in the world to a whole town. It depends on how you turn that screw.

"This town is a graveyard, Son," remarked Mr. Prothero, for the eighty-ninth time since Bill was admitted to the Prothero hardware store on the basis of \$12 a week and an even split on any increase in a year's net profits.

"Gee whiz!" lamented Bill, "can't do anything at all to push things along? I'm twenty-one years old now and I don't expect to live all my life on a clerk's wages."

"Son," rejoined his father contemptively joining the finger tips of both hands and slanting down at them with calm, almost contented reflectiveness, "I've spent most of my time since I was twenty-one trying to think of something that'll wake up this town of ours, and I haven't struck it yet. Why, here's our window, displaying the most marvelous tools that were ever fashioned for the hand of man since Noah jammed the dowel pins in his Ark; and our mechanics go dubbing along with the kits they inherited from their grandfathers."

"Well, we sell 'em don't we?" demanded Bill. "Why can't we sell more of 'em?"

"It's up to you to find out, Son," said the elder Prothero, unmoved. "I'm tired of trying. We do sell them—plenty of them, but the men we largely sell them to bring an open mind and open eyes to the tool question; and they can see in a minute that a spiral tool, which holds the same cutting tools as a bit brace and does all of the higher boring work simply by pushing, will enable them to build a pergola for themselves out in Honeymoon Suburb a blamed sight easier and quicker than the ancient junk most of our mechanics lug around with them. But you can't convince the mechanics of it."

"Has anybody ever tried?" Bill enquired.

His father was pitiful and indulgent.

"Why, look at them all around us here," he answered. "A dozen and more types of the most wonderful tools that mechanics in wood and metal ever laid eyes on. They see them every time they come into this store. They see them in all the other hardware stores I've demonstrated them to personal friends of mine right here, as much as a man can behind a

counter. And they said: 'Oh, well, I guess I'll get along well enough with the things I'm used to.' So, Son, what's the use? Some day, I suppose, the town will wake up and then you'll see most of the old tools scrapped, like other machinery junk that's become out of date."

Bill had obligingly glanced at the exquisitely finished assortment of tools his father referred to with such a strange mixture of enthusiasm and resignation.

"If I'd had a few of them to use in my manual training course at school," he remarked, "I'd have made the instructors sit up and take notice."

His eyes lit, as he spoke, and he crossed to the display, taking down one after another in a quick selective choice. He put them in a grip used for delivering small parcels, and said to his father:

"I'm going out to do a little demonstrating on my own account. Can you spare me for an hour or so?"

"Spare you all day, from the looks of things," said Mr. Prothero, gloomily enough.

Fifteen minutes later found Bill opening his grip on the workbench of Harry Naylor, in the rather dismal carpenter shop where Naylor was plodding in his father's footsteps as discontentedly as Bill Prothero followed those of his parent in retail hardware.

"Harry," said young Prothero, "when we were in the manual training course together, you seemed to be about the quickest fellow in our class to see a good thing and to devise a new way of handling a job. Of course it meant your living to you, while my father meant it to be merely a help in my hardware education. I can't pretend to be anything like the mechanic you are; but I believe I know enough about what good tools mean to a good mechanic to tell when they're worth trying. I want you to look these over."

Naylor's father, his white beard waving as he walked, came stumping from the other end of the shop and observed the glistening tools as, one by one, Bill Prothero unboxed them and laid them on the workbench.

"Humph!" he ejaculated, when he had seen them all. "These new-fangled contraptions ain't worth a darn."

And he stumped back again, to drive another screw by main strength. But his son regarded those beautiful pieces of mechanism with the kindling eye of an expert.

"Look as if they were built like so many watches," he exclaimed. "Will they stand up to their work?"

"Like so many steel girders," returned Bill Prothero, confidently.

"They've got back of them the guarantee of one of the most reliable tool makers in the country; and, as you can see for yourself, they're put together on principles that aim directly at strength of construction. You can take all that for granted. The important feature is the wonderful way these tools adapt themselves to the various jobs that building carpenters, like you and your father, must work on.

"Take some of the simplest of them: Here's the ratchet screwdriver. You know, as I know, that a man's first grip is usually his best grip. With your old driver, you've got to shift your grip with every turn you make on the screw. The process is sheer idiocy. With this ratchet driver, your first grip sticks without a single shift; the ratchet holds your turn and you simply work from your wrist.

"Now, note how this screwdriver attachment operates. It holds the screw fast on the driver from the instant you set it in place; it carries the screw right down flush with the surface; and when its done, it releases automatically. With such a holder on a ratchet driver, you can place a screw and send it home in the most awkward spot you are able to reach, and you do every bit of the work with one hand.

"Sure thing," Naylor assented. "A one-armed cripple could win a driving competition against the best carpenter in the trade."

His face assumed a look of boyish mischief. He glanced toward the other end of the shop, where his father, at the moment, was driving a

screw in a position peculiarly awkward. The younger Naylor knew, from the nature of the job, that a second screw was due to go in place immediately afterward, with a slight addition to the unhandiness of the drive. He seized the ratchet driver, with its holding attachment, from Bill Prothero's hand, set in place deftly a screw of the size required in his father's work, and ran, in catlike silence, down the length of the shop.

"Excuse me, Dad!" he remarked as he stepped into his father's place; and he waved the new driver, with its screw glistening at the end, as he added: "Presto!"

With that, he put the screw at its appointed place; then he held his other hand behind his back—a very fair imitation of the pose of a fencer getting down to business with his rapier. His father stood staring as, with a few quick turns of his wrist, he sent the screw home and, at the automatic release, turned to the old man and remarked, before he walked away:

"Just call on the magician, Dad, for quick work any time you're in a hole."

His father emitted a grunt of incredulity and spent the next few minutes trying to find some fault with the driving of that screw, and failing.

"Beats me!" Bill Prothero heard him mutter to himself as Harry reached his side and winked in satisfaction.

"You could have turned that trick better with this quick-return spiral ratchet screwdriver. It's a whiz for cramped places and any one-hand job

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
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under the sun. All you need do is push."

"Let's have it," said Harry. "He's got more screws to drive down there."

He caught up several screws, and took the quick-return driver with them to his father's bench. He set each one and, with a few swift pushes, drove them solidly into place. This time, as he returned to his friend's side, his father plodded in his trail, determined to see all there was to the startling collection.

Young Prothero showed them the amazingly complete equipments that went with the tool; he showed them the astonishing push brace, which works on the principle of the spiral ratchet driver and for the lighter work ordinarily done by a bit brace, provides an almost incredible speed in hard as well as soft woods, and open in metal. He showed them the push drill, with its tension adjustable to the nature of the wood, while its handle constitutes a magazine for the drill points—veritable little giant of a tool.

"Well, Harry," he enquired, when the tools adapted to carpenter work had been examined, "what do you think of the bunch?"

"I think they're the only tools of their kind any men in our line of work ought to use, inside the shop or outside. Father, I'm for them.. What do you say—shall we fit out the shop with those we can use? They're just about as low in price as any concern can possibly manufacture tools of their class, and they would be cheap to us for twice the money. We're overcrowded with work, anyway; and with such tools as these, using them as they're needed almost every hour of the day, we ought to be able to increase our capacity between twenty-five and fifty per cent. By George, Dad"—as his enthusiasm responded to the swift mental calculation "we can earn the cost of a full outfit in less than one week's extra work they'll enable us to do."

"Now, Harry," returned the old man, thoughtfully, "I don't hold much with any of these Yankee notions in the tool line. My old father's tools have been good enough for me ever since I was apprenticed to my trade. But when you put it that way, right out plain in dollars and cents, why it does look like flying in the face of Providence to let so much easy money get away from us. I guess the firm of Naylor & Son can stand the strain."

"We'll take this lot of the tools, just as they are, Bill," added Harry. "Send us the bill when you make it out."

When Bill returned to the Prothero hardware store with the empty grip, his father was willing enough to congratulate him.

"It's good work, Son," he observed, "and I like to see your enterprise. I was the same way at your age, but one swallow doesn't make a summer, and it takes a lot of mechanics to buy a lot of tools. Don't forget that."

"I'm hoping we'll hear from that set I left with Naylor & Son," returned Bill, rather enigmatically.

They did. Your hardware store,

well run its local trade, is liable to be the center for a good deal of gossip regarding the affairs of building firms, big and little, as well as of the mechanics they employ. A few weeks elapsed, and Herrmann, who did carpentering and building on a small scale in Naylor & Son's neighborhood, dropped in and remarked:

"That young Naylor must be a wonder. They haven't hired anybody to help them out, but they're doing three men's work just the same. I know, because they took an order I was counting on and waited too long for because I calculated the Naylor's were full up and I'd get it when I was ready for it. It must be the young fellow, because his father's getting older every day, and he's been slow on a job for the past ten years."

"Maybe they're working with some of these up-to-date tools you see in our window," Bill Prothero suggested, quietly and significantly.

Herrmann looked extremely shrewd.

"Say, young fellow, he replied, "I've seen hardware salesmen before." And he went out, grinning at his aptness in repartee.

But now, from one man and another, reports of the phenomenal quickness of the Naylor's began to be heard. Bill Prothero offered the same explanation to every one; and his father, realizing the utility of the mystery that was being talked about in the Naylor's trade, added his grave and weighty hint to the son's.

Meanwhile, the Naylor's were making hay assiduously. It was Harry who handled such outside work as his father could be spared from, and, as the weather allowed more and more of it, he was outside most of the time. He began, however, to feel something of furtiveness a man takes on when he suspects he is being watched; and with good reason. Several times, of late he had received over-friendly visits at the shop from mere acquaintances in his trade and he had resented the prying questions they masked under fulsome flattery.

He was fitting a door frame one morning and the job was going in jig time, for he was using his quick-return spiral ratchet screwdriver and was really making three men of himself. As he adjusted his driver to a screw he had set high above his head and the extreme reach of his arm, and applied his long, efficient driver to it, he felt again that intent watchfulness. He glanced around.

A couple of young fellows employed by Herrmann as journeymen carpenters were standing on the pavement, observing his every move. For an instant, Naylor was impelled to explain to them what kind of spies they were. But he realized the futility of any endeavor to keep secret the advantage he enjoyed in his wonderful tools when his competitors were so determined to discover it. He merely winked at them over his shoulder, with the wink of cheerful triumph that is so exasperating, and went on with his work.

They stood there, unashamed, and watched him josh that screw with the ease of a woman running a needle

through muslin. Then, with exasperating winks they walked away laughing.

It was a week after that, while both Bill Prothero and his father were occupied with demonstrations and sales of these marvelous tools to a succession of carpenters, that the head of the business turned a puzzled face to young Bill.

"Say, Son," remarked the elder Prothero, "I wonder whether this is Resurrection Day in this dead old town of ours."—Philadelphia-Made Hardware.

When you begin to show the goods of the new season, don't show them in so nearly the same way you did the old stock that no one will know you have anything new.

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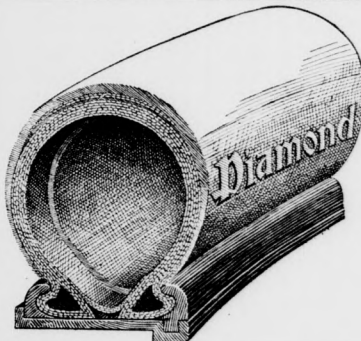
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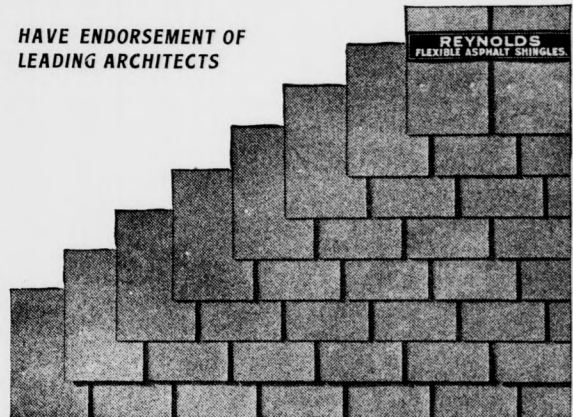
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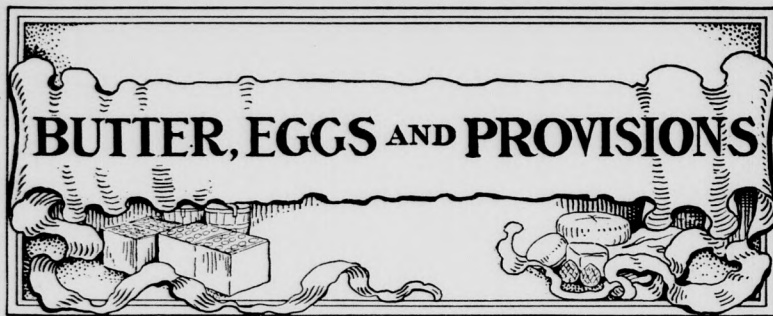
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Michigan Poultry, Butter and Egg Association.

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

Chinese Eggs in the Chicago Market.

Chicago, May 4.—Eggs are still continuing to come to Chicago from China, although not in the same quantities as two weeks ago. They are not arriving in good condition by any means. The removal of the import duty on eggs from that country is the cause of a great deal of enquiry on the part of dealers. The country shippers are also showing that they are keeping themselves informed as to the world's progress by the large number of enquiries which are being received from them. The Chinese do not seem to understand packing on a commercial scale, and the result has been that some of the Chinese eggs which have arrived in Chicago have been in poor condition owing to the long trip without adequate protection. However, in all fairness, it must be said that the native exporters in Hong Kong are becoming more and more accustomed to handling eggs in a manner which follows the ideas of the business in this country. The great difficulty will lie, it is thought by local receivers, in the establishment of the American standards for quality. The yellow men have ideas of their own about this matter, which are not exactly in accordance with the ideas of shippers in such actually civilized states as Iowa and Illinois, excluding Chicago. Nobody claims that Chicago is civilized, least of all South Water street. Owing to the fact that labor is cheap in China it is thought that the cost of grading and packing in that country would be much less than here. This sounds all very well to the consumer of eggs, and doubtless the ladies reform clubs of Chicago, who tried to put the street on the blink last winter, will take great joy in the information. The great question seems to be how the cheaper labor of China in preparing the eggs for shipment, combined with the removal of 5 per cent. duty, is going to effect the American industry in such states as Iowa, Illinois and Wisconsin. He would like to ask the present administration whether the laws are made for the heathen Chinese or for the hard working and deserving Christian farmers and shippers of the Middle West. Other opinions notwithstanding, he believes that the importation of foreign eggs, and butter as well, is going to have a serious effect on prices which will

be paid to the shipper. It is only a question of time until the commission men will demand more commission. That much was decided at the last convention of the National League at Jacksonville, Fla. There has been delay, or the change would have been in effect by this time. There is no doubt that it is within the power of the receivers to take more commission if they demand it. Opinions may differ, but on one point the commission men are unanimous, and that is that they ought to receive more money. All that is necessary is concerted action, and concerted action seems to be forthcoming. The shippers and the consumers, whichever the case may be, can protest all they please. The shippers will have to find a market, and the consumers cannot stop eating, even for a week. Therefore, it might seem even to the most optimistic that the produce shipper is in a rather bad way at the present time. However, the conditions which threaten are not beyond the power of remedy, and a generous application of the same at the next opportunity may make things better.

Chinese Eggs Reduce Profits of Coast Producers.

The prediction is made that the business of importing Chinese eggs will be tripled this year. In other words, if the farmers lost large sums by not supplying the egg markets last winter, next winter they may expect to see more money paid out to Chinmen, steamship companies and importers instead of going into the pockets of poultrymen of this coast. Such a condition demands a speedy search for a remedy. Talk of tariff changes at this time seems out of the question. Talk of boycott measures is nonsense. But any plans which will result in an increased output at lower cost per dozen or will improve the methods of marketing now in force would serve to keep at least part of this money at home, where it belongs. Working together the farmers and business men of the Northwest have solved the apple problem. Farmers and businessmen of the Southwest by united action have made the orange and lemon groves a success. Farmers and business men are now developing the alfalfa and cattle industries. Farmers and business men, working together, can take care of their home market with such system and at such prices that the West will soon forget the taste of Chinese eggs.—Spokane Chronicle.

Many a man wakes up and finds himself infamous.

WHEN IN THE MARKET FOR

Potatoes

or have any to sell, call or write

Citizens 2417
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H. Elmer Moseley Co.

GRAND RAPIDS,
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SUN KIST ORANGES

Send us your order.

Write us for our weekly price list.

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

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Western Michigan's Leading Fruit House

Cold Rooms for Local Shipping Centers.

During the heated term of every season there is always a great deal of complaint about goods being received at the large centers in unsatisfactory condition. Sometimes it is just merely a little soft and at other times it is positively melted and in very bad shape indeed. Refrigerator cars are not always iced properly or often enough, but some of the damage at least originates in goods standing sometimes for hours on the shipping platforms of the local station. We notice in one of our exchanges that at Platteville, Wis., they have overcome this part of their troubles in this line at least, by providing a cold storage room at the local station. This strikes us as a mighty good proposition, and it is a wonder that some of the large shipping centers that some such arrangement has not been provided long before. The railroad companies of course are not any too anxious to spend money unless they can see a direct return, but this cold room could be utilized not only for butter but in these days of cream shipping, it could be used in that connection as well. It seems to us that this would be one of the good things to bring up at the National Creamery Buttermakers' Association convention, and if the Secretary would get some "good live wire" on the subject to go into it exhaustively and bring in a report that could be passed along to the railroad companies at different shipping points, and with concerted action much good could be accomplished.—Elgin Dairy Report.

More "Rooster Days."

In the interest of the infertile egg the poultry specialists of the Department of Agriculture have started a campaign for the elimination of the rooster among poultry flocks during the seasons between May 1 and December 1. In this connection, Saturday, May 16, has been set aside as "rooster day" in Kentucky and Tennessee, when all poultry dealers in these states are being asked to pay the same prices for roosters as they do for hens and pullets. There is an enormous loss in eggs as the result of the fertile egg, especially during the summer and fall months. Missouri "rooster day" is June 6.

The Department is planning a campaign among the boys' and girls' poultry clubs in Kentucky Tennessee, Virginia and North and South Carolina, to encourage not only production of a better grade of eggs, but a more uniform method of grading. Arrangements are being made to offer prizes for the production of the best dozen of eggs, and it is expected that the state, county or municipal officials will offer such prizes as trips to the Pan-American Exposition at San Francisco.

Cold Storage on a Small Scale.

There is no question but what there are thousands of locations in the North Temperate Zone where natural ice can be put up at a nominal cost where a combined ice storage and cold storage plant costing from \$500

to \$1,500 would be of almost incalculable value. We are running across these locations from time to time in connection with our business as refrigerating engineers and architects, and where a plant of this kind is once installed the owner wonders how he was able to get along without it before. The cost of operating is almost nothing, as the cost of putting up the ice is mostly the labor, and this is worth comparatively little during the ice harvesting season.

Ice for Shipping Cut Flowers.

A new use for ice has been suggested in the shipping of cut flowers and especially as applied to the shipping of roses. The growth and maturity of flowers in common with all vegetation is influenced largely by temperature, and if the temperature can be kept low, growth and maturity is retarded. In shipping roses, for instances, they are of course, cut when the buds are just opening, and if they are kept at a comparatively low temperature, the opening of the buds is greatly retarded, and if the shipping case is suitable and the supply of ice maintained, they may be shipped for long distances in perfect condition and arrive on the market practically as fresh if just cut. In using ice for this purpose it should be covered or wrapped in paper, and the ice should not be allowed to come in direct contact with the flowers, as it will chill the petals and result in bleaching or discoloring them to some extent. The ice should for this reason be applied to the end of the stems so far as practical, but not exact directions can be given without knowing the style of shipping package to be used.

The Human Banknote.

"We can't all earn \$5 a day sweeping floors in automobile plants, and so, commercial conditions being as they are, I don't blame very severely the girl who marries for money."

The speaker was Miss Elsie De Wolfe, of New York. The scene was the smoking room of the Colony club.

"A poor girl," Miss DeWolf went on, "married an aged millionaire.

"Oh, how could you do it?" a friend asked her. "Such an old fellow, too!"

"My dear," the young bride replied, "if you were starving and somebody gave you an enormous banknote—a banknote for a million—would you bother to look at the date?"

Eggsactly.

The eggstraordinary price of eggs is hard to eggsplain eggscept on the theory that eggsecutive committee of the egg layers is eggsspressing its eggstreme eggssperation at the eggsscessive eggstent of the eggspostulation eggsspressed by eggscited hen raisers, who eggspet eggs, and whose eggspletives need to be eggspurgated when they eggsplore the hens' nests without finding any. But there's no use getting eggscited. You can eggssist even if eggs have made their eggssit from the menu. Their excellence has been eggssaggrated.

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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

Watson-Higgins Milling Co.

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We can supply you with all kinds of Southern fruits and vegetables. Write or wire. Citizens Phone 5638.

A. J. PHERNAMBUCQ & CO.
138 Ellsworth Ave., S. W., Grand Rapids.

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POTATO BAGS

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

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

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When in the market to buy or sell

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Call or write

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Dear Grocer:

Who are you working for, Mr. Leaks or Mr. Profit? This is not mere TALK, but a sincere business question. A modern 20th Century Standard Computing Scale connects you WITH prosperity.

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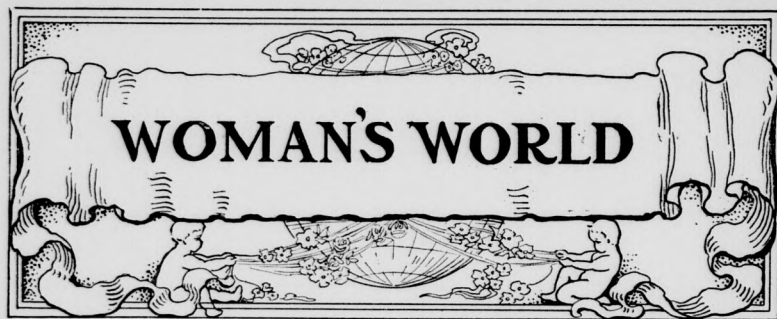
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AS SURE AS THE SUN RISES

Voigt's CRESCENT FLOUR

Makes Best Bread and Pastry

Use Tradesman Coupons



Failure Through the Use of Too-Exalted Methods.

Written for the Tradesman.

Some months ago one of the popular magazines offered a prize for the best "stories" on the subject, "What I Am Most Afraid Of."

The letter that won first prize is the pathetic account of a wife's long-continued efforts to please and make contented and happy a husband who is a chronic grumbler and fault-finder.

When she married, this woman had high ideals and was prepared to devote herself unreservedly to the noble task of making a real home for her husband and children. The scanty measure of appreciation that she has received from him in whose hands she placed her welfare and happiness, may best be judged by a few extracts from her evidently truthful narrative.

"My husband is a man whom nothing suits; no matter how hard we try, how well we do anything, instead of praise some fault is always found, some defect pointed out, until all joy in accomplishment is lost." She goes on to say that her husband has a business yielding enough for them to live upon comfortably and lay by something for the future. Still, "We have always scrimped. I could never make the provisions last long enough though not a scrap was wasted, and I always dreaded to tell him when anything was needed for the family. Often I have managed to earn a little money, and have bought extra provisions in order to escape the inevitable fault-finding attendant upon any request for household wants."

How the main topic of conversation at meals was the high cost of each article of food; how, if he could find nothing to complain of in the house, he would grumble on general principles, at the weather, about business matters, hard times or anything else that chanced to displease him; and how she and the little ones came to dread his home-coming; how, as the children grew older she taught and worked in an office in order to clothe and educate them—all these things can be touched upon only thus briefly.

She is careful to give her husband credit for his redeeming traits, says that he is a good man morally and is upright in business dealings, "but feels free to vent all his discontent upon his family, often by the slamming of doors and other childlike modes of expressing his anger."

That when her children are grown and go out into the world for themselves she will no longer be able to hold out, but will be tempted to leave

her home and make a place for herself where she will not be harassed by her husband's selfish and needless complainings is What She Is Most Afraid Of, and what gives point to her story for the special purpose for which it was written.

Here, briefly told, is the life history of a noble soul that has failed in much it has attempted and suffered indescribably, through a misapplication of means to ends. She has, as it were, tried to solve a problem by bringing to bear upon it all the intricacies of higher mathematics, when what was needed was simply a little working knowledge of common fractions. She hitched her wagon to a star, depending solely upon that connection for transportation, forgetting that to insure a safe and fairly pleasurable trip, it would be necessary to provide also a smooth track and occasionally to apply a lubricant to the axles.

This woman is evidently one of those lofty natures who pore over books and absorb eagerly treasures from the printed page, leaving unopened and unread the great volume of human nature, without some knowledge of which no one can hope to meet successfully the real issues of life.

One great mistake this high-minded wife has made is that of foolishly and needlessly spoiling her husband in regard to money matters, much in the same way that unwise mothers spoil their children by giving the undisciplined youngsters everything they cry for and always avoiding a scene.

She found soon after she married that her husband disliked to be asked for money to meet proper and necessary expenses. Mistakenly and cravenly she fell into the habit of asking as seldom and for as little as possible, and of eking out his insufficient dolings by her own efforts. How many million years' pursuance of that policy would it take to bring a somewhat parsimonious man to a sense of his duties as a husband and provider. Since he has uniformly won out by every display of temper, no wonder that he slams doors and makes a bear of himself generally.

So little does this much-enduring sister know of the workings of cause and effect, that she seems really to be surprised that her husband's habit of nagging has increased rather than diminished with the years.

One sentence which she lets fall ought to impress itself deeply upon the mind of the reader, because it reveals, if not the chief cause for the unfortunate situation she so graphic-

ally depicts, at least a factor largely contributory to it. Quoting her own words: "Always I have tried to meet everything with patience, dwelling as much as possible upon his (her husband's) good qualities, hoping that love and courage on my part might in time help him to see how he was dwarfing his own powers, and estranging the affections of his children by foolish indulgence in these faults." By such indirect and ineffectual methods has she sought to bring about a much needed reformation in her husband's character. As well think to subdue a screaming, kicking youngster of eighteen months by reading to him the Sermon on the Mount or some of the elevated precepts of Buddha.

Wives, whether you are middle-aged matrons or bonny brides of a year or less, don't make the mistake of letting a husband—who is—well, just a little bit stingy—know that you dread to ask him for money. If possible get him on to an allowance system, or in some way eliminate the bugbear of the frequent request for money. But if you are not quite smart enough to achieve all that, ask without any cringing or self-abasement. If necessary, remind your husband occasionally that you might just as easily have accepted that other fellow, who has become independently rich and whose wife is never without a liberal bank credit, or by any other method that your woman's wit can devise, make him understand that by providing for his household he is only meeting an obligation, not conferring a favor.

The wife who wrote the letter made another serious mistake, that of being too patient and forbearing. She should have made it clear to her husband the basic principles of right and justice instead of relying wholly upon her own example of utter self-abnegation to lead him to better things.

The wise teacher, who made the Golden Rule the great law of living and taught to turn the other cheek and to forgive until seventy times seven times, cautioned also against casting pearls before swine, and himself rid the temple of the polluting money changers, not by persuasion but by coercion.

It is not to be inferred that all spoiled children of larger growth belong to one sex. Not infrequently we see a wife who has been petted and pampered by a fond and overindulgent husband until she has become selfish and exacting and even tyrannical.

Some of the best husbands I ever have seen wore a constant air of apology—each being made by his hypercritical wife to feel that he fell painfully short of her ideal of what any man—and especially one who essayed so ambitious a task as being her husband—ought to be. Sadly enough the most entirely self-sacrificing wife is likely to receive from her husband the very scantiest measure of devotion.

In very few marriages are the sacrifices and denials justly shared. Indeed, by the time most couples return from the honeymoon, either he

is engaged in a ceaseless but never wholly successful attempt to keep her suited and satisfied, or else she is forever trying to please him and to restrain him from being unbearably ill-tempered.

The poor wife who wrote the prize "story" may never see these lines. If she should it is doubtful whether so impracticably altruistic a soul as hers ever could exactly do its duty by such a nature as her husband's. The only real hope for him is that when his present helpmate has gone on to her well-earned reward, a second wife who will understand him better may take hold of his case.

It is hoped that instead of humoring his propensity to be niggardly, the second lady will size up his well-fixed financial condition and calmly remark to herself—"Well, I should worry." If she is of just the right sort she will have him feeling that the utmost he can do for her is all too little and this in less time than it takes to tell it. The process may be a little hard on his pocketbook but doubtless it will be good for his soul.

Quillo.

Faith may be all right in its place, but may not enable a man to deliver the goods on schedule time.

Wisdom follows experience, but the trouble is that it never catches up.



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.



Enjoyed by All who use it

Mapleine

has become an everyday flavor with many housewives and chefs.

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

Crescent Mfg. Co., Seattle, Wash.

**HOWE
SNOW
CORRIGAN
AND
BERTLES**

INVESTMENTS

Let us send you our weekly Financial Letter. Ask us about any security.

Michigan Trust Bldg.
"H-S-C-B" Fifth Floor

SIDE LINES.

Some Features Which Are Too Frequently Overlooked.

The average traveling salesman, as most people know, carries two or three "sidelines" in addition to his regular goods, if the trade he calls on is such as to make it possible to handle one or more such lines; and he does this, of course, for the purpose of making a little more money. The reason why he can add to his income in this way, without much additional work or trouble, and with no additional expense, is that he is able to sell his extra lines to the same people to whom he sells his principal line, and thus has no expense to incur in reaching them.

To some extent, perhaps, the "side-line" idea for traveling salesmen has been discredited, although there are a good many cases where it flourishes to the mutual benefit of the salesman and his customers. The theory of it, however, is undeniably good; and it is one which the average merchant can keep in mind profitably, applying it to his own business.

This is the point, in a nut-shell, which is to be gained from the traveling salesman's side-line idea, and which is of equal interest to the merchant: It costs nothing to handle it, and can be made to return a profit, which, for this reason, is "velvet." That is its great advantage, and is one which is frequently overlooked.

