

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, MAY 13, 1914

Number 1599

## THE THINKER

Back of the beating hammer  
By which the steel is wrought,  
Back of the workshop's clamor,  
The seeker may find the Thought—  
The Thought that is ever master  
Of iron and steam and steel,  
That rises above disaster  
And tramples it under heel.

The drudge may fret and tinker  
Or labor with lusty blows,  
But back of him stands the Thinker—  
The clear-eyed man who knows;  
For into each plow or sabre,  
Each piece and part and whole,  
Must go the brains of labor,  
Which gives the work a soul.

Back of the motor's humming,  
Back of the bell that sings,  
Back of the hammer's drumming,  
Back of the crane that swings,  
There is the eye which scans them,  
Watching through stress and strain,  
There is the Mind which plans them—  
Back of the brawn, the Brain.

Might of the roaring boiler,  
Force of the engine's thrust,  
Strength of the sweating toiler,  
Greatly in these we trust;  
But back of them stands the Schemer,  
The Thinker who drives things through,  
Back of the job—the Dreamer  
Who's making the dream come true.

*Berton Braley.*

Good Yeast  
 Good Bread  
 Good Health

Sell Your Customers  
**FLEISCHMANN'S  
 YEAST**

# LINGERING KISSES

A New Candy for Summer Trade

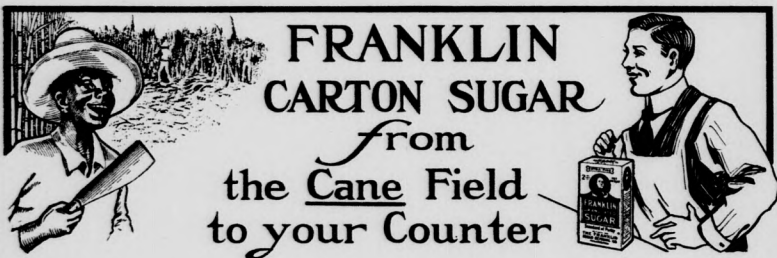
"The Taste Lingers"

FINE EATER, FINE LOOKER, FINE SELLER  
 IT'S MELLOW

Order a pail by mail. Will send you a sample if you wish.

Originated by

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



FRANKLIN  
 CARTON SUGAR  
 from  
 the Cane Field  
 to your Counter

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

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

THE FRANKLIN SUGAR REFINING CO.  
 PHILADELPHIA

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

# Williams

## Beautiful Queen

# Olives

## They are Best

## Just That Get That!

Direct Importation

The Williams Bros. Co.  
 of Detroit ALSO IN BULK



# SNOW BOY FREE!

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

through the jobber—to Retail Grocers

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

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

# MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, MAY 13, 1914

Number 1599

## SPECIAL FEATURES.

Page	
2.	Detroit Detonations.
3.	Gabby Gleanings From Grand Rapids.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Upper Peninsula.
	Boomlets From Bay City.
7.	Doings in Michigan Cities.
8.	Editorial.
9.	Men of Mark.
11.	The Meat Market.
12.	Butter, Eggs and Provisions.
14.	Financial.
16.	Dry Goods.
18.	Shoes.
20.	Woman's World.
22.	Hardware.
23.	Clothing.
24.	The Commercial Traveler.
27.	Drug Price Current.
28.	Grocery Price Current.
30.	Special Price Current.
31.	Business Wants.

## THE CROP OUTLOOK.

The Government estimate on the winter wheat crop is fully up to the hopeful expectations of the trade, and since rainfall and sunshine have alternated, since the data for this report came in at the end of April, in such manner as to improve even the favorable outlook of two weeks ago, the official forecast of a 630,000,000-bushel yield is all the more readily accepted. That would be more than a hundred million bushels above the largest previous winter wheat crop.

The crop's condition as the report assigns it, is the third highest ever recorded for this month, in the grain trade's history. Not only is the abandoned acreage, during the winter season, the smallest of any but one of the past fifteen years, but the largest part of the past season's loss in acreage was in states where the usual yield of wheat is small. Kansas has the promise of a 132,000,000 bushel crop, the greatest ever known and 40,000,000 bushels over the maximum yield of 1912. For the four States west of the Missouri River—Kansas, Nebraska, Oklahoma, and Texas—the indicated yield is 246,000,000 bushels, or 71,500,000 more than was harvested last year.

The four leading soft-winter-wheat States—Missouri, Illinois, Indiana, and Ohio—can claim, on the basis of the estimate, 176,000,000 bushels, or 20,000,000 over last year's harvest. With the present outlook, the country can lose 107,000,000 bushels between now and harvest, and still leave as much as was harvested last year. On the basis of the average marketing, there would be 378,000,000 bushels to be marketed, of which the railroads will get the greater part, or a very much larger aggregate than ever before.

With business in all sections of the country slow, and with lack of confidence among financial, manufacturing, and jobbing interests, there is more than the usual disposition to look for remedies that are likely to cause a revival. Business has been waning for so long that every encouraging influence which can be thought of is

considered seriously. Under such circumstances, the possibility that appeals to men most powerfully, as a basis of revival, is the crops. Their influence, for good or bad, is necessarily fundamental on all sections and all trade interests.

A great harvest necessarily gives new purchasing power to the consumer, and thereby instills activity into other lines of trade. To the transportation lines, over which, sooner or later, the crop must be carried to market, and over which must also go the increased supplies which the farm communities will buy, a bumper harvest is a most important factor. The oldest of all traditions of the railways is that successful harvests supersede every other influence making for successful traffic. Should the agricultural conditions continue as they have begun, railways will get all the tonnage they have capacity for. It will give them money with which to buy supplies, and, in turn, the steel interests and railway supply people in general should get the orders which have so long been absent. It will be an extremely important supplement or offset, as the case may be, to the decision on higher railway rates.

Agricultural conditions have probably never been better at this season. The winter wheat crop certainly has the best promise of the past two decades, on the largest acreage ever known. The crop is within six weeks of harvest in the extreme Southwest, and every additional day of good weather means millions of bushels saved to the yield. The Southwest has of late had more than the usual supply of moisture, and growing conditions are at present as nearly perfect as they can be. There is liable to be some loss here and there from insects, but there is a large enough acreage to more than offset the average accidents and still leave a wholly satisfactory crop. Western Kansas, which has not had a really good crop of wheat in years, has excellent promise of one this year, unless extreme dry and hot weather comes at the critical period for the crop, a week or two later, when it is in the bloom or in the milk.

As to the spring-wheat acreage, this season, that is expected to be about the same as last year, or possibly somewhat smaller. The crop is going into the ground as fast as possible, and prospects are that it will all be seeded by the middle of this month, which is not too late to secure a normal crop with favorable weather and moisture conditions. There is no surplus moisture in the Western part of the Dakotas. They have had good rains of late, but more will have

to come at the right time to make a thoroughly good crop.

The grain trade persists in asserting, however, that a 900,000,000-bushel wheat crop this year is at least a reasonable possibility. Last year's yield was 763,000,000, exceeding all previous harvests, and the largest wheat crop raised in the five years 1907 to 1911 inclusive was 683,000,000. It would seem impossible that trade activity should not in the end respond to such an agricultural prospect. With average yields of corn and oats, and of the other grains and fodder, there should be a better general business in the fall and winter. There are disturbing influences in the business world this year which will continue; but experienced observers are looking upon the crops as likely to offset at least a good part of them, and, temporarily at any rate, to make for prosperity.

## THE CITY-MANAGER PLAN.

European superiority in efficiency, in continuity of policy and business-like methods is so apparent in municipal government, as compared with this country, that there is either an inherent inferiority in our people or a radical difference in governmental methods. Few Americans would concede the former alternative.

What, therefore, is the important difference of method in American as distinguished from European municipal government?

In Europe, almost everywhere, municipal councils are elected, a fraction at a time, and are charged only with legislation and voting money. All municipal administration is in the hands of salaried officials, appointed and not elected, chosen for experience and skill, for long terms, often twelve years. As a rule, by reappointment, they hold office during good behavior, unless retired or promoted. This applies to the burgomaster, the heads of departments and all technical assistants. Under the American system, on the contrary, councilmen, mayors, and very often department heads, are elected by popular vote for comparatively short terms. The qualifications have been, not experience, skill and efficiency, but mainly popularity. Lacking in the essential requirements, they usually fail and are dropped at the expiration of their terms of office, to be succeeded by other inexperienced men.

The European method offers to able young men every incentive to properly prepare themselves and to make municipal government their life-work; consequently, European cities benefit by the same efficiency which is found in well-conducted private business. In America the posi-

tion of trained men in municipal government is always insecure and the incentive to proper preparation, to diligence and efficiency, is extremely slight. To ask successful and conscientious business men to devote their time to municipal government, with no assurance that they will remain in office long enough to learn their work, and to carry any useful policy to a conclusion, is futile.

The Des Moines plan of commission government does not remove these defects by any means. It is better than the old system only to the extent that it is simpler, offers a shorter ballot and a more concentrated responsibility. It still, however, attempts to elect to administrative positions requiring experience and technical skill, inexperienced laymen who must be chosen from within the city and who are elected only for short terms. It offers better opportunities for good men, if such can be induced to serve, and can be re-elected, but also for bad men, always ready for office. It holds out no inducement whatever for properly prepared and efficient men to make municipal business their life-work.

The city-manager plan, however, removes all of the graver defects of the American system. If it is carried out with an elective council, one-third chosen each two years, charged only with the passing of ordinances, the raising of money, the selection of a city manager, and possibly the heads of departments—all to serve during good behavior, and to be selected only for fitness, wherever found—it will correspond closely to the best European traditions. The office of councilman will then become a position of honor, will be divorced from all opportunities for self-aggrandizement, and will attract only good citizens, while able, expert officers with powers and pay commensurate with their responsibilities will run the business of the city.

This kind of government is none the less American because it has proven successful in Europe. Furthermore, what is the best can not be "un-American."

## No Better.

Ira Barkley, general dealer. Climax: "I have taken the Tradesman for the past eleven years and don't think I have missed a copy in that time. Nor do I want to, as I don't think there is any better trade paper published in the United States at any price."

It's a safe bet the average citizen is more interested in the downfall of a rival than in the downfall of Huerta.

No man ever knows how many friends he has lost by handing them advice.

## DETROIT DETONATIONS.

## Cogent Criticisms From Michigan's Metropolis.

Detroit, May 11.—Learn one thing each week about Detroit: The largest freight car works in the country are located in Detroit.

Can any of our readers explain the phenomenon of a traveling man who is in no wise a ventriloquist being able to throw his snore into every nook and corner of a sleeping car.

A. E. Cottrell, of Morenci, accompanied by his wife, was among those who visited Detroit on the Indiana trade excursion last week. Mr. Cottrell, together with his brother, owns a dry goods and bazaar store.

Stores are sometimes opened on credit, but it takes cash to pay a traveling man's expenses—Song of the fellows who pay them.

A. N. Shook, former member of the Legislature and merchant of Coral, was in Detroit a few days ago. In addition to owning the largest general store in that village, Mr. Shook recently started a garage and is agent for the Ford.

On May 12 and continuing until May 14, the National Association of Garment Manufacturers will hold its semi-annual convention in the Ponchartrain Hotel. The Association consists of makers of men's clothes. Besides the banquet there will be exhibits of machinery equipment and merchandise used in the trade and a motion picture demonstration of the newest features in the manufacture of garments. Detroit, as in many other lines, has some of the leading manufacturers of men's garments in the United States. The visiting members of the organization will inspect these factories. I. Cohen, of A. Krolik & Co., is President of the Association and Frank R. Hamburger is Secretary. Besides the President and Secretary, those who will act on the local committee are David Carter, of Larned, Carter & Co., William Finch, of the W. M. Finck Co., M. L. Stanton, of M. M. Stanton & Co. and John DeHaan, of Toledo.

In Detroit, they say life is worth living, but it costs all it is worth—Honks from Lansing, May 6. And no matter what the cost is, they are all able to earn it—in Detroit.

A woman in Quincy, Mass., offers her husband for sale for \$1,000. Poor fellow! If he only had a thousand to give her!

"Bill" Pohlman, of Cloverland, the "wreathed in smiles" representative for Cohen Bros. & Co., of Milwaukee, surprised the natives of this fair village last week by appearing suddenly among them. Accompanying Bill was a cute little hirsute adornment that resembled a couple of pollywogs with their tails cut off.

Charity begins at home and in many cases it stays there twelve months of the year.

Edson O. Geissler, manager of the local L. K. Liggett drug store, has announced that plans are being prepared for the erection of an eight-story building at the corner of Grand River and Woodward avenues. The L. K. Liggett Co., whose headquarters are in Boston, conducts a chain of drug stores throughout the country. Recently it completed the building it now occupies at the corner of Gratiot avenue and Farmer street. It will occupy the entire floor of the new building when completed. The new structure will be built along the lines of the one now used.

I. Porvin has opened a dry goods and furnishing goods store at the corner of Alexandrine avenue and Hastings street. Mr. Porvin, before engaging in business for himself, was employed by David Schneider, at 552 Hastings street.

Fifty thousand people attended the Dix Avenue Improvement Associa-

tion's first jubilee given last Friday. Fully 20,000 were on hand during the day, while 30,000 watched the parades, fireworks, etc., in the evening. Banners bearing the inscription "Deal on Dix" were scattered through the vast throngs. The enthusiasm shown bodes well for the future of Dix avenue. Many who visited that part of the city for the first time were astonished to find it such a great commercial center—good stores, large assortments and out of the "high rent district." The committee which arranged the celebration is to be congratulated on the results accomplished.

L. H. Wood, well-known Cass City merchant, was in Detroit on a business trip last week.

The only way to cure a woman of the bargain hunting habit is to take her where the bargains ain't.

George Thwing, former Grand Rapids traveling man, was in Detroit last week. George is now in the automobile business in the Furniture City.

C. B. Crossman was in Detroit on business last week. Mr. Crossman owns a general store in Ortonville.

It is much better for a girl to speak with her eyes—if she has been eating onions.

Mrs. M. Abel, 1022 Hastings street, had added a line of ladies' furnishing goods to her millinery stock.

Since we have learned that G. Young, the little international river crosser, has received additions to her already vast fund of knowledge through reading these columns, we feel our efforts have not been in vain.

Frank P. Mathauer, veteran traveling man and former member of the firm of Mathauer & Koester, whom he represented on the road, has settled down permanently in Detroit. We can say he has settled down "permanently without fear of contradiction, because it is a foregone conclusion that any business in which he is engaged is bound to prove a success. Together with Arthur J. Tulian, an expert optometrist, Mr. Mathauer has opened a jewelry store at Campus and Woodward avenue, where he hopes to meet his many friends and acquaintances.

William Muck, general merchant of Onsted, was in Detroit last week on a business trip.

There is more whisky stored in Kentucky now than there was in the whole country a decade ago, according to Government reports. On second thought, that is the best place for whisky—in a storage house.

Harry Adams, city representative for the Chinamel Co., Cleveland, is calling on the trade in a new Warren 30.

If there has been any doubt in the past as to which was the largest U. C. T. council in Michigan, the doubts were gently chloroformed and laid away last Saturday night, when Cadillac Council held its regular monthly meeting. Eight initiations, two reinstatements and two transfers were among some of the other events of importance that happened on that memorable evening. After a recess, about seventy of the wives and daughters of the members invaded the hall and received a rare treat by being given the privilege of listening to A. G. McEachron deliver the Ray of Hope lecture, as only A. G. McEachron can do it, aided by stereopticon views. Not only has Cadillac Council officially proved that it is the largest Michigan council, but it also officially announces that its newly uniformed baseball club has every honorable intention of bringing back first money and the loving cup from Saginaw next month. All in all, the meeting held Saturday night was one of the most enthusiastic ever held in the hall by a U. C. T. council and enthusiasm is what is making Cadillac Council show the wonderful results it has during the past year. Those

initiated were: H. W. Deere, Detroit Vapor Stove Co.; J. E. O'Keefe, Lee & Cady; C. B. Hurd, Fisk Rubber Co.; H. W. Court, National Refining Co. (Cleveland); D. A. Miller, P. Lorillard & Co. (Jersey City); Abraham Lincoln Schuffert, Brente Bros. (Flat Rock); O. L. Robinson, Postum Cereal Co. (Battle Creek); H. B. Nicary, J. W. Ladd Co. Re-instated: J. P. Smith, B. J. Johnson Soap Co., Milwaukee; Jesse Simmons, Burnham, Stoepel & Co. Transferred: F. H. Harwood, from Cedar Rapids Council, No. 161; Charles J. Daley, from Boston Council, No. 44.

E. C. Hindt, of Roseville, was in Detroit last week, looking over the new spring and summer styles.

Some tailors can give a man a fit by just quoting their prices on a new suit of clothes.

Smead D. Craft, for a number of years with the Packard Motor Car Co., has organized the Craft Manufacturing Co., for the purpose of manufacturing automobile accessories. Mr. Craft is well known to the automobile trade, and with his general knowledge and pleasing personality, his friends predict a bright future for his new company, which will have its plant and offices at 20 Woodbridge street, East.

John Tripp, of John Trip & Co., Sturgis, visited Detroit last week.

The Macomb Hardware Co. has moved into its new store at 2041 Gratiot avenue.

"Tom" Burton, the popular salesman, has been elected managing editor of the Booster, a magazine published in the interest of Cadillac Council. It is Mr. Burton's intention to enlarge the size of the paper and make many minor improvements.

If the truth interferes with your business, cut out the business.

G. H. Junth, who was connected with the Stone Bros. hardware store for a number of years, has resigned and has opened a hardware store at 1747 Woodward avenue. Mr. Junth has hosts of friends in the city as well as among the traveling men and all hope to see his new venture prove a success.

Detroit Council holds its regular monthly meeting next Saturday night (May 16). As this is the last meeting to be held before the annual convention to be held in Saginaw, Senior Counselor Charles Welker issues an urgent call for all members to be present at the meeting.

Colonel Roosevelt was tired out after his hunting trip. Humph! If he would come to Detroit and go house hunting for a couple of weeks he would then be in condition to hunt anywhere without being fatigued.

J. H. Heinsman, better known to thousands of Michiganders as just plain "Jack" representative for the American Phonograph Co., 252 Woodward avenue, is a married man. If you wish to be convinced that "Jack" is a married man, just read what he whispered in our right ear; "The only thing that can cheat a woman out of her last word is an echo."

After twenty-one years of continuous service for the Spring Dry Goods Co., of Grand Rapids, Henry Schwartz has renounced his citizenship of the city "that knows how" to become a citizen of the city "that does it." Mr. Schwartz has taken the general managership of the Luticke department store on Michigan avenue. Mr. Luticke has been looking for some time for a man to take up the reins of the business and, after many months of watching and investigating, decided that, of all the applicants and names he received, Henry Schwartz was the right man for the place—and a happy choice it was. Before leaving Grand Rapids he was made the recipient of many receptions and tokens of esteem by his friends and let it be said right here that no one who ever left Grand Rap-

ids left more friends behind than did Henry Schwartz. For a number of years he has been an active member of the Knights of Columbus. As soon as he finds a home he will bring his family, consisting of his wife and two daughters, to Detroit. Grand Rapids' loss is Detroit's gain.

J. D. Heinrich, well-known Blissfield merchant, was a Detroit business visitor last week.

An ounce of temperance is worth a pound of gold-cure.

W. F. Lewis, sales manager for the Lisk Manufacturing Co., of Canandaigua, N. Y., spent Sunday in Detroit with the company's local representative, Thomas Burton. Mr. Lewis is en route to the West, where he will visit the different representatives and a portion of the trade.

George E. Daniels, Vice-President and General Manager of the Oakland Motor Car Co., has announced his resignation. Mr. Daniels has been connected with the Oakland Co. for the past four years. He has not announced his future plans as yet.

The wholesalers and manufacturers of this city are enthusiastic over the results of the Indiana trade excursion of last week, given under the auspices of the Board of Commerce. A great deal of business through the territory which the excursion was run has always been done with Toledo or Chicago. It is hoped the visit of merchants will bring them in closer touch with the Detroit jobbers. While they were in the city they were shown through the various establishments and points of interest in the city.

Leonard Frawley (Burnham, Stoepel & Co.) says that money talks, but it goes so fast one can't understand what it says.

Mr. Jacobs, of Jacobs Bros., Coldwater, mingled with the merchants from Indiana in Detroit last week.

Giles C. Burnham, veteran traveling salesman for D. M. Ferry & Co., who died in this city on May 3, was one of the best known and oldest, in point of service, traveling men in Detroit. For a great many years he traveled through Michigan, but for the last few years his territory had been through the Southern States. "Giles," as he was more familiarly called, was noted for his exceptionally happy disposition and no amount of troubles could shake it from him. He was a member of the Veteran Traveling Men's Association and attended the last meeting held here in December. At the time of his death Mr. Burnham was 62 years of age. Those who have had the pleasure of his acquaintance have been better for it. Hosts of friends and acquaintances, together with the relatives, will always revere the memory of Giles C. Burnham.

The time will come to every man when it must be known how well he can bear to die—Johnson.

E. Polinski has opened a general dry goods store at 559 Hastings street.

A number of Imlay City business men visited Detroit last week to confer with officials of the Detroit, Almont & Northern Railway in regard to having the road extended from Almont to Imlay City. If the right of way can be secured the officials of the road have signified their willingness to accede to the Imlay City business men's request. Needless to say, such an improvement would be hailed with delight by the traveling men who cover that territory.

One cannot help but wonder, in the event of war with Mexico, what stand the I. W. W. would take when soldiers are called for.

We are awaiting news from—

Bill Freleigh,  
Harry Bassett,  
Jack Blitz,  
Guy Caverly,

A college professor says that fathers should always be heroes to their sons. The professor seems to have

overlooked the fact that father is a married man. What more display of heroism does he want, anyway?

H. E. Shear, general merchant of Homer, visited the Detroit market last week, incidentally calling on a few of his many friends.

John Schroeder, one of Detroit's veteran merchants, after eight months illness, succumbed at his home, 460 East Grand Boulevard, last Thursday. Since its inception he was at the head of the Schroeder Paint & Glass Refining Co. He was also President of the Michigan Smelting & Refining Co. Mr. Schroeder was known and admired by thousands of Detroiters, as well as many with whom he came in contact from different parts of the country. His funeral was a most imposing one, the different lodges and societies of which he was a member being represented. The following is a list of organizations that he belonged to: Knights of Columbus, the C. M. B. A., Mendelssohn Club, Harmonie Society, Royal Arcanum, Elks, Detroit Athletic Club, Detroit Board of Commerce and the Builders and Traders' Exchange. He was a native of Detroit, having been born in this city fifty-three years ago. Surviving Mr. Schroeder are his widow, three sons and three daughters.

Death never happens but once, yet we feel it every moment of our lives.—La Bruyere.

Important! The Supreme Council, U. C. T., has ordered a special meeting to be held by all lodges on Saturday, May 30. This will be the closing chapter of the greatest campaign for new members in the history of the order. The increase in membership has been phenomenal during the fiscal year about to close, but greater surprises are in store when those enlisted in the campaign for new members bring in the "applications" entitling them to an honorable discharge. Remember this special meeting means both Cadillac and Council No. 9. Undoubtedly arrangements will be made to hold a joint meeting of both councils, inasmuch as both use the same hall and both must meet the same evening.

L. W. Sibbald, of L. W. Sibbald & Co., Jonesville, was one of the Michigan merchants who came to Detroit on the Indiana excursion last week.

A humorist never objects if people laugh at his writings.

J. J. Herbert, well-known local automobile salesman, has resigned his position with the Studebaker Corporation and has joined the factory department of the H. A. Jones Real Estate Co. Mr. Herbert's former connection with the automobile industry should prove of great benefit to him, as it is in this line he will specialize.

J. W. Huston, of Coldwater, was a business visitor in Detroit last week.

The sooner the screens are put in, the easier it will be to keep the flies in the house.

To Howard Bierwert, of Ludington, we extend our congratulations on the arrival of eight pounds of additional feminine expense. As we received the news over the fireless, the entire family are doing nicely.

Rufus G. Craig, according to the announcement of A. G. Spalding & Bro., has been appointed manager of the Newark branch of the automobile department. Rufus has been selling automobiles for the past few years and in that line has built up an enviable reputation. At one time he was connected with Edson, Moore & Co., but left there to engage in the automobile business, which was then in its infancy. His promotion to manager of the Newark branch indicates he has made good in his chosen vocation.

A quiet wedding isn't always followed by a quiet married life.

Sam Rosenberg, member of the firm

of Sullivan & Rosenberg, who died suddenly in Lapeer last week, was born and raised in Detroit, where he had many friends and acquaintances who were shocked to hear of his sudden death. He conducted a high-grade grocery store on Woodward avenue, which he recently sold, going from here direct to Lapeer to engage in the hide business. Max Rosenberg, a brother and member of the firm of Rosenberg & Hirschfeld, general merchants of Owendale, has taken over both his brother's and Mr. Sullivan's interests and will take personal charge of the business. The sympathy of the Tradesman is extended to the bereaved relatives of Mr. Rosenberg.

Charles E. Richmond, general merchant of Devil's Lake, was a business visitor in the city last week.

Gordon Bailey, former representative for M. Surburg & Co., has become connected with the cigar department of Lee & Cady and will traverse the territory formerly covered by Paul Roach, who resigned some time ago to accept a position with the Hazeltine & Perkins Drug Co., of Grand Rapids.

C. W. Post, of Battle Creek, who met an untimely end in California

The Board of Commerce members are going to start on their annual boat trip June 18. Duluth will be the objective point. Already over 100 reservations have been made by prospective passengers. Water, water everywhere—

Except on the boat.

