

MICHIGAN TRADESMAN

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Thirty-First Year

GRAND RAPIDS, WEDNESDAY, MAY 20, 1914

Number 1600

The Prayer of the Nation

O God of earth and altar
Bow down and hear our cry,
Our earthly rulers falter,
Our people drift and die;
The walls of gold entomb us,
The swords of scorn divide,
Take not Thy thunder from us,
But take away our pride.

From all that terror teaches,
From lies of tongue and pen,
From all the easy speeches
That comfort cruel men,
From sale and profanation
Of honor and the sword,
From sleep and from damnation,
Deliver us, good Lord.

Tie in a living tether
The priest and prince and thrall,
Bind all our lives together,
Smite us and save us all;
In ire and exultation
Aflame with faith, and free,
Lift up a living nation,
A single sword to Thee.

To the Pessimist

Shall the measure of our time all be wasted—
The stretch towards oblivion's shores—
In crushing life's fruits all untasted
Except for the seeds and the core?
While the fountains of earth are swift flowing
And run to the overfed seas,
Shall we scorn the full crop of our knowing
And drink but the scum and the lees?

Shall the promise of truth fall unheeded—
The uncoming joy of the days—
While our shadow of sorrow is speeded
To stretch o'er the light on our ways?
Shall the song that earth's fullness is singing
Be shut from our obstinate ears
While each fibre within us is clinging
To echo of fast-falling tears?

Shall we forfeit to-day and its pleasure
And count to-night's offer amiss—
Thrust forth from our souls the one treasure—
The exquisite nearness of bliss?
Shall eternity's span bring but sorrow
And write but a blood-printed scroll,
While to-day, and through every to-morrow,
The wheels of man's victory roll?

If we could read the secret history of our enemies, we should find in each man's life sorrow and suffering enough to disarm all hostility.—*Longfellow.*

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.

Good Yeast
Good Bread
Good Health

Sell Your Customers
FLEISCHMANN'S
YEAST

Williams

Beautiful Queen

Olives

They are Best
Just That
Get That!

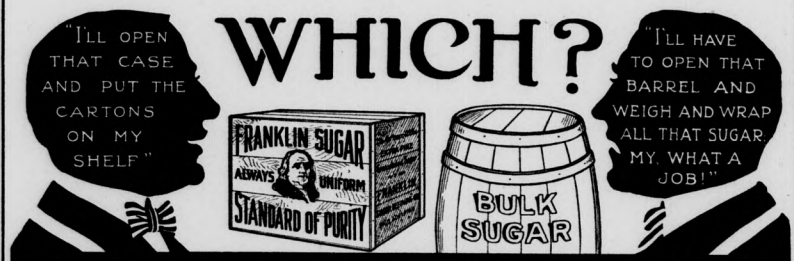
Direct Importation

The Williams Bros. Co.

THREE SIZES
GLASS

of Detroit

ALSO IN
BULK



A barrel of bulk sugar means WORK FOR NOTHING, because, after all the trouble you take to weigh it out and tie the bags, the cost of bags and twine and loss from overweight cut down the profit you counted on. A case of FRANKLIN CARTON SUGAR means SALES AT A PROFIT, because it's "ready to sell when you get it"—no weighing, no tying, no bags, no twine, no overweight. Besides these points, think of the TIME SAVED by handling FRANKLIN CARTON SUGAR—time you can use to *do things that pay*—time that's worth more to you than the barrel will sell for.

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.



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 20, 1914

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SPECIAL FEATURES.

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KIND OF REVIVAL NEEDED.

While many "Captains of Industry" were amassing great fortunes by perfectly fair and proper means, the prevailing conditions also offered extraordinary opportunities to the clever, but less scrupulous leader for advancing his personal interests by shrewd, but dishonest, methods. Organized labor soon began to see that it was a most important factor in the situation, and the methods adopted by its leaders were as unscrupulous as those of the most radical and untrustworthy capitalistic promoter.

Most of the troublesome factors in the business world of to-day are the result of unfair, dishonest or misleading methods on the part of the unscrupulous capitalist on the one hand or the representative of union labor on the other. These questionable methods were made the basis of bitter denunciation and attack, until, in the mind of the superficial observer, the whole fabric of our business life seemed honeycombed with fraud and deceit.

The magazines and journals of the country took up the subject. The "era of muck-raking" began. This was followed by political activity and legislative investigation. In the up-building of our prosperity, there was produced a crop of dishonest and scheming business leaders, and in the reform movement likewise we find the selfish demagogue working side by side with the constructive and high-minded statesman.

In 1905 the life insurance companies were the subject of a grilling investigation, which developed the last and probably the most serious phase of the present situation. The New York Legislature having found, by failure to prove the contrary, that the system of life insurance was intrinsically sound, proceeded to correct every infraction of proper practice by statutes regulating the business in greatest detail. This legislation gave tremendous impetus to the cause of Federal and state regulation of business in general.