Of course, every merchant who carries anything which might be classed under this head—and there are few who do not—realizes fully that there is money in it. He would not carry such lines otherwise. But there are certain aspects of the matter which he may not appreciate unless he has analyzed it pretty thoroughly, and which place the plan of keeping business moving by having on hand a number of attractive lines of this sort in an even more favorable light than usual.

The point may seem elusive, but it is easy to explain, and is unquestionably valid. Take the case, say, of a merchant whose business, on the lines which may properly be considered his leaders, amounts to \$50,000 gross each year—a very fair business, but not an extraordinary business. Of this amount, one of the most important items, and one which the merchant cannot possibly escape from, is that of overhead expense; and this taking one retail business with another, will average in the neighborhood of 20 per cent. or in the instance supposed, \$10,000.

Now, suppose the merchant, under the persuasions of a good salesman, is made to see the general benefits of one or more additional lines, which fit in well with his business, and can be handled without an excessive investment. If he is keeping a general store, there are many lines which can be added, from paint to confectionery, and from post-cards to gasoline engines. If he is running a hardware store, paint is the most logical and valuable side-line possible, and in a shoe store a good stock of findings fits in better than anything else; and

so on, down the entire list. There is something which will round out almost any stock of goods that can be named.

When the goods are placed on the merchant's shelves, he has had a small additional investment to make, it is true; but the interest on the amount involved is very small, compared with the charge which must be made for the capital required to maintain his general stock. The investment question can almost be neglected, especially as the typical side-line requires only a small amount of money to carry it, and has a very rapid turn-over into the bargain.

Consequently, the cost of doing business remains just about where it was when the additional line was taken on. The merchant is still spending in the neighborhood of \$10,000 a year to run his store. But if the side-line lives up to its name, and is the sort of proposition we have imagined it, it will be possible to add a very fair amount of business to the sum total already handled, without increasing running expenses of the store.

Assume that the business done in the accessory line or lines which have been put on amounts to \$5,000. This increases the year's business to \$55,000, while the expenses remain stationary at \$10,000. Therefore, instead of the overhead expense being 20 per cent, it is but slightly over 18 per cent—a reduction of 2 per cent in the operating expenses of the store.

This means first, that the direct profits on the added line have been 2 per cent. greater than they would have been had the overhead remained stationary, and also that the merchant has added 2 per cent. to the net profits on the business he formerly did. A thousand dollars which formerly had to be charged up to operating expenses is now available for profits—and all because the volume of business has been increased a trifle.

That is the whole story—the more business done, the more money the merchant will make. Many a retailer, who sees expenses going up in the form of high rents, high delivery costs and decreasing profits, fails to realize that he can stem the tide to a considerable extent by putting in additional lines which don't take up too much room, and which can be

handled without adding to the running expenses of the store.

This can usually be done, for it is a particularly ambitious line that would require additional space to be rented, more clerks hired or more delivery wagons put into use. Hence the selection of a strong line of accessories which have not been handled before means not only that the merchant will profit through the direct sales, but that he will profit indirectly, but none the less surely, by increasing his profits on the other business through cutting down the percentage of overhead expenses.

Many a merchant is put out of business because his competitors seem able to undersell him. While in some cases the situation cannot be helped, in others it could have been

met by increasing the volume of business in the manner indicated and thus getting in a position to reduce and still have profits left over. While the increased volume should not be anticipated to the extent of cutting prices in advance of an actual and proved reduction in the cost of doing business, this is a possible result of the system, and has been made use of to good advantage in many cases.

G. D. Crain, Jr.



Coast College of Lettering

Germain Building
LOS ANGELES, CALIFORNIA

We teach the following branches by mail:

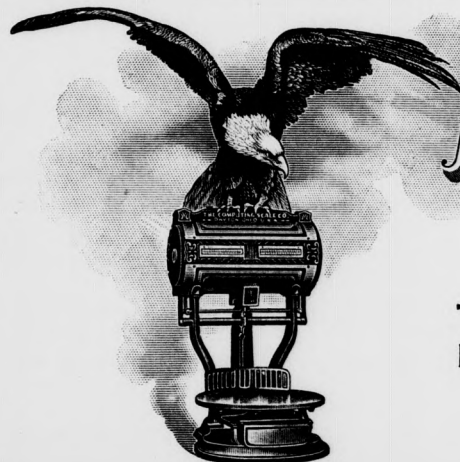
Show Card Writing

- 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



MONEYWEIGHT Scale Co.
GENERAL DISTRIBUTORS FOR
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THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

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

MADE IN GRAND RAPIDS.

How the Exposition is Regarded by Exhibitors.

At the close of the Made in Grand Rapids Exposition a post card expression of the opinions of the exhibitors was taken and they all seemed greatly pleased with the attendance and results. Many said they thought a post card too small a space to pay tribute to so great an enterprise and said they would send in their opinions to the committee later. The opinions thus obtained are as follows: The Industrial Exposition was greater in results and attendance than we had hoped for.—Alabastine Co.

The Anti-Tuberculosis Society considers its exhibit in the Exposition the best publicity it has ever secured. The society appreciates the courtesy of the U. C. T. in giving a charitable organization space for an exhibit.

A real success for manufacturers, exhibitors and the public.—Barlow Bros.

Here's to the U. C. T. May they live long to please and tease, for the beautiful medal we could go on our knees, and that's going some for the "B. V.'s"—Blue Valley Creamery Co.

We certainly think it a grand success.—Bel-Car-Mo Nut Butter Co.

One of the finest shows of its kind ever witnessed.—Barrett Adding Machine Co.

The Industrial Exposition idea is worthy of perpetuation. We will think more and better of our city.—W. A. Sperry.

The biggest show ever.—Brown & Sehler Co.

Results very satisfactory, better than the Auto Show for us.—Bellaire Drug Co.

It is certainly energy well spent.—E. Brown.

The Exposition was a pronounced success and demonstrated the varied character of the products manufactured here. Furthermore, it has shown that this is more than a Furniture City. So that if these industries are properly fostered and encouraged Grand Rapids will take rank with leading manufacturing cities in the country. The show was educational and from attendance and interest justly appreciated by the people of Grand Rapids and vicinity.—Carpenter-Udell Chemical Co.

We are much pleased with results and feel that no Grand Rapids manufacturer can afford to miss the opportunity to exhibit — Couple-Gear Freight Wheel Co.

A success as an advertising proposition. As for results it remains to be seen.—Clipper Belt Lacer Co.

During the entire week our booth has been an attractive place for the many visiting ladies all of whom expressed themselves as being more than pleased with our product of fine millinery. We are very much pleased at the expressions of the public during the entire week. The show certainly has been a success.—Corl-Knott Co.

The Industrial Show is the best ever "Made in Grand Rapids."—Consumers Ice Co.

The finest thing Grand Rapids has ever had to advertise the city—Citizens Telephone Co.

The first Greater Grand Rapids Exposition has been a great success from our every standpoint. Hats off to the U. C. T.—Grand Rapids Belting Co.

The best way on earth to find out and be found out—Grand Rapids Clock & Manufacturing Co.

We consider the Industrial Exposition a success for the purpose it was intended. It certainly has brought the citizens to a better understanding as to what is made in our city.—Proudfit Looseleaf Co.

A big success. Hope for another year.—Grand Rapids Brewing Co.

The U. C. T. deserves to be congratulated on their efforts. It is surely a great show.—Frank A. Hess.

This exposition certainly has been a great success.—H. H. Hamstra Co. Very fine show—Herold Bertsch Co.

Think the Exposition a good thing if one could interest the manufacturers to put in a line of machinery to manufacture goods and draw more out of town.—Hirth-Krause Co.

Made our business as bright as our booth.—Hygrade Incandescent Lamp Co.

We think that the Industrial Exposition is a benefit to the public and exhibitors in general and ourselves in particular.—Hegeman Machine Co.

Consider the show a success, but disappointed in attendance of out-of-town merchants.—Ideal Clothing Co.

We think this show a great thing for Grand Rapids, but we cannot say we are going to get much benefit out of it at this time; for our business it is too late in the season. February or March would be much better for us.—Jesick Boat Co.

The best thing ever pulled off in Grand Rapids.—G. J. Johnson Cigar Co.

The publicity and general results were great.—A. L. Joyce.

Stupendous success, not only from an educational, but a publicity standpoint.—Klingman Sample Furniture Co.

Inasmuch as I take a very small part of the Exposition, I am very grateful for the opportunity to display my violins and hope that the exposition will be annual.—A. R. Kilinger.

Best general publicity possible. Exposition of this kind an actual necessity.—Kindel Bed Co.

Great advertising scheme. Better known than ever.—W. C. Kirchgessner.

A splendid success. Hope it will be larger and better next year.—Lowell Manufacturing Co.

We doff our Dunlaps to the U. C. T.—A. E. Remington.

The Industrial Exposition is one of the greatest educational and instructive entertainments our people have had the pleasure of seeing and is worthy of making an annual affair.—Michigan Hearse & Carriage Co.

This Exposition has proven a successful way of discovering the good things made in your home town. Hur-

rah for Grand Rapids and the U. C. T.—Marietta Stanley Co.

It has introduced our goods in the city of Grand Rapids and its locality where we have previously been unknown, although one of the largest manufacturers and advertisers of motor boat accessories, such as propeller wheels, row boat motors and many other things for motor boats. We have made a great many sales locally and as far east as Bermuda Islands and north as Alaska on the floor of this show.—Michigan Wheel Co.

The best results so far as orders and prospects and advertising of any exposition or show we have ever demonstrated in—S. G. Moffit Sales Co.

Wonderfully pleased. Consider the show a great success for the purpose it was intended.—Musselman Grocer Co.

We beg to say that the people seem to think that the Exposition was fine. We are more than satisfied with the results we have received from an advertising standpoint.—National Liquid Soap Co.

We know that it is a success in every sense of the word and hope you will make it an annual affair.—Natural Joint Limb Co.

From every viewpoint the Exposition spells success for us.—National Automatic Piano Co.

The Exposition was a great show. The Postal Telegraph, through its manager feels that it has been a privilege to have been represented there.—R. S. Greenwood.

We are so well satisfied that we are now waiting for next year's exposition.—Peterson Brewing Co.

The show without a doubt has been a great success and hope the U. C. T. will have another next year.—Pulte Plumbing Co.

Advertising keeps things moving, therefore we believe in advertising.—Peck, Johnson Co.

A success from every standpoint. A real boost to Grand Rapids products.—Rindge, Kalmbach, Logie Co.

Best of all local expositions, concrete boosting for Grand Rapids.—Quinn Stationery Co.

We think the show has been a grand success. Our booth has been thronged during the entire week. Visitors have expressed themselves as being pleased to know how burial caskets were constructed and trimmed. The expressions on our ladies burial gowns were very gratifying.—Powers & Walker Casket Co.

We are pleased to say that the Exposition has met all our expectations and has been of much good for our company.—Rapid Heater Co.

We consider the Exposition a decided success.—Rasen & Dows, Furrriers.

The Industrial Exposition furnished good food for thought.—Rhodes Furnace Co.

We believe the Industrial Exposition has been a great success as a private advertising venture as well as a boom for our city.—Roseberry-Henry Electric Co.

It has proved highly satisfactory to exhibit our lines of office furniture. We have shown only a small part of

our product at this exhibit which was represented by one matched office suit. We did not expect sales. It was a representation to the public which we were after.—Stow & Davis Furniture Co.

Management, best. Novelties, cleverest. Cleanliness, ideal. Advertising, unique. Huge success.—Simplicity Co.

The Thomas Canning Co. feels that the Exposition has been a grand success.—Thomas Canning Co.

Howling success.—O. & W. Thum Co.

A booster for Grand Rapids.—Tuller's Orchestra.

One of the very best ways to put goods before the public because you can hold their attention. We have sold about 300 fixtures which is the largest number sold in any city in the United States at any show in one week.—Universal Sales Co.

The show is so good it makes everybody not "Made in Grand Rapids" ashamed of himself.—United Weekly Press Assn.

A beautiful Exposition and a good advertisement for our business.—Valley City Plating Co.

The Exposition has certainly been a fine success and very good for the city, fine advertising for everyone, especially for our line.—Van Westenberg & Erb.

We believe that this show has been the best form of advertising that we could get.—C. S. Weatherly.

A revelation to many. A splendid enterprise that has deserved and won success.—Wolverine Brass Co.

A perfectly conducted Exposition, very instructive to the community and actual results obtained by us are most satisfactory.—Wright Corset Co.

Doings in the Buckeye State.

Written for the Tradesman.

Dayton will get data on the establishment of a sewage disposal plant.

Cincinnati people have authorized a bond issue of \$250,000 for a big convention hall, but there is a hitch in the proceedings, the city officials pointing to bad streets and other crying needs.

Dayton people observed Arbor Day by planting 40,000 trees.

Mahoning Council, U. C. T., put on a play, "The Traveling Salesman," at Youngstown which made a hit.

Cleveland has placed a bulletin in every home, with definite instruction to householders as to health, cleaning and beautifying premises.

A potato growing contest will be a feature of the Montgomery county fair at Dayton this fall.

The Northern Ohio Traction Co. has plans for erection of a twelve-story building at Akron.

The retail merchants board of the Youngstown Chamber of Commerce urges better street lighting system.

The traffic ordinances at Akron, which declared that owners of smoking automobiles were subject to arrest and penalty, has been declared unreasonable and void by Judge Ahern of that city.

The Traffic Club of Dayton opposes the proposed parcel post weight limit. Almond Griffen.

Is Your Wife Out of Work?

If so, we can suggest some light employment that will prove interesting and fascinating to her and profitable to you.

Buy her a sack of Lily White, "the flour the best cooks use," and let her make you some hot biscuits or bread.

She'll enjoy doing something worth while and when she sees the effect on you, she will conclude it's good business.

To get the full benefit you should eat heartily and praise her.

LILY WHITE

"The Flour the Best Cooks Use"

Has enabled many a woman to add something to the "tie that binds" and keep her family together and happy.

Good, honest effort backed by flour like Lily White always gets results worth having.

This flour contains all the digestible, nourishing part of the wheat, notwithstanding what other food advertisers may say.

It is natural—not artificial food—and has gone through no chemical processes whatever.

In sanitary, tightly sealed sacks **always**.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICHIGAN

FORTY DAYS IN JAPAN.

Graphic Description of Things Seen and Heard.

An American who had been in Japan twenty years said to me one day: "How much I would give if I could again see this country with the fresh eyes of one like you, who is looking at it for the first time!" Yes, there is at least one advantage in seeing a land for the first time; you bring to your seeing "fresh eyes." A thousand things which the old resident does not notice, because he has become accustomed to them, the newcomer finds strange and wonderfully interesting.

Japan is a small country compared with the United States or Canada, or Russia or China. But fortunately it is not size that makes countries worth seeing, else were Greenland more interesting than Greece, or Tartary than Palestine.

In my forty days there I took in only a small part of Japan's long reach of islands which stretch from northeast to southwest along the coast of Asia for more than 1,500 miles—further than from Maine to the West Indies or from British Columbia to Mexico. Nevertheless I saw some of the most interesting parts, including three of her large commercial cities—Yokohama, Kobe and Nagasaki, ranking with Liverpool, Manchester and Glasgow in Great Britain, or with Boston, Baltimore and San Francisco in the United States; her great and interesting capital, Tokyo, about the size of Philadelphia or Chicago, but relatively more important than either; Kyoto, the old capital, smaller than Tokyo, but overruling every other city in the empire in its art treasures and its historic significance; Miyanoshita and Hakone, attractive places in the mountains; Kamakura, once a great city, now attractive as a quiet seaside resort and for its great bronze Daijutsu, the largest and finest image of Buddha in Japan; and last but not least, the famous and wonderfully charming Inland Sea, the whole length of which I have had the privilege of sailing in fine weather.

Imperial Tokyo.

The larger part of my forty days was spent in Tokyo, as well it might be, for Tokyo is Japan almost as much as London is England or Paris France. In traveling by rail here we say "Up to Tokyo," as in England they say "Up to London." Of course it is not alone the size and great commercial importance of the city that give it interest but also the facts that it is the seat of the imperial government and that here live a large proportion of the men who shape the nation's policy, who are the leaders of the nation's advances in all lines, and whose names are best known in the Western World.

I found myself surprised in Tokyo in several ways, for the most part agreeably. I knew it had a population of nearly two millions and that it stretched over a vast area, almost as if it were a densely populated county instead of a single city. But I was not prepared to find it so little monotonous,

possessing such a variety of scene, containing so many broad streets, fine stretches of water, handsome buildings both old and new, parks, gardens, canals and bridges, striking temples set in splendid grounds, imposing, old, castle-like structures on hills, like high picturesque islands in a sea—the most conspicuous of these, located in almost the exact center of the city, being the imperial palace, with its elevated grounds crowned with great trees and surrounded with massive old walls, outside of which are long, winding, picturesque pleasure lakes (once moats).

Many Thousands of Students.

Tokyo is by far the greatest educational center of the nation. Its "students' quarter," I am told, contains 60,000 students, who are in attendance at the various institutions of higher learning located in the region—four or five large universities, besides colleges, high schools, schools for military, navy and consular training, schools of art, science, engineering, commerce, finance, language and so on. Nor are there enough of these institutions of advanced learning to meet the demand, so eager are the young men of the nation (and to some extent the young women) to gain knowledge and fit themselves for high positions. Less than one-fourth of the students applying for admission to the Imperial University are admitted, so severe are the examinations, and a still smaller proportion of those seeking entrance to the High Commercial College, which by an extended course of study trains for important business and financial positions in foreign lands and for the consular service.

In no single direction does Japan seem to be pushing ahead faster than in that of education—education in its whole range, from highest to lowest. The men of a generation ago who led in creating the "New Japan" were wise enough to understand that no really progressive or strong nation can be built on any other foundation than that of an intelligent people. Hence they established compulsory education and planted a school in every village and neighborhood of the land. The result is, illiteracy is almost abolished; books are found everywhere; newspapers circulate in great numbers even in the most remote country districts; men who are widely acquainted with the people in different parts of the country tell me that it is rare to find a workman or a farmer, however poor, who does not have access to a periodical of some kind, usually a daily, and who does not spend some time each day reading about the doings of his nation and the world.

The Education of Women.

Education of young women is far less general than that of young men. In the primary schools and in the lower grades of the intermediate, there seem to be as many girls as boys; but as the grades advance the girls tend to drop out. Girls' high schools are steadily increasing in number, but as yet are far too few. Tokyo has a reasonably well-equipped university

for women, the only one in Japan. However, there seems to be much promise for women's higher education in the fact that a number of the universities for men are beginning to open their doors to women. The position of woman in Japan in the past has been so much inferior to that of men that we cannot expect privileges equal to those of the West to be extended to her at once. But a change is taking place, perhaps as rapidly as would be safe. Educated men are more and more learning that they need educated wives, and educated mothers for their children. The signs seem to be clear that woman's day is coming in Japan, as everywhere else.

Wherever one turns in Japan he is struck by sights that are novel and interesting. As every one knows, Japan is the land of the jinrikisha. This trim and nimble little two-wheeled cab, with its easy springs, its rubber tires, its nickel-plate trimmings, and a man for a horse is seen everywhere. I confess I have fallen in love with it, it is so comfortable and so quickly available to take one anywhere. They tell me there are 40,000 in Tokyo alone. Horses are surprisingly few, either for driving or hauling loads. Automobiles, are coming into use rather rapidly considering the conditions here; I understand that in Tokyo there are already about 300.

European Fashions Taboo

Of course the traveler in Japan notices at once the dress of the people, it is so different from that of the west. Yet so far as men are concerned the difference is growing less, so many are adopting European dress, at least in part. Particularly are western hats and caps coming into wide use. But women's costume stoutly resists the press of European fashions. It is the rarest thing to see a Japanese woman, even if she is possessed of wealth and has traveled, wearing any other dress than that of her own country. And one is glad; for the simplicity, dignity and grace of the costume of the Japanese woman of the higher class is a comforting contrast with the capricious, everchanging and so often ugly fashion-styles of western lands.

Nothing is more noticeable than the never-failing courtesy and kindness which the traveler meets with in Japan, in hotels, street cars, stores and shops, on the street or in the midst of crowds. Men, women and children will go almost any distance to show you your way, and put themselves to almost any amount of trouble to get for you the information you want.

Japan has been called "the paradise of children." There are no signs of "race suicide" here; one sees children, children, children everywhere, and one is struck with their happy looks. There is considerable work done by children, but it is generally done in company with their parents and with their parents for teachers—the best kind of work. Nowhere do children play with happier voices or greater zest. A curious sight which one sees on every hand is that of

babies carried about fastened on the backs of their mothers or other women or girls. One wonders whether the little things are comfortable, but at least they almost never cry and they look surprisingly contented.

A Religious People.

Temples and shrines are everywhere in evidence in Japan, in city and country. A Christian bishop who has been in Japan two-thirds of a life-time, said to me: "I think the Japanese are the most religious people in the whole world; I mean, I think the religious instinct in them is the deepest." As an evidence he called attention to the fact that in every Japanese home is a shrine, at which worship is conducted, if not by the whole family at least by some member, twice every day. And then he added: "I wish I could believe that there is any Christian land where worship is conducted twice daily in every home."

I am particularly impressed by the location of temples. True, some are in situations common-place enough, but the sites of great numbers are among the most beautiful and striking that one can conceive; often picturesque spots on mountain sides or hills covered with great ancient trees, and having stately avenues of majestic trees leading up to them. Europeans and Americans almost never choose impressive natural surroundings for their places of worship; Japanese always do when circumstances permit. Does not this mean that the Japanese have a deeper appreciation of the religious aspects of nature than do we of the West?

Japan reminds one of Switzerland, because of its endless number of picturesque mountains, most of them green with foliage and alive with swift mountain streams and charming waterfalls. Japan also reminds one of Greece because of the sea everywhere extending itself by bays and inlets into the land, so that from almost every high elevation some blue expanse of water is to be observed.

They Are Good Farmers.

Everywhere one is struck with the superior agriculture of Japan. The country is so mountainous that only about one-fifth of its soil is arable, yet it supports a population of sixty millions. One learns the secret of this when he sees with what care the valleys and terraced hills are kept up to the very highest degrees of fertility, so that they bear the most astonishing crops, with not a square rod of available surface allowed to go to waste.

Japan is fast becoming a producer of fine fruits. Her own native fruits are not numerous, nor generally of a high quality. But most European and American fruits are found to thrive here and within the last twenty-five or thirty years they have been introduced on a large scale; so that now apples, peaches, pears, strawberries, blackberries, oranges, fine varieties of grapes, and almost all other kinds of fruits known in the West are raised in quantities. In one province where twenty-five years ago not an American apple was produced,

this year's apple crop is said to be valued at a million yen.

One is surprised to see so few cattle and sheep in Japan, although the number of cattle is fast increasing. The people eat little meat, butter or milk. Fish here are most abundant and of a large number of varieties; I never ate fish more delicious. Lobsters, oysters and other forms of shellfish abound. The boundless sea rather than the limited land furnishes the people with their principal animal food.

Japan is pretty well supplied with railroads. Unfortunately they are narrow gauge, which prevents so great rapidity of trains as would otherwise be practicable. The government has seriously considered a change of gauge, but the expense would be so great that the matter has been indefinitely postponed. The locomotives and coaches are rather after the English than the American pattern. On the longer routes there are fairly good sleeping cars and a very good dining car service. All the larger cities of the Empire have electric car lines, and interurban lines are beginning.

Few Soldiers in Sight.

Much is said in the West about Japan's army and navy, and about her military spirit and ambition. I know of no Western nation, unless it be the United States, where things military are so little in evidence. I think I should be quite within bounds if I said that in the larger cities of Canada and in Great Britain one sees at least three soldiers to one in Japan, and in most of the countries on the continent of Europe at least six soldiers to one here.

We wonder at the great progress that Japan has made in fifty years; but we should remember that her people have been highly civilized for centuries. They only needed to change the form of their civilization and adapt it to modern conditions, to take a place in the front rank of modern nations. J. D. Sunderland.

(Mr. Sunderland is one of the most widely known of Unitarian preachers, having held important pastorates in England, Canada, and the United States. For twenty years he was pastor of the Unitarian church at Ann Arbor, so that he is known to hundreds of University of Michigan alumni and has a wide acquaintance in Michigan. Mr. Sunderland has just returned from a tour of seven months in the Orient, where he was sent by three important religious associations to organize, in several of the chief cities of Eastern Asia, a series of International Congresses of Religious Unity to be similar in character to the great Parliament of Religions which attracted so much attention in connection with the World's Fair in Chicago, in 1893. The aim of these congresses is to bring Christianity and all the great non-Christian faiths into better acquaintance and more fraternal relations with one another. Mr. Sunderland has succeeded in enlisting the active interest of a large number of eminent men in this effort, such as Count Okuma, twice premier of Japan, Bar-

on Sakatawa, mayor of Tokio, Baron Shibasawa, the Pierpont Morgan of Japan, Dr. Wu Fing Fang, twice Chinese minister to Washington; such enlightened and influential native rulers of India as the Gaekwar of Baroda and the Maharajah of Kutch Behar, besides educators and religious leaders of the highest distinction. He has arranged for such congresses in Tokio, Shanghai, Colombo, and in four of the largest cities of India.—Editor.

Questions of Sales People Among Our Subscribers.

Lansing, April 25—At what stage in the selling talk is it advisable to mention price to a prospective customer, provided, of course, that he has listened to you without asking for information on that point?

N. R. A.

Most experienced salesmen will agree that the question of price had better be left to the last.

If you name your price early in your talk and it seems high to your prospect he will be thinking of this constantly and discounting all your arguments by the thought that, at any rate, your article costs more than he is willing to pay.

Suppose you want to sell a \$60 suit of clothes to a man who has never paid more than \$35 for a suit. The first mention of the price seems to put the suit beyond his reach, and although he may agree with you about the fineness of the material, the style, etc., he will not think of these advantages as being enjoyed by himself and they will, therefore, lose their appeal for him.

If you begin by showing him how becoming those clothes are, how appropriate to the occasions on which he expects to use them, make clear their durability, fineness, etc., you carry him with you from the start. When, on your naming the price, he gasps and says, "But I never pay more than \$35," you have only to reply, "Yes, and you have always got \$35 worth, or maybe less. I am offering you \$60 worth," and he will usually agree with you. At this point his desire for the suit becomes a stronger agent than yourself in closing the sale.

Kalamazoo, April 15—I am working in a retail hardware store. Will you please tell me the best way to handle the customer who comes in to enquire for a stove, or other article, of some particular make, when that article is handled exclusively by your competitor? The customer has the name of that article, and a notion that he wants that particular one, so firmly planted in his mind that he is sure he doesn't want the line you handle. What is the best way of getting him interested? W. H. H.

The best way to drive an idea out of a man's mind is to put a more weighty one there. Don't say to this customer, "No, I haven't the article you are looking for, but I can show you a better one or one just as good. Let me tell you about the line I handle." He didn't come in to talk about the line you handle; he came in to talk about the line you haven't got. Then let him talk about it. Get him to tell you why he prefers it—this will at least keep him talking, and prolong the interview until

your opportunity arrives. But be careful not to antagonize him by contradicting what he says in favor of it, or by casting reflections on his judgment in preferring it. From talking about that particular article, lead him by easy degrees to telling you his need of it, what uses he expects to put it to, and whether he thinks such articles in general might be improved, so as to increase the service to be got out of them. By this time, his thoughts will be away from the question of a particular make,—they will be engaged in considering how badly he needs some article of the class to which it belongs and (if you have been adroit), in wishing that better service than he expected or thought possible, might be rendered. This is the time for you to advance some one fact about your line calculated to surprise him and wake up his interest. From this point on, in the selling process, don't mention your competitor again if you can avoid it; don't say "This or that is a fine feature about mine, which the make you were looking for hasn't got," for that is forcing his mind back again on the question of preference. Advance your ideas as if you were not intending to sell him the article, or to make him prefer it to the other, but as if, like himself, you had a general interest in this point, or that, about it. Your knowledge of what peculiar merits your line has will, of course, assist you to show it to advantage; presumably his enthusiasm for the article he meant to buy has blinded him to the good points in competing articles, and so, when you point out an attractive feature, he will be impressed with the fact that here are more advantages than he had known anything about, or hoped for. Once he is thoroughly interested in your line, its name will supplant that of the rival article in his mind, and you have a clear field for a sale.

Grand Rapids, April 18—I am a young married man, supporting myself and wife modestly on a salary of \$75 a month, without any definite prospect of advancement from the clerkship which I now hold. The chance is open to me to go on the road for another firm as traveling salesman, with a guaranteed income double my present one. Should I be imposing upon the good nature of the patron who made me this offer, in accepting it without any experience in his line of business—a fact with which he is, of course, acquainted—and would my chances of success, in competition with older and experienced men, be very small? H. H.

It is impossible to answer either of these questions satisfactorily without knowing more of the particulars of your case. However, unless your patron is unusually eccentric, he must have found some qualification in you beside his friendliness, or he would not risk his money on your success. Unquestionably, he will give you some training in the business before starting you out. If you do accept this offer, banish all doubts as to your ultimate ability, and carry with you no idea of possible failure. Make sound nerve and cheerfulness your working basis—and as to how you will fare at the hands of competitors, remember that they must all at one time have been young and in-

experienced, too. You will improve by the same lessons that have fashioned them.

Detroit, April 21—My employer in a retail furniture house has sent a letter to each man in the selling force. What do you think of the justice of it? This is the letter: "I notice that at times salesmen are somewhat slow to respond to calls. Occasionally I have noticed that salesmen have been talking to friends, and on being called have continued their conversation, allowing the customer to wait. I have also noticed a tendency on the part of salesmen to sit down, while waiting on a long-winded customer. This is neither business-like, nor good common sense, as if only encourages the customer to linger. Please cut out any tendency to personal conversation with customers. Be courteous, but stand at attention and look as if you were there to push the furniture business." M. B. H.