James M. Goldstein.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, May 12.—Saturday, May 23. The Bagmen of Bagdad will hold another meeting for the initiation of candidates. The meeting will be called at 1 p. m. sharp in the U. C. T. lodge rooms. This will be the last opportunity to become Bagmen before the Grand Council meeting at Saginaw. At the last meeting, May 9, five candidates were initiated—W. E. Mellinger, Wm. Francke, R. M. Richards, A. Alschuler and O. E. Jennings. O. E. Jennings is a member of Cadillac Council, Detroit, and he came over purposely to be the first Detroit man to be a member of Absal Guild.

L. D. Puff, the genial hardware dealer of Fremont, is back from his trip to Florida. Mr. Puff and wife visited Havana while on their Southern trip. He reports some great sport

months' visit to Florida. Mr. Merrifield says Florida is a nice place to spend the winter months, but that the State is composed mostly of climate and sand.

William Bosman has purchased a new Maxwell car.

A very observing salesman and one who stands very high with his trade made the following remark the other day: "Haven't you noticed that the customers you like to call on—those who are always pleasant and are always pleased with the goods you sell and the treatment of the house—are invariably the good pay customers? Those fellows who are always behind the lighthouse in paying their bills are usually the grouches who are never pleased with the merchandise they get and are continually asking for favors one cannot grant."

P. Schutt & Son, of East Saugatuck, have sold their general stock of merchandise to John Lubbers, of the same place, who will continue the business in the old stand.

Miss Blanche Mann, a teacher in the Grand Rapids schools, has rented the Joe Lane store, at Fennville, and put in a line of groceries.

F. L. Stevens, the capable proprietor of the Hotel Stevens, at Fennville, is a man of many accomplishments. Besides running one of the best hotels in Western Michigan, he finds time to manipulate a new Studebaker six. He also does some very nice work with the brush and pencil. There are several pictures of real merit in the lobby of his hotel, the work of Mr. Stevens. The hotel is modern in every respect. He was one of the first to put in individual towels.

Estes F. Swift, the representative of the Lee-Warren Milling Co., of Salina, Kansas, has been in Grand Rapids the last two weeks boosting business on the famous American Eagle flour made by his mill.

Last week the Judson Grocer Co. had visits from the following out-of-town customers: John Smallegan, Forest Grove; H. Brummel, Gitchel; H. Koop, Borculo; W. H. Zacharias, Berlin; Earl Miller, of Miller Bros., Big Rapids; H. Coeligh, Rusk; Ingersoll Bros., Sparta; H. Weber & Son, New Salem; M. Minderhout, Hanley.

The following out-of-town merchants called on the Worden Grocer Co. last week: G. W. Smith, Hastings; M. A. Donovan, Graton; Thomas Welch, Rockford; Paul Brink, Grant; H. Roek, Vriesland; F. E. Perkins, Cascade; J. C. Hill, Manton; Rex F. Anthony, Ada; J. T. Hollis, Pearl; Allen C. Frue, Hopkinsburg.

You members of 131, listen: Our Hotel and Transportation Committee reports just eleven rooms left from our reservation made at the Bancroft and Vincent hotels for the Grand Rapids delegation going to the meeting of the Grand Council, June 12-13 at Saginaw. Now if you have not given this committee reservation for yourself or self and wife, do so at once. Send a postal to John D. Martin, 254 Henry avenue. Remember this committee is not sending you a return postal, so it is up to you to get busy if you are going. There will be a good big jolly delegation going from Grand Rapids and all returning together Saturday evening on the special, with the lunch car stocked with everything good to eat for the return trip.

Will E. Sawyer.

The secret of leadership is a royal road to success. The man who knows how to obtain and apply the knowledge and experience of others wins out every time. Instead of wasting months or years working out problems for himself, he takes the results that other men have found and proven right.

#### CHARLES W. POST.

And he is dead;

The busy brain and tireless hand are still—

Death only could subdue the master will

And bring the lion head

To level with the dust of silent things,

Bid the swift pulsing of the large life cease,

And—as a tree its grateful shadow flings

Across the hot highway—send quick release

To him who knew not his own weariness.

And so, he fell asleep,

And scarcely felt the bitter stress

Of pang and pain the parting moment brings.

And many ways and many days shall keep

The thought of him who wrought as few men may.

God judgeth not in the blind worlding's way—

One soweth broadcast and a thousand reap.

By daring hands the world's great tasks are done—

There is a call for giants—he was one.

last week, will long be remembered as a friend to the traveling men. Would that there were more men of his caliber in the different towns that the travelers are obliged to call on!

On May 1 the Michigan Central Railroad put into effect a new rule that it would behoove travelers to remember. Fifteen per cent. more fare will be charged to a point in another state when the fare is paid on the train than if a ticket had been purchased at the office. The State law prohibits such action where passage is purchased to points in Michigan. The traveling men will also do well to enquire about the change in the summer schedules. Such action might save considerable delay occasioned by missing a train.

M. E. Olds, of Clinton, visited Detroit in the interest of his store last week.

From up the Rapids way we have received word that Don Sanders, the Plantista salesman, together with his good wife, were presented with a 12-pound baby girl. A twelve pounder should bring several good cigars to each of Don's friends, as a mere four pounder brings forth at least one cigar. P. S. Addresses can be found in Detroit, Traverse City, and Grand Rapids directories.

fishing while there. The traveling men who call on Mr. Puff are all glad to see him back.

H. L. Benjamin, of the Pittsburg Plate Glass Co., met with an accident at Greenville and is laid up at his home.

Harry Kibby has recovered from his serious illness and has started out on his trip again.

The U. C. T. baseball team has had its first practice and the manager says that, with this year's team, there is no question but that Grand Rapids will bring back the cup from Saginaw.

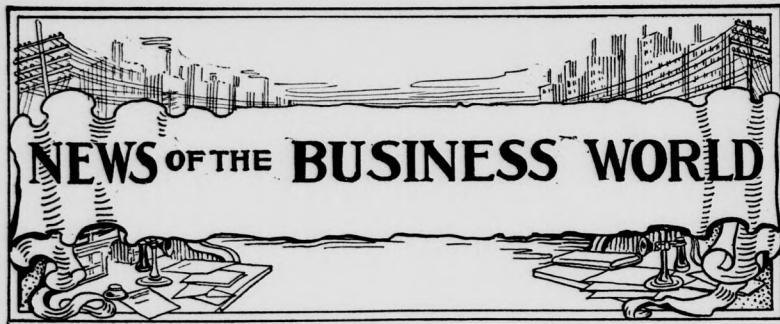
O. W. Stark is receiving orders for costumes to be worn in the parade at Saginaw. Send him the size of your hat, shirt, trousers, etc., or order direct of Grombacher & Major.

Oscar Carlson & Co.'s store, also the A. E. Bernham hardware store at Newaygo were burglarized Saturday night, May 2.

Mr. and Mrs. E. J. MacMillan went to Detroit Sunday to attend the funeral of the latter's cousin, Mrs. Dr. Abbott.

Muskegon Council will give a banquet at the Hotel Muskegon, May 16. Tickets, \$1 per.

E. J. Merrifield and wife, of Bloomington, have returned from a two



### Movements of Merchants.

Kent City—F. E. Soles has opened a meat market.

Bellaire—Van Liew & Nutt, grocers, are succeeded by Wm. N. Nutt.

Manistee—George Faulkner has engaged in the restaurant business.

Kalkaska—Wright & Hodges succeed F. J. Boyd in the grocery business.

Cadillac—A new meat market has been opened by Parrish & Matzdorf.

Detroit—The capital stock of the H. R. Leonard Furniture Co. has been increased from \$20,000 to \$75,000.

Harbor Springs—Cartright & Stegman have engaged in the grocery business.

Cannonsburg—Hartwell Bros. have sold their general stock to Scott & Co.

Cadillac—A. N. Dunn has opened a meat market at 838 Haring street.

Traverse City—Sol Goldman has opened a restaurant and cigar store here.

Ludington—L. B. Lyon, conducting a general store, is succeeded by Chas. P. Clausen.

East Jordan—Dee Haley succeeds Harry Saxon in the restaurant and cigar business.

Leetsville—Eugene N. Phelps has purchased the grocery stock of Gosling, Tower & Cole Bros.

Saginaw—O. J. Goodrich, shoe dealer, is reported offering to compromise at 40 per cent.

Kent City—Wells & Newton have closed out their stock of meats and retired from business.

Corunna—Elzie Sanders, shoe dealer, was married to Miss Della Watkins, at Charlotte, May 6.

Cadillac—F. E. Baldwin, formerly of Sault Ste. Marie, Ont., has engaged in the coal and wood business.

Lowell—Emmet T. White, recently of Saranac, has engaged in the general store business at this place.

Rives Junction—E. M. Atkins has opened a meat market here. He will be assisted by Irwin Mann.

Kalamazoo—The Metal Sign Board Advertising Co. has increased its capital stock from \$40,000 to \$110,000.

Arcadia—The Arcadia Co-operative Co. has been incorporated with an authorized capital stock of \$25,000.

Jackson—A receiver has been appointed for the shoe stock of the Great Western Bargain Store.

Petoskey—Charles Olson has closed out his stock of meats and purchased the Harry Smith livery stable.

LeRoy—R. E. Smith will open a general store in connection with his flour, feed and fuel business June 1.

Detroit—The G. & R. McMillan Co., retail grocers, has increased its capital stock from \$100,000 to \$200,000.

Sparta—J. D. Cobb & Co. have sold

their stock of bazaar goods to Frank Robinson, who will continue the business.

Marquette—Mrs. Fred Murray has assumed active management of the grocery store conducted by her late husband.

Menominee—The Menominee & Marinette Light & Traction Co. has increased its capital stock from \$1,000,000 to \$1,250,000.

Bellevue—M. J. Reed, formerly engaged in the jewelry business at Augusta, has engaged in a similar business here.

Ludington—Phillip H. Gosling has purchased from H. T. Stanton, trustee, the grocery stock formerly owned by David Gibbs.

Cheboygan—Henry J. A. Todd, dealer in bazaar goods, died at his home May 6 at the result of a stroke of apoplexy.

Lansing—Sam Scheidt succeeds Cyrus Merrill in the restaurant and cigar business at Turner street and Franklin avenue.

Tustin—Charles Peterson has purchased the E. A. Parker & Co. stock of general merchandise and will take possession June 1.

Banucroft—Carneau & McClure have sold their stock of general merchandise to T. R. Mason, who will continue the business.

Boyer City—Wallace W. Bailey has purchased the bankrupt drug stock of E. F. Northrup and has consolidated it with his own.

Negaunee—George McCann has closed his restaurant on Gold street and will devote his entire attention to his automobile livery.

Portland—Roy E. Higbee, recently of Ionia, has purchased the R. H. Hill & Son stock of bazaar goods and will continue the business.

Freeport—Frank Ulick, recently of Fowler, has purchased the Hyde & Son meat stock and will continue the business under his own name.

Copemish—D. A. Cornell has sold his stock of drugs to his son-in-law, John O. Barnes, who will continue the business at the same location.

Belding—The Belding Coal & Ice Co. has been organized with an authorized capital stock of \$15,000, of which \$12,000 has been subscribed and paid in in property.

Jonesville—Eugene Warner, aged 61 one of the prominent business men of Jonesville, where he was born and always lived, died Monday after being ill fifteen minutes with heart trouble. At one time he was engaged in the dry goods business and at the time of death was a stockholder in the Gros-

Alma—Smith Bros. have sold their stock of groceries to J. E. Shellhouse, who will continue the business at the same location, 205 West Superior street.

Holland—Fred G. Aldworth, of Vaupel & Aldworth, druggists, was married to Mrs. Anna C. Stuckert, of Merchantville, N. J., at the home of the bride May 7.

Saginaw—G. William Stolz, who has conducted a jewelry store here for the past twenty-six years, is closing out his stock at auction and will retire from business.

Greenville—Clyde Neilsen has sold his interest in the Smith & Neilsen cigar stock to Frank Case and the business will be continued under the style of Smith & Case.

Eaton Rapids—F. Rorabeck & Son have engaged in the ice cream and confectionery business under the style of the Bon-Ton.

Battle Creek—Mayo Bros., jewelers, have dissolved partnership and the business will be continued by Porter Mayo, who has taken over the interest of his brother.

Holland—S. C. McClintic, who conducted a fruit store near the corner of River avenue and 11th street, has sold his stock to John Gardella, recently of Grand Rapids.

Howell—Taft & Gordon, dealers in grain and fuel, have dissolved partnership and the business will be continued by Mr. Taft, who has taken over the interest of his partner.

Jackson—The Henry's Clothes Shop has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

Belding—George G. Crawford has purchased the interest of his partner in the Tuinstra Hardware Co. stock and will continue the business under the style of the Belding Hardware Co.

Eaton Rapids—After conducting the Plain Price store here for almost two years, H. E. Haines has closed and will sell the stock at private sale. He will resume his old position as traveling salesman.

Holland—Peter G. Damstra, conducting a plumbing and heating establishment on his own account, has been succeeded by Peter G. Damstra and Douwe Damstra, who will conduct the business under the style of Damstra Bros.

Hillsdale—O. C. Kimball & Co. have engaged in the general produce business with an authorized capital stock of \$4,000, all of which has been subscribed, \$3,500 being paid in in cash and \$500 in property.

Manistee—Porter & Co., who conduct several women's furnishing goods and clothing stores in Chicago, have purchased the stock of the Style Shop of J. S. Davis and will continue the business under the management of S. M. Plaut.

Detroit—Albert J. Cloutier, tailor, has merged his business into a stock company under the style of the A. J. Cloutier Co., to engage in the merchant tailoring business, with an authorized capital stock of \$110,000, of which \$5,000 has been subscribed and paid in in property.

venor Savings Bank.

Alpena—Charles Virgil Hicks, for forty years a prominent retail merchant of this city, died suddenly in Onaway Monday, as the result of a stroke of apoplexy. Mr. Hicks was on a business trip to that city. No man on the Huron shore was better known than Mr. Hicks. He was a prominent Mason and Elk.

Negaunee—Deputy State Dairy and Food Inspector John Rowe, of Calumet, recently entered the grocery store of John Ollila here and ordered a peck of potatoes. When Ollila filled the order Rowe placed the State seal on the package and asked the grocer if that was a peck. On being answered that it was, Rowe placed his purchase on the scales and weighed it. The scales showed that the bag held thirteen pounds, whereas a peck of potatoes should weigh fifteen pounds. The officer arrested the merchant and destroyed his measure. Ollila subsequently pleaded guilty in court and paid \$20 and costs.

Kalamazoo—The provision that the name of the weighing clerk must be written on each bill accompanying every purchase of every article sold by weight or measure was eliminated from the weights and measures ordinance by the Council at the last session, section 15 of this law being reenacted to secure this end. The repeal of the signature provision of this act follows a long struggle by the grocers and butchers of this city. The passage of the bill with this provision was bitterly opposed for two months before it finally became a law and has been under fire ever since. The act as it stands now simply provides that the bill accompanying each purchase shall have the name of the seller on it, the amount purchased and the weight along with the price. The amended ordinance passed without debate and without dissenting vote.

### Manufacturing Matters.

Mendon—Ed White has opened a basket making and retail store here.

Beulah—C. H. Moore, of Sennet, N. Y., has engaged in the creamery business.

Irving—Dr. D. J. Butler, recently of Detroit, has purchased the Irving Roller Mills and taken possession.

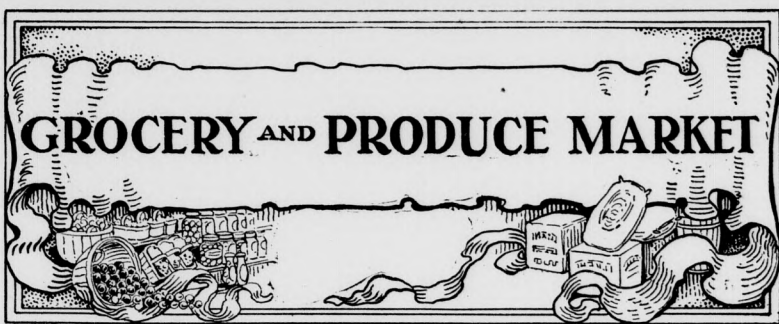
Howell—The Spencer-Smith Co. is installing machinery at its plant for the manufacture of automobile parts.

Houghton—The Portage Lake Creamery Co., after a year's idleness has resumed work at its Oskar plant. Arthur O. Kela is buttermaker.

Overisel—John Hoffman lost his flour and feed mill and considerable grain by fire May 10. Loss, about \$6,000; insurance, about \$2,500.

Kalamazoo—The D'Arcy Spring Co. has been granted a patent on a spring construction to be used on chairs, davenport and all classes of furniture.

Detroit—The Air Control Sales Co. has engaged in business with an authorized capital stock of \$10,000, of which \$7,200 has been subscribed, \$450 paid in in cash and \$750 in property.



### Review of the Grand Rapids Produce Market.

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

Asparagus—85c per doz. bunches.

Bananas—Have advanced to \$2.75 per 100 lbs. This increases the bunch price to \$1.25@2.

Butter—The consumptive demand for creamery has increased considerably during the last two weeks, and so has the make. The quality of the butter arriving shows considerable improvement and the market is firm at about 1c advance. The receipts will probably increase still further as the season advances, but so will the demand, and the market will probably remain healthy for some time. Factory creamery is now quoted at 27c in tubs and 28c in prints. Local dealers pay 17c for No. 1 dairy and 13c for packing stock.

Cabbage—\$2.50 per 100 lb. crate from Alabama.

Carrots—75c per bu.

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

Cocoanuts—\$4.25 per sack containing 100.

Cucumbers—\$1.35 per dozen.

Eggs—Receipts continue liberal and the quality is running strictly fancy. Cold storage is still taking most of the receipts and the consumptive demand is only moderate. Stocks in storage are larger than last year and the market is in fairly healthy condition at the moment. If the receipts continue as liberal as now, however, a decline may be expected shortly. Local dealers pay 17½c.

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

Green Onions—15c per doz. for home grown.

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

Lemons—California and Verdellis, \$4.25 for choice and \$4.75 for fancy.

Lettuce—Eastern head, \$1.75 per bu. hot house leaf is steady at 8c 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 Naples; \$1 per bu. for Michigan.

Onions—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 are now out of market. 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 \$2.75 per crate.

Potatoes—Country buyers are paying 45@60c; 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@15c 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—The first carload of Arkansas strawberries is now en route. The last of the Louisiana strawberries have been giving very little satisfaction. Conditions have been such that some berries have not reached this market in good condition. It is believed that the Arkansas berries will show increasingly good quality and prices will be very easy as soon as they are shipped in greater volume. Ruling prices on first shipments were very reasonable, being \$3 per crate of 24 qts.

Sweet Potatoes—Delawares in bu. hampers, \$1.40.

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

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

### The Grocery Market.

Sugar—All the Eastern refiners are now in harmony on the price of granulated, which is steady and strong at \$3.95. The persistent strength in the raw market during the week under review finds explanation in part from the covering of contracts made some time previously by those who had been speculating on the likelihood that Cubas would re-act before the specified date of clearance, but the chief impulse came from the purchases of refiners in need of supplies for future meltings. It is true that the figures for Atlantic ports show stocks equal to six weeks' meltings, but the country will soon compel an even heavier output, for the refiners have been keeping close to shore, preferring to let the planter carry the bag. They must guard against being caught with light stocks when the period of active consumption arrives, and the weather is due to change the situation almost any day. Last year the same inactivity was noted for weeks and yet in June the demand became so urgent that the trade was oversold well into the summer. The manufacturing demand for sugar in connection with soft drinks and ice cream

eats up supplies fast, while the ordinary table consumption is accelerated by the small fruit and berry season. Industrial depression checks the movement, but this is offset by the fact that the price is ¼c less than a year ago, confectioners, for instance, using more sugar, while the preserving enquiry should be larger. The Tradesman believes that the sugar market will be strong and steady from now on, with an advancing tendency.

Later—Just as the Tradesman goes on the press the wires announce that all of the New York refiners except the Federal have to-day advanced the quotations on granulated to 4c.

Coffee—Santos and Rio grades are unchanged. Mild coffees are in good demand at steady to firm prices. Mocha is firm and high, Java quiet and unchanged. It is an interesting commentary upon the despondency into which the trade has fallen that the insistent reports of Washington taxing coffee in the event of the Mexican situation necessitating raising additional revenue attracts little attention. Past experiences with duty booms have not been pleasant, and brokers find it hard to believe that the Administration will dare to face the cry of the "poor man's breakfast table." At the time of the Spanish-American war agitation was made for a duty, but subsided when it became known that it would be accompanied by an internal revenue tax on coffee in warehouse. Of course, it is maintained that the consumer would not suffer materially, as the grocer to-day gets a good profit and must absorb part of the duty. Inasmuch as options are sold with the duty clause, the speculation, if any, would be in actual coffee, which so far has not responded to the Washington advices.

Canned Goods—Interest now centers in the probable requirements of the army and navy to meet emergency requirements of troops and ships being sent down to Mexico. General trade in the various staples is slow and no important transactions are to be recorded. But the Government demand is active and vital, and as it is expected that requirements from this quarter will increase with the need of sending more ships and men to the front, holders of spot goods are looking for a good business in that direction. Tomatoes are unchanged. Packers who have stocks are still holding steadily at list prices, but second-hand holders are willing to shade the market about 2½c, and nobody has paid the higher price so far as anybody knows. Corn and peas both spot and future, are unchanged and quiet, demand being only fair. Apples are scarce and high. California canned goods are dull in first hands, stocks being low and broken. Some business is doing from second hands. Small staple Eastern canned goods are unchanged and quiet; string beans, however, being in fair demand and scarce.

Canned Fish—Salmon is firm, Alaska grades are scarce and on the coast have advanced, not so much on spot, but some. Sockeye also is firmer, for

the same reason. New Columbia River salmon has opened at comparatively high figures. They are expecting a short pack on the coast this year. The consumptive demand for salmon is fair. Domestic sardines are firm on spot, with a fairly light demand. The future season is still very discouraging. Imported sardines are unchanged, being very scarce and very high.

Dried Fruits—Prunes are unchanged and quiet. Peaches and apricots are unchanged and in fair demand. Raisins are very dull at ruling prices. Currants and other dried fruits are dull.

Rice—Conditions indicate a steady advance, principally on high class qualities and a fair degree of firmness in medium grades. Japans continue fairly active in face of the advanced prices and are still being held by the trade as about the best proposition offering. Foreign is in command of the situation with an increasing demand quite sufficient to take up all arriving parcels. Taken as a whole the general situation is not entirely lacking in encouragement and with the passing of the present backward weather the opinion gains ground that the trade will enjoy an active demand very shortly.

Cheese—Stocks of old are very light. The consumptive demand for new is increasing, and so are the receipts. New cheese is selling about ¼c up and old about the same. It rules about 4c above the price of new.

Raisin Butter—This is the latest product of the grape, soon to be placed on the market by a company recently organized in the Fresno district. The raisins are seeded and ground and then made into a butter that is said to possess a delicious flavor.

Provisions—Smoked meats are steady and unchanged, with a fair consumptive demand. Pure and compound lard are steady and unchanged, with a better demand for both grades. Dried beef is steady and in light demand. Barrel pork is unchanged and in light demand, as are canned meats.

Salt Fish—Cod, hake and haddock are unchanged and quiet. Mackerel neglected, with prices unchanged.

At the annual meeting of the Michigan Wholesale Grocers' Association, which will be held in this city tomorrow, "Making Each Article Help Pay Its Proportion of the Cost of Business" will be discussed by George Hume of Muskegon; "Packages" by Frank H. Bowen, Kalamazoo; "Keeping Stocks," by Edward Kruisenga, Grand Rapids, and "Figuring Profits," by President R. E. Hills, of the Ohio Association. A lunch meeting will be held at the Kent Country Club at 1 o'clock with addresses by Roger W. Butterfield and Lee M. Hutchins.

The Western Michigan Conference of the Seventh Day Advent Church has established a book and tract depot at 1214 Madison avenue. The business will be carried on under the style of the West Michigan Tract Society.

## UPPER PENINSULA.

## Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 11. Richard Bass, who for the past seven years has been in the employ of Peppard-McKinney Co., has resigned his position and will open a grocery store at 513 Ann street. Dick was born in this city. He is a hustler and his friends predict for him a very bright future.

The Soo is getting the play ground idea and the association is meeting with unexpected success. The two public meetings resulted in a big boost for the movement. Committees were appointed and the Soo is assured of a playground where the children can roam without being molested and with numerous attractions to entertain the little ones.

Chas. Schilling, the popular proprietor of the Gilbert House, purchased an auto to while away the idle moments, but the starting has been somewhat handicapped, as Charley, in doing some fancy moves this week on Portage avenue, ran the machine into a meat market on the corner of Sova street and Portage avenue. While he did not go entirely through the building, considerable damage was done to the front of the market, as well as the car, and Charley is figuring up now to see if it would be cheaper to rebuild the market or discontinue autoing for the rest of the season.

Since paying off the debt of the Methodist church prosperous times seem to prevail throughout the congregation. Their popular pastor, Dr. D. Stanley Shaw, invested his surplus in a new Ford, but as the doctor was somewhat of an amateur, he had the misfortune to break his arm near the wrist while cranking the auto, so that he had to take a day off Sunday, to recuperate. The latest report, however, is that the doctor is recovering and hopes to be able to speed up again and will see that a similar occurrence will not happen again as he will be more proficient after his first experience.

N. Sandleman, proprietor of the Fair department store, accompanied by Mrs. Sandleman, was called to Chicago last week by the death of their son, Peter Sandleman. They have the sympathy of their many friends in their bereavement.

The many friends of Mr. Roesler, who for the past number of years has been superintendent of the Dunbar school, which is one of our leading agricultural colleges in Cloverland, will regret very much to learn that he has tendered his resignation and will be succeeded by A. L. Buser, a graduate of the University of Wisconsin, who has specialized on soils, having been two seasons with the United States Department of Agriculture on soil survey work in Northern Wisconsin. He comes highly recommended.