We now have three parties in the field, almost in a state of active warfare—the capitalist (by which is meant every man who has any money invested, be the amount great or small), the employed and the consumer. The great question before us is how to reconcile their differences and eliminate the friction which at the present time is retarding our material and industrial growth. The popular panacea at present is legislation. For example, in 1913 the Association of Life Insurance Presidents examined 2,200 new bills bearing on the subject of life insurance.

The main causes which have led up to our present condition of unrest are the phenomenal growth of our country in material wealth, the abuses and improper methods of the leaders in our commercial and industrial development, the selfish, dishonest and tyrannical attitude of most of the leaders of labor, the exaggeration and exploitation of these facts by unscrupulous writers in our daily press and magazines, the offering of detailed regulative legislation as the universal cure-all, and, lastly, the untiring activity of political demagogues whose main aim is to keep the public mind in a state of turmoil.

It is time that, as a Nation, we learn again the fundamental fact that every part of our body politic is dependent upon every other, that no part of our country can reach the highest grade of progress unless it first recognizes its dependence upon every other section, that labor cannot survive without the support of capital, nor can capital find employment unless labor is at hand. Is not the solution to be found in the elimination of that which is morally unsound from all parts of our business and political life? Is it too visionary to suggest that if the good in all departments should unite to fight the battle for the common weal, the solution would be near at hand? Ignorance of each other's needs and ambitions and mutual distrust between the classes are at the root of our trouble. Union is always a source of strength, but why union in one class against union in another? Why not a universal union of all classes—capitalists, labor, journalists and legislators—in honest search after truth? Such a union of all interests is possible only if we can create a quickened moral sense. A true moral revival without cant and without hypocrisy is what we need.

The man who does not make the most of his smaller opportunities will be in no position to take advantage of the greater one.

THE INTERROGATION POINT.

There are times when one is too busy to care about answering unnecessary questions. There are other times when the questions are of such an inquisitive sort that you feel like curbing the interrogator lest he tread upon some tender spot. Yet some of the most close questioners are seeking the information with the best of intentions. The man who makes his first purchase of white grapes may wonder at the heap of cork sawdust from which you extract them, and ask if it is put in just to keep them from getting bruised. Your first impulse is to tell him that it is partly to protect them from the air and that it is wonderful how quickly they will go to pieces when taken from it. In case you do this, he might be afraid to buy, and so you let him have the reason he suggests and make no more explanation than is positively necessary.

A woman surveys the egg basket curiously and wonders why some of the duck eggs are nearly green while others are white. It is an easy matter to assure her that the Runner duck has a habit of supplying this variety in tint and with no special criticism to the line of breeding either. But the man given to little talk declines to offer any information and she goes away concluding that there is something wrong with them.

True, there may be foolish questions asked. The wag may come in and add to the interrogation; but it is usually an easy matter to give him answers to fit his queries. He is not nearly so much in evidence as the person who really wants to know things. This wanting to know is but a phase of what we legitimately call interest in a subject, the preliminary step to an investment. What if you think that the talk on your goods is just for the sake of being sociable. Make the most of the chance to display them and do not scorn the little interrogation point.

PREMIUM ON CARELESSNESS.

There is one point in the discussion about fire waste and fire prevention which ought not to be overlooked, and that is that the insurance companies make no difference in rate between the man who is careful and the careless one. An owner who keeps his basement clear of rubbish, uses only metal ash cans, and is careful about his gas jets and matches, is charged the same rate for insurance as one who is utterly careless about these things. An owner has no inducement to be careful under these circumstances. The Fire Department and the insurance people are all urging us to exercise the greatest pre-

cautions against fire, but there is no reward for the careful man nor any penalty for the man who is careless. The average man is somewhat indifferent on the subject; he feels that, if there is a loss, he will be made whole, and he is reluctant to take much trouble for the sake of prevention, when all the benefit goes to the insurance company. If some arrangement could be made by which an owner could get a lower rate of insurance, provided he takes extra precaution against fire, the result would be a substantial improvement.

The right not to work was forfeited when man exposed himself to the command to earn his bread or go without. That right still exists, and is both indivisible and inextinguishable. No man can assert a right to take without giving an equivalent, and every man who gives has a right to a fair equivalent. The laborer is worthy of his hire, and the hire should be worthy of the laborer. But the laborer is not the sole judge both of what he gives and what he takes. He is a party to a joint operation, and he has no right to judge for himself and to impose his judgment on the party of the other part. This is the rock on which trades-unionism of the Gompers and McNamara brand splits. It seeks to impose its judgment on both labor and capital. It acts as though it had all the rights, and was the sole judge of the morals and economics of any subject of which it takes charge. It is an offense against fundamental morals for "labor" to assert a right not to work, and to pass its own statutes that when it elects not to work nobody else shall work. A unionist's right to his job cannot be complete unless he acknowledges and respects the same right in every other man.