It was certainly a sensible man, and a considerate one, who wrote that letter. Nothing could be more sensible than the rules he has laid down, and nothing more considerate than the fact that he has addressed his employes' good sense, rather than threatening them with dismissal on reception of the offenses named. It would seem that there is every chance for a capable and earnest young fellow to win advancement under the management of such an employer.

Clerks who stop to gossip with friends while a customer is waiting for their attendance, are rather too foolish to make a great success in salesmanship, unless they begin all over again with a new method.

Your employer evidently intended no reprimand for those who do not need it. In case you have not been erring in the ways he mentions don't feel affronted at having received such a letter. By sending it to all the members of the sales force he took it for granted that "those whom the cap fitted would wear it, and all others would know their contrasting behavior."

Wanted to See the Gentleman.

Mr. Ball met a man whom he knew one morning on his way to the office, and the man asked for a loan.

"Suppose I decide," said Mr. Ball, "to let you have the money, how do I know that I shall get it back at the time you mention?"

"I promise it," replied the man, "on the word a gentleman."

"Well," replied Mr. Ball, "in that case I may conclude to do it. Come round to my house this evening and bring him with you."

Cobb's Advice.

A tramp called at Mr. Cobb's house one morning.

"I've walked many miles to see you, sir," he said, "because people told me you were very kind to poor, unfortunate fellows like me."

"Indeed!" said the old gentleman. "And are you going back the same way?"

"Yes sir," was the answer.

"Well," said Cobb, "just contradict that rumor as you go, will you? Good morning."

The pawnbroker acts as timekeeper for many a man who fights.

Command your hand to guide the brush

Third of a Course of Lessons in Show Card Writing.

Written for the Tradesman.

In this lesson we present what we call the Marking alphabet sometimes known also as the Department Store alphabet. As this latter name would indicate, it is especially adapted to use in stores where it may be necessary to get out a large amount of work in a short time.

It is not our desire to sanction slovenliness, carelessness or undue haste on the part of students who are taking this course, but as they get into the work they soon will come to see that there are times and places in show card writing when the old maxim "Not how much but how well," is not a practical guide—times and places when a large amount of work, neat and presentable but turned out very quickly, is better than a small amount executed with exquisite care and painstaking. This alphabet is well suited to meet the exigencies of such times and places. There is no nonsense about it, every move counts.

The characteristic spur of this alphabet, a short stroke of the brush toward the right, first slightly downward and then a little upward, is seen in the dot of *i* and of *j*, and in the bar of small *f*. It is used for the base finish of lower case *f*, *h*, *i*, *k*, *l*, *m*, *n*, *p*, and *r*, and also for a number of capitals. Capital *I* has it at both top and bottom. For making these spurs you will not want the brush too wide. By hitting the end of the chiseled brush together a little, you will have it right. The number of different widths of stroke that can be made with a single brush is a surprise to the beginner.

Other spurs used in this alphabet are quickly and easily made—the student will know just how from the instruction on the Roman. By this time the pupil should be able to make the tiny hairlike spur that finishes *f* at the top and the left strokes of *v*, *w*, and *x* at the top and is also found in a number of the capitals. It is simply a tiny stroke, or a touch you might call it, with the corner of the chiseled brush. As with the Roman, it will be better for the student at present to make a whole line of letters before finishing them with the spurs.

For this alphabet, rule alignment lines three-fourths of an inch apart for the small letters and a little over an inch apart—say an inch and a sixteenth or an inch and an eighth, for the capitals. The unit-height lower case letters and all the capitals excepting *Q* and *Y* extend just from one alignment line to the other. The numerals extend a little above the upper alignment line. It is not thought necessary to go into further detail as to the separate letters of this alphabet, for the student will see just how they are made from the cut. Try to give your letters a uniform slant and compare with the copy to see whether you are getting the right inclination.

The letter formations are many of them quite similar to the Roman of the last lesson. Most students, however find the Marking much the easier of the two. This is partly because the spurring is so much simpler, and partly because it is easier for the beginner to make a slanting letter than an upright one. It is more like writing and he can get a better movement on it. The writing idea must not be carried too far—this al-

phabet is to be made with strokes, not written. But it is easier to get a good swing to the strokes than with the Roman.

The characteristic position of the brush—the brush at an angle of 45 degrees with the vertical—is the same for this alphabet as for the first lesson. Only for this the characteristic stroke is a slant stroke instead of a vertical. In such letters as lower case *a*, *c*, *e*, *g*, *o*, and *q* begin a little below the upper alignment line and make the downward stroke which forms the left side and in some cases the whole base and in others part of the base of the letter. You begin with the chiseled brush and gradually widen, then gradually narrow. Beginning a little below the alignment line brings the thin part of the letter where you want it and also makes a more shapely letter than beginning right at the line. In *a* and *d* the right hand stroke is made next. Then the small curved stroke that joins the two.

A slant alphabet of this kind serves three purposes in show card writing: it can be done very rapidly; it adds variety, since it can well be used for subordinate portions of a card that is "featured" with words in vertical letters; and where the space up and down is limited and there is plenty of room laterally, it serves a good purpose in economizing space.

If you are working in a store and so need to utilize your acquirements in show card writing at once, you will probably best confine your efforts for the present to this alphabet. A premature use of your knowledge is not urged, for as yet you have had but little practice in lettering and

none whatever in layouts; so when you try to make a show card the result may be a little disappointing. However, if what you have learned needs to be pressed into service at once, do the best you can and meanwhile practice every spare moment on your alphabets, reviewing those given in the first two lessons as frequently as possible.

Because the student finds he can for the time being do better looking work with this alphabet than with the Roman, he should not relax his efforts to acquire skill and facility in that. This alphabet is indispensable in its place, but no card writer can give a show card made entirely of slant letters the smart, nifty look which well made vertical letters possess. Slant letters are not so easily read as upright—they do not catch and hold the eye so well—and they are not adapted to the conspicuous portions or "featuring" as it is called, of good cards.

The first alphabet shown in this series is especially valuable for acquiring the use of the brush and learning how to make a clean stroke; the Roman is unequalled for the letter forms and further dexterity with the brush in spurring, etc.; while the Marking is well adapted to speed drill. So after you have gotten the exact formation of the letters of this alphabet in your mind and in your fingers as well, you should begin to speed up on it during a part of your practice.

As has been explained previously, from the nature of the purposes for which it is used, a reasonable degree of speed has special value in show card work. Suppose a shipment of Fourth of July goods arrives in a

abcdefghijklmnopqrstuvwxyz
vwxyz 1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ & @
MARKING

store the morning of July third. A neat plain card made in twenty or thirty minutes and gotten into place at nine o'clock has easily three times the commercial value of an elaborate piece of work not ready for use until 3 o'clock in the afternoon.

To the student taking these lessons, since you are working without a teacher, I would suggest that you size up your own temperament and apply what someone has cleverly called the "personal equation." If you are naturally quick in all that you do, but a little inclined to be careless and to adopt all short cuts and abbreviated methods that you see or can devise, then, while not neglecting speed drills, you will best place your principal stress upon getting correct letter formations and acquiring neat, fairly accurate habits of work. Speed is already second nature to you. But if you are the other kind of person, one who is "slow but horrible accurate," your tendency, when you set to making show cards, may be to put more time on each than its purpose will justify, and also to fail often in getting out work quickly enough to have it of greatest value. If you are of this latter sort, you will do well from the start to keep on the lookout for all the quick turns and short methods that can be employed without depreciating the quality of the work.

It may be said right here that the perserving student who is at first a little slow and over-painstaking, sometimes becomes a better and speedier card writer than the one who shows greater aptitude at the start. It may also be given as a caution to beginners of all temperaments, that no one should attempt to become speedy at the expense of exact knowledge of the letter formations. Get it right down fine as to how each letter of each alphabet is made. Then you have the proper foundation for speed, which is attained largely through repetition and practice.

In the first lesson I directed the student in his practice to go right through an alphabet making only one copy of each letter, believing that by so doing he would be less likely to fall into careless and resultless habits of practice. If by experiment you find that you acquire the letter formation more quickly by making a number of copies of each letter or a whole line of it before going on to another, that will be the better for you to do. Both methods are employed.

Before closing, let me add in regard to this Marking alphabet that there is another method of base spurring much in use, which makes the letters more like a slant Roman. In connection with some other lesson I intend to give a small cut illustrating this other style.

Also would suggest that if he still has it at hand the student preserve a copy of the Tradesman of March 25, 1914, which contains an article on Practical Show Cards for the Dry Goods Store. In that is shown a vertical alphabet which is quickly made and which is somewhat like the Marking. While it does not occupy a basic position in show card

work and I do not advise the student to practice on it now, later I intend to touch on it enough to render it available for the pupil's use.

The next lesson will treat of the pen alphabets, so the student, if he has not already done so, should provide himself with some Sonneck broad-nibbed pens. He will require at least a No. 1 and a No. 2½, and as they are very inexpensive he had best get also a No. 1½ and a No. 2.

Ella M. Rogers.

Miss Rogers will be glad to hear personally from every one who undertakes this course on show card writing. State clearly the difficulties you encounter. She may be able to help you. Her address is 227 Orizaba, ave., Long Beach, California.

The Chemistry of Cooking.

The chemist had finished his experiments and the result was, in his opinion, the finest cold cream on the market. Looking quite good enough to eat, it was set carefully away in the pantry to harden, before being packed

in glass jars to be put on sale. The chemist went to bed light-hearted. His weeks of hard work were over; now it only remained to collect the fortune he was certain to make.

Next morning the new maid brought on the finest doughnuts the family had ever tasted. The chemist's wife sighed rapturously, "A good cook at last, thank fortune!" Her liege lord replied beamingly, "Things seem to be coming our way at last, my dear."

When, a little later, he went to take a fond glance at his big panful of cold cream, he found that it had, indeed, come his way. The new cook had fried the doughnuts in it!

"Eighteen dollars for that lot of doughnuts," he groaned.


His wife's face fell; then, woman-like, she saw an advantage in the situation.

"Oh, Joe," she exclaimed, "make the next lot, and sell it for cooking."

It is easier for a young man to make love to a girl than to make a living for her.

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

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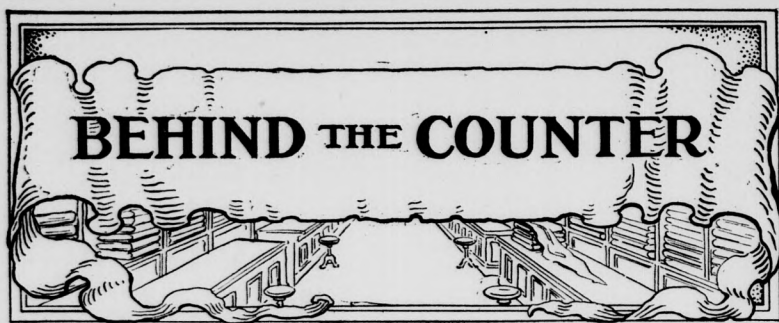
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Qualities Essential in the Retail Dry Goods Salesman.

All are aware of the fact that there are many different qualities essential to successful salesmen, but the least that should be said of any salesman is that he is honest, capable, industrious and a man of good habits. I do not suppose there is a salesman in this great universe who does not place this estimation on himself. Even so, does he ever stop to think that there is a great lack of push and earnestness among salespeople?

Let the salesman examine himself and he will discover many a weak spot. He claims to be an honest man, and honesty stands for perfect truthfulness. He claims to be industrious, and it is a well known fact that an industrious man is active in all his duties. He claims capability, and capability is a broad term for a capable salesman. He knows qualities, uses and advantages so well that he can talk on his line of goods to advantage and be fully prepared to answer all enquiries and meet all objections. He claims good habits, and the salesman of good habits should have thrift, politeness, self-control and all the little niceties that can influence his customers and give comfort and pleasure to those around him.

These are but few of the essentials of the successful salesman. Nothing could be further from the truth that any one, or almost any one, will do to sell dry goods. Quite the contrary. It requires a great deal of tact and courtesy, judgment and knowledge to sell dry goods well and achieve the best results for the house and make a permanent friend of the customer. Dry goods sales depend very largely on the way the goods are shown and what the salesman is really able to tell the customer. A knowledge of the differences in goods and qualities is invaluable and if the customer is once convinced that the salesman knows what he is talking about it goes a long way in making sales, more especially to the better class of buyers, not necessarily wealthy people, but those who have the business sense to distinguish differences and who are more concerned about getting good values than mere temporary price bargains. The buyers being almost entirely of the gentler sex, the dry goods salesman should cultivate refined manners and use good language. The customers may be lacking in these qualities themselves, in fact often are, but they will in most instances feel better disposed toward the gentlemanly salesman.

I am well aware that many good salesmen think that the only real salesmanship is theirs, that a retail salesman has nothing to do but show what is called for and sell it, but that is anything but

a correct view, for there is as much opportunity for finesse and discretion behind the counter as with the sample case. There are those among us that possess the most gifted intellect, men of uncommon mind, brilliant, almost in the ranks of genius. What we need is the power to convert our gifts into acts to the betterment of ourselves and others.

No man ever started out with the intention of making a failure, but there are those who gradually drift into failure because they lack the ability to wrestle with discouragements, because they are too slow to grasp the situations and the unlimited opportunities that come to all of us. Are so many dry goods salesmen naturally stupid and unresponsive to opportunity, or is it because they are made to understand that they are nothing more than mere soldiers?

There are many behind the counter that act as though they had soured on the existing order of things. They look upon themselves as types of downtrodden humanity. When the salesman gets to this point the result is harmful to himself and to his employer.

There is no activity or cheerfulness in his movements. He takes no special pains to please his customers and consequently does not make many sales, and still this sort of a so-called salesman wonders why his salary is never raised and others are promoted over his head. This condition of mind in a salesman is one of his own making. I believe there is hardly a worker in business who does not start out with the intention of following the lines of honesty, activity and kindness toward all, and if he would live up to these ideas, he would be a factor among the trade, and a salesman who would gain promotion. He would command increased salary instead of having to plead for it, and be lifted to a place of trust and responsibility.

The lesson can never be too often or too strongly impressed that promotion seldom comes except to those who really earn it and show their fitness for it. It is the reward of eternal diligence and enthusiasm. It comes to him who is willing to learn that which he does not know and who shows eagerness to do things that will promote the interests of his firm. There is a chance for us all to climb the ladder of opportunity until we have reached the rung of success, and it may be said that the salesman has promotion in his own hands.

Those who possess honestly, good habits, and are industrious and capable can make a name for themselves in any store, and a really capable dry goods salesman—a salesman who has won and maintained this reputation is always in demand.

Who will be next in your department to receive a promotion? It may be you. Don't let your opportunities go up in smoke. The true energetic dry goods salesman of to-day is a man who is proud of his vocation. He is not the man of olden times—to-day selling goods, to-morrow an insurance agent, next week a book-keeper, etc., but he is the man that makes a study of goods and uses the art of selling as the means of livelihood. He is not the man who simply takes orders and then proceeds to fill them, but he points out to customers articles that are really a necessity, but which up to this time they had never thought of buying. This is practical salesmanship.

The statement of old that "salesmen are born and not made" has resulted in thousands of business men neglecting to train their salesmen. They simply give them some general instructions, and go on laboring under the wrong impression that good salesmen are born that way, and they look upon these as the only ones to "get there." This is a grave mistake.

True, there are natural born salesmen just as there are natural born musicians and lawyers, or men of any profession or calling, but without the study of the principles of his profession, the "natural born" lawyer or physician would not progress rapidly.

There are salesmen in every store to-day who are far from being true salesmen. They are merely apprentices. Some of these become great factors in the trade. Many others become absolute failures or fail to make a notable success. There is a reason for everything and there is generally good reason for such a large percentage of failures. Many of them are undoubtedly traceable to the lack of careful thought and study of the principles of the art of selling.

I believe that salesmanship is a profession, and in this enlightened age should be treated as such. I also believe that it is becoming more generally so recognized. To illustrate the difference between a salesman and an apprentice, and the power of each with the trade, I will here endeavor to reproduce, exactly, two happenings that took place in one of the largest department stores in America.

The first, the up-to-date, trained salesman, possessing qualities of industry, appearance, and the cordial smile that invites all as welcome, was ever alert, and on the lookout for customers, when two women, both neatly dressed, giving the salesman the impression that they represented homes in the best residence district of the city, came into his department. With a pleasant smile and an active step, he accosted the one nearest him with "Madam, can I show you anything?" "No, only looking around," came the reply. But the clerk still continued to try to interest them, and to show this and that, quoting some prices and giving them his best and courteous attention, until, with untiring efforts he finally came upon a most handsome piece of goods and with "This is a very beautiful thing," he proceeded to explain it. "Yes," exclaimed both, "how beautiful." "Now," said he, "while so fine a piece, it is really cheap at the price, which is a reduction from the real

value," giving the reasons therefor. "Yes, it is so; you may send it out to me." Thus with untiring efforts and bent on giving the customers his time and attention he made the sale.

The "apprentice" referred to above was lazily pacing up and down his department when a lady approached him and asked him if he had any "art squares," two by three yards (an art square is an ingrain rug for the floor). "Yes, madam, we have some," and in a lazy, sort of off-hand way, he proceeded to the location of the rugs in question. One found, he abstracted it from the lot and spread it out on the floor for inspection. With an exclamation, the lady said, "Oh, that is horrible, it is badly soiled; have you any more?" "Yes, I have only one more of that size, and it is worse than this one." Whereupon the lady, utterly disgusted, left the department, and, who knows, perhaps vowing never to return to this salesman again. It is left to you to decide which of these salesmen used the better methods of handling customers.

Every business man would like to command the services of skilled experts in all departments. Men who can read their customers, and judge what will best please them, what they can afford to buy, how far their tastes and desires will range and how much or how little it is wise to bring to their notice. But it is almost an impossibility to secure such salesmen.

It is the man who realizes how much there is to learn and is ever alert to gain new business pointers, and make a diligent study of everything that will enrich his mind who becomes the best dry goods salesman. The most capable salesman is he who is a learner all the time, who is always getting down to the principles of daily duty, and delighting in doing all things thoroughly well.

Consider the two different examples of salesmen alluded to in this article and choose which you shall be, for as you make yourself, so shall you be. The cry of the hour is for thoroughness, whatever you do you should try to do thoroughly. Whatever you know you should know accurately. With all your equipment complete you are bound to become a leading factor among the foremost salesmen of to-day.

One of the most embarrassing of the questions that stand before the "green clerk" to-day is: "How shall I begin the duties that will make me one of the leading salesmen?" There are many things to consider and many obstacles will stand in the way. You will often be confronted by the shopper who is too indolent or careless to read the advertisements and who will always have that same remark, "only looking around." These people come to you with all sorts of questions. You get tired of such customers, but nevertheless to each of even these you must act the part of a gentleman. To each a courteous answer must be given. In addition to all these curious people, who would, if they could, take up all your time, are many buyers. They look over everything, go from department to department, some resenting suggestions and making remarks aside to the effect that it is queer

that salespeople cannot mind their own business. Possibly it is so in dry goods more than any line, but all insulting and aggravating remarks you must learn to ignore, and always come to the front with the ever welcome smile.

Your one aim in entering the store is promotion. Promotion can only be earned. And there are many things you must master before you can notice promotion coming your way. You must learn how to use language. One of the main objects of a true education is the ability to well use the English language. Nothing so marks us as cultured persons, as our ability to use good English. The desirable positions go to those who can express themselves best. The English language is like a game of chess. The man who ties himself up to a small vocabulary is like the player with one opening move, but the one who has a large vocabulary and a good style of talk is the man business men want.

The dry goods salesman who would succeed should study well his stock. Of the many important features that go to make up a well kept store, stock keeping is by no means the least. It is never excusable to have a stock look as though it is "leavings," or "odds and ends." The responsibility should be on you and you should use every precaution to keep the stock looking new and clean. Invest a little ingenuity and taste—it pays. Keep everlasting at the performance of your duty behind the counter. Obtain criticism, if possible, through invitation, for everybody to tell you what is thought of your business ability. Ask them to praise, to find fault, to suggest. You may not get very much in response, but you will get something that will put you on the track of better pleasing, at least, a part of your public. Keep in mind that you are serving the public with what the public wants. Hope for adverse criticism as well as for praise and use all that which is reasonably good and applicable.

The man behind the dry goods counter should strive to know every piece of goods in his stock. Take each piece, study it carefully, the name, where it was manufactured, what process it went through in the manufacturing. Be able to tell if it is all silk, linen or cotton, or part so, or what? Be ever on the alert to enter into any conversation and be ever prepared to answer any questions that might be put to you by the customer.

Be up and doing all the time and promotion will come. Never get the "sour" habit. The salesman affected misses all the pleasure there is in work. He must take pleasure in his work that all around him can see. He must treat his customers as though it were his bounden duty to make them all satisfied and happy. He must care for the stock of the store as though it were his own. He must study it so that he can cheerfully dwell on its merits in the making of a sale. The world has no welcome for sour people. Be one of the successful salesmen of to-day. Don't lag behind, but aim to deserve promotion and promotion will come to you. It comes to those who can acquit themselves well in any sphere of action when opportunity opens the door.

Harry W. Wilson.

PRICE MAINTENANCE.

Debate on Both Sides of the Question.

RESOLVED—That the manufacturer of a trademarked article should have the right to maintain its retail price.

With the growth of advertising it became customary for a manufacturer to introduce certain brands of goods, to guarantee their value by affixing his trademark and to stipulate a uniform price at which all retailers should sell them. The United States Supreme Court held, in the case of Dr. Miles Medical Company vs. John D. Parks & Sons, April 3, 1911, that price maintenance is against public policy. This principle was reaffirmed by that court March 2, 1914, in the Waltham watch case. Copyrighted books and patented articles were put on the same footing by United States Supreme Court decisions to the effect that price cutting is not an infringement of the copyright or patent. There has been considerable protest and the Stevens price maintenance bill (H. R. 13305) has recently been introduced into the House of Representatives. The United States Bureau of Corporations is now making a study of the question.

Argument for the Affirmative.

I. The assertion that price maintenance is against public policy is unfounded.

A. Price maintenance is not an unreasonable restraint of trade.

1. Trust agreements, uniting practically all manufacturers of any product, control the market; but price agreements, between manufacturer and retailer, permit competition of similar articles made by others.

2. Patent monopoly is not dangerous, since other similar patents will compete and since the Sherman law can deal adequately with any case that may arise.

B. Price cutting is a dangerous monopoly weapon.

1. Large chain and department stores, selling temporarily at a loss, can force small dealers out of business and then raise prices.

C. Price maintenance lowers rather than raises the cost of living.

1. Competition prevents unreasonable fixed prices.

2. With fixed prices, the manufacturer, being sure of a market, can make and market goods most economically.

D. Fair competition is impossible without price maintenance.

1. Price cutting is unfair to the manufacturer. It makes regular prices seem exorbitant. It destroys his market. Regular stores will not handle his goods at a loss; cut rate stores will stop handling them when they finish featuring them.

2. Price cutting robs jobber and retailer of legitimate profits allowed by manufacturers.

3. Price cutting drives small dealers out of business. They cannot handle standard goods without fair profit and customers will not buy other brands.

4. Price cutting is a disadvantage to the consumer. He profits only occasionally or temporarily by lower prices. This point is more than offset

by his paying more for unadvertised goods than they are worth.

II. Price maintenance is upheld by law in the following states and countries: California, Illinois, Indiana, Missouri, New Jersey, South Dakota, Wisconsin, Belgium, Canada, Denmark, Germany, France.

III. Price maintenance could be made legal without serious change in our laws. Canada's equivalent of our Sherman law includes a provision against price cutting.

Argument for the Negative.

I. Price maintenance is against public policy.

A. It restrains trade.

1. Price restriction on all goods of one manufacturer is restraint of trade.

2. Theoretically any manufacturer may compete. Practically one large concern, spending immense sums in advertising, can control the market.

3. Manufacturer, jobber and retailer can combine to raise prices.

4. Patent monopoly is a great danger, especially because the Dick decision in (224 U. S. 1) extends the monopoly to unpatented articles also.

B. Price maintenance raises the cost of living.

1. It prevents large stores which buy cheaply from selling correspondingly cheaply.

2. It discourages jobber and retailer from seeking economical ways of marketing goods.

3. It protects the inefficient dealer at the expense of the consumer.

4. It increases advertising.

"Advertising is a waste of money so far as the customer is concerned.

... The statement of a prominent breakfast food manufacturer shows that over 30% of the cost to the consumer is manufacturer's advertising." E. D. Jones, Michigan Academy of Science, Report, 1910, p. 139.

C. Price maintenance prevents fair retail competition.

1. The jobber or retailer, after buying goods, should have a right to sell them at competitive prices.

2. Dealers are at the mercy of manufacturers who can create a demand for specific brands by advertising and fix both wholesale and retail price.

D. Price cutting benefits the manufacturer.

1. Resale price does not affect the price he receives for goods.

2. Low retail prices increase demand.

3. Competition among dealers stimulate trade.

4. Price maintenance discriminates against farmers and others whose products cannot be trademarked.

E. Price cutting benefits the consumer.

1. It allows cheap buying.

2. It insures choice among many brands; price maintenance forces dealers to handle only brands on which manufacturers give largest discounts.

3. Competition of similar articles raises quality.

II. Price maintenance could be made legal only by dangerous tampering with our laws.

"So far as the Sherman law itself is concerned, nothing would seem to

be more unwise than now to attempt to amend an act that for twenty years has run the gamut of the courts. . . ." G. W. Wickersham, Independent, 77: 89, January 19, 1914.

Match Price List

NON-POISONOUS

Strike Anywhere Safety Matches

| | Price for 5 cases and over per case | Price for less than 5 cases per case |
|--|-------------------------------------|--------------------------------------|
| SAFE HOME | | |
| No. 5 size—5 boxes to package, 20 packages, (100 boxes) to case | \$3.50 | \$3.60 |
| BIRD'S-EYE | | |
| No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case | 3.40 | 3.50 |
| BLACK DIAMOND | | |
| No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case | 3.25 | 3.40 |
| MARGUERITE | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 4.40 | 4.65 |
| SEARCH LIGHT | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 4.40 | 4.65 |
| BLUE BIRD | | |
| No. 5 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case | 4.10 | 4.35 |
| CRESCENT | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 4.00 | 4.25 |
| SWIFT & COURTNEY | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 3.85 | 4.10 |
| BLACK SWAN | | |
| No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 3.70 | 3.85 |
| BEST AND CHEAPEST | | |
| No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 1.60 | 1.70 |
| RED DIAMOND | | |
| No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case | 1.60 | 1.70 |
| ANCHOR | | |
| No. 2 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case | 2.70 | 2.85 |
| GLOBE | | |
| No. 1 size—packed 12 boxes in package, 36 packages (432 boxes) in case | 2.70 | 2.85 |
| STRIKE ON BOX MATCHES | | |
| RED TOP | | |
| B Size—12 boxes to package, 60 packages (720 boxes) to case | \$2.50 | \$2.75 |
| ALUMINUM | | |
| AL Size box—12 boxes in package, 60 packages (720 boxes) in case. Per case | 1.90 | 2.00 |
| boxes) in case | 1.40 | 1.50 |

ENGRAVING
A. P. WOODY

For many subjects of a mechanical nature wood engravings are not only better for printing and for making electrotypes but are cheaper than halftones. Both are made by

TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

THE MEAT MARKET

Advertise the Service You Can Give Your Trade.

Talk of advertising to the retail butcher and he will tell you that meat itself cannot be advertised. The writer is not going to argue that point—life is too short—but, admitting it, there is still no reason why the butcher should not advertise. Put that statement to him and he immediately sits up and takes notice. "Why," says he, "if I can't advertise the meat I am selling why should I spend my good money in advertising? Answer me that, will you?" Sure, that's easy. Advertise the market and the service which you are giving your customers, and watch your trade go up.

The following is an account of an advertising campaign which was put through by a New England market and which scored a bull's-eye hit. The market, which was in quite a large city, had been one of the ordinary kind, until a new proprietor took it over and worked it out of the rut in which it is managed. The store is called "The Food Shop." Its location is somewhat removed from the immediate business center, and between the exact center of business and a great residence district. A large portion of all the automobiles in the city have occasion to pass the store, and to secure the trade of the owners of these vehicles has been one of the important objects of advertising.

The store had for years been a market of the usual type, doing a fair business. When taken over by the present management the exterior was painted with an ivory-white trimmed with gold. This makes the store stand out from those in the neighborhood. The inside, after being thoroughly cleaned, was white enameled, the work being done very carefully. Every possible attention has been given to cleanliness and neatness.

Here are some extracts from a booklet issued at the time the market was opened under the new management:

A Word About Poultry.

"We have on our farm about one thousand chickens and fowl. These will be sold this fall and winter at The Food Shop.

"We don't intend to carry a frozen fowl. We propose to sell you freshly killed fowl and chicken at prices that will compete very closely with what you would pay elsewhere for frozen stock.

"If for any special occasion you want some special kind of fowl or chicken, either a broiler, a soft roaster, a roaster or a fowl, all you have to do is to indicate to our manager a day or two in advance and he will

phone to the farm and have it for you.

A Word About Mistakes.

"There are only you and I and one or two others in this world that never made a mistake.

"Should a mistake occur in our dealing with you we ask you to speak to us and it will be rectified.

Automobile Trade.

"A thousand automobiles pass our store every evening. We intend to get some of the owners for customers. We should get them for these reasons:

"Our rent is a negligible quantity when compared with the uptown stores. Mr. Jones, of Binghamton, the scale man, used to say: 'Jones pays the freight.' But he didn't, and the store man don't pay the rent—the customers do.

"Now a word about the store men a couple of miles away from the center. They ought to sell cheap, but they don't. Their prices are higher than the uptown stores. Compare them yourselves: don't take our word for it. We are half-way between these two classes of stores and have to compete with both of them. So we are going to sell at prices that will make it worth the automobile fellow's while to telephone ahead his order and stop on his way home at night and get it. All automobile orders will be put up on the front counter with someone constantly in charge of it so you won't have to kill your engine when you stop.