Another thing about the Soo is that there is more traffic going through the Soo locks than all of the ocean traffic put together.

Wm. H. Moore, one of our best known woodsmen, also conducting the largest moving van industry in Cloverland, has decided to discontinue business and has planned for a large auction sale to dispose of his entire outfit. Mr. Moore has not as yet stated what his plans for the future are, but it is hoped that he will remain with us, as the Second ward politicians would hardly be able to navigate without his influence. Mr. Moore has also been very influential in religious circles as well and has done much for the betterment of the community in which he lives. He will be greatly missed in the business and social circles where he has been very prominent and active. Mr. Moore is

a hustler and has always met with success in all of his ventures.

News of the death of Lieut. Bradford, who died at Fort Bayard, New Mexico, was received as a shock to his many friends here. The Lieutenant was formerly stationed at Fort Brady and while here he took an active part in society, being very popular. His many friends extend their sincere sympathy to the bereaved, consisting of two sisters and one brother, all of whom reside at Chevy Chase, Maryland. The body was shipped to Washington, D. C., for interment.

John Clark, the well known "cranberry king" is critically ill at his home in Meaford, Ont. Mr. Clark underwent another operation recently and his many friends here wish him a speedy recovery.

Application for the power is O. K'd by the Joint Commission. The request was approved, although conditions recommended by the U. S. Engineers are to be imposed. The next meeting will be held in New York City on May 25, at which time they will also take up the question of the water pollution in St. Mary's River. It is understood that the conditions referred to, both regarding the construction of the compensating works and their maintenance after construction have been agreed upon by the Power company's engineers and the Government engineers as desirable, so there is no longer any doubt as to the early completion of the final negotiations. General Manager Davis left last week for New York to complete negotiations and all there is to be done now is to get a signed lease from the Government. From the fact that all the engineers are agreed upon construction and maintenance conditions, there should be little delay in securing the lease.

Mrs. E. Homberg, proprietress of the De Tour meat market, attended one of our social functions last week, being accompanied by several other prominent De Tour citizens. They had a very enjoyable time which will long be remembered by all. Mrs. Homberg reports business picking up considerably at De Tour and predicts a good summer.

Rev. Easterday had a record breaking wedding day in the Soo last week, when he joined five couples in matrimony. This was no put up job, as Mr. Easterday had only one booked ahead the day before and the others were mostly from country points. This is the largest number of weddings he has had in one day during his pastorate.

H. A. Bailey, brother to the hustling manager for the Soo Co-Operative Store, was married last week to Miss Gruetzmacher, of Greenfield, Wis. Mr. Bailey is an old Soo boy and well known throughout Cloverland, where the couple will make their future home. Their many friends extend congratulations.

The charity ball given here last week for the benefit of the Sault Ste. Marie Hospital was a grand success. It was one of the prettiest and most elaborate affairs of the season and a large amount was netted for the benefit of the hospital.

Joseph Bayliss, one of our prominent business men and war-horse politician, is after the local Congressional nomination on the Republican ticket. Joe is one of our best vote getters in Cloverland and the strongest man that the Republicans could pick out. It would be hard to find a better, cleaner, more energetic or more wide-awake candidate than Joe. He has been sheriff for two terms and representative of his district and his many friends predict that he will have an easy walk-away.

John H. Roe, one of our leading butchers, is getting his summer cottage on the river front ready for occupancy this summer. It is located

near the Country Club, where Mr. Roe and family expect to spend the larger part of the summer.

The many friends of F. J. Merriam, President of the Upper Peninsula Timber Company and general manager of the Upper Peninsula Land Company, were taken by complete surprise when he returned last week, accompanied by a bride, formerly Miss Helen Miller, of Chicago, to whom he was united in marriage on November 26, 1913. The bride is a very charming young lady and their numerous friends are pouring congratulations from all parts of Cloverland.

The Soo has an expert dog poisoner who has been doing some very corrupt work and some of our most valuable animals have died during the past few days. W. T. Feetham's Scotch terrier, for which he refused \$100 a short time ago, is among the victims. Much indignation is stirred up among the unfortunates and the police are using every effort to run down the culprit.

Dr. Christofferson, one of our leading young dentists, also one of Cloverland's champion trout fishermen, made the banner catch last week when he landed four fine lake trout in the rapids, the heaviest of which was nineteen pounds. The doctor certainly knows how to pull them out.

When Henry Ford, the world's greatest auto king, donated considerable of his excess wealth to his numerous employes, much comment was heard from all parts of the country complimenting the donor, but we think he now has the right idea. He is waging a campaign against cigarettes, which we think will accomplish far more than the salary increase to his employes.

E. J. Barry, proprietor of our leading dyeing and cleaning works, has added two autos to his equipment and has an up-to-date outfit which is a credit to the city as well as to Mr. Barry's reputation.

Ted Steffens, the popular city salesman for the Cornwell Beef Co., has added \$100,000 to his personal valuation in the arrival of a new son and heir. Ted has been passing out the best of cigars to his numerous friends and hustling that much harder now than ever toward building up his future.

In speaking of persons, if you cannot say a pleasant word say nothing.

The Soo certainly has a record for living up to its laws, which was proven last week when three prominent Canadian business men came across to enjoy a few hours auto joy riding on our boulevards here. Not being fully posted as to the speed limit, they were just beginning to enjoy themselves when our faithful guardians of the public welfare, who are always wide awake and on the job, asked the visitors to come across with \$25 each for violating the city ordinance against auto speeding. The fines were promptly paid and our city officials were assured that there would be no more Canadian money spent in a like manner in the American Soo again.

Every failure teaches a man something if he will learn.

William G. Tapert.

## Boomlets From Bay City.

Bay City, May 11.—A campaign was conducted in our city last week to secure \$65,000 to erect a new Young Women's Christian Association building. The full amount was pledged and ground will be broken soon, preparatory to the erection of this greatly needed building.

The U. C. T.'s of this city will attend the convention at Saginaw June 12 and 13 in a body and will be accompanied by the 33rd regiment band. The boys never hesitate regarding expense when the question of doing the proper thing is considered. Chair-

man McCloy, of the Entertainment Committee, is an indefatigable worker in the interest of Bay Council, and when Fred is at the helm breakers are always passed safely.

After several months' absence from the road, Harry Perkins went out in his old territory, but continued the work only two weeks and he is back in the house again, assorting lemons.

Wm. E. Bouchey has re-engaged with the Blackney Cigar Co. to represent it in Bay City.

Manager Rockwell, of the U. C. T. baseball team, is making good use of the time every Saturday in preparing to win the great game at Saginaw during the convention. He says that the cup will surely be brought to Bay City.

R. S. Richards has returned from a trip through Northern Michigan. Dick reports that business is good, notwithstanding prices are going up. As he sells dynamite for the Illinois Powder Manufacturing Co., it is safe to say that everything goes up when the products of this company are used.

John Riegel was one of the leaders in the work done last week in the interest of the Y. W. C. A. John would consider no sacrifice too great to make for the ladies.

The Allendorf, Holly, is now open. This hotel was formerly the Hearst House. It was partially destroyed by fire about two years ago and was purchased and rebuilt by J. B. Allen, who has spared no expense to make it complete in every detail. It is included in the list of the best hotels in Michigan.

At last Clifford is to have a hotel. The Clifford House has been altered and refurnished and is now in good condition, therefore it will no longer be necessary for the traveling salesmen who visit this town to stand behind a grocer's counter and eat a luncheon consisting of crackers, cheese and dried herring.

One of the most complete department stores in Michigan is the one recently opened at Pontiac by the General Stores Co. Floyd C. Losee, who has conducted a shoe store in Pontiac about twenty years, has charge of the shoe department.

Bay City is now a "spotless town," owing to last week being clean-up week.

T. E. Hatch, who for several years was one of the most popular members of our police department, is dead.

The Board of Assessors of our city has discovered that there are fifty-five more automobiles owned in Bay City than there were last year. This does not indicate that "times are hard," as has been alleged.

Last week the store of M. Koffman and the home and stores of Daniel Rappleje were destroyed by fire at Kawkawlin, a village five miles north of Bay City. The loss is reported at \$13,000, partially covered by insurance. Pub. Com.

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

Buffalo, May 13.—Creamery butter, fresh, 23@26c; dairy, 20@22c; poor to good, all kinds, 14@18c.

Cheese—Old fancy, 18@18½c; old choice, 17@17½c; new fancy, 14½@15c; new choice, 13½@14c.

Eggs—Choice, fresh 19@20c. Poultry (live)—Turkeys, 16@18c; cox 12@13c; fowls, 18@19c; ducks, 17@18c; broilers, 28@40c.

Beans—Marrow, \$3@3.10; medium, \$2.35@2.40; pea, \$2.15@2.20; white kidney, \$3@3.25; red, \$3@3.25.

Potatoes—75@80c per gu.

Rea & Witzig.

The average storekeeper has proportionately as much trouble finding really good salesmen as the big leagues have getting star pitchers.



**What Some Michigan Cities Are Doing.**

Written for the Tradesman.

Mayor Ryno, of Benton Harbor, is advising the purchase of an auto fire truck, also extension of the water mains to sections that are now without fire protection.

Many owners of vacant land at Marquette have offered the same to the public for gardening purposes. The Commercial Club is making a list of these lands which are available for free potato and truck patches.

Prof. Roth, head of the forestry department of the University of Michigan, has been elected President of the Ann Arbor Civic Association.

The Spencer-Smith Machinery Co. has been organized at Howell and will employ twenty men at the start. The partners are Henry P. Spencer, of Howell, and McPherson Smith, formerly of Detroit.

Marquette has a tax rate of \$11 per \$1,000 of assessed valuation and claims to have the lowest city rate in Michigan—lower than many villages.

Battle Creek school children will hold their second annual play festival at Athletic Park June 5 and it is expected that at least 3,000 kids will participate.

The Saginaw Board of Trade sent in an order for over 10,000 trees, shrubs and plants, to be distributed Arbor day and subsequent plantings in that city.

The United States land office in Marquette did a "land office" business during the first three months of 1914, the applications for homestead, timber and stone lands reaching 4,300 acres. This is a gain of 1,600 acres over the corresponding period a year ago.

The Hillsdale Shoe Co., of Hillsdale, has a Chicago order for 24,000 pairs of shoes, to be delivered by July 25, and is turning out 300 pairs daily.

The Union Steel Screen Co. has purchased the Wolcott windmill business, at Albion, and the plant will be enlarged.

A new plant for handling low grade iron ores will be built at Marquette, the new furnace producing iron that does not contain carbon, known as muck-ball.

The Celfor Tool Co. has plans for building a \$100,000 plant at Buchanan.

Plans for an incinerator to take care of Bay City's garbage are being worked out by a committee of aldermen appointed by Mayor Hine.

All merchants of Manchester but four have arranged with Fred Dowling for a general delivery of goods by auto.

Associated charities of Adrian have arranged for "Pencil day" on June 6 as a means of raising funds to carry on the work.

The new city commission of Manistee has abolished both the Water Board and the Fire and Police Board in the interests of economy. The exit of the Water Board saves over \$2,000 annually, while that of the Fire and Police Board saves \$720.

Recent tests of smoke consumers at the heating plant of the Central

school, Kalamazoo, showed a saving in fuel and consumers were ordered installed.

Contracts have been closed for building a pickle plant at Albion by the Aunt Ellen Pickle Co.

Salting stations will be established at Beulah and Kingsley by the L. Woodard Pickle Co.

The new milk ordinance at Marquette affords grounds for a rumor that dairymen have formed a combine to boost the price from 10 to 15 cents a quart. Two years ago they raised the price from 8 to 10 cents and Mayor Begole now threatens suit on the ground of criminal conspiracy in the event of another advance in prices.

The Ishpeming Advancement Association is asking the railroads to improve their property in the business section of that city.

Menominee is taking steps to remove its fire hazards and several old frame buildings have been condemned and ordered removed.

Almond Griffen.

**The Capital of Gratiot County.**

Ithaca, May 11.—Ithaca, the county seat of Gratiot county, does a big grain and produce business and is the central supply station for a large and fertile agricultural area. It has five different denominational churches, a splendid school system, including a \$42,000 high school, three banks, first-class hotel, a handsome \$100,000 court house, a sewerage system costing \$60,000, a \$45,000 electric light and pumping plant. Water is drawn from three 600-foot wells and everyone of the electricity users is provided with a porch light or a night light free of charge. Has roller flouring mills, three grain elevators, a creamery making 2,500 pounds of butter daily and paying out about \$100,000 annually for milk and cream, beet lifter factory and brick tile works. Ithaca is surrounded by some of the richest farming lands to be found in the State and the farmers are very prosperous. The merchants carry large and well assorted stocks and are very courteous in their treatment, not only of their customers but the commercial traveler as well. The Tradesman visits these business places:

- Henry E. Lewis, general merchandise.
- J. H. Watson, drugs.
- Cowdry Drug Store.
- J. A. Brader, bakery.
- C. L. Short, groceries.
- Ithaca Bazaar Co.
- H. B. Parish, furniture.
- Sam Kirchermer, clothing.
- Barber & Co., clothing.
- T. A. Goodwin, drugs.
- W. H. Kinsell, bakery.
- Chas. G. Graham, commercial traveler.
- Henry McCormack, general merchandise.
- Pinney & Son, hardware.
- Netzorg's Store, dry goods.
- Winget & Son, meats.
- Harry T. Blank, jeweler.
- Brown, Davis & Co., hardware.
- Ithaca Roller Mills.
- Chas. Barrons, meats.
- Ithaca Cash Produce Co.
- Alverson & Hannah, hardware.
- Jas. Rigney, groceries.
- S. P. Pino, agricultural implements.
- Commercial National Bank.
- Ithaca Savings Bank.
- Nelson Grain Co.
- Ithaca Creamery.
- Ithaca National Bank.
- Frank McNitt.
- Hotel Seaver. W. R. Wagers.

**Accepted Checks on Defunct Bank.**

Some peculiar and interesting events transpired in the history of the Pottersville bank failure case and one of the ones which have given it a peculiar twist occurred last week when it became noised around that Mrs. A. E. Locke would accept checks on the defunct Pottersville Bank in exchange for merchandise at her store and she did a thriving business, Saturday, selling about \$800 worth of goods that day it is understood.

It appears that Mrs. Locke had an overdraft of about \$1,300 at the bank at the time of its failure and she has discovered that if she had any checks on the Bank or other claims she could turn them in as an offset. Inasmuch as she owed the \$1,300 which could be collected she decided that she might just as well sell her goods at a profit and accept checks on the Bank which would be the same as cash in settling her debt there and she would be doing a benefit to the people who

had lost their money in the Bank, for in this way they would receive full value when otherwise they would probably lose every cent.

One man bought about \$600 worth of furniture and others laid in big stocks of groceries, etc.

One party who had about \$3,000 on deposit in the Bank contemplated giving checks of \$25 to the poor people residing there and letting them use them to buy groceries with.—Charlotte Tribune.

**A Mixed Order.**

A groceryman received an order that read this way:

Dere sir: Ples send me 4 pounds of cofe and some te. My wие had a boy last night, also ten pounds of cheese and a rat trap. He wayed 9 pounds and a hatchet and nails.

Big Rapids is feeling a civic awakening and money is being raised to provide for prizes in a lawn contest and for band concerts this summer.



**ESSENTIAL QUALITIES Peculiar to "WHITE HOUSE" Coffee**

For every penny of its selling price, it gives the full-measure of genuine, real-value satisfaction; and its packing—in all-tin cans—besides saving you lots of bother, insures its perfect condition under the stress bulk goods might find very embarrassing; also precluding bothersome "kicks" to annoy you.

Distributed at Wholesale by **Judson Grocer Co., 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

# MICHIGAN TRADESMAN

(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY,**  
Grand Rapids, Mich.

#### Subscription Price.

One dollar per year, if paid strictly in advance; two dollars if not paid in advance.

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 13, 1914.

### CHARLES W. POST.

The late Mr. Post belonged to that band of men whose iron will enables them to face every obstacle, overcome every discouragement, survive every hardship, but never lose abiding faith in the future greatness of their city and State. His work was of the most courageous kind, but he never faltered.

Mr. Post lived to see a great city built upon the site of the town where he cast his lot twenty-five years ago. In the upbuilding of that city he took a prominent part and contributed ten times as much as any other one man in improvements and enterprises. He was prosperous to a marked degree, but it was a prosperity that came through close attention to business, careful investments and careful expenditures, through the employment of business talent of high order. He has left his monument in a number of business blocks, a mammoth manufacturing establishment and an organization equipped by birth, education and training to carry on the enterprises which he so successfully launched. No man could have a better monument.

Mr. Post started in the food business, made his fortune in that business and stuck to it to the end, making it the best of its sort in this part of the country. The greatest corporations of the world are not run on sounder financial policies than is this business. He firmly believed that he had solved the question of finances and knew the years when values were at their lowest and their highest and he conducted his business in conformity with these beliefs.

Mr. Post was shrewd, but he was more than that. He was intelligent, a scholar and had thoroughly mastered the study of finances which he had taken up. He probably was lucky in beginning his business career in a city like Battle Creek, which grew so rapidly, but that was the only really lucky event in his life and men who had advantages equal to his failed, while he went on and on, because of his ability and capacity for work.

By business instinct and foresight he soon had his magnificent business interests in such condition that others could do the work he had always at-

tended to personally. That the great fortune would keep on increasing not only without his labor, but even without his brains, he never doubted; but only when he neared the end and looked the Hereafter squarely in the face did he relinquish his active interest in the institutions he dominated and controlled.

Mr. Post was of a dignified, reserved, not to say austere type, but he had certain admirable qualities of manliness and magnanimity which his reserve could not hide. Strange personality that he was, he was always distinctively individual. He made mistakes, but they were his mistakes, and always distinctively individual. He did what he thought was right and best.

Mr. Post antagonized many people, but by aggressiveness always—never by vacillation or weakness. He was deeply read, keenly alive to the interests of the working people and had absolutely the courage of his convictions. Personal fearlessness he also had and a certainty of conviction that had in it nothing of arrogance or lack of sympathy with the man lower down. His long-continued fight on the abuses of trades unionism disclosed his character as no other contest could have done. Like all fair-minded men, he harbored no dislike for working men as a class, but he had no use for unscrupulous whelps of the Gompers ilk who prey upon the credulity and prosperity of honest labor and tend to bring all organized workmen into disrepute by allying them with the cohorts of anarchy and unrest. Mr. Post gave the best there was in him to emancipate the worker from this pernicious and perfidious influence and succeeded to a remarkable degree. It can be said of him that in the finest sense, he was selfless—a highly evolved soul, born into the world for the world's good, doing beneficences in keeping with his income and leaving the world better than he found it.

Mr. Post was a devout man, of the best kind, for his devotion was reflected in unflinching kindness and cheer. The color of a man's skin meant nothing to him; nor faith, nor unfaith. We hear much in these days about the brotherhood of man. It is doubtful whether Mr. Post ever bothered his head to formulate anything about it, but there was not a day in which he did not show it as an active principle of truth. To him, there never was any other view. The brotherhood of man and the Fatherhood of God—these were his two primary understandings; and man meant man, especially the poor man, the ignorant, the helpless, they that walk in darkness.

Mr. Post was forthright, as all great men are. He was not all things to all men, for his convictions were clear and his standards were sound; but he had a warm heart, a high mentality, a broad culture and a wonderful gift of humor. A many-sided man—a companion of the jovial, a brilliant wit, a real scholar, a mixer; and, most emphatically, a very present friend in time of need.

### BEHIND THE TIMES.

The May Journal of the Kalamazoo Commercial Club contains the following:

"The jobbers and manufacturers of Kalamazoo joined in appointing a Club Committee to consider the matter of service rendered by the commercial agencies. Subscribers to these agencies have long felt that the companies were not keeping up with progress in their service. Kalamazoo has grown in jobbing importance to such an extent that this city should have an office of each of the agencies with men to give their entire time to Kalamazoo."

This is a common complaint everywhere. While nearly every other line of business has kept pace with the wonderful forward strides the country is making, the aim being to give the people more for their money, the mercantile agencies have remained stationary, making absolutely no onward progress in the character and extent of the service rendered, at the same time increasing the charge for inferior service and service not rendered at all to a point that is little less than ridiculous. So-called "agency service" has come to be regarded by many business houses as a hold-up game, pure and simple. The annual fee exacted by the agencies is frequently looked upon as a penalty business houses must yield to keep their rating up to the standard to which they are entitled. These statements may seem a little harsh to some, but to the business man of extended experience they will be regarded as fully justified by the circumstances.

Wherein lies the remedy? With the business men themselves. They are solely to blame for paying exorbitant prices for inferior service—service that is frequently a damage instead of an assistance to them—and until they join hands, take a determined stand and insist that the service they receive shall be in keeping with the price they pay therefor, the agencies will have no special incentive to bring their methods up to date, so as to render an equivalent for the money paid them.

### RAILWAY RATE QUESTION.

The hearings and the arguments in the railway rate controversy are closed; every one has his theory as to what the Interstate Commerce Commission will decide, and nobody has any ground for his opinion except general inference. That the special counsel employed by the Commission itself should have admitted frankly, in his summing-up speech, that the railways need an increased revenue, seemed to point positively one way—the subsequent rather bitter attack on Mr. Brandeis, by the chief opponent of the railways at the hearing, indicated that. But the same counsel's next contention, that a 5 per cent. general raising of their freight rates was neither a proper nor legal way to provide that revenue for the railways, pointed in the other direction. If

these conclusions embodied the feeling of the Commission itself, they would presumably foreshadow a compromise decision.

So far as concerns the markets or the general situation, their reception of a verdict of that nature would be an interesting study. It would settle the question, whether the business community at large had believed its own fortunes to be staked on the awarding of the whole 5 per cent. increase in the Eastern railway rates, or had feared an uncompromising spirit whereby relief of any sort would be denied the companies, or had simply been disturbed in mind from the fact that a decision, discussed so long and with so much urgency, remained uncertain.

The one plain conclusion, from a glance at these various influences operating on financial sentiment, would seem to be that events and developments which have not yet happened are more potent in their influence than those which have. The crop prospect is the one great certainty of the situation. In some respects, its importance supersedes that of all the others; yet it is the one factor from which no visible effect can yet be traced.

### CURIOUS CROSS-CURRENTS.

There are some curious cross-currents in trade opinion. When considering the rate question in its larger bearing on the future course of business, there is a division of belief as to what might follow, in the event either of a favorable or of an adverse decision. There are those in responsible places who are wondering whether the granting of an increase might not be followed by more demands from railroad employes for higher wages. Failure to get the increase asked for would not, in the opinion of some important railroad people here, mean demoralization in trade sentiment, although it might mean that the turning point in the business situation would be postponed. Economies that have not yet been undertaken, these railroad men say, would inevitably be introduced on a drastic scale in case of complete rejection of the railway petition.

But back of all this, the fact undoubtedly stands out that the granting of an increase would be hailed as a sign of relaxation in the anti-corporation sentiment and activities at Washington. Possibilities in that connection have been inferred from the favorable decision of the Interstate Commerce Commission last week in the proposed consolidation of New York Central controlled lines, as well as from the very general admission, even in quarters close to the Commission, that the railways do actually need a larger revenue.

If you have an employe who does his best only when someone is watching him, let him go. It costs too much to keep such men watched.

The successful man in business, the big merchant, is he who knows how to work his store force, not slavishly, but efficiently.

## MEN OF MARK.

**George W. Thayer, the Pioneer Canal Street Grocer.**

Very few of the men who sold groceries in Grand Rapids fifty years ago are now residents of the city. Indeed, very few are alive. Among those who are still among the living and able to take an active interest in business life is George W. Thayer, who says he never had any liking for mercantile affairs, but went into the trade as a matter of necessity and had a remarkably successful career for twenty-two years. Mr. Thayer is now almost 87 years old, but he is hale and hearty and his mental faculties are as keen and active, apparently, as those of the average man at 50. He was born in Burlington, Vermont, Sept. 27, 1827. His father, Nathaniel Thayer, was described as "a man of strong physique and great strength of character" and that description applies distinctly to the subject of this sketch. His mother was a sister of the late Lucius Lyon, one of Michigan's first United States Senators, and it was through the influence of this uncle that Mr. Thayer came to Michigan and selected Grand Rapids as his home.

Lucius Lyon was a surveyor and for several years was Surveyor-General for the Government in the Northwest—north and west of the Ohio River. He made the original survey of the site of Grand Rapids. Mr. Thayer came here first in May, 1845, and spent the summer in this vicinity as assistant to his uncle. He had received a good education and was well qualified for the work. In the fall of 1845 he went to Detroit and prepared to join a party under Dr. Douglass Houghton, State Geologist, to make a geological survey and exploration of the Upper Peninsula. Mr. Thayer and two others sailed from Detroit to Sault Ste. Marie and then followed the southern coast of Lake Superior in an open boat to Copper Harbor, where they met Dr. Houghton, who, a few weeks later, was accidentally drowned and the work of the party was abandoned temporarily.

After the death of Dr. Houghton, Mr. Thayer returned to Detroit and took a position in the office of the Surveyor-General, where he made good and was soon placed in charge of the office, where he enjoyed the fullest confidence of the Surveyor-General, the Department of the Interior at Washington and a large force of subordinates. When the Surveyor-General's headquarters were moved to St. Paul, Minn., in 1856, Mr. Thayer decided to stay in Michigan. After serving three months in moving the office and establishing it in St. Paul, he tendered his resignation and engaged in business in Detroit for a few years, but at the suggestion of his relatives, he decided to make his permanent home in Grand Rapids and came here in 1861.