"We are going to send all automobile owners south of Winthrop street occasional bulletins of special bargains to get them into the habit of stopping. They will be genuine bargains too, and by and by we will have a regular automobile trade established, the profits of which, on account of the increased volume of trade, will repay us for our specials."

Here is part of the wording of a two-column Sunday paper advertisement. It is headed "The Food Shop."

My Help.

"Last Sunday I told you what I had done to remodel and make over The Food Shop. This Sunday I want to tell you about my help and how we are running the store.

"I like that word help, because it expresses what we are doing in our store. We are a lot of help to each other. They help me, each helps the other, and I do what I can to help them.

"First I want to tell you how I got them. I traded off and on for years at L. J. Ball's store, and never would let anyone wait on me except Mrs. Hall, not particularly for her fascin-

ating ways but because she took such an interest in what I wanted and saw to it that I got it. The moment I got the store I said I was going to get Mrs. Hall, and I did. I found from a lot of customers she brought with her that I am not the only one who wants her to wait on them."

This advertisement discusses other employes in the same manner. A young man who delivers goods by auto is described as one who delivers groceries and sunshine, the last sentence reading: "If he comes to your house to deliver goods you will like him." The way in which Mr. Everton, the manager of the store, was engaged is described, and two other employes come in for the following:

"Then came Mrs. Gates, the telephone clerk and book-keeper. This is the lady whose pleasant voice over the phone so many people have spoken to me about.

"Then Mr. Moore came next. He had a thorough training at the Michigan store, and upon him I have placed a duty, among many others, of keeping the store clean. If you come into the store and there is a speck discernible you know to whom to lay it."

The lower part of a Sunday paper advertisement read:

Profit Sharing.

"I have inaugurated a profit-sharing scheme. They get their regular salaries, based on their value; and, in addition to that and quite independent of it, every Monday morning I distribute checks to them, all based on the gross business of the week before. This gives them an interest in the business, and I really think it makes a difference in the services they render.

"That statement needs a little explanation. I do not mean that the few dollars they get each week is the incentive that makes them work so well, but the feeling that the business is our business and not my business—the thought that I appreciate their efforts and seek to show that appreciation in a substantial way is what is inducing them to work with heart and soul, in season and out of season.

"In a word, I have a corps of efficient, capable, adult people working for me—no kids—who are friendly and united; all of whom I like, and all of whom, I hope, like me. We are a band of friends, all interested in the success of our venture.

"Do you think you will get good service when you begin trading with us? Ask our customers. Do you think we will succeed? Come in and look at our 'Beat Yesterday' book. The Food Shop.

"P. S. Another advertisement next Sunday."

Automobile Delivery.

Not long after the store was opened an advertisement read, "I have put on an automobile delivery wagon and will soon have to put on another."

This advertisement, also in the form of a two-column Sunday paper advertisement, read in part:

"Scrupulous cleanliness is the absolute rule of the store. Being white, everything must be kept clean. I have put in four big arc lights, so

that in the evening the store looks like a torchlight procession.

"We carry as fine meat as can be bought with money. Our grocery stock has been brought up until now it is absolutely first class. All our poultry and vegetables come in from our own farm; no need to say more than that.

"Having established a scrupulously clean, up-to-date store, our business is growing by leaps and bounds. We are doing just about double today what we did when I got the store, and the top of the hill is very far from being reached. Within a year I hope to have a business that will rank 'The Food Shop' with the three or four leaders in the city.

"I hope for this because I carry the best of goods, insist on scrupulous cleanliness and courtesy to customers. Everything must be subordinated to the convenience of the customers. It is their custom that we live on.

"Our phone number is 2628. Call for what you want and we will supply it. Also I shall be pleased to have you call and Mr. Everton, the manager, will be pleased to show you over all parts of the store.

The Food Shop.

"P. S. I have had printed and bound in white and gold (The Food Shop colors) a pamphlet about our store. I should be pleased to mail you one."

A peculiarity of the Sunday paper advertisements is that they are set in large, easily read type, with considerable blank space between the wording and the plain rule or line surrounding the wording.

A very pleasing and growing feature of the business is the increasing number of automobile owners who stop and leave their orders as they come in town in the morning and call for the goods on their way home.

Advertising the service you can give your customers is the only sure way of building up a large and profitable trade. It is also an effective answer to the butchers who declare that they cannot advertise.

Too Much for the Cook.

"Mary," said the head of the house one morning, "I called Jimmy four times and he didn't answer, so I turned down the covers on his bed and gave him a good spanking."

"Oh, John, how could you? That means I'll be hunting for a new cook."

"How's that?"

"Jimmy stayed all night at Smith's and the cook slept in his bed last night."

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

Citizens Phone 2124 Bell Phone M. 1378
1052 Ottawa Ave., N. W. Grand Rapids, Mich.

MEN OF MARK.

George B. Reader, the Wholesale Fish Dealer.

George B. Reader was born in London, England, March 30, 1876. He was the only boy in a family of five children. His father was a contractor by occupation. The family came to this country when he was 10 years of age, locating in Buffalo. For the next six years he attended the public schools of Buffalo, graduating from the high school when he was 16 years of age. For the next four years he was associated with his father in the work of building cold storages and fish freezers. He then entered the employ of the Buffalo Fish Co., as superintendent, continuing in this position five years. Three years thereafter were spent in New Brunswick and Nova Scotia, catching and shipping salt water fish. For the next eight years he was engaged in building fish freezers at nearly all the fisheries on Lake Erie and Georgian Bay. In 1908 he removed to Chicago, where he obtained employment with the Booth Fisheries Co. as superintendent of its wholesale department. He remained in this position until a few weeks ago, when he came to Grand Rapids and purchased the fish business of Maas Bros., which he expects to enlarge and expand to many times its former proportions. The business has been established about twenty years and has many friends among the trade.

Mr. Reader was married July 3, 1903 to Miss A. Lou Butler, of Los Ange-

les. They have no children. He has no fraternal association and finds his greatest enjoyment in his own home. He is an Episcopalian in religion and



GEORGE B. READER

his hobbies are baseball and horses. He attributes his success to hard work and sticking close to business.

A Matter of Clothes.

A dealer was trying his best to sell a horse to a well-posted farmer, and kept dilating upon the good points of the animal. In the course of the conversation he remarked: "And look at the beautiful coat he has!"

But the farmer, quick as a flash, came back at him with the rejoinder: "Yes, that's a fine coat, but I don't like those short pants."

"I Can Buy at Second Hand. Cheaper."

If you are selling any sort of article, from a book to a hand car, directly to the user, you will often encounter an objection from your prospect to the effect that he thinks he can buy just as good an article at second hand, and save money. As a matter of fact, it is usually poor economy to buy at second hand. The argument with which I overcame this objection while selling sewing machines is adaptable in selling articles of many other kinds. This is the argument:

"No doubt you could, Madam, get a second hand sewing machine for less money than the new, complete, modern, and improved machine which I offer you.

"It's a fact that the second hand machine would cost you less money to start with. But why, do you suppose, the person from whom you expect to buy one at second hand would be willing to sell it? She probably wants to get a little money on it to apply on the purchase of a new and up-to-date model. She isn't satisfied with her old one any more. She has seen the new machines with their improved attachments, and can't feel comfortable until she has one. That's the reason she will want to palm her old machine off on you, so as to make the old one help out toward getting a new and better one.

"Of course you will have a machine—and she'll have one that is better than yours.

"A new machine will work more

easily, and turn out a greater quantity of work, and finer work. If you are sewing for a living, you'll find that the time you save by having a new and rapid machine—one that doesn't get out of order and cause endless outlays for repairs—and the higher prices you can get for extra fine work, will amount in a little while to enough to cover its entire cost.

"Machines can be compared to clerks in an office; one of the clerks is drawing \$50 a week, and of course he costs his employer more than the one who is drawing \$15. But you can be sure that the expensive fellow works enough better and gets enough more results to make up the difference and more, too. He isn't so apt to get fired as the cheap employe—you know that men in small positions oftener lose their places than the high salaried men do. That's just the way with a good machine; even if it does seem expensive, it will more than pay for its cost. If you bought a second hand, worn-out, inefficient machine, you'd soon conclude that what little money you had put into it had been wasted."

B. W.

Auto Have Satisfied Her.

Customer—Mr. Cleaver, how do you account for the fact that I found a piece of rubber in one of the sausages I bought last week?

Butcher—My dear madam, that only goes to show that the automobile is replacing the horse everywhere!



You can't afford to sell kerosene or gasoline by "guess" until the day comes when you can buy it that way. The tank wagon man doesn't fill your tank and then say: "O, I guess that will be about \$5.00's worth." You can't afford to fill a measure for a customer and say: "O, I guess that will be about 5 cents worth, Mrs. Smith." You buy a certain number of gallons at a certain price per gallon, you ought to sell just as accurately. It takes a



Outfit to turn the trick. It will give you a clean profit and a clean store. It measures any desired quantity of oil or gasoline and shows you how much to charge. It cuts off the oil as soon as you cease to pump—there's no dropping or dripping. No splashing. No dirty oil measure or funnel. Let us have your name and we'll send you some facts that will surprise you. Bowser Outfit and Oil Profit go together. Write us. No obligations incurred.

Sales Offices in all Centers and Representatives Everywhere

S. F. BOWSER & COMPANY, Inc.

Engineers and Manufacturers of Oil Handling Devices

Home Plant and General Offices

Box 2089, Fort Wayne, Indiana, U. S. A.



Problem of To-Day in the Clothing Industry.

Certain astute students of the situation say there are two horns to the problem of to-day in the clothing business—one to give cloth value and maintain workmanship, and the other to give tailoring and workmanship without the cloth value, at a price. The public has been educated to that degree that it expects everything. The retailers now come back on the manufacturers and say that the tendency is for lower prices, and that the manufacturer must maintain his standards and yet reduce prices. The manufacturer's contention is that this cannot be done.

Great organizations have been built up, disciplined for years to make garments of a certain grade and excellence, and it is impossible to put out cheaper lines of lower grade goods, by the same plants, without utterly demoralizing the whole manufacturing organization.

As previously noted in this column there has been a tendency on the part of certain interests to not place as much stress on the tailoring and workmanship in their garments, but more to have the garments depend on style, hang and balance as in foreign made garments, where usually the workmanship and tailoring are very poor compared with the American product. But the foreign makers, it is conceded, do balance their garments, and a certain style and effect they get is the quality that sells them.

Perhaps a good many lose sight of the fact that recently the American public has become accustomed to more novelty in their garments, so that the young American will now take chances and put on these new and novel styles without giving much consideration as to whether he will be criticized or not. He has become used to such ideas and their effect just as women have, during recent years, thrown aside conservatism, in this direction, and both sexes are appearing in styles and colorings that a few years ago they would never have dreamed of wearing on the streets. In other words, it is all a matter of education and custom. Both men and women have been educated to a degree where style and fashion and the effect to the eye has become more important than ever in the past. From this condition it may be that some solution will come to the present perplexing problem of what qualities are most needed in clothing. It may be that there has been too much effort put into tailoring and workmanship. It may be that there is a great opportunity for new

houses to go into business who will introduce an entirely different line of garments which will be smart and snappy from the eye point of view, the effect when worn be good and yet the material, the workmanship and the tailoring be very poor. But the garment may still answer the purpose and be demanded by young America.

It would seem to be either this outcome or the necessity may confront manufacturers of establishing entirely different plants and putting out another line under another brand to be sold at a price and yet containing the cut and appearance of the more expensive lines, and having the newest or radical ideas.

One prominent American house has found through operating its own shops that it is cheaper to give high-grade workmanship and tailoring on its low-grade goods than to have the garments go through other sets of hands. There is only the difference in the amount of hand work put on the high-grade garments, and this probably in two respects only—hand-made buttonholes and hand-felled collars.

No one to-day can get labor down further than it is already, or reduce the cost of production. There is little hope of being able to meet increasing demands for lower priced goods through any reduction of labor cost in producing garments. The reduction, if it comes, must come through the elimination of certain processes, and taking out certain excellencies which have made the American ready-made process so conspicuous throughout the world for its intrinsic merit.

Just how the problem is to be solved no one can foretell. But there are always new ways coming in the clothing business so as to adjust to the influence of the times. Our manufacturers will doubtless meet this new demand and it will likely also be up to the retailers to eliminate certain of their extravagant expenses of doing business which have also so greatly added to the cost of the garment to the wearer.

After everything is said and done, both men and women are scrutinizing values as they have not done before, and are insisting on the value received. They are thinking more about what they are getting for their money, and they want more for it, because the demands made upon them for other things are felt to a greater degree than heretofore. Thus the retailer and the manufacturer who are able to give this new service which seems to be demanded will probably meet with great success and it is being urged that it is not a ques-

tion, as so many seem to think, of trading down, but, rather, a question of greater efficiency in producing and distributing big classes of men's as well as women's garments that are a special need of the day.—Apparel Gazette.

Membership in National Guard Makes Better Men.

Grand Rapids, May 4.—It was with a great deal of pleasure that I read your article in the *Tradesman* of April 15, entitled "National Guard and You," as you said the same things I have wanted to say for years and you also covered the ground well. With my eleven years' experience as a private, as well as an officer of the Ohio National Guard, it brought to my mind the many good things I learned at that time and have been able to apply from day to day in my business life.

It taught me promptness, resourcefulness and gave me confidence in quick judgments. The old saying that "Man must learn to obey before he can command" is true as applied to the life of a business man, as well as a soldier, and speaking from past experience in both occupations the employer is overlooking a very important matter if he does not encourage the National Guard men in his employ to attend drill, State encampments and all other duties required by the State for the proper education of its militia.

When we come to think of it, the life of our guardsmen is not a snap, nor is it all fun. They give up a great many pleasures for the sake of the drill experience they get when they join the company and take the oath of allegiance to the United States. Their vacations could be spent more pleasantly at some summer resort than in camp, where it is necessary for them to perform the most strenuous duties from 5 in the morning until 9 at night.

Looking at the National Guardsmen from an employer's point of view, we are all willing to admit that we are loyal to our country and feel at times that we want to show that we are loyal; but with a great many of us when the time comes to do something for the benefit of those who are willing to put in their time, we have so much business and other matters of seemingly more importance, that it is an easy matter to pass up our good intentions until another time when more convenient for us. Here, I think, we make a mistake, for this calls for immediate consideration and action, as a matter of pure selfishness if nothing more, because the men will be better fitted to do our work and it will also encourage them to keep up their drills and interest in the work, if they know that we are also interested.

It is time that more business men should know more about our National Guard, and I want to thank you for your interest in bringing the subject to the attention of men who should be only too willing for the future of our young men to encourage and help educate them for the future of business as well as our country.

Chas. S. Paine.

Evading an Issue.

Diner—I told you I wanted two fresh-laid eggs on toast. Do you call these fresh-laid?

Waiter—Yes, sir; fresh laid on toast, sir.



Trade Stimulators For Price Advertising

Our monthly catalogue of General Merchandise abounds with these.

Get acquainted with the Yellow Page Specials in each issue of "Our Drummer." They will help you pull trade to your store.

Butler Brothers

Exclusive Wholesalers of
General Merchandise
New York Chicago
St. Louis Minneapolis
Dallas

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.

E. D. COLLAR

Expert Merchandise Salesman

Our work gets results and gives satisfaction

No open time until May 15

For terms and prices address,

E. D. COLLAR, Ionia Mich.

MORE UNIFORM RATES

Proposed Revisions Urged by the Railway Companies.

The hearing commenced before the Michigan Railroad Commission on April 21 and continued until May 15 has developed some very interesting conditions regarding rates in Michigan. In his opening statement at the hearing Commissioner Glasgow said:

"In 1911 and 1912 numerous complaints were filed by shippers alleging discriminations in the rates, particularly class rates. The Commission was led to make a careful and thorough examination of the rates then in effect in this State, and found that they lacked very much in uniformity, and that the same carriers were charging different rates from the same shipping points, on the same commodity, for a like mileage; that different carriers were charging

transpired at the hearing that the only serious objection came from one or two concerns in Saginaw and from the Detroit Board of Commerce. Detroit shippers objected to the uniform tariff because it took away certain relative rate advantages which they have heretofore enjoyed.

The question of the fairness of the rates themselves was not questioned at the hearing, neither was there any argument as to the necessities of the railroads. The representatives of the Detroit Board of Commerce stated they were not opposed to an advance of 5 per cent. but they objected to the mileage basis and removal of preferential rates.

It is somewhat interesting to compare the proposed rates with the new rates published in New England which were granted the railroads after a conference of the Railroad Commissioners of the various states

give the public a safe and prompt service with an equitable basis of rates.

While the question of passenger rates is not now under consideration, it is interesting to note that the Joint Railway Commissions of New England have suggested that the prices of mileage books in New England be advanced from 2c to 2½c per mile. Local passenger rates in many parts of New England are now considerably higher than this basis.

| Stations | Miles | Classes Rates in cents 100lbs. | | | | | |
|--------------------------------|-------|--------------------------------|------|------|----|------|------|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| Detroit to Plymouth | 24.6 | 17 | 15 | 11 | 8 | 6.5 | 5 |
| Traverse City to Bacon | 25.6 | 17 | 15 | 11 | 8 | 6.5 | 5 |
| Boston to Lowell, Mass | 25.6 | 15 | 13 | 11 | 8 | 6 | 5 |
| Detroit to Holly | 56.8 | 21 | 18 | 14 | 10 | 8 | 7 |
| Traverse City to Wellston | 50.1 | 21 | 18 | 14 | 10 | 8 | 7 |
| Boston to Reeds Ferry, N. H. | 47.8 | 19 | 16 | 13 | 10 | 8 | 6 |
| Detroit to Flint | 73.6 | 25 | 21 | 16 | 12 | 9 | 7.5 |
| Traverse City to Baldwin | 75.9 | 25 | 21 | 16 | 12 | 9 | 7.5 |
| Boston to Concord, N. H. | 73.3 | 24 | 20 | 17 | 13 | 10 | 8 |
| Detroit to Grand Ledge | 99.4 | 29 | 25 | 20 | 14 | 10.5 | 8.5 |
| Traverse City to White Cloud | 100.5 | 28 | 24 | 19 | 14 | 10.5 | 8.5 |
| Boston to Laconia, N. H. | 100.9 | 29 | 25 | 20 | 16 | 12 | 10 |
| Detroit to Ionia | 125.6 | 31 | 27 | 20.5 | 15 | 11.5 | 9 |
| Traverse City to Casnovia | 125.2 | 32 | 28 | 21 | 16 | 12 | 9.5 |
| Boston to Plymouth, N. H. | 124.6 | 32 | 27 | 22 | 18 | 13 | 11 |
| Detroit to Stanton | 150 | 33 | 28 | 22 | 16 | 12 | 9.5 |
| Traverse City to Grand Rapids | 147.6 | 32 | 28 | 21 | 16 | 12 | 9.5 |
| Boston to Oliverian, N. H. | 153.6 | 36 | 31 | 26 | 20 | 14 | 12 |
| Detroit to Holland | 177.6 | 33 | 28 | 22 | 15 | 12 | 9.5 |
| Traverse City to Amble | 173.3 | 32 | 28 | 21 | 16 | 12 | 9.5 |
| Boston to Johnsonville, N. Y. | 174.1 | 35 | 30 | 25 | 19 | 14 | 12 |
| Detroit to White Cloud | 199.2 | 39 | 34 | 26 | 19 | 14.5 | 11.5 |
| Traverse City to Tuscola | 198 | 39 | 34 | 26 | 19 | 14.5 | 11.5 |
| Boston to Bethlehem Jct, N. H. | 197.4 | 41 | 35 | 29 | 23 | 16 | 14 |
| Detroit to Manistee | 254 | 43 | 36.5 | 27.5 | 19 | 16 | 13 |
| Traverse City to Highland | 249.2 | 44 | 38 | 29 | 22 | 16.5 | 13 |
| Boston to Newport, Vt. | 247.1 | 44 | 37 | 31 | 24 | 18 | 15 |
| Detroit to Elk Rapids | 308 | 49 | 42 | 32 | 24 | 18 | 14 |
| Traverse City to Monroe | 303 | 44 | 38 | 29 | 22 | 16.5 | 13 |
| Boston to Swanton, Vt. | 299.1 | 50 | 43 | 33 | 24 | 20 | 17 |

different rates from the same points on like commodities, that some of the carriers were charging a greater or less amount for the transportation of the same commodity from some other shipping point than from the first one referred to. In fact, the lack of harmony was so evident that the Commission suggested to the carriers at that time the wisdom of a general re-check of class rates."

The new rates which are under discussion are made to conform as nearly as possible to this suggestion. The railroads stated that they had endeavored to comply with the wishes of the Commission as to uniformity of rates and at the same time adjust their rates so as to get a slight increase, on the whole about 5 per cent.

Some rates are reduced and others raised much more than 5 per cent. This was unavoidable under the rule followed. The real benefits to be derived from the new rates lie in the uniformity and the fact that all jobbing centers in Lower Michigan will be on the same relative basis. It

and the Interstate Commission. The density of traffic in New England is much greater than in Michigan and yet the rates prescribed are fully as high as those proposed for Michigan.

For comparative purposes we have selected the nearest stations to the 25-mile groups.

From these tables it will be seen that the new Michigan rates are not very far from being in line with those in New England. In fact, in most cases they are lower.

When it is also considered that Massachusetts has 1,591, Connecticut has 1,114, while Michigan has only 311 people to every mile of railroad it can be readily seen that the proposed rates of themselves are not unreasonable and it must be conceded that, if uniformity of rates is desirable in Michigan the railroads have presented tariffs which are apparently fairly constructed. There may be some errors or inequalities in the schedules but these can be adjusted. The present need is a basis which will yield a fair return to the carriers and

ORGANIZE Merchants—Organize

Get busy and join the **Retail Grocers' and General Merchants' Association of Michigan** Write the State Secretary for information and get the benefit of the Card Credit System adopted by the Executive Committee, March 24-25 Have a part in the distribution of a

ONE HUNDRED DOLLAR Electric Coffee Mill at the State Convention, Lansing, February, 1915.

Our 1914 Slogan—**DOUBLE THE MEMBERSHIP**

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Wm. McMorris, Bay City
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We carry a complete stock of

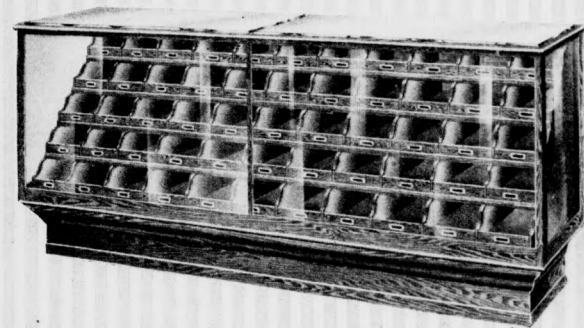
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Red, White and Blue crepe paper, streamers and

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Order now
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Will P. Canaan Co.



HERE is one of our specially designed cases—for notions or small wares. It is a labor saver, and displays this class of goods to the best advantage. One of these cases may be just what you need.

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

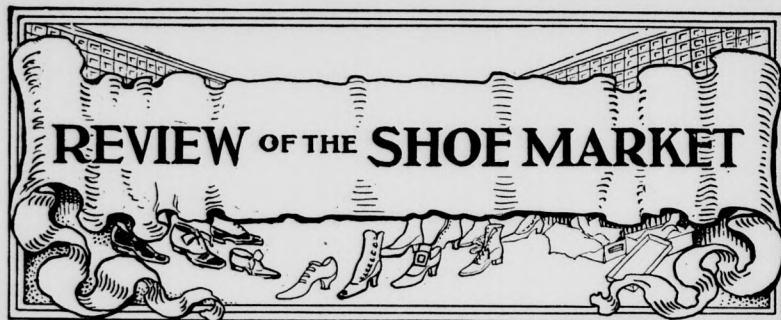
Why not write for one of our catalogues showing hundreds of cases—many of them specially designed to sell some particular kind of merchandise. You will also be interested in knowing about the latest ideas in "unit construction" methods. When in Grand Rapids visit our factory, and see these cases made.

Wilmarth Show Case Co.

1542 Jefferson Ave. Grand Rapids, Mich.

NEW YORK: 732 Broadway
BOSTON: 21 Columbia St.
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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.
DES MOINES: Shops Bldg.

Made In Grand Rapids



Relation of Window Displays to Shoe Store Success.

Every business institution is formed with the ultimate idea of making money.

To make a success of any business would necessarily mean to make that business a money maker.

And since there is no success in bad business, it is obvious that the commercial success of any business institution depends on that business making money, in the right way—showing a profit on the investment from legitimate business methods and conduct.

Have Definite Policy.

Every firm should have a well defined and clear cut business policy. This, it seems, would be absolutely necessary to intelligent co-operation and progress. This policy should be based on absolute truth and honesty, and a strong desire to give to the public a service of the best possible kind.

Such a policy should be more than a general, or vague idea of business principles that are existent in the mind only of the man who is guiding the destiny of the institution. They should be put into words, and—practice.

It should be printed on cards or in the rule book so that each and every one connected with the institution could not help from becoming familiar with its principles. It should be preached and practised before the employes by the heads of the business, so that it would become as the esprit de corps of the organization and to find its way into the selling arguments of all the sales force.

To become successful, one must build permanently. There are three important things which must be taken into consideration which are about as follows:

The Standing of Quality.

The quality of the merchandise or commodity must be in keeping with the price asked—value must be given for value received

The advertising, whether newspaper or window displays, or both, should tell and display the advantages of the merchandise in the simplest and most direct manner possible.

The store service should be in keeping with all these things. The sales force should by all means reflect the policy of the institution in their attitude and manner towards the customers. They should be familiar with the advertising and the window displays and work in concord with either or both of these two important branches of the firm's publicity.

Unless there is harmony and co-

operation existing between all departments, as well as all the people in each department—there can be no great degree of success attainable.

The best kind of advertising and the most effective window displays cannot make any business a complete success without the quality of the merchandise is consistent with the price that is asked and the service maintained is in keeping with the high standard of all these things.

There is possibly more room for improvement of the inside organization—the store service—than there is room for improvement in the character of the advertising and the window displays, in the average store.

The Window—the Advertising.

Some store seem to have good advertising, while their window displays are indifferent or very bad. Some have good window displays and poor advertising. Some have both windows and advertising good with a bad store service. Anyone which shows neglected attention, tears down to a certain extent that which the others build up. Rarely will you find a store selling good quality merchandise that has all these departments working along together in a highly efficient manner.

Now the idea that I wish to convey to your minds is this:

That the windows, or the manner of the window displays, are not alone responsible for the success of any store, but are, or can be made, a very important asset in this direction. I do not want to have you think that I think, because that is my vocation, the window displays are the whole thing upon which the success of a retail business depends.

First in Importance.

But, in a retail shop, and especially a shoe store, I believe that the show window ranks first as an important advertising medium. I say this because of the fact that most shoe stores are small, doing little or no newspaper advertising, but depending on their windows to bring the most of their business to them. Therefore, it would seem that the greatest care and attention should be given to the window displays.

This, however, is not always the case. Some stores do business in spite of their windows and not on account of their pulling powers or attractiveness.

Each of you, no doubt, have had the same experience and realized the same feeling of doubt and uncertainty as to the character of a shop from the appearance of the window displays.

The pity of it is that in many cases these stores actually have good

Look in the shoe "ads" of the large Daily Papers or in the up-to-date Shoe Magazines and you will see hundreds of shoes like this advertised. The modern shoe man **keeps his business up by having and selling these latest styles.**



This is No. T5105
at \$2.25

Patent Colt
Brocaded Quarter
Goodyear Welt
D Wide

5% off 30 days

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



**STYLES THAT SELL WELL
QUALITY THAT SATISFIES**

These are attributes of our

Men's Planet Welts

Comet, Saturn, Jupiter, Mars

That make them profitable merchandise for the shoe merchant.

Send for our new catalogue.

Hirth-Krause Company

Hide to Shoe

Tanners and Shoe Manufacturers

Grand Rapids Mich.

quality merchandise and honestly try to do business on the square, but cannot, or at least do not, seem to be able to see the ludicrousness of the situation. The owner seems to be blind to the fact that the effect of his window displays actually turn away patrons instead of drawing them in or attracting them to his shop.

The shop window is indisputably the most valuable space about the store, and the one which the greatest consideration is given in the renting or leasing of a store room. And yet, after spending considerable money on the remodeling of the front and installing modern show windows, this work is sometimes turned over to a clerk or an amateur to do.

The man who arranges those displays has to be up on style and quality; he must be able to select from the stocks that merchandise which will show to the best advantage, and then to so group and arrange it as will make it look most attractive; he has to be able to arrange trims of timely goods in such a manner as to create a desire for it in the minds of those who will see it; he must have ability and love for his work; he must know much about the merchandise that he has to handle; and, to be a pretty good judge of human nature. Especially must he have a knowledge of the whims, fancies and manner of thinking of that class of people who comprise the clientele of the particular store for which he is employed.

Give Authority to Window Man.

A window trimmer cannot express the best there is in him as applied to his work, if he is interfered with or hampered to any extent by those who may have authority over him. If he is endowed with a fair degree of common sense and given plenty of latitude and encouragement, he will make his art practical.

Originality of ideas and individuality in the execution of them do not come from driving methods. There must be Freedom of Mind for Individual Expression.

The windows and the advertising should be in the hands of men who are, by nature and special training, competent to handle these important departments in the most efficient manner possible, because so much is possible to accomplish toward the success of a business with them when they are handled in the right way.

One does not have to be a student of window dressing to appreciate an attractive display of merchandise that reflects individuality and refined taste in the arrangement of the goods. One feels it!

What About "Appeal?"

The character of the house, the quality of its merchandise, the class of patrons catered to, are all impressed on the customer's mind, almost unconsciously, from the general tone of the window displays.

"The apparel oft proclaims the man."

And as your first impression of a man is formed more or less from his personal appearance, just so is the character and standing of a retail store judged by the window displays. Window Dressing Made Profitable.