With firm faith in the future of the city, Mr. Thayer invested what he had been able to accumulate in real estate. Among his holdings in 1863 was the

lot at the southeast corner of Canal and Bridge streets. "Grab Corners," now Campau Square, was then the business center of the city and the general idea was that it would grow toward the north rather than in any other direction, so Mr. Thayer decided to erect a building on his lot, with the expectation that he would have no difficulty in securing tenants. He planned the building and began work in the spring of 1864—exactly fifty years ago. There was no sewer in Canal street above Lyon and no cellars or basements under the buildings. Mr. Thayer decided to have a basement under his building and he had great difficulty in excavating and building the foundation walls. The land all along the foot of the bluffs to the east of the site was full of springs and their outlets ran toward the river. The excavators struck living water at a depth of sixteen inches.

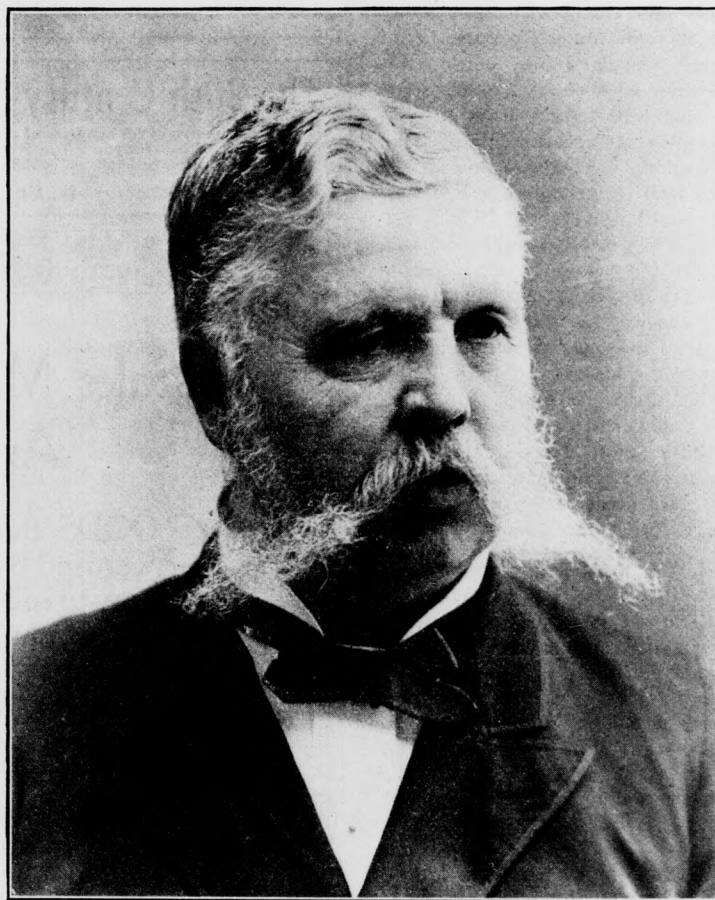
tenant, Mr. Thayer decided to occupy the building himself. He went to New York and bought a stock of staple groceries. There were no department stores in those days and few general stores. Grocers did not deal in novelties and bric a brac. Very few of them carried "Yankee notions." Their stock in trade was confined almost exclusively to "groceries and provisions"—tea, coffee, sugar, flour, pork, salted fish, spices, candles, vinegar, molasses and, in many instances, whisky.

Thayer's grocery was opened in the fall of 1865. "I had no intention of staying in the business permanently," said Mr. Thayer the other day, while talking of his experience in the grocery business. "I expected to stay only long enough to prove that it was a good location and then rent the building and sell or close out my stock. I did not really like the busi-

were reputable and honorable competitors. At first my trade was large with the residents of Kent, Ottawa and Ionia streets, north of Bridge street. That section was almost as thickly populated then as now. There were many foreigners who bought in small quantities, but they were good customers because they paid cash at the store. The business soon underwent a change, however. This city was then headquarters for lumbermen's supplies and for many years I had my share, perhaps more, of that trade. Even during my last year in the store—1887—a large percentage of the business was in lumbermen's supplies.

"I do not know that I am qualified to advise retail grocers of to-day. There have been great changes in the business since I quit it. There were very few corner groceries scattered about the city forty or fifty years ago. From my observation, however, I think many of the grocers who come and go neglect the buying end of the business. There is no business in which quality counts for more than in the grocery trade. I could not credit my success to my ability as a salesman or manager. I was inexperienced and there was nothing new in my methods, so I must credit my success largely to the fact that I handled only the best qualities of goods. I know that the superior quality of my goods held desirable customers, from distant parts of the city and county, for years."

Mr. Thayer had not been in the grocery business a month before he felt the need of his cellar, but it was useless because there was no drainage. He had been City Clerk for a year and was on friendly terms with the aldermen and he finally induced them to order the construction of a sewer in Kent alley, which runs in the rear of his building, from Lyon street to a point 100 feet north of Bridge street. The improvement was ordered, the contract awarded and the work had been started before many of the property owners on the street discovered what had been done and knew they were to be taxed. Then there was a great howl of protests and Mr. Thayer was roundly denounced for having induced the Council to order an improvement and impose a burden of taxes that were declared "absolutely unnecessary." The protestors not only made it quite warm for Mr. Thayer, but exceedingly hot for the aldermen. Among the most violent objectors was Frank Boxheimer, then proprietor of the Bridge Street House who declared the sewer unnecessary; that he would never use it and that he would not pay his taxes. Another was the late Lowell Hall, who then owned or controlled the property now occupied by the Caulfield block on the west side of Canal street. Mr. Hall's property was not taxed for the sewer. It was drained into the canal, but he was a member of the Council and he blamed Mr. Thayer for getting the aldermen into trouble and making re-election very im-



GEORGE W. THAYER

It was pumped out, but came in so rapidly that every morning found the cellar filled up to a certain level and as the work progressed it required all the forenoon to get the water out so that the digging was done afternoons. John W. Peirce and others in business on the street told Mr. Thayer he was foolish to spend money in the mud, declaring that he did not need a cellar because there was plenty of room above ground. Mr. Thayer persisted and the building was completed late in the fall. The cellar, however, was a nuisance rather than a convenience. It froze over in the winter and ice remained until late in the spring, thus keeping the building damp and unattractive to renters. Being unable to secure a desirable

business, but it was fairly profitable and I was there for twenty-two years. When I opened that store I had never sold a pound of merchandise of any kind, but I made it go, because I was very careful in buying, had no rent to pay and did not try to make the business pay interest on the investment, although it soon did that and more. I kept within my means, never borrowed a cent, met my bills promptly when due and frequently saved money by paying cash when I could have bought on credit.

"Yes, I had competition. Soon after I went into the trade Philip Kusterer moved up from "Grab Corners" and located near me, and George W. Waterman had a good grocery on the street just above Lyon street. They

probable. The protestors soon changed their minds, however. Within three months after the sewer was completed, Mr. Boxheimer had connected his property with the sewer, paid his taxes and publicly thanked Mr. Thayer for having brought about the improvement and the aldermen representing the district affected were re-elected.

No man in the city is more highly regarded for integrity, ability, energy and good judgment than is George W. Thayer. To strangers he is of austere mien and rather cold personality, but to friends and acquaintances he is affable, frank and open-hearted. No man in the city is more widely known or more highly respected by those who have resided here for twenty-five years or more. He was the first President of the Western Michigan Agricultural and Industrial Society when it was organized in 1879. After holding that position for five years, he declined re-election, but was induced to accept it again in 1890 and held it until 1896. As stated in the Tradesman of April 15, he took a prominent part in making the early street railway history of the city, having helped to organize and manage several of the various companies which were finally merged into the Consolidated Street Railway Company, and whatever of success was achieved by the companies with which he was connected was due largely to his ability and sound business methods.

Modest and unassuming in his demeanor, Mr. Thayer has never sought public office or honors, but he has been repeatedly complimented by the people of the city. He was City Clerk in 1864-5, Mayor in 1877-8 and a member of the Board of Public Works from 1879 to 1888, which gives him the record length of continuous service on that Board. During his nine years on this Board the city hall was erected, the first iron bridges were constructed, several of the fire engine houses were built, many extensions and additions were made in the water works and many important street and sewer improvements were effected.

An incident in Mr. Thayer's public career or political experience indicates the character of the man quite clearly. He was nominated for Mayor in 1876, but was defeated by a few votes. His defeat was due entirely to the fact that he emphatically refused to put up money to buy liquid refreshments for the river men and lumber jacks who then really held the balance of power between the Democrats and Republicans of the city. When asked to "buy a few kegs" for the benefit of himself and others on his ticket, he declared he did not believe in that kind of politics—that it would be more dishonorable than to pay cash direct for votes—and he did not want to be elected by such methods. Few of the people knew of the stand he had taken until after the election and he was defeated, but he was re-nominated a year

later and was then elected by a large majority.

Mr. Thayer still owns the three-story building that he erected fifty years ago on the southeast corner of Monroe avenue and Michigan street and he has no difficulty in securing tenants at a fair rental. When erected and for several years thereafter, it was the most imposing building on Canal street above Lyon street, but now it is hardly worthy of its location and will probably soon give way to a better structure.

**Doings in the Hoosier State.**  
Written for the Tradesman.

Columbus has adopted a new charter and has joined the list of "home rule" cities.

Cleveland will entertain the American Association of Nurserymen June 24-25, with headquarters at the Helmlenden.

Work will begin soon on extensions of electric lines in Northern Ohio, connecting Canton with the county seats of four other counties and bringing Cleveland into quick communication with about 1,200,000 people. Lines will be built from Newton Falls to Warren and from Brady Lake to Macedonia. At Macedonia an extension will connect with a line running into Cleveland.

Dayton has taken the first real step towards the elimination of grade crossings, the city legal department having drawn up an ordinance requiring all railroads to submit propositions and plans for abolition of all crossing in the city limits.

The Lumberman's Club of Cincinnati has voted to give its support to the contractors, builders and millmen in the carpenters' strike which is on there. Almond Griffen.

**The Scattering Vote.**

It had been a very hard day at the polls. The addition of over a thousand women's votes had made the counting long and difficult.

"Well, James," said Mrs. Wallicky, as her husband returned from his arduous labor as a teller, "how did the vote go?"

"Nine hundred and two votes for Smith, seven hundred and fifty-three for Slathers, eight receipts for tomato ketchup, four wash lists, and a milliner's bill," said Wallicky. "It was a mighty interesting vote."

**AS SURE AS THE  
SUN RISES**

**Voigt's  
CRESCENT  
FLOUR**

**Makes Best Bread  
and Pastry**

**Fine Store Fixtures  
For Sale**

The entire fixtures of the "Bee Hive" grocery in City of Cadillac are for sale at a very reasonable price as the stock is being closed out at auction by E. D. Collar, of Ionia, Mich.

An Electric Coffee mill, Toledo Scale, new National Cash Register are among the fixtures. Write if interested to E. D. Collar, Cadillac, Mich., for further information.

**The Ventilation of School Rooms  
Is a State Law Requirement**

For years the heating and ventilation as applied to school houses has been one of our special features.

We want to get in touch with School Boards that we may send them descriptive matter.

A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

**THE WEATHERLY CO.**  
218 Pearl Street Grand Rapids, Mich.

**Memorial Day**

We carry a complete stock of

**FLAGS**

Red, White and Blue crepe paper, streamers and

**Jap. Lanterns**

Order now  
May 1st dating

**Will P. Canaan Co.**

**The 20th Century Standard Computing Scale**

Is saving money for hundreds of Michigan grocers and butchers. What it does for others it will do for you **IF YOU GIVE IT A CHANCE.** Write for information and get a demonstration without cost or obligation.

50 Ionia Ave., S. W. W. J. KLING, Sales Agent Grand Rapids, Michigan

**Sales Made Without  
Argument**

**GOODS** that are nationally advertised by their manufacturers are easy to sell. The buyer already knows about them through the advertising. He knows what they are made of, how they are made, under what conditions produced, and the maker's name. These buyers are already favorably predisposed toward advertised goods when a dealer offers them—sales are easy and quick.

The grocers selling National Biscuit Company products know this to be true. It takes no argument to sell them. No time is lost in taking the order. N. B. C. products are sales-makers, time-savers. They are well known because of year after year of advertising. They are liked because of perfect quality.

**NATIONAL BISCUIT  
COMPANY**

## THE MEAT MARKET

### Why Butchers Make No Money in Their Markets.

Here is a story about a young retail butcher, who has been in business for little more than a year, and who, in spite of the fact that he has built up a business of about \$600 weekly, and exercises every economy possible, is constantly falling behind, making no profit and finding that there is a steady drain on the capital he has invested in his shop. It is not that he is an incompetent man, for he is a careful and conscientious butcher. But there is something there which is causing him to lose money, and he is rapidly losing all confidence in himself, and also his liking for the business which he is engaged in.

At first glance there seems to be nothing the matter with his methods. To hear him and his benchman talk, is to lay the blame entirely upon the conditions which exist generally in the business, for they claim that they, and no one else, is able to make money in a retail meat market in the face of high meat prices, and the disadvantages which the retail butcher labors under the present time.

When they are told that there are retail butchers who are making money at the present time, even though these men have to contend with the same conditions, that they, themselves are facing, they are unable to understand it, and really think that the butcher who says it, is not telling the truth.

But after I stayed around this market for some time, I saw a lot of things that threw a good deal of light upon the subject. These were the things that were hurting the business, and making it an unprofitable investment. For instance, here are some samples of the things which I saw with my own eyes.

"I ordered," complained one woman, "three pounds of pork chops, and when I opened the package I found this piece of meat. Take it back and give me the chops. This is the second time this week that you have put me to the trouble of coming to the store, and I live six blocks away from here. The other time you never sent me anything at all as you forgot the order. You are such a sleepy lot in this market that I cannot depend upon you any more at all. I guess I will try some other butcher, for I cannot get worse service and treatment than I am getting here."

The piece of meat she brought back happened to be a pot roast belonging to someone else, and as this was after 5 o'clock could not, of course be used for that night's supper. So the

butcher had to send word, and ask the second woman whether or not she could use the pork chops which had been sent by mistake, or if not, would she order something else, for they would surely send the pot roast the first thing in the morning so that she would have it for the following night's supper.

The boy came back in a few moments, with the pork chops, and the information that Mrs. G. was so mad that she would not order anything, and that he need not call for any more orders, as she was tired of such nonsense, and mistakes of that kind were happening entirely too often.

Another woman came in and said that she wanted to pay for the steak that she had purchased the day before, and also for the chicken, which she had purchased the same morning. The butcher found that the charge for the steak had been entered, but no entry for the chicken could be found on the books, as the man had forgotten to charge it, although when he was asked about it he remembered that it had come to \$1. The woman seemed to think that this was too much for it, as the butcher should have put it down when he weighed it up and she went away believing that he had stretched the amount in order to be sure that it was enough. I wonder how many charges are forgotten and never paid for in such a loosely run store.

The proprietor called his man down for this carelessness, saying that hardly a day passed but what there were a lot of mistakes. The man indignantly replied that the boss made a lot of mistakes himself, and that he was not the only one. He followed that up by declaring that the boss had done this, that and the other thing. The merry war of words and recriminations passed back and forth between them.

But even when this was staring them in the face, a suggestion that they use some kind of a system was laughed at. Test sheets were talked about, and the benchman, who had been behind the bench a good many years, and looked as if he were going to stay there a good many more, loudly protested that a test sheet was foolish, for if a man could not tell what he ought to get for the stuff he was selling, he was not fit to be behind the bench. The young proprietor, not having been in the business so long, did nothing but agree with him.

They never struck a trial balance in that shop. The proprietor allow-

ed himself no salary, but just used what money he needed as he went along. He did not even know how much he had outstanding, but when he was asked, simply said he guessed about \$700. It seemed that it was too much effort to keep a proper set of books, and all that he could do was to buy and sell, the rest being a mystery to him.

It is no wonder that the butcher business is unprofitable under these circumstances.—Butchers' Advocate.

A man always expects his wife to be a lot better than he expects her to expect him to be.

In addition to the love of money there are the queer ways we have of getting rid of it.

### 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.

## Shipping Service

We maintain the best shipping service that is possible, and guarantee our customers that all orders received will have our immediate attention.

OUR SHIPPING  
SERVICE  
IS THE BEST

### WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



"Get Together  
With your  
Bookkeeper"

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

KALAMAZOO LOOSE LEAF BINDER CO.  
KALAMAZOO, MICHIGAN

### IMPERIAL BRAND

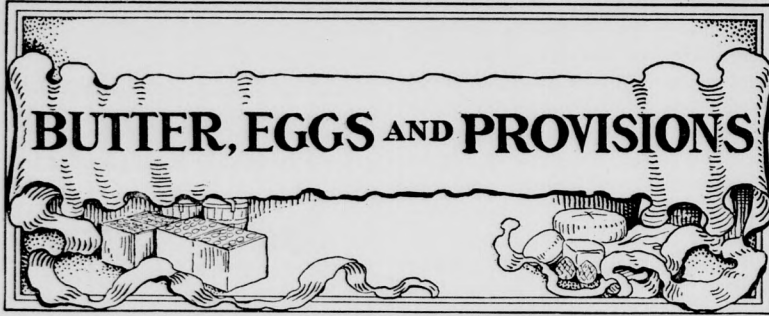
Spraying  
Largest Line



Compounds  
Superior Quality

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

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



#### Michigan Poultry, Butter and Egg Association.

President—H. L. Williams, Howell.  
Vice-President—J. W. Lyons, Jackson.  
Secretary and Treasurer—D. A. Bentley, Saginaw.

Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

#### How Canned Eggs Are Prepared in China.

Shanghai, China, April 21.—The preparation of Chinese egg products for export is understood to have been begun a number of years ago by a Chinese firm no longer in existence, which established some ten or more factories in China. There are now about twenty factories engaged in this industry, chiefly in the vicinity of Hankow, Chinkiang and Nanking. The export, however, is largely through the port of Shanghai.

Both hen and duck albumen are obtainable. The eggs are broken by native women, who receive of 5@7½ cents a day, and the albumen is separated from the yolk. The albumen is then placed in a barrel and slightly beaten. It is then poured into another barrel through a strainer, which separates parts of the skins as well as any small pieces of shell that may have become mixed with the albumen.

After standing from one to four days until the foam and small skins have come to the surface it is poured into zinc pans about 12 inches in diameter, which have been previously rubbed in tea oil, olive oil or vaseline. The pans are placed in a hot room, in a temperature of about 130 degrees, and the albumen is thoroughly dried in about thirty hours.

After cooling it is packed ready for shipment in paper-lined tin boxes placed in wooden cases. Inferior qualities resulting from some defect in the process are not shipped to the United States, but are used for technical purposes.

The egg yolk is shipped in liquid form, although it is understood that experiments are being made with a view to drying it in the same manner as the albumen. After being separated from the albumen it is well beaten and placed in a cement-lined tank for about three days, 2 per cent. boric acid being added. It is then put in casks and is ready for export.

Chinese egg products, consisting of dried albumen and liquid egg yolk, are exported to the value of almost \$1,500,000. In 1912 Shanghai exported albumen to the extent of 22,412 hundredweight, valued at \$592,306, and egg yolk, 120,397 hundredweight, valued at \$474,894. Germany takes about 60 per cent. of China's egg products, Belgium 17 per cent. United States 10 per cent. and France slightly less. The declared export of albumen from Shanghai to the United States in 1912 was \$200,675; of egg yolk, \$1,445. The albumen is understood to be used in the United States for pastry and confectionery.

In 1912 the exports of fresh and preserved eggs to foreign countries including Hong Kong, amounted to 24,308,760 dozen, valued at \$1,194,511. Of fresh and preserved eggs exported from China, Hong Kong takes 40 per cent., Japan 25 per cent., Russian

Amur and Pacific ports 20 per cent., Singapore 6 per cent., and Macao 7 per cent. The United States is credited with only 20,207 dozen eggs, valued at \$1,150. During the six months ended September 30, 1913, fresh eggs to the value of \$2,465, United States currency, were shipped from Shanghai to the United States, and, with the new tariff, which takes the duty off eggs, it is quite probable that larger shipments will be made.

The egg supplies for the egg products factories and for export come principally from the Yantze valley so far as the Shanghai export is concerned. The regions around Hankow, Kuikiang, Wuhu and Chinkiang are the principal sources of supply. There are no egg factories situated at Shanghai; they all center around the cities named, but are usually at small places in the interior on the routes to these cities. There are no proper facilities for transporting the eggs any distance, and the cost of transportation, even if it could be provided, would make the price of the eggs prohibitive.

The egg supply is most plentiful in the spring and summer months, of course. In the fall and winter months the demand is so great from Japan, Hong Kong and other exporting centers that the price of eggs is usually considered too high for the manufacture of eggs products. The Japanese buyers and the buyers for the egg products factories have established their connections and have agreements for the supply of eggs, so that, while the output is large, a great part of it is contracted for in advance.

The recent revolution had some effect on the supply, the farmers being unable to bring their eggs to market. Similarly, the frequent droughts in certain sections affect the supply of duck eggs the farmers in such cases being compelled to sell their ducks.

There are five grades of eggs on this market, the grades being by size of eggs. The larger eggs are intended for export. The up-country prices fluctuate constantly, and it is not possible to give even a season average. The egg products factories buy by weight; the lowest price by weight (mixed grades) works out at about \$6.50 Mexican per 1,000 eggs, or about \$3.15 United States currency at present exchange. Egg products factories do not find it profitable to work when the price in the interior is more than about \$9 Mexican per 1,000.

Of the larger eggs the up-country prices in the winter months run from \$11 to \$18 Mexican; in summer they are as low as \$9 Mexican.

Clarence E. Gauss,  
U. S. Consul General.

Hundreds and thousands of hard-working able men are burning up their ability because they do not know how to use their mental strength. Thousands are unwilling to be taught. They consider themselves beyond the need of further education or instruction. They are the very men who need it most.

## The Vinkemulder Company

Jobbers and Shippers of  
Everything in

## Fruits and Produce

Grand Rapids, Mich.

IN

## Price--Quality--Service

WE EXCEL

Send your orders to

Western Michigan's Leading Fruit House

**M. PIOWATY & SONS**

Grand Rapids, Michigan

BRANCHES

MUSKEGON  
MICH.

LANSING  
MICH.

BATTLE CREEK  
MICH.

SHIP YOUR

**BUTTER**  **and EGGS**

to us. We pay spot cash. Ask for quotations.

We also receive Veal and Poultry on consignment.

**Schiller & Koffman**

References:

Dime Savings Bank  
Bradstreet and Dun  
Mercantile Agencies

323-25-27 Russell St.

DETROIT, MICH.

WHEN IN THE MARKET FOR

**Potatoes**

or have any to sell, call or write

**H. Elmer Moseley Co.**

GRAND RAPIDS-  
MICH.

Citizens 2417  
Bell M. 66

**SUN KIST ORANGES**

Send us your order.

Write us for our weekly price list.

**M. O. BAKER & CO.**

TOLEDO, OHIO

**Try F. J. SCHAFFER & CO.**

Eastern Market Detroit, Mich.

**EGGS AND LIVE POULTRY**

WRITE FOR QUOTATIONS

**Egypt's Egg Ovens.**

For upwards of 5,000 years eggs have been hatched artificially in Egypt, in China and other Asiatic countries. In Egypt the industry is an enormous one, and it is estimated at the present time in Lower Egypt there are several hundreds of these establishments and that in many cases they have a capacity for 40,000 eggs at one time. A few years ago the American Consul General in Egypt estimated that upwards of 90,000,000 chickens were hatched annually in the egg ovens of that country.

There is usually considerable difficulty in persuading the owner to show a foreigner, or even an Egyptian, over one of these primitive incubators, although they are quite numerous and are found throughout the Nile Valley from Alexandria to Aswan. The secret of their structure and management is carefully guarded. The hatching of chickens by this method is an important industry. It is almost entirely in the hands of the Copts, who make quite a mystery of the whole process.

The ovens are worked only from February to May each year. The one visited consisted of four hatching chambers, each of these chambers, about 4 by 4 yards, being capable of holding up to 6,000 eggs at a time, and accommodating each season about 180,000 eggs. When the eggs are first put in the hatching chamber they are often piled up four or five deep, but they are afterwards spread in a single layer, this never later than the tenth day. The eggs are turned three times daily. On the fourth of fifth day they are tested, and all the infertile ones are taken out and sold for human consumption. The testing is done in the upper chamber, which is dark, each egg being held up in a ray of sunlight, which comes through a hole in the dome roof made for this purpose. Usually one-quarter to one-third of the eggs prove infertile. It is said that very few which are left in after first testing fail to hatch.—Poultry Record.

**Invention of New Poultry Picker.**

Emil G. Berg, of Faribault, Minn., is reported by a New Ulm newspaper to have invented a machine for picking poultry. Of this device this paper says:

"The machines is not a 'picker' or 'plucker' but operates to remove the feathers by means of sustained frictional contact and high speed. It is adjustable to fowls of any size, from the springer to the monster Christmas birds. It is also guaranteed not to mutilate the skin, an important item.

"The construction of the machine is simplicity itself but apparently no one else ever thought of the necessity or practicability of such a device as this is the first wherein brushes are used for the purpose. This gives Mr. Berg the chance to obtain the basic patent, and hereafter anyone who desires to make use of the brush device for such a purpose will be obliged to

secure permission from the original inventor.

"Briefly the machine consists of two standards which support two co-acting brushes which revolve toward each other rapidly. The fowl to be dressed is suspended by the neck between the two brushes and its feathers are literally brushed off. They fall into a trough below and a fan carries them into a blower so that they do not interfere with the operation of the machine. The power used may be of any sort. The distance between the brushes is regulated by a treadle according to the size of the fowl to be dressed. The brushes are made of non-metallic bristles some 6 inches long and are mounted just high enough so that the operator can conveniently suspend the fowl by hand."