If the merchant has the courage to depart from precedent—to get out of the rut of stereotyped display—to make his windows somewhat more original, distinctive and more characteristic of his particular shop, his merchandise and his manner of doing business, he can, with a little thought, time and extra expense, make his windows advertise his store and at the same time make them more productive of direct sales results. In this manner the windows, instead of being an expense, become a profitable investment, and all that is spent on them returns manifold.

There are many buyers who think that anything displayed in the windows will sell, and are prone to consider the windows as a means to get rid of undesirable or left-over merchandise—that cannot be sold.

This is not entirely wrong at certain times of the years when the clearance sales are on, but should not be attempted during regular seasons.

The idea that the newest and best selling things should not be displayed in the windows when they will sell inside easily enough is not altogether right.

Because in justice to the store, and for the circulative effect of advertising, the prestige gained for the shop as one showing the newest things must be considered or the windows will lose theirs—if only the least attractive things are shown continually.

Don't Crowd Your Windows.

Don't cram and crowd your windows full of all kinds of goods, or the same kind of goods, in the belief that the more there is shown in the windows, the more there will be sold.

There is a limit to the amount of merchandise that should go into a window display. Every buyer wants to show all the stock that he can. He will insist and persist; he will tell you how "So and So" trim their windows, but only so much merchandise can be shown in a given window space to obtain the maximum results. More than the amount of goods necessary to make the trim distinctive and attractive will make it less distinctive, unattractive and much less effective in net results. The art in window trimming is largely a matter of know when and where to stop.

No store ever has enough window space to satisfy all the buyers all the time. If they had windows all around the block, they would need twice as much. It is like trying to run ahead of your shadow to show everything that should be shown, and to show it all at once and the same time.

If I may be permitted to offer a word of advice at this time, let me urge you never to allow the slightest misrepresentation of the value of merchandise in your windows.

Don't say too much about the special values you have to offer, either in the newspaper advertisements or your window displays. It is far better to say a little less about such things than to say too much. Eliminate Misleading Impressions.

If people are drawn into your store by a bargain announcement either in the advertisement or the window display and find that you cannot de-

liver the goods they feel that they have been misled. Misleading impressions do not build up confidence in the public mind for the firm who gives them out.

Such practice causes the customer to lose confidence in your Business Policy, and that confidence is worth more as a future business asset than the temporary sale, even though you were to count the gross amount of it as net profit.

Affectation in the man is said to be "A pretentious display of qualities which one has not in stock." Men who pretend to be more than they really are, are sometimes successful in making a favorable impression. But after a little investigation into their real character or qualifications, we find out the truth about them and are so provoked and disgusted with them that we cannot feel like giving them the credit due for the good characteristics they actually do possess. We have been fooled, and we smart under the realization of it. It's human nature for us to feel that way.

How can we expect the public to believe in us—to have confidence in us when we don't always deliver the goods?

The countenance is a pretty good indicator of the conscience. The expression on the face usually gives one an idea of the inner qualities of the man.

Opinions Formed From Appearances.

We form our opinions from outer appearances in most cases. First impressions are usually lasting. They are in many instances right, although

sometimes wrong. Especially are these thoughts applicable to a retail store.

The impressions we form of a retail store are in most cases formed from outer appearances. The store front and the effect of the window displays play an important part. The general appearance of the shop windows—the harmonious, attractive, and logical arrangement and combination of merchandise is largely responsible for the good, bad, or indifferent opinions formed in the mind of the public concerning every retail store.

If you are all right on the inside, if you have good quality merchandise for the price asked, and are trying to conduct your business along modern and legitimate business lines—then I would urge upon you the necessity of making the most of this valuable asset to your business and its ultimate success.

Business comes from giving service. It is the most natural thing in the world.

The man you meet on the street, dressed in shapely clothes, a dirty hat and collar (soiled) and who has a three days' growth of beard on his face would hardly impress you as a man who might have a few thousand to his credit in the bank.

Yet there are people like that. But you do not go out of your way to speak to them on the street, nor do you care particularly to enter into social relations with him.

If that man were to come to you and in good faith ask you why people seemed to dislike or shun him,

JUST A MINUTE!

Before you turn to the next page
consider your possible loss

We draw your attention to these
profit producers:

Muleskin Bal, Price \$1.20

Muleskin Blucher, Price \$1.25

You need these for your trade. We
sell them to you at a price and of a quality
that will assure you a decent profit
and more satisfied trade. DON'T ENVY
THE OTHER FELLOW.

Rindge, Kalmbach, Logie Company

Everwear Shoe Manufacturers

GRAND RAPIDS, MICHIGAN

you would probably suggest that he wash behind his ears, wear neater clothes and clean linen.

And doesn't the same principle apply to the retail shop with dirty and carelessly trimmed shop windows and poor shop service?

J. D. Williams.

Robert Louis Stevenson's Cobbler.

Quite a number of years ago, Robert Louis Stevenson visited the quaint, old Spanish town of Monterey in Southern California. Here his shoes gave out and it was necessary to have them mended. The author wended his way to the none too munificent establishment of George Berthold, the village cobbler, where the broken-down footwear was properly repaired. As Stevenson's fame spread over the world, the shoe cobbler of Monterey prospered. His business expanded. Gradually a stock of good shoes was acquired and added to; all of which eventually resulted in the development of a profitable retail shoe business.

The former cobbler is dead now, and he makes known a desire in his will to erect a monument as a tribute to his friend—Robert Louis Stevenson.

There is a business lesson to be learned from the story of George Berthold—a lesson which spells success in letters of gold. Frankly, we are not superstitious enough to believe that Stevenson's mere presence in Monterey formed a touchstone of good luck for the mender of shoes. We don't believe it was a matter of luck at all. What we do believe is that the novelist's wonderful character infused itself in the spirit of Berthold through personal contact. And the character of a Stevenson would spell success for any man.

The story is well-known of Robert Louis Stevenson's battle with ill-health through a life of earnest toil and persistent endeavor. Frail and sick from childhood days, he fought onward, never flinching, pushing ever upward to the heights. How he suffered before those heights were attained! And how faithfully he lived up to his reputation when the plaudits of the people rang from horizon to horizon. Propped in bed, sick unto death, he wrote on and on, while masterpieces slipped from his trembling fingers to the white coverlet and thence to the floor. He was a great man. A dominant strength of will turned a wasted life into a rosy dream of usefulness.

Assuredly we cannot all be geniuses in our selected fields of endeavor. All writers cannot be Stevensons. All shoemen cannot be wizards of the trade. But we can do our best; we can study and profit by the wisdom of those who have gone before. There is no reason why we should ever get the spirit of the quitter in our veins—it is deadening, it kills ambition and ruins everything that is great and good in character.

This, then is the lesson of the cobbler: Develop persistence and sincerity in the unfathomable depths of your hearts and minds—and you, too, will reach the heights.—Shoe Retailer.

THE QUICK TURN.

Buying More to Do With Success Than Selling.

Written for the Tradesman.

In a previous talk I emphasized the fact that the quick turn depends almost altogether on the ability of the merchant to buy efficiently. Of course, selling must occur before a quick turn can exist, but it is the candid opinion of the writer that buying has more to do with the establishment of the quick turn than selling.

Buying, as we see it to-day, is usually done in three ways.

Some merchants dump all the responsibility on the drummers who regularly call upon them. Such merchants often refuse to exercise their own discriminating ability and simply trust the drummer to take care of their interest. The average drummer will take care of his customer's interest, but since he is primarily interested in making money for himself and, secondarily, for his firm and, lastly, for the customer, it is natural the order will be made up in a manner that will benefit the drummer first of all, and his own firm second. Then, if there is any benefit left, it goes to the customer. Not only is it unwise to put responsibility on the drummer, because he will serve his own interest first, but it changes a merchant from being responsible into one who does not act for himself. The less responsibility a merchant assumes the less efficient practices.

Other merchants do not buy until customers discover that bins are empty and goods are out of stock. This kind of a merchant is coerced by his customers into buying. This is literally true because he does not order goods until the wants of his customers compel him to. He does not find out in advance what goods are going to be needed and have them on hand when the demand arises and, instead, he runs the risk of customers going elsewhere during the interval that the needed goods are out of stock.

The third merchant bases his buying on statistics. He has an inventory at the beginning of the year and then brings it down to date every week. He runs these inventories year after year and keeps each record so that he can look and see how much merchandise was needed in a certain week of a certain month year before last. By averaging his sales, through the medium of these inventories, he can get a pretty safe average which can guide him as to the volume necessary to have on hand in each department. Statistics, however, to be helpful, must not be general statistics covering the entire stock, but rather statistics subdivided by departments. Statistics covering the whole stock do no one any good—they do not tell a thing. They only become readable and understandable when they cover each department by itself.

There is a great chain of stores in England which does millions of dollars' worth of business each year, yet each chain of the stores never has more than a week's supply on hand. The day's sales of every store are mail-

ed to headquarters at the close of the day and headquarters sends back just enough merchandise to offset these sales. Minimum stock is carried all the time. Customers are never compelled to wait until the goods they need arrive. It is commonly understood that these stores turn their stock more than a hundred times a year—a thing that may very well be deemed impossible by the readers of this paper. The strangest part about these stores is that they are grocery store.

The first essential of efficient store statistics is a professional inventory.

They used to sing a song about Solomon Grundy born on Monday, imprisoned on Tuesday, married on Wednesday, sick on Thursday, worse on Friday, died on Saturday, buried on Sunday, and that was the last of Solomon Grundy.

Most inventories to-day are very much like Solomon Grundy. They usually begin about the 26th of December and die about the 2nd of January. Better not take any inventory at all than to take one of this kind. If you desire to use your inventory, make it run all the year round.

A perpetual inventory should begin with the amount of merchandise on hand on January 1 and then show

| Orders Placed | | | Receipts | | | Sales | | | On Hand |
|---------------|----------|-----------|----------|----------|-----------|-------|-----------|----------|-----------|
| Date | Ord. No. | Am't | Date | Ord. No. | Am't | Date | Sals Slip | Am't | On Hand |
| 3-13 | 65 | 3000 lbs. | 4-10 | 65 | 1000 lbs. | 4-11 | A2 | 150 lbs. | 850 lbs. |
| 4-15 | 85 | 3000 lbs. | 4-12 | 65 | 1000 lbs. | 4-12 | B6 | 500 lbs. | 1350 lbs. |
| | | | 4-13 | 65 | 1000 lbs. | 4-13 | A3 | 800 lbs. | 1550 lbs. |
| | | | | | | 4-14 | C8 | 750 lbs. | 800 lbs. |
| | | | | | | 4-15 | B10 | 150 lbs. | 650 lbs. |
| | | | 4-25 | 85 | 3000 lbs. | | | | 3650 lbs. |

Anderson Pace.

H. B. Hard Pan Shoes

For the Outdoor Man

- 812—Men's H. B. Hard Pan, ½ double sole, plain toe Bal..... \$2.25
- 813—Men's H. B. Hard Pan, ½ double sole, Tip Blucher..... \$2.25
- 814—Boys' same.... 1.90
- 815—Youths' same... 1.65
- 816—Little Gents' same 1.45
- 811—Men's H. B. Hard Pan, Congress, ½ double sole, plain toe..... \$2.35
- 871—Men's Brown H. B. Hard Pan, ½ double sole, Tip Blucher..... \$2.50
- 894—Men's Black H. B. Hard Pan, ½ double sole, Tip Bal..... \$2.25



No. 812

You simply cannot go wrong on these numbers
Instock orders solicited

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICH.

THE GOLDEN STATE.

All Is Not Gold That Glitters in California.

Written for the Tradesman

Six weeks spent on the Pacific coast recently, enabled the writer to learn many facts in regard to the affairs of the people, socially and commercially, and to furnish an outlook on their future. I conversed with merchants, manufacturers, horticulturists and dealers in real estate, and all complained of the present dullness in business. The merchants are buying only such articles as are needed for immediate sale, and one and all complain that trade is slow and the cost of transacting business steadily advancing. High rentals, excessive taxation and burdensome costs of transportation, both by railroad and water are mainly the causes of their discontent.

In San Francisco one of the largest companies engaged in the house furnishing trade and a firm that handles foot wear extensively is closing out its stocks and will retire. Many vacant houses and business structures represent the situation as to real estate. A number of hotels are in the course of erection, but these will not be ready to furnish service until the opening of the Panama-Pacific exposition. There are many unemployed men and women. It is an almost useless effort for any person living outside the city to seek employment in San Francisco. "Where do you live?" is the first question an employer propounds to an applicant for a position. If the reply shall be San Jose, Alameda or any other city outside of San Francisco, the employer dismisses the applicant with a short "Nothing doing."

Manufacturing is not a very important industry on the coast, especially in California. In the compiling of manufacturing statistics, however, secretaries of the commercial boards have no rivals. The average reader would be surprised, and probably incredulous, if he were to be informed by the able Secretary of the Chamber of Commerce of Los Angeles that the manufacturing establishments of that city number 2,000. An investigation of the lists supplied, however, will prove that employers of two or more men are classified as manufacturers. The employer of two young men or women to concoct summer beverages is, in the estimation of the Chamber of Commerce, a manufacturer. A man whose business is the repairing of shoes, with two assistants, is a manufacturer. This classification prevails in Oakland, San Francisco and other cities.

The manufacturing business is badly handicapped by the unsteadiness of the supply of competent mechanics and willing laborers. Mr. Bachellor, formerly a manufacturer of Saginaw, but at present engaged in the same occupation in San Francisco, explained the situation as follows: "We always have three crews in sight—one going, one at work and one coming." There is an overabundance of common labor, and a peculiar feature of this

condition is that such of this class of men who really desire to work will not do work that they do not like to do. Men who do work on the streets of the cities would not accept employment on a ranch, where the pay is larger and the work not so heavy. Many of the trades are hampered by the labor unions, which exact exorbitant wages and short hours, in return for which poor service is rendered by botch workmen. An idea of the exorbitant wages extorted by the labor unions may be gained by referring to the scale of the electrical workers and plumbers, all of whom are paid \$8 for eight hours work. The foreman receives \$4 for every job undertaken. He remains only a sufficient length of time to start the men on the job. In repair work he may start ten jobs in a day.

One of my traveling acquaintances, met on a passenger train running from San Francisco to Portland, has lived on the coast for many years. He is handling timber lands and knows the condition of the real estate markets from Vancouver to San Diego. He said: "Heavy cut over timbered lands are held at from \$75 to \$200 per acre. The purchaser of such lands can not clear the stumps and prepare the ground for growing field crops or fruits for less than \$250 per acre. From five to seven years are necessary to establish an irrigation system and to develop a fruit ranch, and when the grower, in the course of time, shall harvest his first crop he will probably find an overstocked market and that his product is of but little value. In the cities both the land values and taxes are too high and fail to attract the prudent investor. The tender-foot who does not study the situation carefully before parting with his money will surely be stung."

An experience of one of this class was furnished me since my return from the coast as follows: The wife of a gentleman who bought an orange ranch—located ninety miles south and east of San Diego—four years ago, is visiting the family of E. L. Gillette, of South Fuller avenue, Grand Rapids. She is thoroughly disgusted with California, and relates the experiences in the so-called Golden State, of her husband, as follows: "The tract purchased, for which he paid \$18,000 four years ago, contained forty acres. The location was considered favorable and the equipment of the ranch seemingly complete. Soon after taking possession, however, he was compelled to expend \$5,000 for additional equipment and tree stock. A State law regulating and making compulsory, the spraying of orchards called for an additional expenditure of \$600. Other expenses were necessarily incurred, and my husband was compelled to dip into his bank account almost every day. The returns on account of sales made were hardly worth recording. The heavy frosts during the winter of 1913 destroyed the crop, while this year the yield is so large that the selling price for oranges is so low as to leave no profit. A case containing twelve dozen or-

anges brings the producer 48 cents. My husband is determined to sell the ranch, sacrificing 50 per cent. of his investment, if necessary, to rid himself of it. Some tenderfoot from the East will buy it in the course of time."

"Owing to the abundant rains of the past winter," remarked a gentleman largely engaged in the pursuit of horticulture, at Hayward, Alameda county, to the writer, "California will produce twice as large crops of fruits and vegetables this year as can be handled. One half of these crops will not be taken from the fields or the orchards because there will be no sale for the same. Prices for fruit and vegetables will rule low and no profits will be realized by the growers. The canning factories, of which there are eleven in San Francisco and nine in San Joes, all very large in size, will handle an immense quantity of the stuff, and still be unable to take in one-half of the fruit and vegetables offered. Within a radius of ten miles of Hayward there will be grown a sufficient quantity of apricots to supply the demands of all markets west of the Sierra Nevada mountains. In the Santa Clara valley there will be enormous crops of prunes and apricots, to say nothing of the grapes and raisins that will come in about the same time. In past years two thousand women have been employed at San Jose alone during the months of August and September in dipping prunes in lye to be spread on the ground and dried in the sun. The growers of oranges, grape fruit and lemons are dissatisfied with the outlook. There is no profit for the grower in the ruling prices for deciduous fruit. With the oppressive rates of freights to the Eastern markets confronting him, a heavy interest account to be met; with water rates to pay, with frosts to guard against by night and by day, the inevitable loss of crops caused by the cold temperatures of early winter (twice during the past three years these crops were almost entirely destroyed by freezing weather) the lot of the fruit ranch owner of the Golden State is not a happy one.

Arthur S. White.

So Very Explicit.

"Can you tell me where Mr. Schwackelhammer, the preacher lives?" enquired a stranger of an old German settler in one of the Western states. "Yaw," said he. "You shust valk de road up to de greek, and durn de pritch oved de stream. Den you go on dill you gum to a road mit voots around a schoolhouse; put you don't take dat road. Vell, den you go on dill you meet a pig parn, shingled mit shtraw. Den you durn de road around de field, and go on dill you gum to a pig red house all speckled over mit vite, and de garret upstairs. Vell, dat is mine proder Han's house. Den you durn dat house around de parn, and you see a road dat goes up into de voots. Den you don't take dat road, too. Den you go right straight on, and de first house you meet is a haystack, and de next is a barrack. Vell, he don't lif dere. Den you will get farder, and you see a hoose on to de hill about a mile, and go in dere and ax de old woman, and she vill dell you pedder as I can."

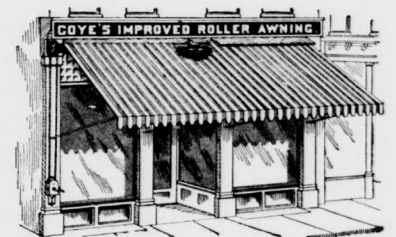
The Reason.

"I just can't seem to keep a dining-room girl!"

"I have often wondered why you never can keep any help. I never have any such trouble."

"I know, but my husband just won't flirt with them."

AWNINGS



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

CHAS. A. COYE, INC.

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

CATALOGUE NOW READY SUMMER GOODS NOW FOR THE SUMMER TRADE
Fly Nets, Lap Dusters, Stable Sheets



Our catalogue is ready, and, if you have not received a copy, say so, and one will be sent immediately.

When you come to compare values, send in a trial order and see for YOURSELF how "Sun-beam" Summer Goods will brighten your store.

BROWN & SEHLER CO.

Home of Sun-beam Goods

Grand Rapids, Michigan



Tanglefoot

THE SANITARY FLY DESTROYER—NON-POISONOUS

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

POISONS ARE DANGEROUS



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.
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 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.
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 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.

Chirpings From the Crickets.

Battle Creek, May 4.—How many of you boys cherish the hope that some day you can go back and look some cheery and insignificant buyer in the face and feel financially able to tell him what you think of him and his little one-horse business? Of course, some of us tell some of them now, but it is policy, for all of that, to be ultra conservative in the use of non-business getting language. When we think we are at our best (mentally) we use enough non-business language anyway. As my good cheery brother, Al Hensler, says, "The race did not start off right." Al compares the selling game and its ups and downs to a horse race. You are your own driver and it behooves you to use the whip or coach yourself along as your judgment dictates, keeping at all times a cool head and a watchful eyes on your competitor and paying strict attention to the rules of the game as played by gentlemen. We salesmen, like the horses, have to be called back and often before we are well on our successful trip. We have made some false attempts and, perhaps, lost the confidence and trust of friends but by persistent attempts we are at last on our way and the preparatory drill will be part of the material out of which victory will be won.

Ed McGee and wife got lost last Monday night and were in Eaton county (pretty near) when they supposed they were still in Barry. It was during the blinding rain storm and Ed and Mrs. McGee were in their car. Through the good performance of a Ford, Ed's cool head and a kindly farmer and good old Willis Rockwell, of Hickory Corners, Ed and wife got to their home in Battle Creek about 12:30 a. m. Ed did not want his co-workers at the Worden Grocer Co.'s branch at Kalamazoo to know about this, so now it is up to Ed to explain. His office had his Monday's business bright and early Tuesday anyway, if Ed did wander off his territory before he was aware of it. Ed said you can go a long ways in a Ford in a little while.

The mother of Chas. Tyson, meat dealer at Athens, died Wednesday.

A. H. Harrison and wife, of Athens, will spend about thirty days in Alabama with their son.

Wm. Emmel, of Athens, is about to open an enlarged ice cream parlor.

Rumor has it that the Hotel Graham at Athens, will be re-opened this summer.

O. J. Wright and myself were crawling along the "rusty streak" that leads to Athens one morning last week and our conversation turned to advertising. We had arrived at East Leroy and I made the remark that if a man had pronounced ability to turn out copy and was writing in a shed on a back forty, the people who had use for good copy would find their way to his shack for it. As an illustration, I cited the case of Mayo Bros., in Minnesota, who were called upon to work upon people who had traveled thousands of miles to put themselves in their hands. I also had in mind a tailor in a small, dreamy, sleepy county seat who was making clothes for the good dressers in the big cities, hundreds of miles away from his work shop. The people go to Geddes and I championed the remark that people would come to the genius for his advertising copy if he was away out in the jungles. A middle-aged gentleman who sat in front of us, turned around, smiled and stated he had been in the advertising business for sixteen years and he had always spent about \$1,200 per year to sell his copy. He said the Sage of East Aurora, Hubbard, whose word was considered par excellence, had to peddle his copy the same as his humble brothers. Maybe my traveling brother was right. I claim my thought was right. If he is right in his version, Sheldon was right when he wrote, "We are all salesmen. We all have something to sell." If I was wrong, what is the use of being a genius, being called crazy, living on a back forty and looking to S. R. & Co. for your reading material?

We wonder where Jim Goldstein gets all his dazzling statistics. Maybe off freight cars, as he travels by them on sidings. Understand me right, I am trying to express in a semi-German-American way that he is of coarse, riding in a coach. The word sidings pertains to a piece of track and not to a location of a door. How would you like to be the advertisement man, Jim? With your vocabulary and originality you would be a star.

While I am prone to dodge the issue, I would like to gain you as an office boy, with prospects even at that. There must be a lot of satisfaction in writing a letter to men on the firing line, that you know will start the day right for them and a happy thought to know your man Friday will smile and pat himself on the back when he realizes, as he reads his letters, that the boss is a man and the man-to-man message certainly helps with the day's work. I have met lots of fellows on the road who have proudly read to me a short snappy optimistic letter from their sales manager and I know the receipt of that letter made a better man of Mr. Salesman for the trip or week, as the case might be. The sales manager

or division head who has worked on the road understands human nature and the traveler's environment and he who is gifted with the art of boiling down into crisp, plain man-to-man words in a letter to his men in the field is the biggest asset a sales department can have. A man in a hotel, alone after breakfast, who reads a letter from his superior officer, gets more out of it than he would if he heard the same words spoken to him. They get under his hat deeper and stay longer. There is a certain feeling that he (the salesman) is one of the firm and there is more of a feeling of confidence existing between man and office than if he had had the same thoughts put out to him by word of mouth by the same man, but addressed to a group of his kind. With lots of concerns, it is a case of get the business or go. I feel that the man who is good enough to be put on the payroll is good enough to be assisted to overcome obstacles that some men would ignore at this stage of the game. Few seasoned salesmen knowingly throw away their opportunities and the optimistic fellowship letter from headquarters sure helps a lot. Not a flowery, high pressure missive, but a helping, cheering and broad-minded message in which a fellow reads even between the lines the spirit of fair play and confidence that must not be abused.

The four words you hear most often—Wilson, Bryan, Ford and cash. The "struggle for bread" is no idle boast.

Ish Ka Bible, often used, seldom meant.

The man who talks continually that he is getting the price often does so to forget his rebates.

Some of my brother writers have gone fishing and got their lines tangled, I reckon. No, not from the South.

Ella Wheeler Wilcox has nothing on me. No, but my wife has.

Chas. Bronaugh called on trade down this way last week. Good business, as usual.

Charles R. Foster appears at Athens in monologue, under the auspices of the Y. M. C. A. May 4. His friends have placarded the town.

The Lansing Chamber of Commerce has put up signs in their local depots, urging the public to purchase tickets before boarding the trains. This helps the ticket office receipts and makes the local office show up to better advantage on the books.

Cutler Bros., Nottawa, have put their wagon on the road.

All the merchants Jim Goldstein writes about coming into Detroit are either "general" or "successful." Generally successful.

Pretty tough to have a P. M. advertisement right under your columns, Jim. You are a better writer than they are a rider. And I know your finances are in better shape than theirs.

If a man remembered all he read, he would have a continuous dispute with himself.

Some papers don't even copy their competitor's items correctly.

Mary Pickford, Lilian Walker and Alice Joyce are more prominent and better known to the masses than Mrs. President and her daughters. Such is fame.

We will positively appear each week—if we can dig up some copy.

Guy Pfander.

Knew It Was Some Vegetable.

An old farmer once desiring to purchase a watch, went into a jewelry shop. On being asked what he wanted, he replied: "I want a watch eighteen onions fine."

"You mean eighteen karats fine, don't you?" enquired the jeweler.

"Wa-al," replied the farmer, "I knowed it wuz some kind of a vegetable."

Doings in the Hoosier State.

Written for the Tradesman.

The Indiana Cattle Feeders' Association will meet in Lafayette May 16 in connection with cattle feeding trials at Purdue University.

Purdue's sixth annual egg show will be held at Lafayette May 6—8.

A Commercial Club has been organized at Geneva, with forty members.

Melon growers of Southern Indiana met at Evansville and formed an association, the purpose being to increase the acreage, improve the quality and to find better markets.

The Evansville Manufacturers' Association is on record as opposing the proposed extension of parcel post weight limit from 50 to 100 pounds. It is claimed that this extension would practically force the retirement of the express companies, making shippers dependent wholly on the parcel post. The Association also opposes any changes in the Sherman anti-trust law, this action resulting from a bill intended to exempt labor unions from the operations of the Sherman act.

Bee keepers report extensive losses of colonies because of the use of arsenate of lead in spraying operations during blossom time by fruit growers. The legislature will be asked to enact a law requiring a delay in spraying until after the blossoms fall.

The retailers' division of the South Bend Chamber of Commerce is organizing bureaus. The furniture dealers, clothiers and hardware men have organized and other branches will be formed.

A milk ordinance, said to be the most drastic of its kind in the State, has been adopted at Richmond.

Almond Griffen.

G. K. Coffey, the veteran baking powder salesman, returned from Mt. Clemens greatly improved in health. He attributes his improvement very largely to the invigorating baths he took at the Plaza bath house, which is conducted in connection with the Monroe and Villa Hotels. Mr. Fred W. Miller, proprietor of the Monroe Hotel, is a thorough-going landlord and is a genuine friend of the traveling salesman.—Adv.

A woman has faith to believe that she has faith.

EAGLE HOTEL
 EUROPEAN
 GRAND RAPIDS, MICHIGAN
 \$1.00 PER DAY—BATH DETACHED
 Excellent Restaurant—Moderate Prices

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

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS

THE Tisch-Hine Co.

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

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 5—Memorial services for Grand Rapids Council will be held at Plymouth Congregational church, corner of Franklin and Dolbee streets, next Sunday, May 10, at 10:30 a. m. Rev. John M. MacLeod, pastor of the church, will have charge of the exercises and will deliver the memorial sermon. All members of Grand Rapids Council, their wives and sweethearts, are requested to meet at the church promptly at 10:15 and attend the services in a body.

Earl Warren, representative of the National Biscuit Co., who has been located at Albion, has been transferred to local territory and will make his home in Grand Rapids in the future.

Mr. and Mrs. J. A. Keane leave Grand Rapids May 10 for Atlanta, Ga., on the shiners' special. They will stop off at the interesting points along the line, both going down and on the return trip. They expect to visit Washington on the way back, where Mr. Keane expects to use his influence to get President Wilson to use his favorite brand of tea.

Word has been received that Fred Rice saluted the flag in Beulah one day last week.

Last Saturday night a theater party, consisting of U. C. T. ladies, enjoyed Mary Servoss in her last play of the season, the Rainbow, at the Majestic. The following ladies composed the party: Mesdames H. W. Harwood, E. F. Wykkel, C. F. Apperle, O. W. Stark, J. I. Wernette, A. N. Borden, B. A. Hudson, J. A. Burr, H. D. Hydorn, R. M. Richards, J. H. Mann, E. A. Bottje, W. S. Lawton and Miss Bertha Lawton. Mrs. J. D. Mann, of Blenheim, Ontario, who is visiting at the home of J. Harvey Mann, was also a member of the party.

H. W. Cooper, for several years clerk at the Hotel Vincent (Saginaw) has resigned his position and after taking a short vacation in Canada will return to Saginaw to take up his new duties with a well known firm of manufacturers. Mr. Cooper will be much missed both by the management and a large number of traveling guests frequenting the hotel, having made himself popular by constant attention to their comfort and requirements.

E. W. McClave, of Jackson, has resumed the proprietorship of the Smith Hotel, at Hillsdale, which he conducted for five years prior to going to Jackson six months ago. J. C. Jones, the proprietor in the interval, will remove to Lima, Ohio.

J. A. Hageman, a well-known Charlotte traveling man, was taken ill while on his Ohio trip and is now a patient at the sanitarium, where he is recuperating from a siege of pneumonia.

Howard Rutka's little girl broke her arm several weeks ago. The little miss was getting along nicely until last week, when she had the misfortune to get another fall and broke the same arm again. We hope the little one will be more fortunate in the future.

Ernest Strassburger, of Grass Lake, was a recent Grand Rapids visitor. He came to attend the Industrial Exposition. Mr. Strassburger has built up a very nice business in his harness and hardware store and is considered one of the most successful merchants in Southern Michigan. He is a man of good habits, a hard worker and one who attends strictly to business. His success is justly deserved.

Glen Finch, known to his friends as "Mexican Finch," has discarded his wide sombrero since the war broke out and now wears a regular man's hat. He says he doesn't want anybody to doubt which side his sympathies are with.

Dan Marion, who has been traveling for Standart Bros., of Detroit,

for the last three years, has resigned to take a position with the Delamater Hardware Co. His old territory will be covered by Frank J. Horn, who has been Detroit city salesman for Standart Bros.

From the neck down a man is worth about \$1.50 a day, but from the neck up—that's up to you. Upon what is in your Think Tank determines your real value.

The U. C. T. Ladies Jolly Twelve Five Hundred Club met at the home of Mrs. A. T. Heinselman, 709 Lake Drive, last Thursday afternoon. Dainty refreshments were served. The following were the prize winners: Mrs. Ferry Hanifin won first prize, Mrs. J. A. Burr won second and Mrs. P. Anderson the consolation. The next party will be May 12 with Mrs. P. Anderson, on Lake Drive.

Wm. Franke, W. E. Lypps and H. C. Jones were elected members of Grand Rapids Council last Saturday night.

Bert Hudson went to Jackson Tuesday to visit his house, the O. F. Schmit Chemical Co.

Grand Rapids Council can well be proud of the new officers and degree team. Conductor A. N. Borden is particularly fine in his work and is deserving of honorable mention.

Wm. Lovelace was a Chicago visitor over Saturday and Sunday.

Mrs. Ladue has renewed her lease on the Phoenix Hotel at Edmore.

Just because Jim Bolan has a new ford is no reason why he should try to get into a funeral procession the first day.

Mr. and Mrs. A. M. Miller have a new boarder, a 7 pound girl. About four weeks ago Mr. Miller broke his wrist and has been laying off, helping to take care of the new arrival.

James Bolan has been covering territory with his new car. He had a head-on collision last Saturday and didn't get in in time to attend the meeting.

Muskegon Council will give a banquet Saturday, May 16, following their regular meeting. They expect some of the grand officers to be in attendance. A cordial invitation is extended by them to the members of No. 131 to attend. The banquet tickets are \$1 per plate.

The Lake View, at St. Joe, still clings to the old roller towel.

About twenty-five members attended the funeral Saturday, May 2, of H. E. Anderson, who passed away after a lingering illness, Thursday, April 30. Six of the U. C. T. brothers officiated as pallbearers. The interment was at Greenwood cemetery. Mr. Anderson had been a resident of Grand Rapids for the last ten years, representing the Toledo Scale Co. and was known as a hard and conscientious worker and a man who was respected by those who knew him. Mr. Anderson was also a member of the Grand Rapids Traveling Men's Benefit Association.

Between forty and fifty members of Grand Rapids Council have already ordered through Chairman O. W. Stark, the costumes decided upon to be worn at the convention at Saginaw. All other members who anticipate going to Saginaw should order their costumes at once, stating the size of the hat, ties, shirts and trousers worn and Mr. Stark will look after that important feature. Address O. W. Stark, 1470 Lake Drive. Phone, 34415.

The Traveling Men's Benefit Association is deserving of a larger membership. It has a membership of seventy-four now and it should have 500, in which case it would mean a nice large benefit for those left behind in the event of death. Any member of Grand Rapids Council is eligible to membership upon payment of \$1.50 to Harry D. Hydorn, Treasurer. This amount pays the membership fee and the first assessment.

Ben Quartell, the genial represent-

ative of Spalding & Merrick, established a record for himself last Monday. He started out of Coopersville in an automobile expecting to make a fifty mile drive in the forenoon. At noon he arrived at Allendale, six miles from Coopersville. The car had been in the ditch twice, once over a twelve foot embankment and had required the services of a team to pull it out in both instances. Ben still wore the smile that wouldn't come off, in spite of his experiences, but he resolved that he wouldn't start out in a car again without first making a personal inspection of the carburetor, magneto, brake bands, steering apparatus and a few other little things.

The following out of town merchants were Worden Grocer Co. callers last week: E. A. Erickson, Greenville; W. E. Haas, Bauer; Stanton & Co., Caledonia; A. B. Case, Honor; J. Kramer, Lamont; Mr. Johns, Northport; Mr. Holleman, Byron Center; A. I. Barnum, Alaska; Mr. Wood, representing C. M. Camburn, Macatawa Park; F. E. Perkins, Cascade; Jas. DeKruyter & Son, New Era; P. Cataldo, Howard City; Thomas Welch, Rockford; Mrs. J. Whitefleet, Ottawa Beach; E. J. Hatcher, Belding.

Will E. Sawyer.

John A. Hach, Jr. to Remain in Coldwater.

Coldwater, May 5.—The directors of the Hoosier Shoe Co. recently held a meeting to consider the resignation of John A. Hach, Jr. At that meeting Mr. Kennard was delegated to



JOHN A. HACH, JR.

convey to Mr. Hach their sentiment in the matter, which resulted in a conference between Mr. Hach and the directors, and matters were arranged to the satisfaction of all concerned and a new contract was entered into for a term of years. Mr. Hach subsequently made the following statement:

"I went to Spokane, Wash., several months ago in the interest of the Michigan colony organized in this section for the purpose of developing orchard property. While in Spokane, I took up an individual piece of land and also met the promoters of a shoe factory, while there, through the Secretary of the Industrial Committee of the Chamber of Commerce and took under advisement a proposition to accept a position with that factory.

"On my return home, I tendered my resignation with the Hoosier Shoe Co. to take effect June 1. Since then I have had reason to change my plans and the apparent appreciation of my work by the management of the Hoosier Shoe Co. resulted in my entering into a new contract for a term of years. This change in my plans was due largely to the progress the concern has made under the new management and re-organization. I have

the proud distinction of being the only one connected with the house to-day who was with it from its inception at Muncie, Ind., in 1893, and I hope to be numbered among those instrumental in making it one of the best shoe factories in the Middle West."

Honks From Auto City Council.

Lansing, May 4.—The dollar you save to-day is worth more than the one you save to-morrow.

In Detroit, they say life is worth living, but it costs all it is worth.

M. E. Sherwood (Billings-Chapin Co., Cleveland, O.) spent several days last week in conference with the home office.

L. L. Colton, formerly with the Perry Barker Candy Co., is now connected with the Schust Baking Co., of Saginaw.

Those who failed to attend the May party given by our Council last Friday night missed a rare treat. The attendance was comparatively small, but other features were all that could be desired and a splendid time was enjoyed by those present.

In discharge of his official duties as Chief Hotel Inspector James F. Hammill was recently so unfortunate as to burst a blood vessel in his left eye, causing for the time being total blindness of this particular optic. We are informed (unofficially) that the accident was brought about because "Jim" winked his right eye at the cook and thus the entire strain of viewing the insanitary conditions was momentarily brought upon the left eye with serious results. Considerable improvement has taken place and his medical advisor assures him a complete recovery.

Geo. O. Tooley and M. E. Sherwood have disposed of the junk they drove around last season and both have recently purchased new Maxwell cars of the Wolverine Auto Co.

O. K. Starkweather, of the Capitol Auto Co., local agents for Reo cars, reports business extra good. One hundred and seventy cars have been sold locally this season, which is an increase of about 100 per cent. over last season's sales up to May 1.

W. C. Gilson (Acme Paint Co.) became a member of our Council last Saturday night, passing through all the ordeals without a whimper. Mr. Gilson lives at Grand Ledge and is well and favorably known to the paint trade.

We never tire of passing favorable comments upon our Ladies' Auxiliary and their famous Bohemian suppers. At our last meeting it was necessary to set up more tables than usual in order to accommodate the increased attendance.

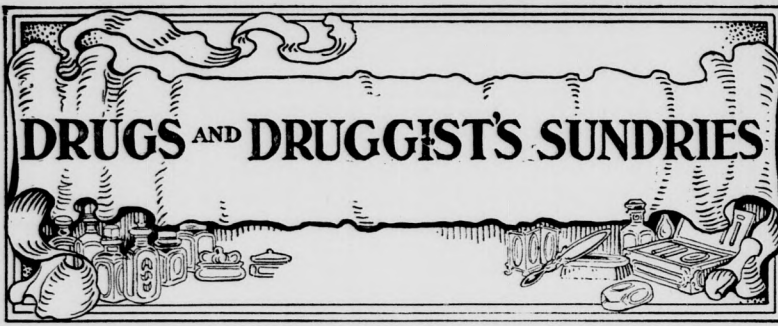
W. E. Roach, for the past several years assistant sales manager for the Lansing branch of the National Grocer Co., has been given the management of the company's branch at Port Huron and will assume the duties of his new position May 16. A stag party was given Mr. Roach last Saturday night by the salesmen and employes of the Lansing branch, with whom he has labored so efficiently and, after visiting various places of interest within the city, a midnight supper was enjoyed at the Boston cafe. Later—or rather, earlier—the time-honored traveling man's game of rum was indulged in for a short time. The honors of the game were captured by Fred Mott to the tune of 63 cents.

Mr. and Mrs. D. J. Mahoney spent the week end visiting friends at Detroit, returning home to-day.

F. D. Hilliard, formerly with the Berisch Milling Co., is now connected with the Lansing Evening Press.

J. C. Brandimore, the popular Reo salesman, is home from a three months trip through the West in the interest of the Reo Motor Car Co. After a few days' visit with Mrs. Brandimore and the children he will again hit the cushions for an extended trip through the East.

H. D. Bullen.



Michigan Board of Pharmacy.
 President—Will E. Collins, Owosso.
 Secretary—E. T. Boden, Bay City.
 Treasurer—E. E. Faulkner, Delton.
 Other Members—Chas. S. Koon, Muskegon; Leonard A. Seltzer, Detroit.

Michigan State Pharmaceutical Association.

President—D. G. Look, Lowell.
 Vice-Presidents—E. E. Miller, Traverse City; C. A. Weaver, Detroit.
 Secretary—Von W. Furniss, Nashville.
 Treasurer—Ed. Varnum, Jonesville.
 Executive Committee—D. D. Alton, Fremont; Ed. W. Austin, Midland; C. S. Koon, Muskegon; R. W. Cochrane, Kalamazoo; James Robinson, Lansing; Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.

President—Geo. H. Halpin, Detroit.
 Secretary-Treasurer—W. S. Lawton, Grand Rapids.

Grand Rapids Drug Club.

President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

System in the Drug Store.

In this age of accomplishment, it is necessary to systematize our work. That means that we must so arrange our work that we can do it with the least possible effort, and in the least possible time. Most successful druggists have not had time to devise a system while the unsuccessful druggist is too discouraged to devise one. Yet the successful druggist would have been more successful had he conducted his affairs in a systematic manner, and the unsuccessful druggist might have made a success, had he been more systematic. It seems obvious then that if most druggists are to have an accurate system of conducting their business, such a system must be devised for them. The only person who could secure sufficient data from which a system could be devised, would be a person not interested in pharmacy in a business way. The average druggist would rebel against giving out facts concerning his business unless he felt that by giving such information he would ultimately benefit his profession, and himself. In several important industries the method and cost of doing business has been investigated, and accurate, simple systems for conducting such business devised. The result of the application of such systems to business has been most beneficial for all concerned, since the profits are larger. This is due primarily to the increased efficiency of the individual workers. In pharmacy there are about as many ways of doing business as there are pharmacists. It would pay druggists to have the business side of pharmacy investigated and the sooner this is done the better. In the meantime, give some thought to your business affairs; ascertain what it costs you to do business and what your profits are on the

different classes of goods you sell. This information is easily acquired by dividing your business into departments and by keeping a record of goods bought and sold and of the gross and net profit.

Women Have Earned a Place in Pharmacy.

A few years ago it was distinctly novel for women to attend a college of pharmacy. In fact, the attendance of women students was frowned upon by most faculties. At that time it was felt that for a woman to enter the profession of pharmacy was unnatural, and that in so doing she was going outside the sphere of her usefulness. The result of the excellent work women have done and are doing has changed the male pharmacist's viewpoint. To-day women are everywhere cordially received into the profession.

The increased attendance of women students at colleges of pharmacy is the result of an increased demand for women pharmacists. After graduation, most women return to their homes to assist their brothers, their fathers or their husbands, or to take charge of their own stores. In pharmaceutical hospital work and in the retail pharmacy, women have shown their efficiency. Women are destined to take an important part in pharmacy, for they are well adapted by heredity and training to enter the pharmaceutical profession. The qualities which make a woman successful in her home will make her a successful pharmacist. Many people come to the pharmacist with their troubles, to secure advice regarding the treatment of the minor ills of life. Such consultations require much patience since one is expected to be sympathetic as well as attentive. Most women are more patient and more sympathetic than men. It is under such circumstances that a woman responds more quickly, because she is better able to sink her own personality for the time being. Since women are diplomatic, they make friends quickly. This means increased sales and greater earning capacity for the store. Women are naturally neater than men and more artistic. These qualities are great assets, since large sales frequently depend upon the attractive display of goods. In college work and in the pharmacy women are conscientious, painstaking and accurate in their work. The many admirable qualities which women possess, coupled with a sound and thorough pharmaceutical training fit them for practicing the profession of pharmacy.

Novel Way of Advertising.

Albert Meloche is indisputably a business man who never misses an opportunity to boost his drug business. Albert's advertising genius reached its zenith when he received a summons from the circuit court to answer a suit for \$25,000 slander. Five minutes later the summons was pasted in the center of his show window for the public to view.

For three years a war has been in progress between Emanuel Schwartz, who keeps a drug store at 2558 Jefferson avenue east, and Albert. Schwartz had been in business at his site for six years, and had undisputed possession of the drug and soda water supply of the neighborhood, until Albert opened a drug store several doors away. Ever since, Schwartz charges that Albert has calumniated, vituperated and otherwise slandered him.

Detectives were brought into the case by Schwartz. There was several lady sleuths in the array, one of whom spoke French; Albert is French, and the great success was achieved in gathering testimony by the women, said Schwartz, who has on file many reports of Albert's alleged remarks. The lady with the fluent French was warned to keep away from Schwartz, and to have her children do likewise, Albert charging that he sold strong drinks to minors and that he sold harmful drugs, she reported.

Totally ignorant of the watch set on him, Albert blissfully did a thriving business with the detectives. Business came to an abrupt halt two days ago, when the sleuths completed their work and made a report in full to Schwartz. A suit was filed in the circuit court for \$25,000 against Albert, and the summons sent.

"Wonder what that crowd is doing around Albert's window?" questioned Schwartz curiously yesterday morning.

He found the summons occupying the show window, which was divested entirely of all display goods.—Detroit News.

Coffin Shape Bichloride Tablets.

New York has taken the initiative in the enactment of legislation relative to bichloride of mercury tablets and other states are considering similar measures. Eventually all states will have a statute restricting the sale of mercuric chloride tablets. It is to be hoped that there will be some uniformity in this legislation, for the restriction embodies as a principal feature the shape and color of the tablet; also requires a physician's prescription.

The various pharmaceutical and medical associations have agitated this matter and much assistance has been offered by these bodies and through these organizations by the manufacturers, to aid in the formulation of a law that will protect the public from accidental poisoning by bichloride.

That this substance was unsafe for general use by the public has long been recognized by the manufacturers, who have already made the tablets in various uncommon shapes and colors. The law now requires that one color and one shape be used, i. e., green, coffin-shaped tablets.

This scheme should be maintained in the bichloride of mercury tablet alone. No other tablet or preparation should be made to resemble it. This feature will stamp the tablet's individuality and enable it to be easily recognized.

Uniformity of law in the states will lessen the hardship worked on the manufacturers and will exhibit the tablet uniformly which will be advantageous in rapidly acquainting the public with the new appearance of the tablet.

Odorless Disinfectants.

The following formulas yield odorless disinfectants, and all but the first would be unlikely to stain floors:

Ferric chloride 4 parts
 Zinc Chloride 5 parts
 Aluminum Chloride 5 parts
 Calcium Chloride 4 parts
 Manganese Chloride 3 parts
 Water 69 parts

Alum 10 parts
 Sodium Carbonate 10 parts
 Ammonium Chloride 2 parts
 Sodium Chloride 2 parts
 Zinc chloride 1 part
 Hydrochloric Acid Sufficient
 Water 100 parts

Dissolve the alum in about 50 parts of boiling water, and add the sodium carbonate. The resulting precipitate of aluminum hydroxide dissolve with the acid of just sufficient hydrochloric acid, and add the other ingredients previously dissolved in the remainder of the water.

Liniment of Ammonia.

A reader of the Tradesman has devised a formula for an ammonia liniment which yields a product that neither thickens nor separates. It is as follows:

Ammonia water 1 part
 Olive, or any similar vegetable oil 2 parts
 Liquid paraffin 1 part
 Mix and shake well, the liquid paraffin being added last and in small quantities at a time. "Part" in this formula means parts by volume.

Quotations on Local Stocks and Bonds. Public Utilities.

| | Bid. | Asked. |
|------------------------------------|------|--------|
| Am. Light & Trac. Co., Com. | 345 | 348 |
| Am. Light & Trac. Co., Pfd. | 105 | 107 |
| Am. Public Utilities, Pfd. | 74 | 75 |
| Am. Public Utilities, Com. | 50 | 52 |
| Cities Service Co., Com. | 88 | 90 |
| Cities Service Co., Pfd. | 74 | 76 |
| Citizens Telephone Co. | 78 | 80 |
| Comw'th Pr. Ry. & Lt., Com. | 59 | 60 |
| Comw'th Pr. Ry. & Lt., Pfd. | 80 | 81 |
| Comw'th 6% 5 year bond | 98 | 100 |
| Pacific Gas & Elec. Co., Com. | 37 | 39 |
| Tennessee Ry. Lt. & Pr., Com. | 14 | 16 |
| Tennessee Ry. Lt. & Pr., Pfd. | 70 | 72 |
| United Light & Rys., Com. | 75 | 77 |
| United Light & Rys., 1st Pfd. | 75 | 76 |
| United Lt. & Ry. new 2nd Pfd. | 70 | 72 |
| 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 | 145 |
| 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 | 174 | 178 |
| G. R. Savings Bank | 255 | |
| Kent State Bank | 255 | 265 |
| Peoples Savings Bank | 250 | |

May 6, 1914.

The sins of omission are more plentiful than sins of commission—because they require less effort.

The "big stick" the average man fears is his wife.

WHOLESALE DRUG PRICE CURRENT

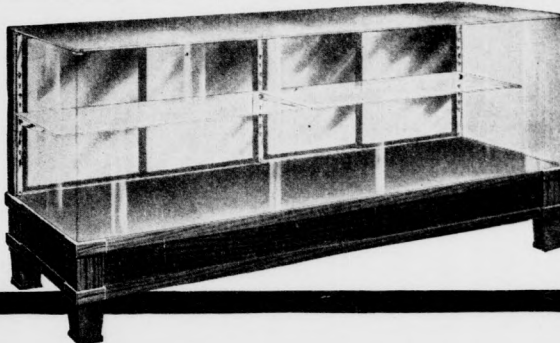
| | | | | | |
|--------------|-----------------------|-------------|--------------------------|---------------|----|
| Acids | Cubeb | 4 50 | Digitalis | 60 | |
| Acetic | Erigeron | 2 50 | Gentian | 60 | |
| Boric | Eucalyptus | 75 85 | Ginger | 95 | |
| Carbolic | Hemlock, pure | 1 00 | Guaiac | 1 05 | |
| Citric | Juniper Berries | 1 25 | Guaiac Ammon. | 80 | |
| Muriatic | Juniper Wood | 40 50 | Iodine | 1 25 | |
| Nitric | Lard, extra | 85 1 00 | Iodine, Colorless | 1 25 | |
| Oxalic | Lard, No. 1 | 75 90 | Ipecac | 75 | |
| Sulphuric | Laven'r Flowers | 4 50 50 | Iron, clo. | 60 | |
| Tartaric | Lavender, Garden | 85 1 00 | Kino | 70 | |
| | Lemon | 2 25 3 50 | Myrrh | 1 05 | |
| | Linseed, bbl. | 54 | Nux Vomica | 70 | |
| | Linseed, bbl. less | 58 62 | Opium | 2 00 | |
| | Linseed, raw, bbls. | 53 | Opium Camph. | 65 | |
| | Linseed, raw, less | 57 61 | Opium, Deodor'd | 25 | |
| | Mustard, true | 4 50 6 00 | Rhubarb | 70 | |
| | Mustard, artif'l | 2 75 3 00 | | | |
| | Neatsfoot | 80 85 | Paints | | |
| | Olive, pure | 2 50 3 50 | Lead, red dry | 7 8 | |
| | Olive, Malaga, | | Lead, white dry | 7 8 | |
| | yellow | 1 30 1 50 | Lead, white oil | 7 8 | |
| | Olive, Malaga, | | Ochre, yellow bbl. | 1 1 1/2 | |
| | green | 1 30 1 50 | Ochre yellow less | 2 5 | |
| | Orange, sweet | 4 75 5 00 | Putty | 2 1/2 5 | |
| | Organum, pure | 1 25 1 50 | Red Venet'n bbl. | 1 1 1/2 | |
| | Organum, com'l | 50 75 | Red Venet'n less | 2 5 | |
| | Pennyroyal | 2 25 2 50 | Shaker, Prep'd | 1 40 1 50 | |
| | Peppermint | 5 00 5 50 | Vermillion, Eng. | 90 1 00 | |
| | Rose, pure | 16 00 18 00 | Vermillion, Amer. | 15 20 | |
| | Rosemary Flowers | 90 1 00 | Whiting, bbl. | 1 1 1/2 | |
| | Sandalwood, E. | | Whiting | 2 5 | |
| | Sassafras, true | 6 25 6 50 | | | |
| | Sassafras, artif'l | 80 90 | Insecticides | | |
| | Spearment | 45 50 | Arsenic | 6 10 | |
| | Sperm | 50 60 | Blue Vitrol, bbl. | 6 5 1/2 | |
| | Tansy | 90 1 00 | Blue Vitrol less | 7 10 | |
| | Tar, USP | 5 00 5 50 | Bordeaux Mix Pst | 8 15 | |
| | Turpentine, bbls. | 30 40 | Hellebore, White | | |
| | Turpentine, less | 52 1/2 | powdered | 15 20 | |
| | Turpentine, true | 60 65 | Insect Powder | 20 35 | |
| | Wintergreen, true | 5 00 | Lead Arsenate | 8 16 | |
| | Wintergreen, sweet | | Lime and Sulphur | | |
| | birch | 2 00 2 25 | Solution, gal. | 15 25 | |
| | Wintergreen, art'l | 50 60 | Paris Green | 15 1/2 20 | |
| | Wormseed | 3 50 4 00 | | | |
| | Wormwood | 6 00 6 50 | Miscellaneous | | |
| | | | Acetanilid | 30 35 | |
| | Potassium | | Alum | 3 5 | |
| | Bicarbonate | 15 18 | Alum, powdered and | | |
| | Bichromate | 13 16 | ground | 5 7 | |
| | Bromide | 45 55 | Bismuth, Subni- | | |
| | Carbonate | 12 15 | trate | 2 10 2 25 | |
| | Chlorate, xtal and | | Borax xtal or | | |
| | powdered | 12 16 | powdered | 6 12 | |
| | Chlorate, granular | 16 20 | Cantharades po. | 2 50 2 75 | |
| | Cyanide | 30 40 | Calomel | 1 20 1 30 | |
| | Iodide | 3 20 3 40 | Capsicum | 20 25 | |
| | Permanganate | 15 30 | Carmine | 3 50 | |
| | Prussiate, yellow | 30 35 | Cassia Buds | 40 | |
| | Prussiate, red | 50 60 | Cloves | 30 35 | |
| | Sulphate | 15 20 | Chalk Prepared | 6 8 1/2 | |
| | | | Chalk Precipitated | 7 10 | |
| | Roots | | Chloroform | 38 48 | |
| | Alkanet | 15 20 | Chloral Hydrate | 1 00 1 15 | |
| | Blood, powdered | 20 25 | Cocaine | 4 10 4 40 | |
| | Calamus | 35 40 | Cocoa Butter | 50 60 | |
| | Calamus, less | 35 40 | Corks, list, less 70% | | |
| | Elecampane, pwd. | 15 20 | Copperas, bbls. | 2 5 | |
| | Gentian, pwd. | 12 16 | Copperas, less | 4 6 | |
| | Ginger, African, | | Copperas, pwd. | 4 6 | |
| | powdered | 15 20 | Corrosive Sublim. | 1 05 1 10 | |
| | Ginger, Jamaica, | 22 25 | Cream Tartar | 30 35 | |
| | Ginger, Jamaica, | | Cuttlebone | 25 35 | |
| | powdered | 22 28 | Dextrine | 7 10 | |
| | Goldenseal pow. | 7 00 7 50 | Dover's Powder | 2 00 2 25 | |
| | Ipecac, pwd. | 2 75 3 00 | Emery, all Nos. | 6 10 | |
| | Licorice | 14 16 | Emery, powdered | 5 8 | |
| | Licorice, pwd. | 12 15 | Epsom Salts, bbls | 1 1/2 | |
| | Orris, powdered | 25 30 | Epsom Salts, less 70% | 5 | |
| | Poke, powdered | 25 30 | Ergot | 1 50 1 75 | |
| | Rhubarb | 75 1 00 | Ergot, powdered | 1 80 2 00 | |
| | Rhubarb, pwd. | 75 1 25 | Flake White | 12 15 | |
| | Rosinweed, pwd. | 25 30 | Formaldehyde lb. | 10 15 | |
| | Sarsaparilla, Hond. | | Gambier | 7 10 | |
| | ground | 45 65 | Gelatine | 35 45 | |
| | Sarsaparilla Mexican, | | Glassware, full cases | 80% | |
| | ground | 45 60 | Glassware, less 70 & 10% | 1 | |
| | Squills | 20 35 | Glauber Salts bbl. | 2 5 | |
| | Squills, powdered | 40 60 | Glauber Salts less | 11 15 | |
| | Tumeric, pwd. | 12 15 | Glue, brown | 10 15 | |
| | Valerian, pwd. | 25 30 | Glue, white | 15 25 | |
| | | | Glue, white grd. | 15 20 | |
| | Seeds | | Glycerine | 23 1/2 30 | |
| | Anise | 15 20 | Hops | 50 80 | |
| | Anise, powdered | 22 25 | Indigo | 85 1 00 | |
| | Bird, 1s | 8 10 | Iodine | 4 35 4 60 | |
| | Canary | 9 12 | Iodoform | 5 40 5 60 | |
| | Caraway | 12 18 | Lead Acetate | 12 18 | |
| | Cardamon | 1 75 2 00 | Lycopodium | 55 65 | |
| | Celery | 30 35 | Mace | 80 90 | |
| | Coriander | 12 18 | Mace, powdered | 90 1 00 | |
| | Dill | 25 30 | Menthol | 4 25 4 50 | |
| | Fennel | 30 35 | Mercury | 75 85 | |
| | Flax | 4 1/2 8 | Morphine all brd | 5 05 5 30 | |
| | Flax, ground | 4 1/2 8 | Nux Vomica | 10 | |
| | Foenugreek, pow. | 6 10 | Nux Vomica pow | 20 25 | |
| | Hemp | 5 7 | Pepper, black pow | 20 25 | |
| | Lobelia | 5 10 | Pepper, white | 30 35 | |
| | Mustard, yellow | 9 12 | Pitch, Burgundy | 10 15 | |
| | Mustard, black | 9 12 | Quassa | 10 15 | |
| | Mustard, pwd. | 20 25 | Quinine, all brds | 29 40 | |
| | Poppy | 15 20 | Rochelle Salts | 23 30 | |
| | Quince | 75 1 00 | Saccharine | 1 50 1 75 | |
| | Rape | 6 10 | Salt Peter | 7 1/2 12 | |
| | Sabadilla | 25 33 | Seidlitz Mixture | 20 25 | |
| | Sabadilla, pwd. | 35 45 | Soap, green | 15 20 | |
| | Sunflower | 5 8 | Soap, mott castile | 10 15 | |
| | Worm American | 15 20 | Soap, white castile | 10 15 | |
| | Worm Levant | 50 60 | case | 6 25 | |
| | | | Soap, white castile | less, per bar | 68 |
| | Tinctures | | Soda Ash | 1 1/2 5 | |
| | Aconite | 60 | Soda Bicarbonate | 1 1/2 5 | |
| | Aloes | 60 | Soda, Sal | 1 4 | |
| | Arnica | 60 | Spirits Camphor. | 7 5 | |
| | Asafoetida | 1 00 | Sulphur roll. | 2 1/2 5 | |
| | Belladonna | 60 | Sulphur Subl. | 2 1/2 5 | |
| | Benzoin | 60 | Tamarinds | 10 15 | |
| | Benzoin Compo'd | 60 | Tartar Emetic | 40 50 | |
| | Buchu | 1 00 | Turpentine Venice | 40 50 | |
| | Cantharades | 1 00 | Vanilla Ex. pure | 1 00 1 50 | |
| | Capsicum | 60 | Witch Hazel | 65 1 00 | |
| | Cardamon | 1 20 | Zinc Sulphate | 7 10 | |
| | Cardamon, Comp. | 80 | | | |
| | Catechu | 60 | | | |
| | Cinchona | 1 05 | | | |
| | Colchicum | 60 | | | |
| | Cubeb | 1 20 | | | |

1914 Seasonable Goods

Linseed Oil Turpentine
White Lead Dry Colors
Sherwin-Williams Co.
Shelf Goods and Varnishes
Shaker House and Floor Paint
Kyanize Finishes and Boston
Varnishes
Japalac Fixall Paris Green
Blue Vitrol
Lime and Sulphur Solution

We solicit your orders for above and will ship promptly.

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.



"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

FOOTE & JENKS' COLEMAN'S (BRAND)
Terpeneless Lemon and High Class Vanilla
Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.