**Change in Egg Rules.**

At a recent meeting of the Executive Committee of New York Mercantile Exchange the following changes in the egg rules, suggested by the egg committee, were approved and adopted:

Rule 3, section 2, referring to the packing of storage-packed eggs, is amended by the following addition:

"The additional packing shall be dry, sweet excelsior or cushion fillers or corrugated flats as a substitute for excelsior under bottoms, and dry, sweet excelsior or corrugated flats as a substitute for excelsior over tops."

A new section is added to Rule 11, referring to inspections, as follows:

"9—If eggs sold under the call shall be officially inspected the tops and bottoms of the cases drawn as a sample shall be sealed by the inspector at the completion of the inspection."

**The Chink Assimilated American Methods.**

An observer with humorous sympathies reports a trait of a Chinese servant employed in a local family, which reveals a certain capability for ready assimilation of American methods of dealing with the tramp problem.

A forlorn, hungry looking tramp called at the kitchen door early one Monday morning, and was promptly interviewed by Hi Ting. To him the tramp related a pitiful tale of woe, ending with an humble petition for something to eat.

"Likee fish?" asked Hi Ting in insinuating tones.

"Yes, I like fish," the tramp answered.

"Call Fliday," answered the other as he closed the door with an imperturbable smile.

Greatness never manifests itself so plainly as when power modestly asks for information and evinces a desire to be taught; and this greatness is manifested by business men—manufacturers and men's furnishers who desire to obtain first-hand knowledge of a system that has met with unqualified success.

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

**Satisfy and Multiply**  
Flour Trade with  
"Purity Patent" Flour  
Grand Rapids Grain & Milling Co.  
Grand Rapids, Mich.

**POTATO BAGS**  
New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.  
**ROY BAKER**  
Wm. Alden Smith Bldg. Grand Rapids, Mich.

**Geo. L. Collins & Co.**  
Wholesale Live and Dressed Poultry, Calves, Butter, Eggs and Country Produce.  
29 Woodbridge St. West  
DETROIT, MICH.

**A. J. PHERNAMBUCQ & CO.**  
Jobbers and Shippers of  
**FRUIT AND PRODUCE**  
Grand Rapids, Mich.

**Rea & Witzig**  
**PRODUCE COMMISSION MERCHANTS**  
104-106 West Market St.  
Buffalo, N. Y.  
Established 1873

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

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

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

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

**Dandelion Vegetable Butter Color**  
A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.  
Manufactured by Wells & Richardson Co.  
Burlington, Vt.

**HART BRAND CANNED GOODS**  
Packed by  
**W. R. Roach & Co., Hart, Mich.**  
Michigan People Want Michigan Products

**THE QUALITY 5c CIGAR AMERICANO**  
Order from your jobber or  
**A. SALOMON & SON MFRS.**  
KALAMAZOO, MICH.

**Make Out Your Bills THE EASIEST WAY**  
Save Time and Errors.  
Send for Samples and Circular—Free.  
**Barlow Bros. Grand Rapids, Mich.**

**TO REACH YOUR PATRONS AND FRIENDS**  
USE A MICHIGAN STATE TELEPHONE

**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

**OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS**

**THE Tisch-Hine Co.**  
237-239 Pearl St. (near the bridge), 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.**

Write or wire us when ever you have  
**POTATOES TO OFFER**  
**LOVELAND & HINYAN CO.**  
236-248 Prescott St. Grand Rapids, Mich.  
We have seed potatoes to offer in local lots

When in the market to buy or sell  
**FIELD SEEDS**  
Call or write  
**Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.**

**Use Tradesman Coupons**



The illustration of the new building soon to be erected by the Old State Bank of Fremont, published elsewhere in this week's paper, speaks volumes for the stability of Fremont and the enterprise of the directors of the institution. The setting apart of an entire room as a library for farmers and stocking it with books on agricultural and horticultural topics is certainly an innovation which merits hearty commendation. The Tradesman believes this idea is original with the officers of this Bank. It goes without saying that it is a feature which could be adopted by more country banks, with beneficial results to all concerned.

The directors of the re-organized Allen-Kimberly & Co. Bank at Bellevue, which will become a State Bank about the middle of the present month, have elected H. M. Allen President and C. D. Kimberly Cashier, so that these two men, who have been with the Bank many years, will continue in the positions they have held in the Allen Kimberly institution for a long time. Fred A. Brown will be Vice President of the new Bank and M. H. Kimberly will be Auditor. The directors are H. M. Allen, C. D. Kimberly, F. A. Brown, C. H. Legg, John H. York, A. J. Hager, W. C. Dyer, George R. Burt and N. H. Johnson. Allen Havens and F. E. Andrews are the examiners.

While conducting an investigation of the death of L. Boynton, at Clarks-ville, Sheriff Taylor picked up an old pair of overalls from which dropped a can containing currency to the amount of \$5,150. It was supposed Boynton had died penniless.

A term of not less than one and not more than five years in Ionia reformatory was given to Wilcenty Wrobel by Judge Parkinson, of the Jackson Circuit Court, last week. Wrobel is the young man who last winter obtained \$460 at the Jackson State Savings Bank by presenting at the window Julius Dombrowski's deposit book and drawing out all the money Dombrowski had there. He was arrested in Chicago at the home of his sister, and about \$250 that he had not squandered was recovered. Wrobel pleaded guilty at the last term of the Circuit Court, but sentence was deferred to give his friends opportunity to raise the balance of the money with which to reimburse the Bank. They didn't succeed in getting it. Judge Parkinson, in sentencing Wrobel, asked him if he would be willing to work

out and pay the balance of this money to the Bank if he were paroled at the expiration of one year's imprisonment. Wrobel said he would. The maximum penalty for the offense Wrobel committed as fixed by law is five years, and the Board of Pardons could require him to serve all of that time, but they may let him go at the end of a year upon his promise to make good this shortage of cash that belongs to the Bank. Judge Parkinson recommends the maximum term be not to exceed three years. Wrobel was unable to state to the court how old he is. He said he thought he was either 18 or 19. He appears to be about that age. So far as known this is the first time he was ever arrested, but the court considered it too serious a matter to pass by lightly and the placing him on probation was not considered.

The announcement by President Wilson last week, of his selections for the five appointive members of the Federal Reserve Board who, with Secretary McAdoo and Controller of the Currency Williams, will constitute that body, has been extremely well received in the banking and business community. A vague apprehension that the President might see fit to name either men with political antecedents chiefly, or colorless men who would escape opposition because of their negative character, or avowed anti-bank men," as a stop to the Money Trust agitators, had begun to cause unpleasant doubts as to the in-

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



### Kent State Bank

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank in Western Michigan

## Fourth National Bank

Savings Deposits

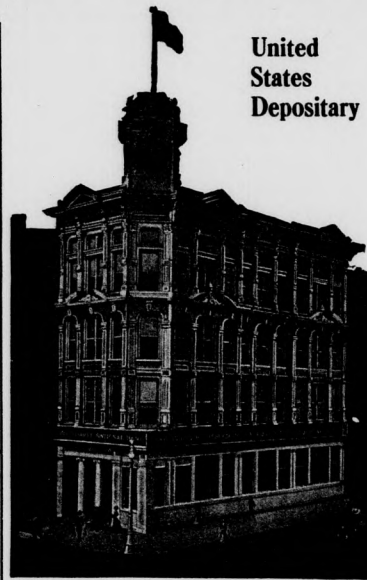
3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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

United States Depository



Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

## GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

## 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.



auguration of the new banking system.

The five selections include three professional bankers—Mr. Warburg, of Kuhn, Loeb & Co., Mr. Harding, President of the First National Bank of Birmingham, Ala., and Mr. Wheeler, Vice President of the Union Trust Co. of Chicago. These are all conservative and experienced men, and Mr. Warburg, who was in large degree the author of the Aldrich plan, is thoroughly trained in the problems of international exchange (with which the new system will have much to do), and is perhaps the highest authority among American bankers on the general problem of centralized banking. Of the two other appointees, ex-Secretary Olney, named for Governor, has been a lawyer and a statesman of large experience and conservatism, while Dr. Miller is an economist of a very practical turn of mind.

Mr. Olney has declined the nomination, but the high character of that and the four other selections indicates that a competent substitute will presumably be found. Indeed, the news of such appointments has already dispelled many doubts and misgivings; it was taken as indicating, first that the new system will be introduced under competent auspices, and second, that the Administration does not propose to discriminate against practical and competent bankers, merely because of the "Money Trust" controversy. It is interesting to recall, in view of the fact that a lawyer was named for the head of the Federal Board, that the Governor of the Bank of England is a wholesale merchant; the Governor of the Bank of France came to that post from the Custom House. Dr. Koch, for so many years head of the Imperial Bank of Germany, had been a lawyer and a local magistrate before he entered National banking, and the Reichsbank's present head, Herr Havenstein, although he once was President of the Seehandlung, a private Berlin bank, was previously first a jurist, and then Minister of Finance.

The First National Bank of Boyne City offers \$90 in gold to the farmers showing the best fields of alfalfa in

September. These fields must be at least one acre in size and be of this year's sowing. The prizes consist of \$50, \$25 and \$15 each. The judging will be done by men from the Michigan Agricultural College.

The directors of the Bank of Saginaw have decided to erect a new and modern banking house at Fordney avenue and Center street. The present frame building will be torn down, and a handsome, up-to-date, well equipped structure will be built. The detail plans are being drawn by Architects Cowles & Mutscheller and the work will be started within two weeks. The new branch bank will prove a great convenience to the many south side patrons and to the business interests of that section. It is necessary for south siders at present to travel long distances to transact their banking business.

Edward T. Lindsay, Teller of the Second National Bank of Saginaw, who pleaded guilty to embezzling about \$12,000 from the Bank, was given the minimum sentence allowed by law by Judge Tuttle, of the United States Court at Bay City. Lindsay will go to the Detroit House of Correction for five years.

There's one thing we like about a girl clerk in a department store; she never sneaks off to the basement for the purpose of smoking cigarettes.

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

	Bid.	Asked.
Am. Light & Trac. Co., Com.	340	345
Am. Light & Trac. Co., Pfd.	105	107
Am. Public Utilities, Pfd.	72	74
Am. Public Utilities, Com.	46	49
Cities Service Co., Com.	87	87
Cities Service Co., Pfd.	72	74
Citizens Telephone Co.	78	80
Comw'th Pr. Ry. & Lt., Com.	58½	60
Comw'th Pr. Ry. & Lt., Pfd.	80	81
Comw'th 6% 5 year bond	98	100
Pacific Gas & Elec. Co., Com.	39	41
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.	68	71
United Light 1st and ref. 5% bonds		89

**Industrial and Bank Stocks.**

Dennis Canadian Co.	99	102
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	265
Kent State Bank	255	265
Peoples Savings Bank	250	

May 13, 1914.

**United Light & Railways Co.**

H-S-C-B

H-S-C-B

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

**Howe, Snow, Corrigan & Bertles**

Citizens 4445 and 1122  
Bell Main 229

Grand Rapids, Mich.

Fifth Floor  
Mich. Trust Bldg.

**THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS**

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

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

**The Simplest  
SAFEST  
way to get**

**6%**

is in the bonds we sell

**\$100.00 \$500.00 \$1,000.00**

The security is the same.

Tax exempt in Michigan.

**The Michigan Trust Co.**

**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.

**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.



### Things That Give Style to a Store.

Written for the Tradesman.

A dry good store presents a continual problem in arrangement and display—a problem that never can be fully solved, but which, in any thriftily growing establishment, always must be in process of solution. For there is nearly or quite as much in the arrangement and display of goods as in the goods themselves. That is, the impression made upon the mind of the casual observer—and casual observation is what you have to count on, most persons are not close, discriminating observers—the impression made upon the mind of the casual observer depends as much upon the setting and arrangement of a stock as upon its quality and selection.

We see something akin to this in the matter of dress. One woman will wear an inexpensive costume, yet something in her figure, her carriage and the way she gets her clothes on give to her appearance an indescribable quality that we call style. Another woman will put on a much costlier gown and one far more modishly gotten up, and still with every motion she makes, proclaim herself a dowdy.

There is style and the lack of it in stores as well as in the wearing of clothes; and in one as in the other it doesn't happen, but there are certain means and methods and certain knack by which it is obtained.

Recently I was much interested in a drawing of a large bank and office building. The picture, which was quite an expensive piece of work, was made by a man who is called a commercial artist. As the drawing was for reproductions which are to be used as advertising, I very naturally enquired why a photograph, which could be obtained for only a fraction of what the drawing had cost, would not answer as well for the original from which to make the plate.

There were two reasons, I was told, why the drawing, even at the much higher price, was preferred. One was that it is difficult to get a good perspective in a photograph of a large object taken at close range. Vertical and horizontal lines appear somewhat distorted. Still this mechanical difficulty can be gotten over in great degree by the skillful use of the right kind of a camera. The greater reason seem to be that, by the use of certain clever little devices of his calling, an artist can make a building appear larger, statelier, more elegant and spacious than it really is, and yet make a picture that, to the ordi-

nary observer, will look perfectly "true to life."

Here is an idea for the shopkeeper. While the morality of making his goods look better than they really are may be questioned, still he certainly is justified in making them look as good as they really are.

The right kind of a building is the foundation of all good arrangement and display. High ceilings, aisles of proper width, light, tasteful tints on walls, ceiling and pillars, good floors, and, above all, ample light, are prime requisites for making a stock of goods show up for what it really is worth. Large plate glass windows, kept clean of course, add an elegance that nothing else can give, to whatever is placed in view.

A stock that is too large for the store never shows to good advantage. Sometimes the cost of rent may make crowding unavoidable, but it always is to be remembered that goods must have room enough in order to sell most readily.

There is much in economizing space, making the very most of what there is. Good and well-devised although not necessarily expensive fixtures aid greatly in this; and there are many little contrivances and methods of arrangement which an ingenious man can make for himself, that will aid in relieving the congested look that is the greatest fault in the appearance of many stores.

Perfect order and cleanliness, freedom from all dust and dirt and confusion, do their part in giving style to a store. Good show cases and tasteful arrangement of the contents are an important factor.

Simplicity, grace of line, knack in color combination, entire absence of fussiness—these are the keynotes of style in draping and display.

Inasmuch as customers, by the inevitable process of mental association, attach the general impression they have of a store to every article that comes out of it, it is plain to see how desirable it is to have style to your store. Other things being equal, shoppers, and especially the better class of shoppers, will give preference to the store that appeals to their aesthetic sensibilities, even though they may be able to buy identical goods for the same money at some place that always is a clutter of untidiness. Fabrix.

### Burn Silk Before Buying.

Why did your last year's silk split and crack?

Because it was adulterated.

You might have tested it easily be-

fore purchasing and saved both money and worry.

A piece of silk and a match are all you need for the test. Light the match and apply it to the fabric. If it holds its shape the silk is adulterated with some of the various minerals so used. If it runs together in a puffy mass the silk is pure.

This is one of the tests given in the new correspondence course in fabrics offered by the extension division of the University of Wisconsin.

Among other things that it isn't safe to fool with are toy pistols and platonic love.

How some men do hate other men because of their superiority.



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.

## HATS! HATS! HATS!

THE DEMAND IS NOW HERE  
ARE YOU PREPARED?

We carry a large assortment of Men's, Boys', Women's and Children's Straw Hats in all the new styles and in all grades.

You'll find our prices most moderate, and from our large stocks we can fill your orders promptly.

### Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

## The Sign of the Rubber Tree



That is the trademark used on the Dr. Parker's Waist and Hose Supporter Combination for children's wear.

Skeleton Hose Supporters are a sensible and comfortable article, and Dr. Parker's is one of the good ones that can be retailed at 25 cents. Packed one dozen ages 2 to 12 years.

Visit our Notions and Fancy Goods Department for this and other items in the hose supporter line. We have some excellent values.

### Grand Rapids Dry Goods Co.

Exclusively Wholesale

GRAND RAPIDS, MICHIGAN

**Is Your Window Serving Its Purpose?**

The biggest problem of the merchant is, "how can I bring the people into my store?" Whether they buy or not on their first visit, if you can get people inside you have the opportunity of showing them and at least pave the way for a future sale. The main object is to get them inside where you can talk to them. Out of the many numbers of people that pass your store only a few step inside, some stop a second or two to examine the contents of your window, then pass on to the next, and still others do not even do that.

Large sums of money are being spent in newspaper advertising, but some dealers very often overlook the importance and purpose of their window, and the many advantages derived therefrom. The window is closely associated with advertising. People form an opinion in their minds of a store when reading its advertisements. The advertising may be persuasive, yet the window repulsive.

Your show window is the nearest connecting link between yourself and the perspective buyer, and its greatest purpose is to pull the prospect inside after he has come as close as this—immediately in front of your door. As the saying is "So near and yet so far." He is near, it is true; but when it comes to making a sale, he may as well be in Egypt. You haven't induced him to enter. Bring him inside where you can talk to him. It is up to your window to accomplish this.

Two important facts or rules, as you may term them, must be born in mind when trimming your window. First, make the window as attractive as possible, arranging the display in as pleasing manner as can be had. Secondly, bearing in mind, that the purpose of the window is to pull the prospect inside; your display must be also convincing enough, so that it will create an impulse for the prospect to enter your store and further investigate the article you are displaying.

In a passing glance, if your window is attractive and impressive it will arrest attention; and if convincing and forceful will fetch the buyer. Do not attempt to display too many different kinds of articles at one time. You can obtain much more pleasing effects and attract more attention by confining the display to one kind of commodity, or, if necessary, show only a few different kinds. The most successful trims that have brought the best results to the merchant made a specialty of some certain commodity in their window display, and used simplicity throughout.

By displaying a conglomeration of articles the beholder's attention cannot be concentrated on any one article, each detracts from the other. First the eye rests on one thing, and then it is attracted to something else, and it fleets from one thing to another until it tires of looking and the person passes your door. You have lost a prospect? While the gen-

eral arrangement of the display may be pleasing and admired by the onlooker, there is no one item that will sufficiently attract him and induce him to enter your store.

Think as much and more of your window as the inside of your store. Many merchants regard the window in front of the store as an accessory. It is there because all stores have them—the stores are built that way. But why not get a revenue from that space?

More and more merchants are realizing this importance of show windows, and those who are building new stores specify large windows (great area of floor space) in their plans. The windows of the modern stores run back several feet, some occupying as much as half of the ground floor. This proves the value of window displays is great, and the merchants have wakened to the fact. The success of a store is partly due to the proper attention and care given to show windows. C. J. Shower.

**Retail Trade Boosting Trips.**

Every city of any size makes a practice of sending out boosting trips. At certain times the jobbers and manufacturers plan an excursion of one, two or more days, when they take a train or trolley trip, through a selected territory, visiting the retail merchants, cultivating friendship and leaving souvenirs calculated to make those retailers purchase their supplies in the city they represent.

Taking a hint from this practice retail merchants of some country towns are getting together and visiting the farmers in their territory for the purpose of getting them to abandon mail order house buying and deal in their own home town. It is working out well.

The farmers are shown in this way that their trade is desirable, and they are also taught that it is really to their interest to buy at home.

Several merchants whose lines do not conflict going together can make the visit more impressive than if one went alone. The idea is not to sell goods on the trip, but create a reciprocal feeling which will cause the farmers to return the call when in need of merchandise.

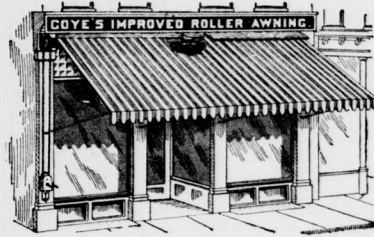
**Leading Trade Paper of the State.**

W. R. Wager, representative of the Michigan Tradesman, was here this week looking over business conditions in our city. While here many of our leading merchants and business men very wisely became subscribers to the publication. The Tradesman is a great paper. It is generally conceded to be the leading trade paper of the State and every Michigan business man should read it.—Lapeer Clarion.

C. C. Carlisle, Upper Peninsula representative for Selz, Schwab & Co., Marquette, writes as follows: "I do not want to get along without the Tradesman, for there is not a paper I take that I read with more interest or enjoy more than the Tradesman."

Of two evils choose something else.

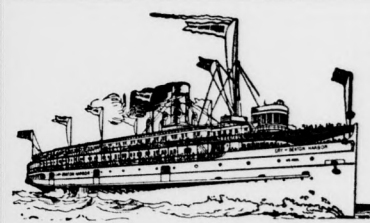
**AWNINGS**



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.



**CHICAGO BOATS**

Graham & Morton Line

Every Night

**Many Lines In One Bill**

Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

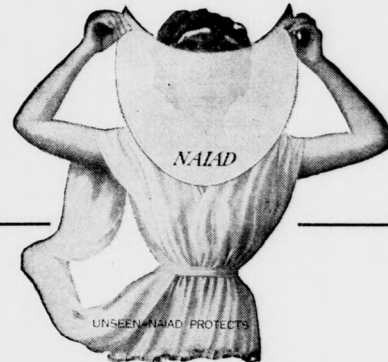
Our monthly catalogue—America's Price Maker in general merchandise—is dedicated to this kind of buying.

**Butler Brothers**

Exclusive Wholesalers of General Merchandise

New York Chicago  
St. Louis Minneapolis  
Dallas

**"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



#### Premiums and Trading Stamps.

Most shoe dealers are "down" on trading-stamps and premiums, and with good reason. They usually turn out to be merely added expense, and as soon as everybody in the business begins to use them, as they ultimately will, nobody has an exclusive talking point, consequently nobody is benefited.

There is one way in which trading-stamps help, however, and that is with collections. This has been shown particularly in the case of department stores, whose shoe sections usually handle a much larger proportion of credit business than the average exclusive shoe store. When stamps are given within ten days after the bill is rendered the first of the month, it is almost invariably found that the customers of the store pay more promptly. Women especially like to take advantage of this discount—as that is what giving stamps amounts to—and consequently make a point of paying bills which are affected by the stamp system. To that extent the giving of stamps is worth while, if the merchant can figure out that getting his money in quick is worth 2 per cent.

Other merchants have found that premiums are particularly efficacious in getting the trade of boys. A shoe dealer who formerly gave a baseball and bat—costing in quantities about 15 cents—said that the premiums really brought business to the store. He gave up the plan, however, because others were starting it, and it was agreed by members of the trade that it would be unwise to introduce the idea generally.

#### Two Ways of Selling Shoes.

"We fit you easily. Just give the size and width of the shoe you have on. Simple enough, isn't it?"

So reads the announcement at the top of a page of the style booklet sent out by a large mail order house. The retailer who would make such a cheerful and indisputable statement of fact to a prospective customer would either be considered lacking in gray matter, or be told by the indignant customer that a grocer's clerk could do the job equally as well on the same principle.

And yet this house, if it were to show you its books, could no doubt produce figures to prove that a very satisfactory part of its entire business is being done on shoes. Furthermore, the catalogue is a miscellaneous collection of illustrations and descriptions apparently flung together

for an illustration of a woman's dainty patent pump—the cut of this shoe is only about an inch and a half long—appears directly under a cut of a boot nearly three inches in length, which suggests vividly the affliction known as "club foot."

"Why do the mail order houses have such a tremendous business?" asks the troubled retailer. Well, for one thing, because they go after it. Crude as the illustrations are, they convey some idea of how the shoe looks. The description is detailed. The price is usually attractive. The public may know that you are in business to sell shoes, but it is we'll to impress upon the people the fact that you also give service—present service—and to get this information before that same public in some way.

The retailer who recognizes and makes the most of this sales-advantage which he has over the mail order house that fits shoes by the "absent" method, is the man who wins.

Advertising on an extensive and expensive scale is out of the question for many shoe retailers, but a good, live window display, with a few neatly lettered cards is at least within the reach of all. If a firm can sell a satin pump on an illustration that looks like an arctic overshoe, the average retailer can sell the same pump much more readily by displaying it attractively and then making it known additionally, if he can afford to do so, that he can deliver the goods the public is looking for. Personal service, the opportunity for the customer to see and feel of the shoes, and satisfaction guaranteed, are important selling points for the retailer which mail order houses cannot give.—Shoe Retailer.

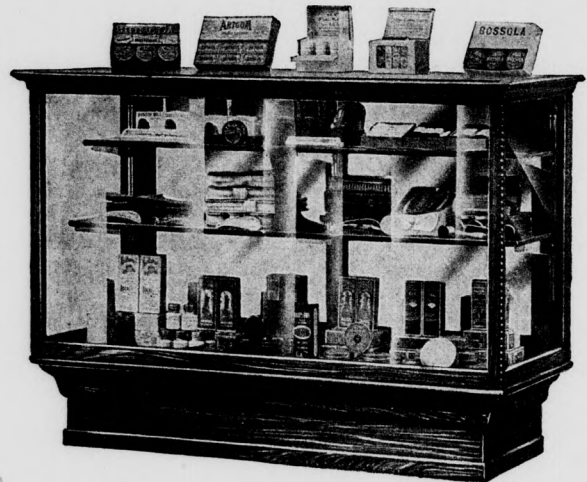
#### Profit-Sharing and Publicity.

The public at present is keenly alive to the methods used by business houses, and shows its appreciation of the concerns which use profit-sharing plans or in other ways attempt to give its employes a portion of the profits of the business.

A large shoe house in the West, which has been using a profit-sharing plan for several years, recently realized that the plan contained the germ of a good publicity idea, and consequently began to feature it.

That the plan was worth while was shown by the fact that many people who came in commented upon it approvingly in talking to the salespeople; and it is probable that the favorable publicity thus developed was worth all the money the company is paying out to its clerks.

## How is Your Stock of Shoe Dressing?



We have just received a *carload* of

## Whittemore Shoe Dressing

And we can supply you with the proper dope for any kind of shoe in your stock

Black and tan liquids and pastes.

Cleaners for white Nubuck and Canvas shoes. Dyes for tinting the white goods to any desired shade. Brushes, daubers and polishers.

Send for our catalogue of Shoe Store Supplies, and keep your stock complete. There are handsome profits for the retailer in a well kept and properly assorted findings department. Special discounts on quantity purchases.

**HIRTH-KRAUSE COMPANY**  
Grand Rapids, Mich.

## 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 Meanest Counterfeiter of Them All.**

If a man takes a piece of paper and, acting without the authority of the Government, makes it appear like a \$20 bill the authorities step in and cause his arrest and conviction as a counterfeiter. In other words, he stamped a fictitious value upon a piece of paper for the purpose of defrauding the public whom the Government undertakes to protect in such a case.

If a person equally unscrupulous, who, calling himself a shoe dealer, shall have a shoe made on his order, or on the order of some wholesaler supply them to him, that is ordered from the shoe manufacturer at a price say, of \$1.35 and have it stamped \$4, so that the fake bargain shoe dealer can sell that shoe for \$1.98, thus advertising shoes at half-price, nothing is done by the Government to protect the public, although under such circumstances the fraudulent shoe dealer is no less a counterfeiter than the one who imitated paper money. The one stamps a piece of paper \$20. The other stamps \$4 on an article that he knows does not represent that value either in materials or workmanship. Both are counterfeiting values, the only difference being in the degree.

A fake bargain shoe store that sells a pair of shoes marked \$4 for the price of \$1.98, which cost him \$1.35 is making a profit of 63c on a sale made at \$1.98, or a profit of about 32 per cent. on sales, which is a higher profit than is realized by many legitimate shoe dealers.

Still these unscrupulous and fraudulent vendors of shoes continue to hood-wink the public. They make no pretence of a low cost of doing business, because we find them in the most expensive store locations, thus proving that they must receive a good profit on their merchandise, for otherwise their expenses would eat them up.

We take the ground that it is equally reprehensible as counterfeiting money. The extent to which the fake bargain shoe business has flourished throughout the country would indicate that the people of the United States are losing by the fake bargain swindle, or, as we term it, counterfeiting practice, probably several hundred times as much as the people of the country are losing through counterfeit money.

We note with satisfaction that the National Associations of Manufacturers and Shoe Retailers, respectively, are watching these stores and their practices. It is certainly a work in which they should co-operate to the fullest extent, as it is one of the best avenues through which both associations can promote their mutual interests.—Shoe Retailer.

**Start With the Babies.**

A live shoe dealer in a Western city believes that he can't begin too early to train up the youngsters in the way they should go as to footwear purchases. He has a well-stocked

children's department, and he knows that the mothers who come there for the kiddies' shoes will likely stay to buy their own. In order to emphasize this feature he even sends out a letter to every baby born in that city, the indirect advertisement to the parents being of course the effective part of the epistle, which is as follows:

"Dear Little New Baby:

"You've begun to want things before you can talk.

"You need a pair of shoes, first of all, for though you can't even toddle, you must have a covering for those little pink feet.

"Your mother—who is going to be the most wonderful and wisest person in the world, for many years to come—knows far better than we just what you want.

"If she will come into the Children's Department of our store, she will find just what you need in the way of shoes and stockings. These articles are dainty and inexpensive. If she will present this letter we will sell her a pair of our fine 35-cent silk and woolen stockings for you for 23 cents."

**Fashion Week in Small Towns.**

The problem of the small-town dealer is usually more difficult than that of the shoes merchant in the larger city, where there is always considerable transient trade. The shoemen in the country town must rely on the farmers' trade, as a general rule, and the big question is how to get the farmer to town.


The answer is found in co-operation with other merchants. Which the agriculturist wouldn't bring his family to the town merely to look over the stock of one dealer, the fact that every store was offering something special, or was having an exposition of the spring styles, would be an attraction worth noting.

"Fashion Week," as an institution participated in by shoe dealers, clothing and hat stores and others, has been a success in many parts of the country, and is a certain stimulation for dull business.

The statement in the Tradesman last week that David H. Monier had retired from the shoe firm of Monier Bros., 703 Division avenue, south, to engage in the restaurant business is denied by that gentleman. He and his brother, Frank, are still engaged in the shoe business at the location above stated under the style of Monier Bros.

What a satisfactory old world this would be if we could sow thorns and reap roses!

The less a man has to say the less he may have occasion to retract.



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

# 1864 — 1914

---

## Think It Over

What does fifty years of good shoe making mean to you? It means that when you buy R. K. L. shoes you do not buy an experiment. You buy a product that has been proven by the actual wear test of thousands to be a real service and genuine satisfaction. Many times during the past fifty years have we changed our styles, but the R. K. L. lasts, famous for their comfort and shapeliness, have been preserved.

It will pay any shoe dealer to "get in the wagon with us" and share our profit lined success.

---


**Rindge, Kalmbach, Logie Company**  
*Everwear Shoe Manufacturers*  
**GRAND RAPIDS, MICHIGAN**

## Note the Character

of the latest novelties that we are showing

### This Cleopatra Colonial

is the very latest



You should be glad we are here

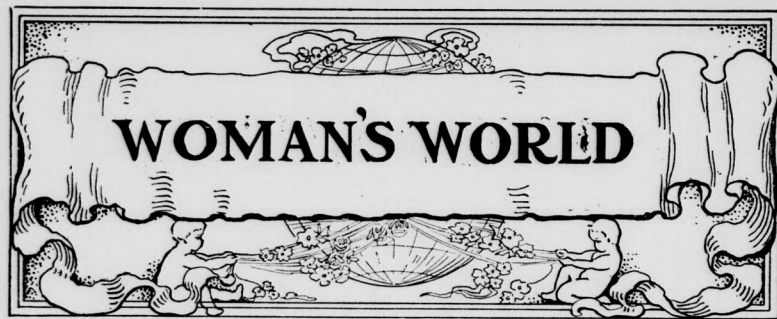
No. T. 6902 Thin Edge McKay  
at \$2.00

In stock at your service

---

**Grand Rapids Shoe & Rubber Co.**

The Michigan People
Grand Rapids



### Do's and Don'ts for the Average Woman.

Written for the Tradesman.

Live and learn—that is, learn as you live. While the days and the weeks and the months and the years speed past, increase your stores of knowledge. Glean from books, and to book lore add the wealth of wisdom and experience that is to be gained by conversation with wise and noble men and women.

However, don't remain content merely to absorb knowledge second-hand. Think for yourself. Develop power of mind. Your range of thought should become broader, your discernment keener, your comprehension deeper as you advance in years.

Perhaps you have been, as we say, well educated. You have enjoyed good opportunities and considerable money has been spent on your training. Don't regard your education as finished. Don't look upon your college diploma as an excuse for cessation from mental exertion. The mind of the graduate easily may lapse into desuetude, while the woman of very meager early opportunities, if she improves the spare moments, is ever on the alert for ideas, and above all forms the habit of using her brain, often in the long run outstrips in genuine mental accomplishment the woman who can write M. A. or Ph. D. after her name. In things intellectual as in things material, it really is results that count.

Do your share of useful, honest work in the world. No matter if you are under no necessity to toil for a livelihood; no matter if you are able to hire servants to do all the manual labor of your home, still work. Render to society some valuable service, whether of hand or brain or heart—better if of hand and brain and heart combined—as an equivalent for the work that others constantly are doing for you.

Don't be a parasite. Don't live by grafting upon the efforts of the industrious, even if you are financially able to live in idleness and pay your bills. During your lifetime you will consume the world's store of food, of raiment, and of countless other comforts and luxuries. Do something to add your proper portion to its riches either in material or in immaterial things.

Insofar as circumstances will permit, try to do that work in life which is best adapted to your powers. If you are a person of ability and at the same time a home woman, you are apt to feel that the task of looking

after a household offers not a very promising field for your special gifts. Usually this idea is a mistake. Most women who are bright and intellectual have it in them to be good housekeepers and home makers, if only they apply their energies in that direction; and the ordinary home work of women needs just the uplift of these superior minds. Having chosen the domestic life, dignify your work and seek to achieve real success in it. Do your part in raising the standards of homes and home life.

If you are a wage earner or elect to enter some profession or career, all doors are now open to you. Do not, however, just because you are at liberty to "do anything a man can do," enter some calling for which you have no natural ability and no genuine liking. Some women like to show a kind of bravado in attempting the unusual and the unconventional, not considering whether they possess the staying power to carry their undertakings to a successful issue. A capable and efficient woman blacksmith is no dishonor to her sex; but a woman who soon will be complaining of the ache in her arms and of the weariness caused by standing on her feet, would better remain away from the forge.

Whatever your work, whether it be within the home or outside, whether it be high or humble, bring to bear on it the same steadiness of purpose, the same concentration of energies, and, at least so far as your strength will permit, the same tireless zeal and enthusiasm that able men bring to their chosen callings.

Don't be frivolous. Take yourself seriously; but not so seriously but that you sometimes can crack a joke, or sit down and chat half an hour with an acquaintance, or enjoy a sunset or a roam in the woods. Play as well as work. When your task for the day is done, well done, done to the best of your ability, dismiss it from your thoughts and let your mind refresh itself with reading and conversation and innocent diversion.

Take care of your health. Both the usefulness and happiness of an invalid is necessarily curtailed. Health is not maintained by coddling, by staying indoors and eating delicate foods. Rather accustom the body and the mind as well to habits of hardihood. Since the mind has much to do with the state of the body if only from a sanitary point of view, a cheerful disposition is to be cultivated.

Don't allow yourself to become addicted to the woman's vice of worry—

a vice which wears out its victim needlessly, and is almost sure to make her tiresome and unpleasant to her friends.

Dress well, that is, in as good taste and in as elegant materials as you can comfortably afford.

"Costly thy habit as thy purse can buy But not expressed in fancy; rich not gaudy;

For the apparel oft proclaims the man,"

is a bit of advice replete with practical wisdom. Just as it is the young man with a front who gets to the front, so it is the really well-dressed woman who captures most of the prizes, social and professional, that women desire.

However, let dress be a means with you, not an end. Let it be an exponent of your nature, something which makes you more fully yourself and increases your power for good—not something to which your nature is subsidiary.

If a kind Providence has endowed you with good looks, count them as a most valuable womanly asset, but do not fall into the error of banking your beauty alone, to the neglect of agreeable manners, good temper and mental culture. The girl who was the belle of the town during her teens and early twenties, may often be seen in the middle life as that most forlorn and hapless creature, a woman who has lost her youthful beauty and has failed to cultivate more enduring charms to take its place.

Be discreet in conversation. Don't be the kind of woman who can't be trusted with a secret, who goes about making trouble between friends by talking too freely about personal matters or repeating what has been told in confidence.

Just because talk should be somewhat guarded and always governed by the laws of kindness and fairness, it isn't necessary to be a silent sister. Don't be a clam. Wherever she may be, at home, in society, in business, a woman is more attractive personally and exerts a greater influence, by being an entertaining and effective talker.

Make friends. Cultivate friendships not only for what friends will do for you, but for what you can do for your friends. Do not place friendship on a sordid basis of give and take, so much for so much, but advance to higher ground and regard real friendship as a means of growth and development as well as of great enjoyment. A wise woman will be friendly with many; intimate with only a few—those whom she has tried and found trustworthy.

Be noble and generous. But don't try to monopolize nobility and generosity, so as to allow those about you no opportunity to exercise the same virtues. Do your duty fully. But don't load up with all sorts of extraneous and imaginary duties, thus diverting your energies from that which it is appointed for you alone to do.

As you go through life, regard it as a privilege to cheer sorrow, relieve misery and soothe pain; to lay a gentle womanly hand upon suffering and cause it to vanish; and whenever and wherever you can, to add to the comfort and welfare of those about you and of humanity at large. Quillo.

United States Nobby Tread  
Goodyear & Goodrich Tires  
Kan't Blo Reliners  
STANDARD TIRE REPAIR CO.  
15 Library St. Rear Majestic Theatre  
Grand Rapids, Mich.

## 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.

# Specimen Form Letters

Mrs. John Reynolds,  
14 Lincoln St.,  
City.

Dear Madam:

Your physician will tell you that a refrigerator which cannot be kept clean and wholesome is always dangerous to your family.

This year we have selected the.....  
.....Refrigerator as the medium by which you can preserve the appetizing flavor and healthfulness of food at the least expense of labor and at a low cost for ice.

Let us demonstrate how the..... can be easily kept free of breeding places for disease germs, how to have better, more nourishing food and how to guard against sickness and doctors' bills.

This subject is one that demands your serious attention. If you will visit our display room we will be glad to give you complete detailed information without obligation. Come to-day and investigate for yourself.

Yours very truly,

Example of good business-pulling letter. Note how the subject of health—of vital concern to everyone—is made the joint of contact and introduced in the first paragraph. In this letter you make the reader's interest your interest, thus securing his attention and paving the way for his further investigation.

Mrs. Geo. Harrington,  
25 Dreer Place,  
City.

Dear Madam:

We wish to call your attention to the fact that a large shipment of..... Refrigerators has just been received and are on display for your inspection at this store.

The Refrigerators are all thoroughly constructed and will last a lifetime. The walls and shelves are lined with porcelain enamel providing easy cleaning and long wear.

Nothing to crack, chip or absorb moisture. Every corner rounded. No joints or any other place for dirt to lodge. Easily the best refrigerator value on the market.

Come at the first opportunity and see this remarkable display. There is a size for every purse. Now is the time to make your selection before the warm weather arrives.

Yours very truly,

Every business letter should have a point of contact that will immediately secure the reader's attention. The above letter lacks pulling-power. It deals in generalities without any specific appeal. You force your business, so to speak, upon the prospect without introducing any common ground of interest.

# Ceresota

The Guaranteed  
**Spring Wheat  
Flour**

Always Uniformly Good

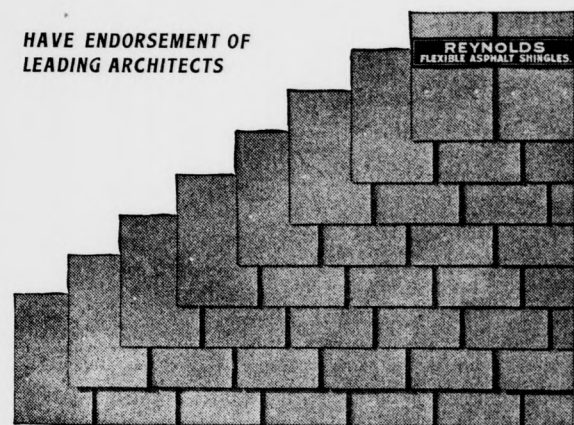


## JUDSON GROCER CO.

The Pure Foods House  
Distributors  
GRAND RAPIDS, MICHIGAN

## Reynolds Flexible Asphalt Shingles

HAVE ENDORSEMENT OF  
LEADING ARCHITECTS



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

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



# 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



**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.

#### Advertising Suggestions Pertinent to the Season.

A National maker of lightweight, porous underwear—on which consumer demand and retail sales in any considerable amount can be looked for only during the "good old summer time" proves the axiom, "The time to advertise is all the time," by successfully advertising his one-season specialty the year around.

When continuous advertising can be done successfully on goods of such limited seasonal demand there is substantial encouragement to the hardware retailer to advertise continuously, since on any and every day he can offer goods of timely interest and appeal.

Nevertheless it is sensible for the merchant to regulate his advertising, in volume and aggressiveness, with due recognition of those special times and particular seasons when consuming buyers are most responsive to advertising (selling) appeal.

One of the most important of such seasons is at hand. The needs of the people, their aroused activities, in May, offer a wealth of advertising suggestion. The wakeful retailer even now is sharpening his pencil in order to express in advertising "copy" many of these timely suggestions, so that through the printed word the desires of the people for new supplies may be crystallized into an active demand at his counters.

Out of the wealth of the season's advertising suggestions looms the tool buyer.

The tool buyer, whether mechanic or farmer, or gardener, professional or amateur, is entering upon his season of maximum activity. The tool user, both mechanic and farmer, and also the gardener, must have not only tools for replacing, but more tools, besides. The tool user, as mechanic especially, needs not only more tools but better tools—new, improved tools for doing things in quicker, easier and better ways.

Without effort or especial attention on a retailer's part, his store may get the mechanic's trade on the tools he must replace and for the additional tools he must add to his kit.

The merchant's peculiar advertising opportunity, however, is in the printed presentation of the new and improved tools in which there is so much self-interest appeal to the mechanic, yet which he is not so likely

to buy unless his attention is especially called thereto. Simply this—the merchant, as retailer and expert, knows of better ways in which the mechanic can do his work—better tools with which to do it; and, by advertising the good news in a friendly, human sort of way, the merchant wins the mechanic's good will for his store, as well as his trade for tools.

In garden tools, lawn mowers, hedge shears and the like, the retailer is wise who doesn't permit his anxiety to make a sale to lead him into recommending the lower grade sorts. Of course, the necessities of storekeeping demand that the cheaper kind shall be in stock. But there is a service to be rendered—a service to be appreciated, particularly by the beginner—in pointing out to customers the genuine economy of the purchase of good farm and garden tools.

Then there are the problems of spring painting. After all, people know little about paint and how to apply it. The retailer can help them a lot in deciding what to use and how to use it, and the merchant who makes an offer of such assistance, in his newspaper talks to the public, will find a gratifying response in increased patronage for his paint department. Little things count.

For example: The hint that warming up a varnish floor-stain will make it work more easily, go farther, dry quicker and give more satisfactory result. People remember these little things and they associate them with their source. It is service, and service is what the people want to-day.

The hardware retailer who handles automobile supplies should be saying so now and keep on saying so throughout the season. It is desirable business—and the car owner is a man who can influence other business, like builders' hardware.

Household helps have a good many attractions in May; the woman wants many new things—some she herself will buy and others her handyman will get. Trifles, many of them, but with the trifles comes the possibility of the sale of a vacuum cleaner or a washing machine.

An interesting looking list of house-cleaning helps in the newspaper will attract her attention and draw her to the hardware store, where display and salesmanship can take care of the more important and desirable sales.—C. W. Snyder in Philadelphia-Made Hardware.

Many a man's unpopularity is due to the fact that he always tells the truth.

# American Brand



Lasts Longer---Looks Better

All meshes and widths

We also manufacture

## Copper Bronze

(90% pure copper)

Painted

Galvanoid Enameled

Bright Galvanized

American Wire Fabrics Co.

CHICAGO, ILL.

# Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and  
Ellsworth Ave.

Grand Rapids, Mich.

# Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.





**Gay Clothes for the Summer Man.**

Summer dress for men shows such diversity and sprightliness there will be no complaint such as that of recent seasons on the score of sameness and sombreness. In fact, it has been observed during the past month by many merchants and manufacturers that there has not been in twenty years so pronounced a tendency toward frequent changes and the extensive exploiting novelties. It begins to look, after all, and no doubt because of the agitation we have conducted in the past year, that the industries in connection with men's attire, which in this country have an annual output of approximately \$800,000,000, are in a fair way to being put, to a lesser extent, on the same basis as the industries affecting women's wear, which have frequent and noticeable fashion departures. This, it will be readily admitted, involves greater hazard for both makers and retailers, but it ought to be a decided benefit in that it would put our trades on their mettle, eliminate the drones, and largely augment buying, in addition to keeping the output at a good level even during the period of industrial depression.

The demand for unique effects runs through all lines. It has its origin in popular fancy, which runs on quietly for a number of years and then asserts itself in a widespread request for the things that are "different." This trend makes itself felt in retail shops. It is seen that the novelties quite suddenly, often unexpectedly, and usually unaccountably, begin to move in more brisk fashion than the staid and conventional offerings. When the buying season rolls around the orders reveal a greater proportion of fancy materials and patterns and the manufacturers are quick to scent the tendency and to make the most of it. The fact that it appears to be gaining strength at this particular time is unquestionably the most encouraging sign of the day.

When the different trousers suit was presented early last autumn as the newest fashion approved by the club set of New York, the clothing manufacturing trade and the tailors of the country were fearful of results if it attained wide popularity. That they have been convinced of the wisdom of giving it their support has been evident by recent advertisements in magazines of National circulation and recent actions of approval by conventions of tailors. That it is now accepted as the smartest mode and will see still wider favor in autumn are conceded by all intelligent observ-

ers. Latterly there has come from several quarters the proposal that this idea be applied to general summer dress by presenting for general use a suit consisting of dark blue or black jacket with patch pockets, and light striped trousers, of worsted batiste, flannel or distinctly warm weather fabrics.

This combination has always been liked for country wear, but not in a decade has it carried into the business realm. Will it do so? That is a matter of individual opinion. You are as good a prophet as I am, perhaps, on that question. But on these points we will all agree, that men's dress for summer has not been sensible from the standpoint of the creature comforts, and that we certainly ought to lend our aid to any movement designed to make men's clothes look and feel right when old mother earth is sizzling under a torrid sun. Suppose the retail trade takes up such a proposal and commends it in its publicity. It would indeed be a most agreeable denouement to see men's summer clothes light in both weight and color, breezy and sprightly.

Considering this outfit in detail, I note first that the jacket is decidedly "waisty" and very snug about the hips. Unlike that of the different trousers suit for spring it has no braid on the pockets and edges. The shoulders are of natural width, the lapels unusually broad, peaked, and soft rolled, the closing with two buttons, the front edges straight to the slight curve at the bottom, the pockets of the patch variety, the sleeves very narrow and without cuffs or cuff effect and the length short, being thirty inches for a man five feet eight inches in height. The ultra outing trousers for summer have wide stripes instead of the hairline stripes so long fashionable and are cut narrow and straight, ankle length, with broad turn-ups. The same description applies to the suit of one fabric.

The modish straw hat has high crown and narrow brim, and either the plain or saw edge. Sennit is the preferred braid. Once again fancy hat bands will be used, in college colors, just as later there will be a return to club and college colors in cravats.

There will be more ties worn this summer. It is interesting to note that the tie is now raised half way to the top of the collar. Some regard this as rather "la-de-da," but a lot of sensible chaps in Gotham wear it in that manner, so you may form your own judgment before the mirror.

Out of the West comes the "split-

end" tie. I believe this has a future. Before leaving the subject of cravats I want to express the conviction that knit and crocheted goods will be restored to favor before the year's end. They should never have declined the way they did, for they are durable, artistic and altogether satisfactory.

Plaid shirtings are about to be revived, and of that there can be no question. When they come to any great extent we will see a greater liking for pleated garments and the use of madras instead of silk and silk mixtures, and with this shirt the stiff cuff, both single and double, will be worn. The smartest half hose for the coming summer are white with self clockings, white with contrasting clocking, stripes or figures, or colored with inconspicuous plaid pattern or harmonizing side embroidery. With respect to summer oxfords for the country, the man who is discriminating will select white buckskin in preference to white canvas, and both these and tan oxfords, the latter for business as well as sport wear, will have rubber soles and heels. Shoes with the up-turned toe were never fashionable.—Lovat in The Haberdasher.

**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.



**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



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

**Buffalo Trunk Mfg. Co.**

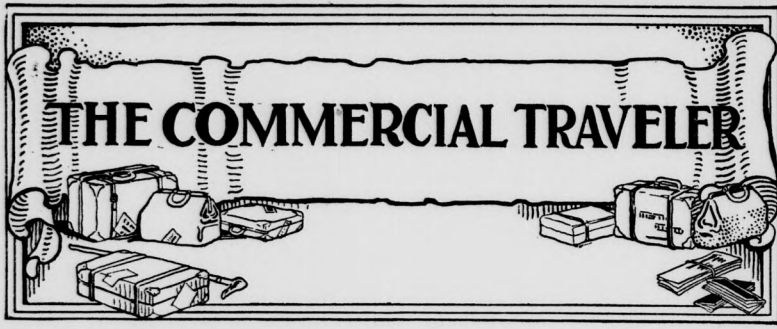
MANUFACTURERS OF

**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



#### Grand Council of Michigan U. C. T.

Grand Counselor—E. A. Welch, Kalamazoo.

Past Grand Counselor—John Q. Adams, Battle Creek.

Grand Junior Counselor—M. S. Brown, Saginaw.

Grand Secretary—Fred C. Richter, Traverse City.

Grand Treasurer—J. C. Witliff, Port Huron.

Grand Conductor—W. S. Lawton, Grand Rapids.

Grand Page—E. J. Moutier, Detroit.

Grand Sentinel—John A. Hach, Jr., Coldwater.

Grand Chaplain—T. J. Hanlon, Jackson.

Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.

Next Grand Council Meeting—Saginaw, June 12 and 13.

#### Michigan Division T. P. A.

President—Fred H. Locke.

First Vice-President—C. M. Emerson.

Second Vice-President—H. C. Cornelius.

Secretary and Treasurer—Clyde E. Brown.

Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

#### Long Trips and Future Shipments.

Experiment is a better aid than theory in deciding whether a long trip is to be preferred.

Every manager should consider this question in relation to the peculiarities of his own business. Where perishable goods are sold the salesman must call often upon his customer, as a rule. The same applies where the goods, if not perishable, are subject to frequent changes of style. If a customer already has a stock of one article on his hands it is difficult to induce him to close the stock out at cost and lay in a new supply of similar goods (which are no better than those already on his shelves except that they are "the latest" design). But if he is to be made to do this it is almost invariably necessary to employ a salesman for the purpose. Advertisements and catalogues, however attractive, cannot force themselves upon his attention as a salesman can. If it strikes the dealer as frivolous to close out the old stock and risk buying a new one, which is really no better except for some fanciful difference, there is nothing to prevent his throwing catalogues and advertisements aside. He cannot so easily dispose of the salesman or free himself from the magnetic influence of the latter's personality.

The salesman should endeavor to prove that the frivolity of such a proceeding all rests with consumers for being of a changeable mind and inclined to spend their money for the gratification of fancy, rather than in the interest of economy. One can afford a frivolous act when it only stimulates the demand which he is in business to supply.

An advertisement, catalogue or circular might offer this contention in as logical and succinct a manner as a salesman, but for some reason the salesman would make the sense of it felt where a literary medium would not.