Four Kinds of Coupon Books

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

TRADESMAN COMPANY, Grand Rapids, Mich.

GROCERY PRICE CURRENT

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

Table with columns: ADVANCED, DECLINED, and sub-columns for various goods like Ammonia, Axle Grease, Baked Beans, etc.

Index to Markets

Index to Markets table listing various goods and their market status (e.g., Ammonia, Axle Grease, Baked Beans, etc.)

Main table of prices for various goods, organized by columns 1 and 2, including items like Beans, Blueberries, Clams, etc.

Large table of prices for various goods, organized by columns 3, 4, and 5, including items like Cheese, Mocha, Bogota, etc.

6

7

8

9

10

11

Graham Crackers Red Label, 10c size 1 00
 Lemon Snaps 50
 Oysterettes 50
 Premium Sodas 1 00
 Royal Toast 1 00
 Saratoga Flakes 1 00
 Social Tea Biscuit 1 00
 Uneeda Biscuit 50
 Uneeda Ginger Wafer 1 00
 Vanilla Wafers 1 00
 Water Thin Biscuit 1 00
 Zu Zu Ginger Snaps 50
 Zwieback 1 00

Other Package Goods
 Barnum's Animals 50
 Chocolate Tokens 2 50
 Butter Crackers NBC Family Package 2 50
 Soda Crackers NBC Family Package 2 50
 Fruit Cake 3 00

In Special Tin Packages
 per doz.
 Festino 2 50
 Nabisco 25c 2 50
 Nabisco, 10c 1 00
 in bulk, per tin
 Nabisco 1 75
 Festino 1 50
 Bent's Water Crackers 1 40

CREAM TARTAR
 Barrels or drums 33
 Boxes 34
 Square Cans 36
 Fancy Caddies 41

DRIED FRUITS
Apples
 Evaporated Choice blk 10 1/2
 Evaporated Fancy pkg.
Apricots
 California 15 @ 17
Citron
 Corsican 16

Currents
 Imported 1lb. pkg. 8 1/2
 Imported, bulk 8 1/4

Peaches
 Muirs—Choice, 25lb. 7 1/2
 Muirs—Fancy, 25lb. 8 1/2
 Fancy, Peeled, 25lb. 15

Peel
 Lemon, American 12 1/2
 Orange, American 12 1/2

Raisins
 Cluster, 20 cartons 2 25
 Loose Muscatels, 4 Cr. 7 1/4
 Loose Muscatels, 3 Cr. 7 1/2
 L. M. Seeded, 1 lb. 9 @ 9 1/4

California Prunes
 90-100 25lb. boxes 7 1/2
 80-90 25lb. boxes 8 1/4
 70-80 25lb. boxes 9 1/4
 60-70 25lb. boxes 10
 50-60 25lb. boxes 11
 40-50 25lb. boxes 12

FARINACEOUS GOODS
Beans
 California Limas 8
 Med. Hand Picked 2 20
 Brown Holland 1 80

Farina
 25 1 lb. packages 1 50
 Bulk, per 100 lbs. 4 00

Original Holland Rusk
 Packed 12 rolls to container
 3 containers (40) rolls 3 20

Hominy
 Pearl, 100 lb. sack 2 25
 Maccaroni and Vermicelli
 Domestic, 10 lb. box 60
 Imported, 25 lb. box 2 50

Pearl Barley
 Chester 3 15
 Empire

Peas
 Green, Wisconsin, bu. 1 45
 Green, Scotch, bu. 1 45
 Split, lb. 04

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

Tapioca
 Flake, 100 lb. sacks 4 1/2
 Pearl, 100 lb. sacks 4 1/2
 Pearl, 35 pkgs. 2 25
 Minute, 35 pkgs. 2 75

FISHING TACKLE
 1/2 to 1 in. 6
 1 1/4 to 2 in. 7
 1 1/2 to 2 in. 9
 1 3/4 to 2 in. 11
 2 in. 15
 3 in. 20

Cotton Lines
 No. 1, 10 feet 5
 No. 2, 15 feet 7
 No. 3, 15 feet 9
 No. 4, 15 feet 10
 No. 5, 15 feet 11
 No. 6, 15 feet 12
 No. 7, 15 feet 15
 No. 8, 15 feet 18
 No. 9, 15 feet 20

Linen Lines
 Small 20
 Medium 26
 Large 34

Poles
 Bamboo, 14 ft., per doz. 55
 Bamboo, 16 ft., per doz. 60
 Bamboo, 18 ft., per doz. 80

FLAVORING EXTRACTS

Jennings D C Brand
 Extract Lemon Terpeneless
 Extract Vanilla Mexican
 both at the same price
 No. 1, F box 7/8 oz. .. 85
 No. 2, F box, 1 1/4 oz. 1 20
 No. 4, F box, 2 1/4 oz. 2 00
 No. 3, 2 1/4 oz. Taper 2 00
 No. 2, 1 1/2 oz. flat 1 75

FLOUR AND FEED
 Grand Rapids Grain & Milling Co.
Winter Wheat
 Purity Patent 5 00
 Sunburst 4 80
 Wizard Flour 4 60
 Wizard Graham 4 80
 Matchless 4 70
 Wizard, Gran. Meal 4 40
 Wizard Buckwht cwt 3 40
 Rye 4 40
 Valley City Milling Co.
 Lily White 5 15
 Light Loaf 4 65
 Graham 2 15
 Granena Health 2 25
 Gran. Meal 1 95
 Bolted Med. 1 85

Voigt Milling Co.
 Graham 4 20
 Voigt's Crescent 5 00
 Voigt's Flourloigt 5 00
 Voigt's Hygienic 4 20
 Voigt's Royal 5 40
 Watson-Higgins Milling Co.
 Perfection Buckwheat
 Flour 6 00
 Perfection Flour 5 00
 Tip Top Flour 4 60
 Golden Sheaf Flour 4 20
 Marshall's Best Flour 4 75

Worden Grocer Co.
 Quaker, paper 4 60
 Quaker, cloth 4 70
 Graham Buckwht bbl 4 40

Kansas Hard Wheat
 Voigt Milling Co.
 Calla Lily 4 40

Worden Grocer Co.
 American Eagle, 1/8s 5 20
 American Eagle, 1/4s 5 10
 American Eagle, 1/2s 5 00

Spring Wheat
 Judson Grocer Co.
 Ceresota, 1/8s 5 60
 Ceresota, 1/4s 5 70
 Ceresota, 1/2s 5 80

Voigt Milling Co.
 Columbian 5 00

Roy Baker.
 Golden Horn, family 4 95
 Golden Horn, bakers 4 85
 Wisconsin Rye 3 55
 Bohemian Rye 3 60

Worden Grocer Co.
 Wingold, 1/8s cloth 5 70
 Wingold, 1/4s cloth 5 60
 Wingold, 1/2s cloth 5 50
 Wingold, 1/8s paper 5 55
 Wingold, 1/4s paper 5 50

Wykes & Co.
 Sleepy Eye, 1/8s cloth 5 50
 Sleepy Eye, 1/4s cloth 5 40
 Sleepy Eye, 1/2s cloth 5 30
 Sleepy Eye, 1/8s paper 5 30
 Sleepy Eye, 1/4s paper 5 30

Meal
 Bolted 4 20
 Golden Granulated .. 4 40

Wheat
 New Red 93
 New White 93

Oats
 Michigan carlots 44
 Less than carlots 40

Corn
 Carlots 72
 Less than carlots 75

Hay
 Carlots 16 00
 Less than carlots .. 18 00

Feed
 Street Car Feed 28
 No. 1 Corn & Oat Feed 28
 Cracked Corn 28
 Coarse Corn Meal 28

FRUIT JARS
 Mason, pts., per gro. 4 20
 Mason, qts., per gros. 4 50
 Mason, 1/2 gal. per gro. 6 85
 Mason, can tops, gro. 1 30

GELATINE
 Cox's, 1 doz. large 1 45
 Cox's, 1 doz. small 90
 Knox's Sparkling, doz. 1 25
 Knox's Sparkling, gr. 14 00
 Knox's Acid'd doz. 1 25
 Nelson's 1 50
 Oxford 1 75
 Plymouth Rock, Pinos. 1 25
 Plymouth Rock, Plain 90

GRAIN BAGS
 Broad Gauge 18
 Amoskeag 19

Herbs
 Sage 15
 Hops 15
 Laurel Leaves 15
 Senna Leaves 25

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

Calfskin, green, No. 1 15
 Calfskin, green, No. 2 13 1/2
 Calfskin, cured, No. 1 16
 Calfskin, cured, No. 2 14 1/2

Pelts
 Old Wool 60 @ 1 25
 Lambs 10 @ 25
 Shearlings 10 @ 15

Tallow
 No. 1 @ 5
 No. 2 @ 4

Wool
 Unwashed, med. @ 18
 Unwashed, fine .. @ 13

HORSE RADISH
 Per doz. 90

Jelly
 5lb. pails, per doz. .. 2 40
 15lb. pails, per pail .. 55
 30lb. pails, per pail .. 1 00

JELLY GLASSES
 1/2 pt. in bbls., per doz. 15
 1/2 pt. in bbls., per doz. 16
 8 oz. capped in bbls. 18
 per doz. 18

MAPLEINE
 2 oz. bottles, per doz. 3 00
 1 oz. bottles, per doz. 1 75

MINCE MEAT
 Per case 2 85

MOLASSES
New Orleans
 Fancy Open Kettle 42
 Choice 35
 Good 22
 Fair 20

Half barrels 2c extra
 Red Hen, No. 2 1/2 1 75
 Red Hen, No. 5 1 75
 Red Hen, No. 10 1 65

MUSTARD
 1/2 lb. 6 lb. box 16

OLIVES
 Bulk, 1 gal. kegs 1 00 @ 1 10
 Bulk, 2 gal. kegs 95 @ 1 05
 Bulk, 5 gal. kegs 90 @ 1 00
 Stuffed, 5 oz. 90
 Stuffed, 8 oz. 1 25
 Stuffed, 14 oz. 2 25
 Pitted (not stuffed)
 14 oz. 2 25
 Manzanilla, 8 oz. 90
 Lunch, 10 oz. 1 35
 Lunch, 16 oz. 2 25
 Queen, Mammoth, 19
 oz. 4 25
 Queen, Mammoth, 28
 oz. 5 75
 Olive Chow, 2 doz. cs.
 per doz. 2 25

PICKLES
Medium
 Barrels, 1,200 count 7 75
 Half bbls., 600 count 4 38
 5 gallon kegs 1 90

Small
 Barrels 9 50
 Half barrels 5 25
 5 gallon kegs 2 25

Gherkins
 Barrels 14 00
 Half barrels 6 50
 5 gallon kegs 2 50

Sweet Small
 Barrels 16 60
 Half barrels 8 75
 5 gallon kegs 3 50

PIPES
 Clay, No. 216, per box 1 75
 Clay, T. D. full count 60
 Cob 90

PLAYING CARDS
 No. 90, Steamboat 75
 No. 15, Rival assorted 1 25
 No. 20, Rover, enam'd 1 50
 No. 572, Special 1 75
 No. 98 Golf. satin fin. 2 00
 No. 808, Bicycle 2 00
 No. 632 Tourn't whist 2 25

POTASH
 Babbitt's, 2 doz. 1 75

PROVISIONS
Barreled Pork
 Clear Back 21 50 @ 22 00
 Short Cut Cl'r 20 00 @ 20 50
 Bean 18 50 @ 19 00
 Brisket, Clear 26 00 @ 27 00
 Pig 23 00
 Clear Family 26 00

Dry Salt Meats
 S P Bellies 14 1/2 @ 15

Lard
 Pure in tierces 11 1/2 @ 12
 Compound Lard 9 @ 9 1/2
 80 lb. tubs advance 1/2
 60 lb. tubs advance 3/4
 20 lb. tubs advance 7/8
 10 lb. pails advance 7/8
 5 lb. pails advance 7/8
 8 lb. pails advance 1

Smoked Meats
 Hams, 12 lb. av. 18 @ 18 1/2
 Hams, 14 lb. av. 18 1/2 @ 17
 Hams, 16 lb. av. 15 1/2 @ 16
 Hams, 18 lb. av. 16 @ 16 1/2
 Ham, dried beef
 sets 29 @ 30
 California Hams 12 @ 12 1/2
 Picnic Boiled
 Hams 19 1/2 @ 20
 Boiled Hams 24 @ 24 1/2
 Minced Ham 14 @ 14 1/2
 Bacon 17 @ 23

Sausages
 Bologna 12 @ 12 1/2
 Liver 9 1/2 @ 10
 Frankfort 13 @ 13 1/2
 Pork 13 @ 14
 Veal 11
 Tongue 11
 Headcheese 10

Beef
 Boneless 20 00 @ 20 50
 Rump, new 24 00 @ 24 50

Pig's Feet
 1/4 bbls. 1 65
 1/2 bbls., 40 lbs. 2 10
 1/2 bbls. 4 25
 1 bbl. 8 50

Tripe
 Kits, 15 lbs. 90
 1/4 bbls., 40 lbs. 1 60
 1/2 bbls., 80 lbs. 3 00

Casings
 Hogs, per 1/2 35
 Beef, rounds, set 18 @ 20
 Beef, middles, set 80 @ 85
 Sheep, per bundle 85

Uncolored Butterline
 Solid Dairy 12 @ 16
 Country Rolls 12 1/2 @ 18

Canned Meats
 Corned beef, 2 lb. 4 65
 Corned beef, 1 lb. 2 40
 Roast beef, 2 lb. 4 65
 Roast beef, 1 lb. 2 40

Potted Meat, Ham
 Flavor, 1/8s 55
 Potted Meat, Ham
 Flavor, 1/8s 95

Deviled Meat, Ham
 Flavor, 1/8s 55
 Deviled Meat, Ham
 Flavor, 1/8s 95

Potted Tongue, 1/8s
 Potted Tongue, 1/8s 95

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

ROLLED OATS
 Rolled Avena, bbls. 5 00
 Steel Cut, 100 lb. sks. 2 50
 Monarch, bbls. 4 75
 Monarch, 90 lb. sks. 2 25
 Quaker, 18 Regular 1 45
 Quaker, 20 Family 4 00

SALAD DRESSING
 Columbia, 1/2 pt. 2 25
 Columbia, 1 pint 4 00
 Durkee's, large 1 doz. 4 50
 Durkee's, small, 2 doz. 5 25
 Snider's, large, 1 doz. 2 35
 Snider's, small, 2 doz. 1 35

SALERATUS
 Packed 60 lbs. in box
 Arm and Hammer 3 00
 Wyandotte, 100 3/4s 3 00

SAL SODA
 Granulated, bbls. 80
 Granulated, 100 lbs. cs. 90
 Granulated, 35 pkgs. 1 25

SALT
Common Grades
 100 3 lb. sacks 2 60
 70 4 lb. sacks 2 40
 60 5 lb. sacks 2 40
 28 10 lb. sacks 2 25
 56 lb. sacks 40
 28 lb. sacks 20

Warsaw
 56 lb. sacks 26
 28 lb. dairy in drill bags 20
Solar Rock
 56 lb. sacks 26

Common
 Granulated, Fine 1 05
 Medium, Fine 1 10

SALT FISH
Cod
 Large, whole @ 9
 Small, whole @ 8 1/2
 Strips or bricks 9 @ 13
 Pollock @ 5 1/2

Smoked Salmon
 Strips 9
Halibut
 Strips 18
 Chunks 19

Holland Herring
 Y. M. wh. hoop bbls. 10 50
 Y. M. wh. hoop 1/2 bbls 5 50
 Y. M. wh. hoop kegs 65
 Y. M. wh. hoop Milchers
 kegs 65
 Standard, bbls. 8 75
 Standard, 1/2 bbls. 4 63
 Standard, kegs 54

Trout
 No. 1, 100 lbs. 7 50
 No. 1, 40 lbs. 2 25
 No. 1, 10 lbs. 90
 No. 1, 2 lbs. 75

Mackerel
 Mess, 100 lbs. 17 00
 Mess, 40 lbs. 7 20
 Mess, 10 lbs. 1 90
 Mess, 8 lbs. 1 60
 No. 1, 100 lbs. 16 00
 No. 1, 40 lbs. 6 80
 No. 1, 10 lbs. 1 80

Lake Herring
 100 lbs. 4 00
 40 lbs. 1 90
 10 lbs. 58
 8 lbs. 50

SEEDS
 Anise 14
 Canary, Smyrna 7 1/2
 Caraway 10
 Cardomom, Malabar 1 20
 Celery 50
 Hemp, Russian 5
 Mixed Bird 5
 Mustard, white 8
 Poppy 9
 Rape 5 1/2

SHOE BLACKING
 Handy Box, large 3 dz. 3 50
 Handy Box, small 1 25
 Bixby's Royal Polish 85
 Miller's Crown Polish 85

SNUFF
 Scotch, in bladders 37
 Maccaboy, in jars 35
 French Rapple in jars 43

SODA
 Boxes 5 1/2
 Kegs, English 4 1/4

SPICES
Whole Spices
 Allspice, Jamaica 9 @ 10
 Allspice, lg Garden @ 11
 Cloves, Zanzibar @ 22
 Cassia, Canton 14 @ 15
 Cassia, 5c pkg. dz. @ 25
 Ginger, African @ 9 1/2
 Jinger, Cochin @ 14 1/2
 Mace, Penang @ 70
 Mixed, No. 1 @ 17
 Mixed, No. 2 @ 16
 Mixed, 5c pkgs. dz. @ 45
 Nutmegs, 70180 @ 30
 Nutmegs, 105-110 @ 25
 Pepper, Black @ 15
 Pepper, White @ 25
 Pepper Cayenne @ 22
 Paprika, Hungarian

Pure Ground in Bulk
 Allspice, Jamaica @ 14
 Cloves, Zanzibar @ 29
 Cassia, Canton @ 20
 Ginger, African @ 17
 Mace, Penang @ 75
 Nutmegs @ 35
 Pepper, Black @ 19
 Pepper, White @ 27
 Pepper, Cayenne @ 24
 Paprika, Hungarian @ 45

Corn
 Kingsford, 40 bs. 7 1/4
 Muzzy, 20 lb. pkgs. 5 1/4

Kingsford
 Silver Gloss, 40 lb. 7 1/4
 Muzzy, 40 lb. pkgs. 5

Gloss
 Argo, 24 5c pkgs. 90
 Silver Gloss, 16 2lbs. 6 1/2
 Silver Gloss, 12 lbs. 8 1/4

Muzzy
 48 lb. packages 5
 16 3lb. packages 4 75
 12 6lb. packages 6
 50lb. boxes 3

SYRUPS
Corn
 Barrels 27
 Half barrels 29
 Blue Karo, 2 lb. 1 80

Blue Karo, 2 1/2 lb. 2 30
Blue Karo, 5 lb. 2 25
Blue Karo, 10 lb. 2 15
Red Karo, 1 1/2 lb. 3 60
Red Karo, 2 lb. 2 15
Red Karo, 2 1/2 lb. 2 55
Red Karo, 5 lb. 2 40
Red Karo, 10 lb. 2 50

Pure Cane
 Fair 16
 Good 20
 Choice 25

TABLE SAUCES
 Halford, large 3 75
 Halford, small 2 25

TEA
Uncolored Japan
 Medium 20 @ 25
 Choice 28 @ 33
 Fancy 36 @ 45
 Basket-fired Med'm 28 @ 30
 Basket-fired, Choice 35 @ 37
 Basket-fired, Fancy 38 @ 45
 No. 1 Nibs 30 @ 32
 Siftings, bulk 9 @ 10
 Siftings, 1 lb. pkgs. 12 @ 14

Gunpowder
 Moyune, Medium 28 @ 33
 Moyune, Choice 35 @ 40
 Moyune, Fancy 50 @ 65
 Ping Suey, Medium 25 @ 30
 Ping Suey, Choice 35 @ 40
 Ping Suey, Fancy 45 @ 50

Young Hyson
 Choice 28 @ 30
 Fancy 45 @ 55


Oolong
 Formosa, Medium 28 @ 28
 Formosa, Choice 32 @ 35
 Formosa, Fancy 50 @ 6

SPECIAL PRICE CURRENT

| 12 | 13 | 14 |
|----------------------------------|---------------------------------|-------------------------------------|
| Smoking | Pilot, 7 oz. doz. 1 05 | Faucets |
| Bull Durham, 5c 5 85 | Soldier Boy, 1 lb. 4 75 | Cork lined, 3 in. 70 |
| Bull Durham, 10c 11 52 | Sweet Caporal, 1 oz. 60 | Cork lined, 9 in. 80 |
| Bull Durham, 15c 17 28 | Sweet Lotus, 5c 6 00 | Cork lined, 10 in. 90 |
| Bull Durham, 8 oz. 3 60 | Sweet Lotus, 10c 12 00 | Mop Sticks |
| Bull Durham, 16 oz. 6 72 | Sweet Lotus, per dz. 4 35 | Trojan spring 90 |
| Buck Horn, 5c 5 76 | Sweet Rose, 2 1/2 oz. 30 | Eclipse patent spring 85 |
| Buck Horn, 10c 11 52 | Sweet Tip Top, 5c 50 | No. 1 common 80 |
| Briar Pipe, 5c 6 00 | Sweet Tip Top, 10c 1 00 | No. 2 pat. brush holder 85 |
| Briar Pipe, 10c 12 00 | Sweet Tips, 1/4 gro. 10 08 | Ideal No. 7 85 |
| Black Swan, 5c 5 76 | Sun Cured, 10c 98 | 12lb. cotton mop heads 1 30 |
| Black Swan, 14 oz. 3 50 | Summer Time, 5c 5 76 | Pails |
| Bob White, 5c 6 00 | Summer Time, 7 oz. 1 65 | 2-hoop Standard 2 00 |
| Brotherhood, 5c 6 00 | Summer Time, 14 oz. 3 50 | 2-hoop Standard 2 25 |
| Brotherhood, 10c 11 10 | Standard, 5c foil 5 76 | 3-wire Cable 2 30 |
| Brotherhood, 16 oz. 5 05 | Standard, 10c paper 8 64 | Fibre 2 40 |
| Carnival, 5c 5 70 | Seal N. C. 1 1/2 cut plug 70 | 10 qt. Galvanized 1 70 |
| Carnival, 1/2 oz. 39 | Seal N. C. 1 1/2 Gran. 63 | 12 qt. Galvanized 1 90 |
| Carnival, 16 oz. 40 | Three Feathers, 1 oz. 48 | 14 qt. Galvanized 2 10 |
| Cigar Clip'g. Johnson 30 | Three Feathers, 10c 11 52 | Toothbrushes |
| Cigar Clip'g. Seymour 30 | Three Feathers and 2 25 | Birch, 100 packages 2 00 |
| Identify, 3 & 16 oz. 30 | Pipe combination 2 25 | Ideal 85 |
| Darby Cigar Cuttings 4 50 | Tom & Jerry, 14 oz. 3 60 | Traps |
| Continental Cubes, 10c 90 | Tom & Jerry, 7 oz. 1 80 | Mouse, wood, 2 holes 22 |
| Corn Cake, 14 oz. 2 55 | Tom & Jerry, 3 oz. 76 | Mouse, wood, 4 holes 45 |
| Corn Cake, 7 oz. 1 45 | Trout Line, 5c 5 90 | Mouse, wood, 6 holes 70 |
| Corn Cake, 5c 5 76 | Trout Line, 10c 11 00 | Mouse, tin, 5 holes 65 |
| Cream, 50c pails 4 70 | Turkish, Patrol, 2-9 5 76 | Rat, wood 80 |
| Cuban Star, 5c foil 5 76 | Tuxedo, 1 oz. bags 48 | Rat, spring 75 |
| Cuban Star, 16 oz pails 3 72 | Tuxedo, 2 oz. tins 96 | Tubs |
| Chips, 10c 10 30 | Tuxedo, 20c 1 90 | 20-in. Standard, No. 1 8 00 |
| Dills Best, 1 1/2 oz. 79 | Tuxedo, 80c tins 7 45 | 18-in. Standard, No. 2 7 00 |
| Dills Best, 3 1/2 oz. 77 | Union Leader, 5c 5 10 | 16-in. Standard, No. 3 6 00 |
| Dills Best, 16 oz. 73 | Union Leader, 10c 11 52 | 20-in. Cable, No. 1 8 00 |
| Dixie Kid, 5c 48 | Union Leader, 5c 6 00 | 18-in. Cable, No. 2 7 00 |
| Duke's Mix, 5c 5 76 | Uncle Sam, 10c 10 98 | 16-in. Cable, No. 3 6 00 |
| Duke's Mix, 10c 11 52 | Uncle Sam, 8 oz. 2 25 | No. 1 Fibre 16 50 |
| Duke's Cameo, 5c 5 76 | U. S. Marine, 5c 5 76 | No. 2 Fibre 15 00 |
| Drum, 5c 5 04 | Van Bibber, 2 oz. tin 88 | No. 3 Fibre 13 50 |
| F. F. A. 4 oz. 11 52 | Velvet, 5c pouch 48 | Large Galvanized 5 50 |
| F. F. A. 7 oz. 11 52 | Velvet, 10c tin 96 | Medium Galvanized 4 75 |
| Fashion, 5c 6 00 | Velvet, 8 oz. tin 3 84 | Small Galvanized 4 25 |
| Fashion, 16 oz. 5 28 | Velvet, 16 oz. can 7 68 | Washboards |
| Five Bros., 5c 5 76 | Velvet, combination cs 5 75 | Banner Globe 2 50 |
| Five Bros., 10c 10 53 | War Path, 5c 6 00 | Brass, Single 3 25 |
| Five cent cut Plug. 29 | War Path, 20c 1 60 | Glass, Single 3 25 |
| F O B 10c 11 52 | Wave Line, 3 oz. 40 | Glass, Single 3 25 |
| Four Roses, 10c 96 | Wave Line, 16 oz. 5 75 | Single Acme 3 15 |
| Full Dress, 1 1/2 oz. 72 | Way up, 2 1/2 oz. 31 | Double Peerless 3 75 |
| Glad Hand, 5c 48 | Way up, 16 oz. pails 31 | Single Peerless 3 25 |
| Gold Block, 10c 12 00 | Wild Fruit, 5c 5 76 | Northern Queen 3 25 |
| Gold Star, 50c pall 4 70 | Wild Fruit, 10c 11 52 | Double Duplex 3 00 |
| Gall & Ax Navy, 5c 5 76 | Yum Yum, 5c 6 00 | Good Enough 3 25 |
| Growler, 5c 42 | Yum Yum, 10c 11 52 | Universal 3 15 |
| Growler, 10c 94 | Yum Yum, 1 lb., doz. 4 80 | Window Cleaners |
| Growler, 20c 1 85 | TWINE | 12 in. 1 65 |
| Giant, 5c 5 76 | Cotton, 3 ply 24 | 14 in. 1 85 |
| Giant, 40c 3 96 | Cotton, 4 ply 24 | 16 in. 2 30 |
| Hand Made, 2 1/2 oz. 50 | Jute, 2 ply 14 | Wood Bowls |
| Hazel Nut, 5c 5 76 | Hemp, 6 ply 13 | 13 in. Butter 1 75 |
| Honey Dew, 10c 12 00 | Flax, medium 24 | 15 in. Butter 2 50 |
| Hunting, 5c 38 | Wool, 1 lb. bales 9 1/2 | 17 in. Butter 4 75 |
| I X L, 5c 6 10 | VINEGAR | 19 in. Butter 7 70 |
| I X L, in pails 2 80 | White Wine, 40 grain 8 1/2 | WRAPPING PAPER |
| Just Suits, 5c 6 00 | White Wine, 80 grain 11 1/2 | Common Straw 2 |
| Just Suits, 10c 12 00 | White Wine, 100 grain 13 | Fibre Manila, white 3 |
| Kiln Dried, 25c 2 45 | Oakland Vinegar & Pickle 4 | Fibre Manila, colored 4 |
| King Bird, 7 oz. 2 16 | Co's Brands. 22 | No. 1 Manila 4 |
| King Bird, 10c 11 52 | Highland apple cider 22 | Cream Manila 3 |
| King Bird, 5c 5 76 | Oakland apple cider 16 | Butchers' Manila 2 1/2 |
| La Turka, 5c 5 76 | State Seal sugar 14 | Wax Butter, short cut 10 |
| La Turka, 1 lb. 28 | Oakland white pickling 10 | Wax Butter, full count 15 |
| Lucky Strike, 10c 10 80 | Packages free. | Wax Butter, rolls 12 |
| Le Redo, 8 & 16 oz. 38 | WICKING | YEAST CAKE |
| Myrtle Navy, 10c 11 52 | No. 0, per gross 30 | Magic, 3 doz. 1 15 |
| Myrtle Navy, 5c 5 76 | No. 1, per gross 40 | Sunlight, 3 doz. 1 00 |
| Maryland Club, 5c 50 | No. 2, per gross 50 | Sunlight, 1 1/2 doz. 1 50 |
| Mayflower, 5c 5 76 | No. 3, per gross 75 | Yeast Foam, 3 doz. 1 15 |
| Mayflower, 10c 96 | WOODENWARE | Yeast Foam, 1 1/2 doz. 58 |
| Mayflower, 20c 1 92 | Baskets | YOURS TRULY LINES. |
| Nigger Hair, 5c 6 00 | Bushels 1 00 | Pork and Beans 2 70@3 60 |
| Nigger Hair, 10c 10 70 | Bushels, wide band 1 15 | Condensed Soup 3 25@3 60 |
| Nigger Head, 5c 5 40 | Market 40 | Salad Dressing 3 80@4 50 |
| Nigger Head, 10c 10 56 | Splint, large 3 50 | Apple Butter @3 80 |
| Noon Hour, 5c 48 | Splint, medium 3 00 | Catsup 2 70@6 75 |
| Old Colony, 1-12 gro. 11 52 | Splint, small 2 75 | Macaroni 1 70@2 35 |
| Old Mill, 5c 5 76 | Splint, large 8 25 | Spices 40@ 85 |
| Old English Curve 1 1/2 oz. 96 | Willow, Clothes, large 6 75 | Herbs @ 75 |
| Old Crop 5c 5 76 | Willow, Clothes, small 6 75 | Extracts @ 25 |
| Old Crop, 25c 20 | Willow, Clothes, me'm 7 50 | Chill Powder 85@2 12 |
| P. S., 8 oz. 30 lb. cs. 19 | Butter Pates | Paprika @ 85 |
| P. S., 3 oz., per gro. 5 70 | Ovals | Celery Salt @ 85 |
| Pat Hand, 1 oz. 53 | 1/4 lb., 250 in crate 35 | Poultry Seasoning 85@1 25 |
| Patterson Seal, 1 1/2 oz. 48 | 1/2 lb., 250 in crate 35 | Prepared Mustard @1 80 |
| Patterson Seal, 3 oz. 96 | 1 lb., 250 in crate 40 | Peanut Butter 1 80@2 80 |
| Patterson Seal, 16 oz. 5 90 | 2 lb., 250 in crate 50 | Rolled Oats 2 90@4 15 |
| Peerless, 5c 5 76 | 3 lb., 250 in crate 70 | Doughnut Flour 4 05@4 50 |
| Peerless, 10c cloth 11 52 | 5 lb., 250 in crate 90 | AXLE GREASE |
| Peerless, 10c paper 10 80 | Wire End | Barrel, 5 gal., each 2 40 |
| Peerless, 20c 2 04 | 1 lb., 250 in crate 35 | Barrel 10 gal., each 2 55 |
| Peerless, 40c 4 08 | 2 lb., 250 in crate 50 | Round Head |
| Plaza, 2 gro. cs. 5 76 | 3 lb., 250 in crate 70 | 4 1/2 inch, 5 gross 65 |
| Plow Boy, 5c 5 76 | 5 lb., 250 in crate 90 | Cartons, 20 2 1/2 doz. bxs 70 |
| Plow Boy, 10c 11 40 | Churns | Egg Crates and Fillers |
| Plow Boy, 14 oz. 4 70 | Barrel, 5 gal., each 2 40 | Humpty Dumpty, 12 dz. 20 |
| Pedro, 10c 11 93 | Clothes Pins | No. 1 complete 40 |
| Pride of Virginia, 1 1/2 77 | Round Head | No. 2, complete 28 |
| Pilot, 5c 5 76 | 4 1/2 inch, 5 gross 65 | Case No. 2, fillers, 15 |
| Pilot, 14 oz. doz. 2 10 | Cartons, 20 2 1/2 doz. bxs 70 | sets 1 35 |
| Prince Albert, 5c 48 | Egg Crates and Fillers | Case, medium, 12 sets 1 15 |
| Prince Albert, 10c 96 | Humpty Dumpty, 12 dz. 20 | 1 lb. boxes, per gross 9 00 |
| Prince Albert, 8 oz. 3 84 | No. 1 complete 40 | 3 lb. boxes, per gross 24 00 |
| Prince Albert, 16 oz. 7 44 | No. 2, complete 28 | |
| Queen Quality, 5c 48 | Case No. 2, fillers, 15 | |
| Rob Roy, 5c foil 5 76 | sets 1 35 | |
| Rob Roy, 10c gross 10 52 | Case, medium, 12 sets 1 15 | |
| Rob Roy, 25c doz. 2 10 | | |
| Rob Roy, 50c doz. 4 10 | | |
| S. & M., 5c gross 5 76 | | |
| S. & M., 14 oz., doz. 3 20 | | |
| Soldier Boy, 5c gross 5 76 | | |
| Soldier Boy, 10c 10 50 | | |

15 16 17

BAKING POWDER
Royal



10c sixe .. 90
1/4 lb cans 1 35
6 oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

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.