Then, if perishable goods are to be sold, or goods which will quickly be "out of style"—in either case re-orders at short intervals being necessitated—it is the wisest plan that each customer should receive a personal call from the salesman as often as may be. This plan requires that each salesman shall have a limited territory and make short trips.

Where a standard line is sold—such as a line of office furniture, filing systems, etc.—sudden and cataclysmic changes in style are not to be anticipated, and do not have to be provided against. Neither are the goods perishable, and so the necessity of keeping constantly in touch with customers is removed. Salesmen may make long trips, calling on their prospects from two to four times a year, and this plan has many advantages.

The first advantage is that the item of traveling expense is much reduced. Also, the sales force may be less numerous, and where salaries are paid this is a material consideration.

Customers will be likely to buy a complete line, having fewer splits and fewer "left-overs." They will feel a greater responsibility with regard to the line and make a more strenuous effort to introduce it to consumers. Each dealer feels that he must do this, because the amount involved is considerable, and if the line should not "move off well" he would not only lose much in actual profits, but also in the way of prestige.

Having bought a complete and costly stock, and having once succeeded with it, the dealer will very seldom be tempted to place smaller orders in the future. His account can be expected to grow, constantly, after that. Like a man who, having shot deer refuses to waste any cartridges on rabbits, this dealer declines to trifle with experimental orders or split lines thenceforward.

One good talking point to use with such a customer is this: A dealer in his position, who buys in large quantities and becomes experienced in handling one firm's line can expect to get better credit, rating and terms of discount in dealing with that firm than he otherwise could do.

But there is another and more im-

portant advantage derived from the trade conditions which make a long trip advisable. A large proportion of the orders will be taken for future shipment—for shipment at a date so far ahead that, at the time the order is taken, the goods are not even in process of manufacture. Such orders, accumulating in the home office, do much to assist the manufacturing end of the business in its calculations and economies. From them can be estimated approximately the extent of next year's demand, by comparison with the current demand. The supplier is better able to judge the quantity and variety of the materials he will need, and in consequence he can sometimes contract for them in advance, on a rising market—thus effecting a great saving in the cost of production. A. E. Eggert.

#### Never Too Late to Learn.

They were just about to spring the trap which was to separate the negro from the world.

The setting was complete and in accordance with custom the sheriff asked if the convicted one had anything to say before he died.

His voice trembled as he said:

"No, sah, nothin' to say, 'cept this will teach me a mighty good lesson."

#### EAGLE HOTEL

EUROPEAN

GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED

Excellent Restaurant—Moderate Prices

#### AS A SALESMAN

You Want

## TACT

You want Self-Reliance  
You want Personal Force  
You want Brain-Power  
You want Daring and Energy  
You want Persuasive Power  
You want the Power to attract men to you

In short: you want the Conquering Power of a Determined Will

Then why not have a few scientific pointers on the subject?

These can be obtained by the regular perusal of the Michigan Tradesman, which contains more live matter full of suggestiveness for the traveling salesman than any other publication in the world.

#### HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

Rates \$1 and up. \$1.50 and up bath.

POSTS—Cedar posts, 8 feet, all sizes in car lots. Write for prices stating size wanted to

FULLER & HARRIS,  
Farwell, Mich.

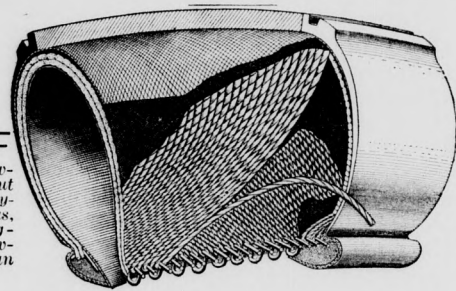


Illustration showing the tread cut away so the two layers of continuous, rubber-impregnated, rubber-covered cable cord can be seen.

The illustration also shows the layers of rubber separating the cords.

## "It's just like driving a thoroughbred"

Those were the exact words of a chauffeur after taking out his car equipped with Goodrich Silvertown Cord Tires.

They are the greatest chapter in tire history. If you want Luxury Tire Equipment tell your driver to change all four wheels to—

# Goodrich Silvertown Cord Tires

Built for the man who wants the best

(A perfect tire for pleasure electric as well as gasoline cars)

They are so light running and swift that the engine becomes more powerful on less gasoline, starts are made quicker, hills are climbed without apparent effort, steering is easier and

every tire advantage you could desire is multiplied.

Write to our nearest branch or direct to us for our booklet about them



The B. F. Goodrich Company

Factories: Akron, Ohio Branches in All Principal Cities



There is nothing in Goodrich Advertising that isn't in Goodrich Goods

### Andrew Ross Quits Kellogg Company.

Andrew Ross, Vice-President and Sales Manager of the Kellogg Toasted Corn Flake Co., of Battle Creek, has resigned, and according to a statement attributed to him in a local Battle Creek newspaper, will start an opposition food product, the nature of which is not yet disclosed.

The above information will create a sensation in the trade, for it is about the last thing the food trade had imagined likely to occur. Mr. Ross joined the Kellogg business when it was small and just entering upon its career, and has been commonly regarded as a permanent fixture. It is well known that he enjoyed Mr. Kellogg's confidence as few others, and he was commonly credited with having inspired the "Kellogg Policy," which is a striking element in merchandising discussions. Mr. Ross was also a heavy stockholder in the company, and for the last five years had been Vice-President as well as Sales Manager.

Mr. Ross has long been connected with the food trade. For many years he represented the Shredded Wheat Company in several Eastern states, making Philadelphia his home. Six years ago Mr. Kellogg induced him to accept a position as Sales Manager with him and under his guidance the business has grown enormously. The company not only makes corn flakes, but has two other products already on the market, with prospects of others coming out from time to time. Who will succeed Mr. Ross is not known, although in a statement to a Battle Creek paper Mr. Kellogg stated that Mr. Ross' place would not be filled by any one person.

Mr. Ross has always been an active trade association leader and is credited with having pioneered the formation of the Pennsylvania, New Jersey & Delaware Wholesale Grocers' Association, eight years ago. He was also one of the promoters and leaders in the formation of the Philadelphia Association of Manufacturers' Representatives and later, when its success led to the formation of the American Specialty Manufacturers' Association, he was one of the leaders and its first President for two years. It is stated in Battle Creek that he will start his new enterprise in Battle Creek, backed by Eastern capital.

### May Try "Dollar Day" Plan.

Jackson, May 12—About fifty local merchants attended the last monthly banquet and meeting of the Retail Merchants Board of the Chamber of Commerce at the Y. M. C. A. building. A dollar day was suggested by C. N. Heglund, all merchants offering especially low priced bargains for \$1 on a given day, making it an opportunity to clean up odds and ends and using it as a magnet to draw people to Jackson. H. C. Teller, of the Patriot, told of the workings of the plan at Battle Creek, where it was launched by a newspaper and had grown steadily until it was one of the best days of the year for the merchants and drew many people to the city. He spoke of it as a valuable advertising medium for the individual merchants and a general booster day for the city. It is probable a dollar day

will be arranged for Jackson to take place late in the summer.

Suggestions for a side trip to some nearby small town like Parma were made. The clothiers will have charge of the next meeting, Tuesday, June 2, and may make a trip to Parma or have the dinner and good time at Hague Park. Secretary Leidy reported it was likely the merchants and manufacturers of the city would go to Round Lake for a day's outing about June 18. A get-together meeting, with good eats and fine programme is being arranged. The trip will be made in about fifty autos and 200 merchants and heads of industrial concerns are expected to go.

Mr. Warner brought up the matter of closing in June, July and August on Thursday afternoons. A general closing of retail stores is desired and will probably be arranged for July and August anyway. Messrs Palmer and Warner were named a committee to canvass the situation and report at the next meeting.

Secretary Leidy reported the work of the credit committee was going forward as soon as possible. He said the municipal committee decided it better to co-operate with the present sprinkling system unless it proved inadequate in which event the matter of street sprinkling would be cared for by the Chamber of Commerce. He also reported the fair petition would probably be filed at the next meeting of the Common Council and the plans were for a fair this fall.

The jewelers and opticians were in charge of the banquet and left nothing undone. Each guest was given a valuable cigar lighter as a souvenir. Various numbers were called and those who had the numbers responded to brief toasts and introduced the next speaker. Messrs. Morley, LaRue, Clyde Burnett, B. D. Legg and Charles Rutherford spoke. Mr. Rutherford said, "If we had had this organization twenty-five years ago Jackson would now have 25,000 more population."

Carl N. Heglund acted as chairman of the evening and handled the situation very nicely in his remarks. President Graver presided at the business meeting. The next meeting will be in charge of the clothiers and Charles K. White was named chairman of the committee on arrangements. The affair was inspirational and delightful in each and every particular. The dinner was a tastily arranged four course spread, the piece de resistance of which was baked chicken.

Friends of John Hoffman, of Kalamazoo, are hoping and praying for his recovery from his present illness, which appears to be of a serious character. Mr. Hoffman is too ill to see his friends at his home, but letters of encouragement and appreciation are in order.

B. A. Vrieling and W. A. Hoebeke are engaging in business as jobbers at 317 Bond avenue. Both are young men, the former operating individually as the Acme Supply Co. and the latter as the Economy Light Co. Under the firm style they will handle additional lines.

M. & L. Church, in the confectionery and bakery business at 411 Michigan street, are succeeded by Blanche A. Wilcox and Jessie R. Wright, who will do business under the firm name of Wilcox & Wright.

The Rathbone Fireplace Manufacturing Co. has increased its capital stock from \$75,000 to \$115,000.

Wilson & Smith succeed Antoinette Fought in the grocery business at 135 National avenue.

### No Ghost Need Apply.

Cornelius Crawford, Vice-President of the Hazeltine & Perkins Drug Co., who does not believe in spectres or anything like spectres, was lying in bed waiting to be devoured by sleep, when, in turning over, he happened to open his eyes. Behold! something that almost scared him to death. He could hardly move with fright. He watched it for a few seconds. According to his story it was a ghost, that raised its hand every little while and pointed toward him. Plucking up nerve, he got out of bed and made for Friend Spectre. It raised its arm and pointed at him again. He shrank back; but when he made another move in its direction, the arm went up again. Crawford made a lunge and grabbed it.

It was his shirt. He had placed it on the back of a chair close to the window, and the wind did the rest.

### Manufacturing Matters.

Detroit—The New Standard Foundry Co. has engaged in business with an authorized capitalization of \$50,000, of which \$25,000 has been subscribed and paid in cash.

Ravenna—The Ravenna Incorporated Butter Co. has been organized with an authorized capital stock of \$6,000, of which \$4,320 has been subscribed and paid in cash.

Detroit—The Detroit Shingle & Manufacturing Co. has been organized with an authorized capital stock of \$50,000, of which \$26,000 has been subscribed and paid in property.

Detroit—The Chinese Bluing Co. has engaged in business with an authorized capital stock of \$10,000, which has been subscribed, \$6,500 being paid in cash and \$3,500 in property.

Ovid—The Eckenberk Milk Co. is now manufacturing powdered milk and in the near future malted milk will be manufactured.

Detroit—A new company has been organized under the style of the Efficiency Machine Co., with an authorized capital stock of \$5,000, of which \$2,520 has been subscribed, \$753.75 paid in cash and \$246.25 in property.

Sparta—Manley W. Burtch, for many years manager of the Welch Manufacturing Co., retired from active service May 1. He is succeeded by William Carr as factory superintendent and D. O. Dewey as office manager.

Detroit—A new company has engaged in the manufacture and sale of steering gears, under the style of the Masco Manufacturing Co., with an authorized capitalization of \$20,000, of which \$12,000 has been subscribed and \$2,000 paid in cash.

Detroit—Flanders Electric, Inc., has been incorporated to manufacture and deal in automobiles and automobile parts, equipment and appliances, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in property.

Fremont—Fire of unknown origin May 8, destroyed the plant of the Darling Milling Co., one of the landmarks of the city. The mill was built by James Darling fifty-five years ago. Later it was extensively enlarged and

modernized by the Darling Milling Co., and Frank Bunker became manager. Mr. Bunker became sole proprietor about twenty years ago. The safe from the mill office was saved, but many valuable books and papers are believed to have been destroyed. The loss is about \$50,000, fully insured.

Detroit—The Retlaw Manufacturing Co. has engaged in business to manufacture and deal in liquid indicating devices and gauges of all descriptions, with an authorized capital stock of \$20,000 of which \$11,000 has been subscribed and \$2,000 paid in cash.

Newaygo—The Hunt-Buse Manufacturing Co. has engaged in business to manufacture and sell all kinds of furniture, with an authorized capital of \$50,000, of which \$30,000 has been subscribed, \$3,000 being paid in cash and \$27,000 in property.

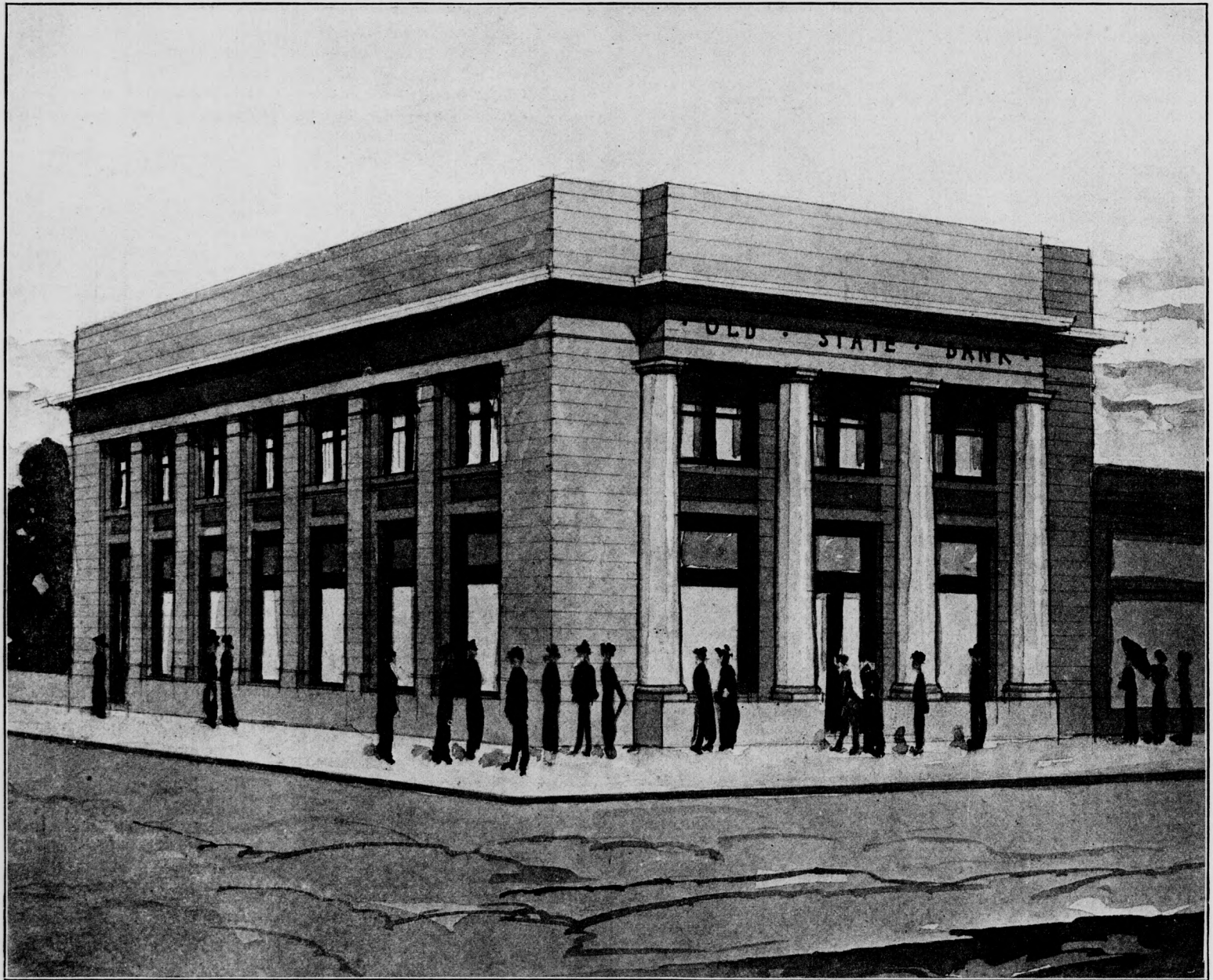
The Missouri Supreme Court has declared unconstitutional the act under which inter-insurers are organized. There are a number of very large under-writing alliances and inter-insurers organized in Missouri for the writing of various kinds of property, more particularly wood-working plants. Some of these companies have a very large amount of business in Michigan, and our last Legislature passed a law under which these organizations could be admitted legally to do business in this State, and a large number of them were legally admitted to do business. The declaring of the act in Missouri under which they were organized unconstitutional and revoking their licenses in their home state, precipitates a serious situation which should be of interest to all wood-workers using these companies.

James M. Goldstein, who still has a warm spot in his heart for Grand Rapids, albeit he tries to snuff it out by making sarcastic references to the town that put him on his feet and started him on the road to fame and fortune, recently sold his home on Columbus avenue, Detroit. He made such a handsome profit in the transaction that he has now purchased a double apartment house on Mt. Clair avenue, near the water works on Jefferson avenue. The flat is a brick veneered structure, very beautiful in appearance and contains all the modern conveniences. Mr. Goldstein and family will live upstairs and rent the downstairs flat.

David Haugh (Judson Grocer Co.) is taking a fortnight's vacation, including a trip to Atlanta with the Shriners. His territory is being covered in the meantime by William Frederick Blake.

Jacob Koning has purchased the interest of Joseph Wiersum in the firm of Wiersum & Koning, becoming sole proprietor of the butter and egg business on Market avenue.

Francis H. Thorpe and Gordon Devos are engaging in the electrical business at 239 Division avenue, South, using the style of Thorpe & Devos.



THE above is an illustration of the new building that will shortly be erected by the Old State Bank of Fremont. It will be 44 1-2 feet wide and 80 feet long. The building will be faced with buff colored stone. The lobby will be fitted with marble and mahogany. The second floor will be finished in fumed oak. There will be two vaults on the ground floor—a fire-proof vault for books and a burglar-proof vault for money. Ample room will be provided in the lobby for the display of fruits which has been made a specialty by this Bank for several years past. A large room will be provided on the ground floor for a reference library for the use of farmers. The library will be amply supplied with books covering such subjects as fruit growing, stock raising and soil improvement. This room and its contents will be open to the customers of the Bank at all times. The second story will be devoted to offices. The architects of the building are Williamson & Crow, of Grand Rapids, who have designed a building of remarkable beauty and exceptional utility.

WHOLESALE DRUG PRICE CURRENT

<b>Acids</b>	Cubeb	60	Digitalis	60
Acetic	Erigeron	50	Gentian	50
Boric	Eucalyptus	75	Ginger	35
Carbolic	Hemlock, pure	01	Gualiac	01
Citric	Juniper Berries	40	Iodine Ammon.	01
Muriatic	Juniper Wood	02	Iodine, Colorless	01
Nitric	Lard, No. 1	75	Ipecac	75
Oxalic	Lard, extra	85	Iron, clo.	60
Sulphuric	Laven'r Flowers	45	Kino	80
Tartaric	Lavender, Garden	85	Myrrh	01
	Lemon	25	Nux Vomica	70
	Linseed, hulled, bbl.	53	Opium	20
	Linseed, bdl. less	58	Opium Camph.	65
	Linseed, raw, bbls.	52	Opium, Deodorz'd	25
	Linseed, raw, less	57	Rhubarb	70
	Mustard, true	45		
	Mustard, artifi'l	27	<b>Paints</b>	
	Neatsfoot	80	Lead, red dry	7
	Olive, pure	26	Lead, white dry	7
	Olive, Malaga,		Lead, white oil	7
	yellow	130	Ochre, yellow bbl.	1 1/2
	Olive, Malaga,		Ochre yellow less	2
	green	130	Putty	2 1/2
	Orange, sweet	47	Red Venet'n bbl.	1 1/2
	Organum, pure	125	Red Venet'n less	2
	Organum, com'l	50	Shaker, Prepr'd	140
	Pennyroyal	225	Vermillion, Eng.	90
	Peppermint	500	Vermillion, Amer.	15
	Rose, pure	1600	Whiting, bbl.	1
	Rosemary Flowers	90	Whiting	2
	Sandalwood, E.			
	Sassafras, true	625	<b>Insecticides</b>	
	Sassafras, artifi'l	45	Arsenic	6
	Spearment	550	Blue Vitrol, bbl.	5 1/2
	Sperm	90	Blue Vitrol less	7
	Tansy	500	Bordeaux Mix Pst	8
	Tar, USP	30	Hellebore, White	15
	Turpentine, bbls.	53 1/2	powdered	20
	Turpentine, less	60	Insect Powder	20
	Wintergreen, true	50	Lead Arsenate	8
	Wintergreen, sweet		Lime and Sulphur	15
	birch	200	Solution, gal.	25
	Wintergreen, art'l	50	Paris Green	15 1/2
	Wormseed	350		
	Wormwood	600	<b>Miscellaneous</b>	
			Acetanalid	30
			Alum	3
			Alum, powdered and	5
			ground	7
			Bismuth, Subni-	210
			trate	225
			Borax xtal or	6
			powdered	12
			Cantharades po.	250
			Calomel	120
			Capsicum	20
			Carbamide	350
			Cassia Buds	40
			Cloves	30
			Chalk Prepared	8 1/2
			Chalk Precipitated	7
			Chloroform	38
			Chloral Hydrate	100
			Cocaine	410
			Cocoa Butter	50
			Corks, list, less 70%	60
			Copperas, bbls.	2
			Copperas, less	2
			Copperas, powd.	4
			Corrosive Sublm.	105
			Cream Tartar	30
			Cuttlebone	25
			Dextrine	7
			Dover's Powder	200
			Emery, all Nos.	6
			Emery, powdered	5
			Epsom Salts, bbls	1 1/2
			Epsom Salts, less 2 1/2	0
			Ergot	150
			Ergot, powdered	180
			Flake White	12
			Formaldehyde lb.	10
			Gambier	7
			Gelatine	35
			Glassware, full cases	80
			Glauber Salts bbl.	70
			Glauber Salts less	2
			Glue, brown	11
			Glue, brown grd.	10
			Glue, white	15
			Glue, white grd.	15
			Glycerine	23 1/2
			Hops	50
			Indigo	85
			Iodine	435
			Iodoform	540
			Lead Acetate	12
			Lycopodium	55
			Mace	80
			Mace, powdered	90
			Menthol	425
			Mercury	75
			Morphine all brd	505
			Nux Vomica	10
			Nux Vomica pow	25
			Pepper, black pow	20
			Pepper, white	30
			Pitch, Burgundy	10
			Quassia	29
			Quinine, all brds	23
			Rochelle Salts	30
			Saccharine	150
			Salt Peter	74
			Seidlitz Mixture	20
			Soap, green	15
			Soap, mott castile	10
			Soap, white castile	6
			case	25
			Soap, white castile	68
			less, per bar	5
			Soda Ash	1 1/2
			Soda Bicarbonate	1 1/2
			Soda, Sal	1
			Spirits Camphor.	75
			Sulphur roll.	2 1/2
			Sulphur Subl.	2 1/2
			Tamarinds	10
			Tartar Emetic	40
			Turpentine Venice	40
			Vanilla Ex. pure	100
			Witch Hazel	65
			Zinc Sulphate	7

# 1914 Seasonable Goods

Linseed Oil Turpentine  
White Lead Dry Colors

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

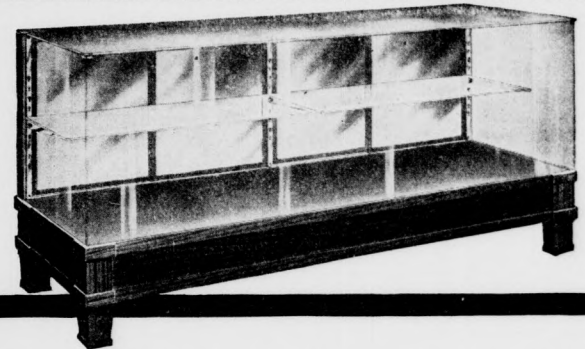
Kyanize Finishes and Boston  
Varnishes

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. Items include Canned Apples, Fruit Jars, Arbuckle Coffee, Holland Rusk, Limburger Cheese.

Index to Markets

Table with columns: By Columns, Col. A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y. Lists various grocery items and their market status.

Table with columns: 1, 2. Contains sections for AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CATSUP, BEANS, BLUEBERRIES, CLAMS, CLAM BOUILLON, CORN, FRENCH PEAS, GOOSEBERRIES, HOMINY, LOBSTER, MACKEREL, MUSHROOMS, OYSTERS, PLUMS, PEARS IN SYRUP, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SHRIMPS, SUCCOTASH, SARDINES, MUSTARD, TOMATOES, CARBON OILS, CATSUP.

Table with columns: 3, 4, 5. Contains sections for CHEESE, CHEWING GUM, CHICORY, CHOCOLATE, CLOTHES LINE, COCOA, COCOANUT, COFFEES ROASTED, Mocha, Bogota, Package, New York Basis, Extracts, CONFECTIONERY, Mixed Candy, Specialties, CHOCOLATES, Santos, Maracaibo, Mexican, Guatemala, Java, Chestnuts, New York State, No. 1 Spanish Shelled, Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Fancy H P Suns Raw, Roasted, H. P. Jumbo, Raw, Roasted, CRACKERS, National Biscuit Company Brands, Butter, Excelsior Butters, NBC Square Butters, Seymour Round, Soda, NBC Sodas, Premium Sodas, Select Sodas, Saratoga Flakes, Saltines, Oyster, NBC Picnic Oysters, Gem Oysters, Shell, Sweet Goods, Cans and boxes, Animals, Atlantics Also Asstd., Avena Fruit Cakes, Bonnie Doon Cookies, Bonnie Lassies, Cameo Biscuit Choc., Cameo Biscuit Asstd., Cartwheels Asstd., Cecelia Biscuit, Cheese Tid Bits, Chocolate Bar (cans), Chocolate Drops, Chocolate Drop Centers, Choc. Honey Fingers, Crackles, Cream Fingers, Cocoanut Taffy Bar, Cocoanut Drops, Cocoanut Macaroons, Cocont Honey Fingers, Cocont Honey Jumbles, Coffee Cakes Iced, Family Cookies, Fig Cakes Asstd., Fireside Peanut Jumbles, Frosted Creams, Frosted Ginger Cook, Fruit Lunch Iced, Ginger Drops, Ginger Gems Plain, Ginger Gems Iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps NBC Round, Household Cookies, Household Cks. Iced, Hippodrome Bar, Honey Fingers, Honey Jumbles, Imperials, Jubilee Mixed, Lady Fingers Sponge, Leap Year Jumbles, Lemon Biscuit Square, Lemon Wafers, Lemona, Mace Cakes, Mary Ann, Marshmallow Coffee, Cake, Marshmallow Pecans, Marshmallow Walnts, Medora, NBC Honey Cakes, Oatmeal Crackers, Orange Gems, Penny Assorted, Peanut Gems, Picnic Mixed, Pineapple Cakes, Raisin Gems, Raspberry Dessert, Reveres Asstd., Seafoam, Spiced Ginger Cakes, Spiced Ginger Cakes Iced, Sugar Fingers, Sugar Crimp, Sultana Fruit Biscuit, Triumph Cakes, Vanilla Wafers, Waverley, In-er-Seal Trade Mark Goods.



SPECIAL PRICE CURRENT

15

16

17

12

13

14

Table with columns for items and prices. Includes sections for Smoking (Bull Durham, Buck Horn, etc.), Pilot (7 oz. doz.), Soldier Boy, etc., and various other goods like cigars, coffee, and soap.

Table with columns for items and prices. Includes sections for Faucets (Cork lined, etc.), Mop Sticks (Trojan spring, etc.), Pails (2-hoop Standard, etc.), Traps (Mouse, wood, etc.), and Washboards (Banner Globe, etc.).

Table with columns for items and prices. Includes sections for Tubing (20-in Standard, etc.), Window Cleaners (12 in., 14 in., etc.), Wood Bowls (15 in. Butter, etc.), Wrapping Paper (Common Straw, etc.), and Yeast Cake (Magie, 3 doz., etc.).

BAKING POWDER Royal. 10c sixe . 90, 1/4 lb cans 1 35, 6 oz cans 1 90, 1/2 lb cans 2 50, 1 lb cans 3 75, 1 1/2 lb cans 4 80, 3 lb cans 13 00, 5 lb cans 21 50.

CIGARS Johnson Cigar Co.'s Brand Dutch Masters Club 70 00, Dutch Masters Grande 68 00, Dutch Masters, Pan. 68 00, Little Dutch Masters (300 lots) 10 00, Gee Jay (300 lots) 10 00, El Portana 33 00, S. C. W. 32 00, Johnson's Hobby 32 00, Johnson's As It Is 33 00.

Worden Grocer Co. Brands Canadian Club Londres, 50s, wood . 35, Londres, 25s, tins . 35, Londres, 300 lots . 16.

COFFEE Roasted Dwinell-Wright Co's B'ds White House COFFEE DWINELL WRIGHT CO.

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.

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

OLD MASTER COFFEE. Old Master Coffee . . . \$1, San Marto Coffee . . .

Royal Garden Tea, pkgs 40 THE BOUR CO., TOLEDO, OHIO.

SAFES Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State.

SOAP Lautz Bros. & Co. Acme, 30 bars . . . 4 00, Acme, 25 bars, 75 lbs. 4 00, Acme, 25 bars, 70 lbs. 3 80, Acme, 100 cakes . . . 3 20, Big Master, 100 blocks 4 00, Cream Borax, 100 cks 3 85, German Mottled . . . 3 15, German Mottled, 5bx. 3 15, German Mottled, 10 b. 3 10, German Mottled, 25 b. 3 05, Lautz Naphtha 100 ck. 3 85, Marseilles, 100 cakes 6 00, Marseilles, 100 cks. 5c 4 00, Marseilles, 100 ck. toll 4 00, Marseilles, 1/2 bx toll 2 10.

Proctor & Gamble Co. Lenox . . . 3 20, Ivory, 6 oz. . . . 4 00, Ivory, 10 oz. . . . 6 75, Star . . . . . 3 35, Swift & Company Swift's Pride . . . 3 15, White Laundry . . . 3 75, Wool, 6 oz. bars . . . 4 00, Wool, 10 oz. bars . . . 6 65, Tradesman Co.'s Brand Black Hawk, one box 2 50, Black Hawk, five bxs 2 40, Black Hawk, ten bxs 2 25, A. B. Wrisley Good Cheer . . . 4 00, Old Country . . . 2 40.

Scouring Sapollo, gross lots . . 9 50, Sapollo, half gro. lots 4 85, Sapollo, single boxes 2 40, Sapollo, hand . . . 2 40, Scourine, 50 cakes . . 1 80, Scourine, 100 cakes . . 3 50, Soap Compounds Johnson's Fine, 48 2 3 25, Johnson's XXX 100 5c 4 00, Rub-No-More . . . 3 85, Nine O'clock . . . 3 50.

Washing Powders Armour's . . . 3 70, Babbitt's 1776 . . . 3 75, Gold Dust, 24 large . . 4 30, Gold Dust, 100 small 3 85, Kirkoline, 24 4lb. . . 2 80, Lautz Naphtha, 60s . . 2 40, Lautz Naphtha, 100s 3 75, Pearlina . . . 3 75, Roseine . . . 3 50, Snow Boy, 24s family size . . . 3 75, Snow Boy, 60 5c . . . 2 40, Snow Boy, 100 5c . . . 3 75, Snow Boy, 20s . . . 4 00, Swift's Pride, 24s . . . 3 55, Swift's Pride, 100s . . 3 65, Wisdom . . . . . 3 30.

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.

Lot of buggy top supports, preventing buggy bows from breaking or bending; will exchange. A bargain. Address Buggy Top Support Co., P. O. Box 514, Cincinnati, Ohio. 209

A restaurant clearing from \$80 to \$115 per week. Good reasons for selling. A. A. Bright, General Delivery, Troy, Ohio. 208

For Sale—Joyce's Department Store, Johnstown, Ohio. Annual business \$21,000. Stock \$8,500. Fixtures \$1,500 (cost \$3,600). Business strictly cash, no credit. Rent \$600. Best corner location in town, brick building, nine years old, two rooms, 20 x 80, two floors, four windows. Established 80 years. Present owners have had this stock thirty months. Have five other stores in different localities, cannot attend to this one properly. Stock is absolutely clean and well balanced. Fixtures are the best you ever saw. Population 900. Farming community. Farmers all Americans, no foreign element here. Fine churches, first grade high schools, natural gas, electric lights, paved streets, water works, fine pikes and excellent roads. Drawing trade for ten miles from thickly populated country. Cash or equivalent buys. No trades or real estate. Will invoice or sell bulk. A chance for a live one. If you are that kind, come and see it. T. F. Joyce, Johnstown, Ohio. 207

For Sale—A market doing a good business, located on the best business street in city of 12,000. It has a fine large ice box and full line of up-to-date machinery, everything necessary for a market. Answer no advertisement unless intentions of buying. Address No. 206, care Tradesman. 206

We pay CASH for merchandise stock and fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 203

We buy and sell second-hand store fixtures. Grand Rapids Merchandise & Fixtures Co., 803 Monroe Ave. 204

Most powerful, yet harmless health restorer and preserver for the cure of throat, catarrh, lungs, stomach, kidney and skin diseases, for the least money. Explaining circulars free. Agencies expected. Fred Jawort, old business man here, user of same, says: I received the biggest returns of any money ever invested when I bought your tablets. International Chemical Co., Wausau, Wis. 214

Names—For sale, names for mailing list; mostly ladies in rural district; \$2.50 for 1,000. Lochman Sales Co., Mt. Washington, Mo. 213

To exchange for stock merchandise, three-story solid brick residence used as rooming house, pays big money, located one-half block off Woodward avenue in two half mile circle Detroit. Valued at \$15,000. Incumbrance \$4,000 at 5%. Will pay cash difference up to \$5,000 for a good stock merchandise. Address No. 212, care Tradesman. 212

Business Opportunity—Best opening in state for up-to-date general store, large farming territory, well settled. Box 896, Forbes, N. D. 211

For Sale—On account of ill health, one of the best retail propositions in the State of Michigan. Stock was put in new less than three years ago. Consists of dry goods, furnishings, shoes and groceries. Not run down, but right up in best of shape, enjoying fine trade. Inventory March 1, 1914, showed \$8,500 stock, somewhat heavier now. Located in good town of about 800, surrounded by best farming country, filled with the finest class of people on earth. Cash sales \$35,000 last year, at an expense of 12½%. A moneymaker right. An unusually fine opening for some good man. No deals wanted. Enquire A. B. Michigan Tradesman. 210

Get particulars about modern business and flat building for sale. Address No. 221, care Tradesman. 221

For Rent—General purpose modern store room, reasonable, fine hardware location. Address Andrews, 1328 South Michigan St., South Bend, Ind. 222

For Sale—Shoe stock in county seat. Only exclusive shoe stock in county. High class city and good farmer trade. Cobbling shop in connection. Will inventory about \$4,500. Present owners have other business. Must be sold by June 1. Address No. 219, care Tradesman. 219

For Sale—Exclusive shoe stock in town of 1,500 for sale or exchange for good farm. Inventories about \$5,000. Address No. 220, care Tradesman. 220

For Sale—Cheap, creamery located at LeRoy, Michigan. Doing good business. Good reasons for selling. D. B. Ketchum, Owner, LeRoy, Michigan. 188

Complete and thoroughly up-to-date stock of variety goods in one of the best business towns in the State. About \$2,000 will swing the deal. Address No. 218, care Tradesman. 218

For Sale—Old-established grocery, stock and fixtures about \$2,500. Yearly sales, over \$20,000. Cheap rent. Town, 1,200. Address No. 217, care Michigan Tradesman. 217

We want county, district and state general agents to open offices and manage sales force; \$300 to \$1,200 necessary; you handle your own money; high class, meritorious proposition; will pay \$10,000 and \$12,000 a year. For particulars write T. P. Turner & Co., Cleburne, Texas. 215

Merchandise wanted for Kansas farm and Colorado peach and apple orchard; 200 acres, Eastern Kansas, ½ mile to shipping point Santa Fe; all smooth land, mostly valley; best of soil; well improved; leased for one-half the crops net, 15 acres adjoining Palsade, the celebrated peach district of the world, at the mouth of the Grand Valley; 12 acres in Elberta peaches, Jonathan and Winesap apples, balance in alfalfa; complete set of improvements and equipment; located but few blocks of city high school of Palsade. Price of both \$35,000; will take all or part in merchandise, if well selected and well located, with good business; no inferior stocks considered. Kiburz Bros., 314 or 330 South Jackson, Kansas City, Mo. 205

Good practical baker can buy half interest in growing bakery business, wholesale and retail trade, for \$1,000; town of 7,000. Only two bakeries. Central Iowa. New fixtures and oven. A. B. Rodabaugh, Oelwein, Iowa. 223

For Sale—Good paying drug store; well located. Address The Alger Drug Store, Alger, Ohio. 201

Wanted—Salesman calling on grocery or drug trade to carry pocket sample of household necessity. Liberal commission. Household Specialty Co., Buffalo, N. Y. 202

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—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

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

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. Stohl & 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 ½ 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

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

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

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

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

Merchants! Do you want to sell out? Have an auction. Guarantee you no loss. Address L. H. Gallagher, Auctioneers, 384 Indiana Ave., Toledo, Ohio. 92

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—A nice clean stock of groceries and fixtures for cash. Will give a buyer a good bargain. Address No. 224, care Michigan Tradesman. 224

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

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

Stocks of merchandise wanted if price is right. Address The Greene Sales Co., Jackson, Mich. 119

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

Note head, envelopes or cards, prepaid; 75c for 250; \$1.90 per 1,000. Autopress, Wayland, Mich. 65

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, 28 W. Jackson Blvd., Chicago. 448

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

Safes Opened—W. L. Slocum, safe expert and locksmith. 97 Monroe Ave., Grand Rapids, Mich. 104

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.

Man to take charge of good sized carpet and drapery department in leading store in a growing Michigan city of about 50,000 inhabitants. Must be energetic, able to get results and increase the business. Good salary. Write immediately, sending recommendations to Mills Dry Goods Company, Lansing, Michigan. 216

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

## FOR SALE

Shelving, Lumber, Sample Tables, Sample Trunks, Four Platform Scales, and also Office Enclosures just the thing for Commercial Use or for Camping Parties.

Grand Rapids Stationery Co.  
42-44 W. Fulton St.

Use  
**Tradesman Coupons**

### THE WIDE-OPEN DOOR.

Old-fashioned business prudence was of the closed-mouth variety and the gum-shoe order. Men who expected to succeed in business kept mum every minute and rarely took the public into their confidence. Nowadays this is rapidly changing, and some of the most progressive business men have come to the conclusion that harnessing up the public's interest and co-operation is best served by the utmost frankness and taking the public into one's confidence.

A striking illustration of the wide-open door policy is furnished by a large retail store in the South, which has an idea that the public respects a merchant who insists on a fair profit. Here is a card which the firm is circularizing to its customers and prospective customers, which is worth reading:

1. This store will get a reasonable profit over the cost of doing business on everything it sells or it will stop selling it.

2. This store realizes that its profits are paid by its customers for the service it renders them. Therefore, we will give the best possible service so that in time we may have the largest possible profits.

3. As our customers will rely largely upon our advice in the matter of purchases, we will handle the goods we honestly believe to be the best for them, even though we could make a little more money on a similar article.

4. We will not handle any line of merchandise that clashes with this policy. We are starting with the highest grade of goods this community will now consume, and it will be our policy to lead them upward, step by step, to realize the higher economy of the highest grade products.

5. When we need help we will get the best to be had. When we need a clerk we will get the best salesman, regardless of whether he is an uncle or a brother or a cousin. We will pay them what they are worth when we find them.

6. We will not guess about our profits. We will make it our business to know on the first of each month whether we have made or lost money during the previous month.

7. We will set aside a certain percentage on our sales for advertising. We will apply our best thought to the expenditure of that money. We will use it to tell the public interesting things about our business and things interesting to them.

8. We will handle an advertised line when we conscientiously believe that it offers the best service and use to our customers and not before.

### AIDS TO THE IMAGINATION.

If, as the Japanese tells us, imagination is but the indwelling of the past in the present, we may well measure modern education by observing its sense for the past. "Those who forget the past shall in their turn be forgotten," Mr. More has said, and Professor Babbitt applies the rule home when he finds the shallowness of American life chiefly due to our having lost connection with the ages. The Presidential pronunciamento

on imagination, recently printed in the Nation, reveals two gods—gods that are almost if not quite the admitted deities of all American education to-day: the god of the practical—Christ called him Mammon—and and the god of humanitarianism, so aptly spifitualized in the refrain

Do something for somebody quick.

Thus, the imagination is invoked in the service of smoke-reducers, clay-mixers, gas engines, and the agrarian arts, on the one hand, and in the service of economy, sociology, the abolition of poverty and "pass prosperity around," on the other. Utilitarian or humanitarian, one or both we are, and the love of man for the love of God is a substitution few despise.

Protests more or less futile arise from several camps. The worshippers of beauty protest in the name of lyrics, music, nature and the lust for the pretty. Another sect, opposed to the art for art's sake school, protests in the name of research without end, and here range certain historians, philologists, grammarians, economists, bibliomaniacs researching ever and without end. The first—who kneel to beauty—should remember Plato, "To desire beauty above virtue, what is that but the utter dishonor of the soul?" and the second—who bow to the encyclopedic—should learn from the Germans the futility of possession without assimilation.

Where, then, is virtue, and how can we escape the paralysis of the imagination? Chief of studies that aid the imagination are philosophy, literature, history, as major studies, with perhaps music, sculpture, painting, architecture, and scientific theories a more or less harmonic minor. These especially the first three, if wisely used in the service of ideas, furnish severe mental discipline, and incite the imagination to connect the present and the past.

### THE FREE DEAL EVIL.

Merchandizing—whether it be on the buying or selling side—is essentially like the house of cards in competitive questions; when a practice starts it runs the gamut of the whole line.

Take the matter of free deals which are just now becoming unpopular among men who think. Grocers are often jeered at because they go to conventions, vote against deals and then go home and buy the first one presented. The fact of the case is that the grocer should be pitied rather than ridiculed, so long as the law will not allow him to enter into a conspiracy of uniform policy with his competitors and all refuse to buy the deal.

The deal is offered throughout a given territory at a given time. Grocers might properly regard free goods as a bonus, quite independent of the price, but they don't. Sell a grocer eleven cases for the ordinary price of ten and he will consider the cost—per case as one-eleventh of the total bill, rather than one-tenth—the net result being a feeling that the goods actually cost less than usual and to be sold accordingly. Wherefore, if

one competitor in a neighborhood buys the deal he will own the goods cheaper than the others, can sell them cheaper and undersell the man who doesn't buy the deal. Wherefore, competition forces the dealer to buy the deal whether he wants to or not.

Then the resulting price slaughter becomes equally competitive. If one of the buyers is overstocked, all are. If one decides to reduce his stock by cutting prices, the decision is multiplied by a similar unloading disposition among them all. And when one starts the process all follow. In the end the net result is disastrous, because the consumers dependent on that district are loaded up at the grocer's cut price and their power for absorbing more goods of the same sort is correspondingly reduced until the accumulation is gone. And through it all, the price has been more or less permanently lowered and when goods are again purchased at the regular price—that is, not on a deal—it is hard to restore the price to a profitable figure.

### TOO RAPID PROMOTION.

Said a prominent college president in his farewell address to a senior class: "I wish you all good positions. I would gladly step down and out and yield my place to any one of you. But it would be an unkindness to you. Be sure you are able to fill the place you accept."

There are scores who are just about to say goodye to school life who are now looking for something to do. Their aims and ambitions are high enough to fill the greatest positions which the world has to offer. Yet they will rarely get a chance to test their powers where there is so much responsibility. And it is well that this is so. There are so many chances to err; so many to fail, if we launch out in too deep water. The strongest heart and the most steadfast purpose are not always able to cope with the current of mid-stream. One may easily go too far before aware that experience and several other things are necessary in order to hold down certain pieces of work.

There is much in self confidence. It is an absolute necessity to success. But overconfidence may lead one into a serious pitfall. It is one thing to want to do a thing; to look back and see some one else doing it successfully—and quite another to put your own hand on the wheel and prevent a tendency to wabbling. Promotion is a glorious thing for those who are growing, but there is such a thing as gaining it too rapidly. The tender, colorless shoot which springs from the potato bin in the cellar is not worth much in comparison with the sturdy plant that emerges from rich soil, healthy in color and strong growing. When the new place higher up offers, study yourself to see if you will not grow dizzy at such a height; if you are capable of expanding enough to fill it; if you are willing to put in the extra power, physical or mental, which it demands. If you cannot fully fit yourself to the place, do not grasp for it in the vain hope that it can be remodeled to fit you.

### SELLING A BROOM.

Every housewife has her own ideal on the subject of brooms. She has used them for so many years that she considers herself better able to recognize a good one than the man who sells them, but perhaps seldom uses one. If she is inclined to criticize your stock, take things patiently, and strive to find out the qualities which she especially considers. The chances are that you may both learn through the sale eventually consummated, and part with increased respect for the opinion of the other.

She may make her final verdict with regard to color, determined to have only the one which is of a rich green. You may secretly believe that some of the other brooms are positively better; but she will be so certain on this point that it is unwise to take the chances of stirring up friction by discussing this phase. She may want a heavy broom, while the last purchaser was equally determined to have one of light quality.

But there are points which you can incidentally mention that will be appreciated. The broom holder thrown in with a purchase, thus avoiding the old time custom of standing the broom in an inverted position, will be appreciated. Keep a piece of sandpaper handy, and rub off any inequalities in the handle before letting it go out of your hands. The housewife who has a sore hand for a week as a result of getting a splinter from the new broom into the flesh will remember you with something more spicy than gratitude, and her friends will avoid your brooms until they think that consignment must be exhausted. It takes but a moment to perform this trifling service, but it will certainly be appreciated. And then, if she wishes the best of service in the handle, just suggest a touch of varnish or a coat of paint. A good broom costs money now, and it deserves the best of care. This given, it will last a long time. Thoughtlessness, however, too often shortens its days.

## Children's, Misses' and Ladies' Dresses, Waists and Blouses

We are offering to close out before our inventory, the following line:

Lot No. 1—30 dozen children's dresses  
2 to 6's ..... \$4.50  
Lot No. 2—25 dozen children's dresses  
6 to 14's ..... 7.50

The above sold from \$5 to \$18 per dozen. These all run in good sizes, and are made up in Amoskeag, Renfrew, Ivanhoe, and French gingham, also a few in percale. They are low neck, short sleeves, and some for old ladies with high neck and long sleeves.

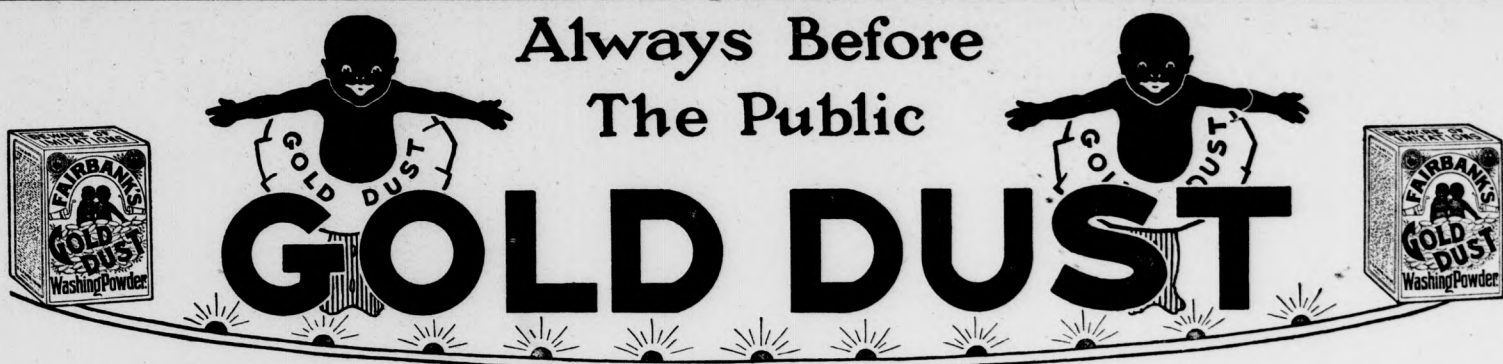
Lot No. 3—50 dozen misses' and ladies' street and house dresses. 14 to 20 and 34 to 44—\$9. All in Manchester percale and gingham, and sold as high as \$24 per dozen. Low neck, short sleeves, and some for old ladies with high neck and long sleeves.

Lot No. 4—Blouses for misses' and ladies'. 12 to 20 and 32 to 42.... \$6.

Balkan and middies made in white wash goods, Blazer flannel, and high-grade gingham. Will accept orders for two dozen or more of any lot.

Terms—Net 10 days less 2%.

The Ypsilanti Garment Shop  
Ypsilanti, Mich.



The GOLD DUST TWINS in their great cleansing act are always a big hit with the housewives of America. We keep these star performers in the center of the stage of popular favor. Our advertising is a "continuous performance." All the grocer has to do is keep up his stock.

# THE N.K. FAIRBANK COMPANY

Every  
Passer-by a  
Prospective  
Customer



## 20 MULE TEAM BORAX

Should be used with soap wherever soap is used.

Tell your customers that BORAX is the best water softener known, and should be used in water wherever any cleansing is to be done.

## 20 MULE TEAM BORAX

not only softens the water but doubles the cleansing power of soap, and makes everything sanitary and wholesome.

It gives them greatly improved results in the way of cleansing without additional expense.

You can get increased business on this profitable article by calling it to the attention of your customers, and they will thank you for it.

The Pacific Coast Borax Co.  
McCormick Building, CHICAGO.



## KINGSFORD'S CORN STARCH

**Y**OUR customers would buy more Kingsford's Corn Starch if you kept it prominently displayed at all times. Kingsford's has been the standard for over 65 years. It sells better than any substitute because *it is better* and always gives satisfaction.

When you sell the genuine Kingsford Corn Starch you get all the benefit of its reputation and hitch your store to our big advertising campaign.

The above is a reproduction of a handsome window trim printed in eight colors which we will send you, together with displays, hanging cards, etc., to make a complete display for your window. All free on request.

Send for our window trims and other store helps to-day and brighten up your show window. Get the benefit of the business we are creating for you.



**National Starch Company**  
NEW YORK

## DUTCH MASTERS CIGARS



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

**G. J. JOHNSON CIGAR CO.**  
GRAND RAPIDS

## Not a "Food Fad"



The Government has issued a timely warning against the food faddists who are offering to cure all sorts of ailments with strangely concocted food preparations.

## Shredded Wheat

is not a food fad. It is the one universal staple breakfast cereal that has survived all the ups and downs of public fancy. We are spending more money in the year 1914 to advertise this food than ever before. Shredded Wheat is not flavored or compounded with anything, and therefore it doesn't deteriorate in the public market. It is a natural, elemental food—always clean, always pure, always the same.

TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.



MADE ONLY BY  
**The Shredded Wheat Company**  
NIAGARA FALLS, N. Y.