CIGARS
Johnson Cigar Co.'s Brand
Dutch Masters Club 70 00
Dutch Masters Grande 68 00
Dutch Masters, Pan. 68 00
Little Dutch Masters (300 lots) 10 00
Gee Jay (300 lots) 10 00
El Portana 33 00
S. C. W. 32 00
Johnson's Hobby .. 32 00
Johnson's As It Is 33 00

OLD MASTER COFFEE.



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

ROYAL GARDEN TEA



Royal Garden Tea, pkgs 40

COFFEE
Roasted
Dwinnell-Wright Co's B'ds

THE BOUR CO., TOLEDO, OHIO.

WHITE HOUSE COFFEE



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


SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

Window Cleaners
12 in. 1 65
14 in. 1 85
16 in. 2 30

KITCHEN KLENSER



The only 5c Cleanser
Guaranteed to equal the best 10c kinds
80 - CANS - \$2.80

Conservative Investors Patronize Tradesman Advertisers

Public Seating for all Purposes
World's Largest Exclusive Manufacturers
Church Furniture of Character
Being the only exclusive designers and builders of Church Furniture we are known as an authority on this subject. Your building committee should have our book Y-4.

American Steel Sanitary Desks
Built of steel to withstand strain. All parts are electric welded into one indestructible unit. Your school board should have our illustrated book B-C.
Motion Picture Theatre Seating
Highest in quality, lowest in price. World's largest manufacturers of exclusive designs in opera chairs. Send floor sketch for FREE SEATING PLAN and book B-C-1.

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

American Seating Company
14 E. Jackson Blvd., Chicago
Grand Rapids New York Boston Philadelphia



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.

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

For Sale—Blacksmith, feed grinding, band saw and planer, busy all the time. Living rooms over shop. Price \$1,700 for buildings and shop, worth \$2,500. Dillingham, Paris, Mich. 199

For Sale—Bakery, restaurant and confectionery and soda fountain business. Owing to serious operation and failing health, must sell the above business at once. Every line fully equipped. Have 115 tons ice for season. Manufacture own ice cream. Only business like nature in railroad town of 700, without hotel or competition. Address Box 28, Pittsford, Michigan, for full particulars. 198

For Sale—Good clean drug stock in Central Michigan town of 900. Rent free. Building rents enough room to pay expenses. Good reason for selling. Address No. 197, care Michigan Tradesman. 197

New and up-to-date drug store for sale, doing paying cash business. Must change on account of sickness. Cheap rent, long lease. Dr. J. Black, 900 West Saginaw St., Lansing, Michigan. 196

Drug and grocery stock for sale, splendid location. Owner sick. Address Box 26, Vickeryville, Mich. 195

TEN DAY CLEARANCE SALE

By the Hamilton Auction Company of Galesburg, Ill. Will clear your stock of all odds and ends and dead stock, make a clean profit on all staple articles, and bring you hundreds of new customers. We guarantee enough profit to pay our commission. No contract asked. Write for particulars of our new 1914 method. 194

Now For Rent—Best location in Colon, Michigan, used 15 years for dry goods. Good opening for dry goods, variety store or clothing. Chas. Clement, Colon, Michigan. 193

Location Wanted—Good general merchandise business wanted in lower Michigan, preferably near Grand Rapids. Address Spencer Covert, Ewart, Michigan. 192

For Rent—Brick store building, 23 x 66 feet, best corner on main business street, equipped with shelves, counters suitable for special or general lines merchandise. Live town, good farming community. Rent reasonable. C. H. Geyer, Unionville, Michigan. 191

Large list free, farms and business chances, or \$25 selling proposition. Pardee, Traverse City, Michigan. 190

In Lima, Ohio—An ideal building for wholesale or light manufacturing purposes, or retail grocery store. Lock Box 603, Lima, Ohio. 189

For Sale—Cheap, creamery located at LeRoy, Michigan. Doing good business. Good reasons for selling. D. B. Ketchum, Owner, LeRoy, Michigan. 188

Cash paid for old-fashioned or surplus merchandise. Entire stores bought. Address Frank Kupferberg, 52 Lispenard St., New York City. 187

For Sale—General store; stock perfectly clean, building and fixtures in good condition, stock, building and fixtures invoiced at \$4,500. Owner wishes to retire from business. Address Geo. Sthol & Co., Pinewood, Minn. 185

For sale or trade, small stock of clothing and gents' furnishing goods. J. F. Studer, Forest, Ohio. 184

For Sale—Drug store in Northern Michigan. Doing good business. Post-office station pays 2/3 rent. Invoice about \$2,000. Address No. 200, care Michigan Tradesman. 200

Wanted—Stock of merchandise in exchange for land in North Dakota. Write what you have. D. S. Benson, Montevideo, Minn. 177

For Sale—Part interest in a good manufacturing business in a live town in Southern Michigan. A good proposition for the right party. Write Taylor, 85-87 S. Monroe street, Battle Creek, Mich. 176

For Sale—Hardware business established 20 years, enjoying excellent trade; practically no competition; clean stock; invoice, including fixtures \$5,000; fine location; low rent Terms, cash or bankable paper. Ill health compels sale. Address Kuempel Brothers, Guttenberg, Iowa. 175

Lamson cash and parcel carriers. One air line and three Majestic carriers. Also receiving station. Will sell cheap on account of installing new system. In good condition. C. M. Guggenheimer, Lynchburg, Va. 174

For Sale—Small staple stock of general merchandise. J. Adler, Twining, Mich. 178

For Sale—2,000 acres of Pittsburg Co. coal bearing land in the oil and gas belt. Surface suitable for farming. \$25 per acre. J. E. Cavanagh, McAlester, Oklahoma. 172

For Sale—A \$1,200 salary and 15 to 25 per cent. on investment in a \$10,000 manufacturing plant. Best proposition in Northern, Ohio. \$5,500 cash balance good security. C. C. Carpenter, 718 Yates, Toledo, Ohio. 169

For Sale—Dry goods and gents' furnishings store. Best suburban location in Kalamazoo. Clean stock and cash trade. Cheap rent. Price reasonable. Sickness cause for selling. Address No. 168, care Tradesman. 168

Wanted—For cash, good elevator in bean and oat district. Write with full description of property to Hankins Bros., Flushing, Michigan. 165

For Sale—Small stock dry goods, groceries, notions, in best county seat town of 1,800 in Western Michigan. Stock in fine condition and doing good business. Poor health reason for selling. Address No. 164, care Tradesman. 164

For Sale—An established women's coat and suit business in Akron, Ohio. Finest location in the city. Long lease. Price right. Good reasons for selling. For particulars address W. E. D., care Tradesman. 163

For Sale—Two-story brick building with five year lease at good rental, located in city of 8,000. Will sell cheap or exchange for stock of shoes. Address Star, 900 Grandville Ave, Grand Rapids. 162

For Sale—Grocery and meat market in small but live town, Southern Michigan. Clean up-to-date stock. Will invoice, with fixtures, about \$3,000. Trade last year \$22,000. A splendid opportunity. Write C. care Tradesman. 143

For Sale—One of the best meat markets in Southern Michigan in a town of six thousand inhabitants. Well located and doing a good business. A bargain. Address Box 255, Hillsdale, Michigan. 155

If you are interested in selling or buying a grocery or general stock, call or write E. Krusenga, c-o Musselman Grocer Company, Grand Rapids, Michigan. 154

We buy for cash merchandise of all kinds. Discontinued lines or whole stocks. Seasonable or not seasonable. Salesmen's samples, broken lines, stickers, etc. Price the only consideration. Send us the goods by freight prepaid and we will make you an immediate cash offer. If same is not satisfactory, we will return goods and pay freight going back. Correspondence invited. E. Fantus Brothers, 525 So. Dearborn St., Chicago. 48

Hoerner tobacco dust for garments, rugs and chickens' nests. Also clippings and scraps. Sold by jobber or Hoerner Tobacco Co., Saginaw, Mich. 135

For Sale—Good clean stock of hardware in Traverse City, Michigan, at a bargain. Address, J. A. Montague & Son. 136

Notice—For closing out or reducing stocks of merchandise, get our proposition and compare with others. Merchants Auction Co., Reedsburg, Wis. 137

Only hotel in growing young town in healthy New Mexico; stone building; 11 rooms; \$2 rates; genuine bargain; \$3,000. Mosquero Land Co., Mosquero, N. M. 140

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

Exchange—Two store buildings. Small but live town Southern Michigan. Best location in village. Always well rented. Price \$3,000. Will exchange for stock general merchandise. Address, No. 142, care Tradesman. 142

For Sale—Furniture, undertaking, hardware and farm implement business. Located on R. R. Division county seat town of 3,000, with state normal school. In brick building on corner. Low rent, doing splendid business. Will sell lines separate. Must retire. Address, Box P, Chadron, Nebr. 148

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—Old established proprietary medicine business; handled by Detroit firm on royalty, paying seven per cent. net on \$30,000 annually; price \$10,000. Will give \$1,000 to person making deal. D. R. Boyd, 1124 West Twenty-Ninth St., Los Angeles, Calif. 147

For Sale—Stock of general merchandise, consisting of dry goods, shoes and groceries, in a live city of 3,500. An old established and profit paying business. Will sell shoe stock separately. Will sell or rent good two store brick building to buyer of stock. Stock about \$12,000. For particulars write, No. 151, care Tradesman. 151

For Sale—A good paying hardware proposition in a live city of 3,000 surrounded by best farming country in State, on main line P. M. Ry., between Grand Rapids and Saginaw. The best paying shop in connection in the county. Business around \$20,000. About \$6,000 will swing the deal. Address No. 152, care Tradesman. 152

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

Merchandise Sales Conductors. Stocks reduced or closed out entirely. Address The Greene Sales Co., Jackson, Mich. 118

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

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

For 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

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

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

Note head, envelopes or cards, prepaid; 75c for 250; \$1.90 per 1,000. Autopress, Wayland, Mich. 65

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

For Sale—An up-to-date hardware in a good country town in Central Michigan. Write for particulars. Address, No. 150, care Tradesman. 150

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

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, 23 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

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

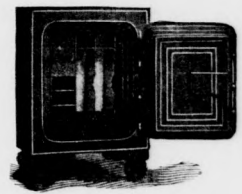
HELP WANTED.

Wanted—Registered druggist to work in connection with general store. Board and room, with salary. State salary. Address No. 186, care Tradesman. 186

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—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

Safes That Are Safe



Grand Rapids Safe Co.
Tradesman Building

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

LARGER PROFITS ON TEA.

The Lost Art of Tea Testing Among Grocers.

Philadelphia, May 4.—I have thought for several years that the time was ripe when something should be done to stir up the retailers to the fact that they are being sadly left behind in their most profitable article—teas.

They seem to have no idea of learning for themselves what tea is, or to know the different grades or qualities, and when you advise them to do so, they fail to take the advice.

In speaking before the Tea Association of New York recently, which represents the tea trade of the whole United States, I said that they too were losing trade and making hardly any money out of the great amount of capital invested, simply because they were letting the tea trade drift by itself without an anchor. I called their attention to the fact that the United States with 100,000,000 population used just about 100,000,000 pounds of tea—one pound per capita. Canada, with about 7,500,000 population, uses one-third of the quantity that we do, while England, Ireland and Scotland with 40,000,000 people use nearly 400,000,000 pounds of tea, and that again is surpassed by Russia.

It is generally supposed that the peasants of Russia are very poor and I have no doubt that at one time they were very poor, but the recent rise in the price of Indian and Ceylon teas is largely due to the consumption by the Russian people. They used to be satisfied with brick teas, but there are hardly any brick teas going into Russia at the present time and they are taking the finest India and Ceylon that can be found; also taking the finest Chinese tea. The Czar and his assistants are now working on a campaign to destroy the influence of vodka and in its place they are recommending tea. Within the past two or three months the India and Ceylon teas have kept climbing in price, so that it has become a serious matter for the English grocer to get teas at popular prices.

The most used in England is the 1s 4d tea, which is equal in our money to 34 cents. Last year they could buy fairly good India and Ceylon tea at 6d to 6½d a pound, about 13 cents. The lowest sale made in the last auction was 8½d or practically 17¼ cents; on top of that you must add 10 cents per pound duty, so that makes 27¼ cents as the cost of the tea, but in addition to that they have to pay a charge of 5 per cent. for buying at auction, so it brings it altogether up to about 28 cents. Then the tea packer has to get his profit, the jobber his, and then the retailer has to be looked after, and what profit can there be made at the present time on the 1s 4d tea?

As a result of this condition, London has been taking Congous from New York and other points in the United States at enhanced prices up to 11½ cents per pound. The holders are now asking in New York 12 cents and the Londoners are rather staggered at that. The stock of Congous in the United States at the present time is not large; we have less than we have had for many years. We have also a small stock of Foochow Oolongs—less than we have had for years. I believe that inside of two months more the prices of both these teas will be higher simply on account of the urgent demands of tea from England.

One of the worst features about the average retail grocer is that he does not know how to advertise himself or his goods. He may not advertise in the newspapers or even use circulars, but the grocer has his window front and the advertising privileges of his store, and he gives these away for nothing. One of the things I want to try to get into the minds of the

retail grocer is the foolishness of his allowing himself to be used as a "stool pigeon" in advertising other men's goods, and then in return getting a very mediocre profit. I would like to see every retail grocer learn to judge teas for himself.

Something like thirty years ago there was a big grocer on Market street, and he and I were friends. We were both paying 38 cents a pound for the tea which we retailed at 50 cents, and in order to get it at 38 cents a pound we had to buy a considerable quantity of it. I happened to go over to New York one day and found a tea man in distress—a man that wanted money badly. I had a fair confidence in my own judgment. There were three hundred packages of it, and I succeeded in buying the tea for 23 cents a pound. In my judgment it was better than anything I had ever bought at 40 cents. Three hundred packages of tea for my firm at that time was an enormous quantity. I, therefore, sent for my friend. He and I sat down over the tea table and tested it carefully, and he admitted that the tea was better than any tea he had purchased before at 38 cents; then I told him my story. I said: "There are 300 packages here, much more than we want, but I had to buy that many to get it at the price—it must be all or none." "Now," I said, "you can have half of it for what it cost."

He said he would think it over. He came back the next day, and said he believed the tea was better than the tea he was selling, but he didn't think he was judge enough to be sure of himself, and he was fearful that it might hurt his trade, and, therefore, he would rather continue to pay 38 cents, and asked to be excused from buying it at 23 cents.

I have come to the conclusion that the reason the English people drink so much tea is because they know what good tea is, and know how to make it. I am sure that if every one of you went to London and drank tea there you would come back praising the tea as much as anything else you had seen or experienced. The same reason that makes the English people drink so much tea also applies to the Canadians.

You will never see a retail grocer in Canada lavishly displaying the manufacturer's signs of different articles like soap and canned goods and giving their store fronts to them. They "push" tea—dress their windows largely with tea and talk tea. Consequently they sell tea.

If the Czar of Russia and his Cabinet succeed in weaning their people away from the use of vodka it will make a tremendous difference in the tea trade of that great country. I am told that the government collects six and a quarter million dollars per annum for taxes on vodka. At the same time the taxes on tea that comes into Russia by way of Europe are no less than 21½ cents a pound, and the taxes on tea that comes through Siberia direct across the country are 32 cents a pound. The probability is that in order to still further stimulate the use of tea in Russia a considerable portion of the tea duty will be taken off, and if they do that the Russians will drink a great deal more tea than they do now.

I would advise every man to get his own tea table; if you cannot get a round tea table, just take an ordinary table. Then buy a pair of tea scales and your tea kettle; following this with samples of teas, and keep on testing them out until you know "which is which" and "what is what." Then, having done that do as I advised a friend last week: figure out the sort of trade mark you want, try and have it as short as possible and get it registered. While your trade marks might not be worth a fortune, they

certainly would be worth this much—that you could prevent any other man from using yours, and having your trade marks, you would take pride in your teas and whatever other things you put your trade marks upon.

What is the use of selling other people's teas that are packed in England and the cheap mixtures concocted in Canada and paying the heavy expense of transportation and the enormous sums needed for advertising these packed teas when you can pack just as good teas as anybody else, provided you buy the right quality. You can do the packing in your own store, under your own supervision, and you will own your own brand, confident that your tea is the best that can be bought for the money, and you will hardly let a customer get out of your store, but what you advise her or him to test your tea. You, yourself, know it is all right, as you have tried it yourself, blended it yourself, and know how good it is in every particular. Then your tea trade will commence to grow, and I need not tell you that it will be the best trade you will have.

In addition to that, I would advise you to have tea window displays. I killed a couple of porcupines some time ago which had been destroying our provisions up in the woods of Maine, skinned them, cured them, brought them home, and had them mounted and preserved by a taxidermist. In one I had some machinery put so that it would make it turn its head and raise its tail. Every time he turned his head people would think he was biting the wood. They were both built on a little log of wood. I put a sign over one—"Jeff at his best—watch him." and on the other "Mutt at his worst—watch him." But "Mutt" didn't work at all and "Jeff" did. You would be surprised at the number of people who would stand there for many minutes watching them. Then I caught a large beaver and put machinery inside of it, and this was a very good attraction in the window.

I have tried various types of moving figures. We now have a Chinese juggler throwing packages of tea rapidly up and down, and this attracts a large amount of attention. Quantities of teas are packed all around the Chinaman, which adds to the interest and increases the sale of tea. There is no better advertisement that you can have than a well trimmed window; there is no better advertising you can do than to have clean windows with nice displays, and please remember it costs you nothing.

One thing that I want to close with is this—Don't allow anybody to get the use of your windows unless you are given some return for the favor.

If any reader of this letter should go to England and try to start a store to sell groceries, do you know what would happen? That man, whoever he is, would have to pass an examination as to his knowledge of the grocery business, and one of the first things they would ask him would be, "What do you know about tea?" And he would have to tell all that he knows about tea or what he doesn't know about tea, and I very much fear that most of us would fall by the wayside, and perhaps we'd have to go back to "braking again"—if that was our occupation—because we could not pass the muster in England. That is one reason that makes the Englishman such a wonderful expert in the selling and buying of teas and in the packing of teas to suit their different customers.

My sole object in writing this letter was to show the intelligent grocer what he could do for himself by becoming a tea expert, so as to know one tea from another, and thus be able to buy and sell on his own judgment. Thomas Martindale.

Manufacturing Matters.

Muir—C. E. Reist, who conducts a cheese factory at Maple Rapids, has started a factory here under the management of his brother-in-law, Theodore Webster.

Lansing—The Ideal Power Lawn Mower Co. has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Escanaba—The A. F. Aley Timber Co. has engaged in business with an authorized capital stock of \$12,000, which has been subscribed, \$3,000 being paid in in cash and \$9,000 in property.

Detroit—The Detroit Air Pump Co. has engaged in business with an authorized capital stock of \$100,000, of which \$50,000 has been subscribed, \$1,000 paid in in cash and \$9,000 in property.

Detroit—The Cady Co. has been organized to manufacture and deal in toilet preparations, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Lansing—The Ideal Power Lawn Mower Co. has been incorporated with an authorized capital stock of \$10,000 and will be the selling agency for the Ideal Mower manufactured by the Original Gas Engine Co.

Cheboygan—The Flagler Cyclecar Co., which recently decided to locate at Cheboygan, has voted to reduce its capital stock from \$300,000 to \$150,000 and of this amount Cheboygan capitalists will take one-third. Dr. A. M. Gerow and Dan McDonald, of Cheboygan, will become members of the Board of Directors and Ward L. Hagadorn will act as Secretary and Treasurer of the company.

Detroit—The Michigan Auxiliary of the American Specialty Manufacturers' Association gave a complimentary informal dinner at the Hotel Cadillac Monday evening, when Michigan wholesale grocers and the officers of the Detroit Retail Grocers' Association were the guests of the evening. Frank T. Lodge acted as toastmaster. The speakers were Arthur E. Gregory, of Grand Rapids, representing the Michigan Wholesale Grocers' Association; Fred Mason, of the Shredded Wheat, Co. Niagara Falls; George L. Lusk, of Bay City, and Rev. W. H. Wray Boyle, pastor of the Woodward Avenue Presbyterian church.

Henry Swieringa & Son have succeeded H. Scheffer in the grocery business at 609 Lyon street. Swieringa is the proprietor of the Holland Medicine Co. and has been in that line here for many years. The son will have charge of the business.

Reindert and Cornelius Vanderweide have taken over the Thompson Plumbing shop, at 220 Michigan street, and will conduct the business as the Hill Plumbing Shop.

BUSINESS CHANCES.

Wanted—Salesman calling on grocery or drug trade to carry pocket sample of household necessity. Liberal commission. Household Specialty Co., Buffalo, N. Y. 202

For Sale—Good paying drug store; well located. Address The Alger Drug Store, Alger, Ohio. 201

Williams

Beautiful Queen

Olives

They are Best

Just That

Get That!

Direct Importation

The Williams Bros. Co.
THREE SIZES of Detroit ALSO IN GLASS BULK

Ceresota

The Guaranteed

Spring Wheat Flour

Always Uniformly Good



JUDSON GROCER CO.

The Pure Foods House

Distributors

GRAND RAPIDS, MICHIGAN

He Knew What He Was Worth



WHEN a Kalamazoo man applied for a job the other day and was told he would be paid all he was worth, he got madder than a hornet and stated very emphatically that he could not and would not work for such low wages.

If that man should ever attempt to run a business of his own, he would be just the kind of a chap who would kick on the price of a safe, no matter how low it was, leave his account books and valuable papers exposed and then when the fire licked them up he would charge the whole thing up to his ding blasted hard luck.

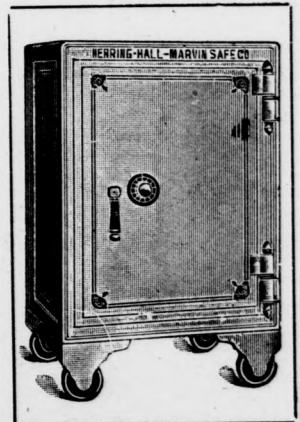
Be Sensible Brother and Get Busy

and write us to-day for prices on a first-class dependable safe. It means really more to you than it does to us, because while we would make only a fair profit on any safe we sold you, you would lose what you never could replace if you should have a fire and lose your books of account.

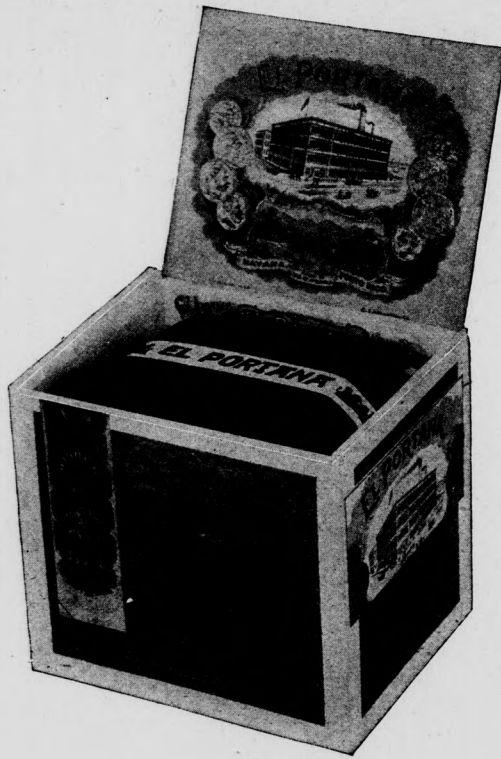
GRAND RAPIDS SAFE CO.

Tradesman Bldg.

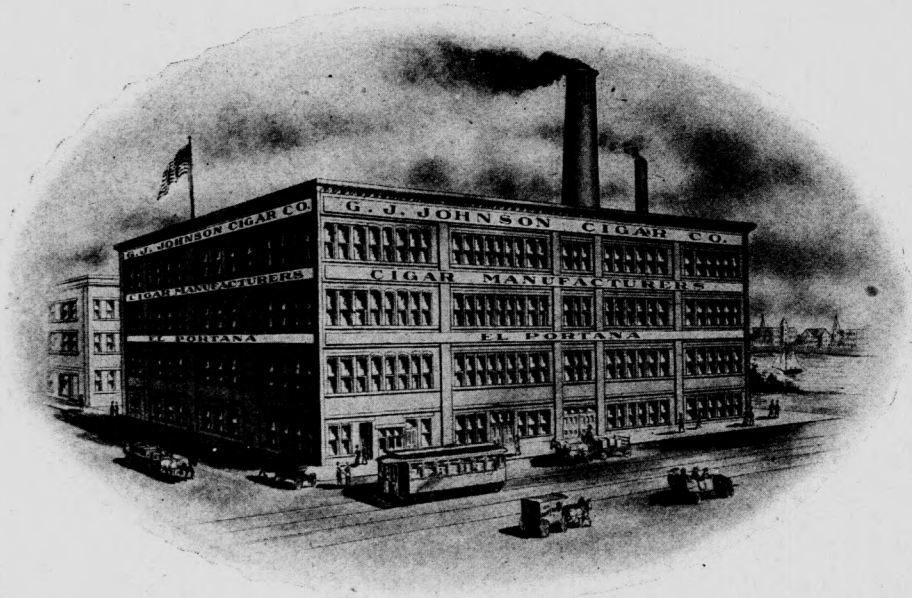
Grand Rapids, Mich.



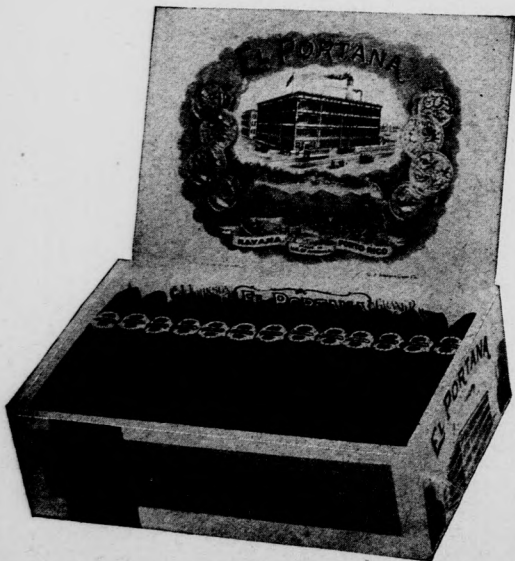
EL PORTANA 5c CIGAR



“In a
Class by
Itself”



Manufactured
Under
Sanitary
Conditions



Made in

Eight Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.