The maple sugar and syrup industry in recent years has had a setback due to adulteration. The manufacturers claim the article they turn out is pure, but that the adulteration comes through the middlemen. There is a movement on in Canada to promote a greater interest in the industry and for that purpose a trip was organized some time since to the heart of the maple district in the Eastern part of the Dominion. A party numbering 250 men and women were taken from Montreal to a sugar camp and shown the difference between the old fashioned methods and the scientific evaporation plant of the present day for converting the maple sap into sugar, syrup and candy. Educating the people to use maple products will increase the sales and that is what the Canadian manufacturers are striving to do.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 18.—C. E. Duncan, for the past year senior member of the firm of Duncan & Co., in the produce trade, has discontinued business and gone back to his first love, the Gamble-Robinson Co., having been their Canadian manager for a number of years. Mr. Duncan leaves this week for Great Falls, Montana, to take charge of one of Gamble-Robinson's branches there. He is a man of a very cheerful disposition and an all round hustler and during his stay here made many friends who regret to learn of his departure and wish him every success in his new field.

John Clark, known as the "Cranberry king," whose serious illness was mentioned in these columns last week, has passed away at his home at Meaford, Ont. Mr. Clark was one of the best known men in Cloverland, making a specialty of raising cranberries, for which he had the best equipped plantation in this country. He will be greatly missed by his many friends.

Booth Bros. have purchased the woodyard and moving outfit of Wm. H. Moore, who discontinued business here last week. Booth Bros. have been active in the wood business for the past few years and very successful. They are young men of sterling ability and hustlers and their continued success is assured in their new undertaking.

Hancock feels certain that the training ship Yantic, which has been stationed there by the naval militia for the past few years, will not be removed, although rumors to the contrary have been circulated. Captain Stephenson, of the Yantic, is the senior officer of the State Naval Reserve and his influence would probably counteract any effort to transfer the ship to other quarters. The local reserve is in high standing and is worthy of having such a ship as the Yantic on which to train and make its annual cruise.

The Soo Co-Operative Mercantile Association, which has been operating here for the past year and a half under the able management of Arthur G. Bailey, has certainly been a winner and the Association has found it necessary to open up a branch store in Algonquin in charge of George Willette. The report of the officers shows the Association to be in a flourishing condition and they feel highly elated over its future prospects. It is reported that considerable stock has been sold since the last regular meeting and the Association is doing about all the business it can handle to advantage at the present time. Mr. Bailey is greatly pleased over the success of the Association since taking over the management.

About 2,500,000 feet of logs are jammed a few miles above the mouth of the Michigamme River and will delay the Menominee River drive until the jam is broken. The main river drive has reached the mouth of the Michigamme only to find the drive in that stream held up by the jam. Both crews are at work to break the pile up. The Menominee River Boom Co. has announced that a little over 24,000,000 feet of logs will be sorted this year, which is the smallest amount handled in the history of the company. The removal of several mills from the district and the increased logging by rail is given as the cause of the reduction.

Fred Green, township treasurer of Pickford and proprietor of one of the leading grocery stores there, was a city visitor last week. His numerous friends here were pleased to see him,

although he was only here for a short time.

We note that some of the copper country merchants have decided on the early closing plan again during the summer months. The business men of Calumet, Laurium and Lake Linden and all the merchants in Keweenaw county will close their stores every evening during the summer and it is hoped that the remainder of the towns will fall in line in Cloverland, so as to give the employes ample time to enjoy the short summer season in the Upper Peninsula.

The members of the Commercial Club of Menominee are trying to get lower fire insurance rates, which they believe are much too high at the present time, and have requested the State Inspector to draw new maps and re-adjust the rates.

The Chicago Mill & Lumber Co. has moved its office from Portage avenue to Thorice. The mill is now running to the full capacity at the present time. C. J. Hallman, office manager, reports everything in readiness for an active year's cut and he is looking forward to a good season.

The business men of De Tour are looking forward to a good season this year. The lumber industries have been carried on quite extensively there and at Drummond Island during the winter and the year's cut is now being moved. As soon as this is completed, the financial conditions will be greatly relieved and a bright future is in store for them. R. Munroe, the postmaster at De Tour, reports the mails unusually heavy this year and also reports a satisfactory increase in his mercantile business as well. Goetz & McDonald also report a good winter, while Watson & Bennett have been unusually active in the timber business, as well as W. H. Lewis & Co., who report very successful operations. Mrs. Homberg, proprietress of the only meat market at De Tour, is always busy. Ed Sims, the Fish King, reports some unusually large catches this year so far and his only drawback is the shipping facilities, which are so uncertain with the Arnold Transportation Co. at this season of the year. There seems to be no regularity with the Mackinac boats, which is quite a handicap to the fishing industry at De Tour. Hugh McDonald, the tonorial artist of De Tour, and one of their most promising young men, expects to be married in June to Miss E. Homberg, one of the leading belles of De Tour. The young people are very popular and a big time at the wedding is anticipated. Elaborate preparations are being made and it promises to be De Tour's banner wedding of the season.

The D., S. S. & A. Railway has arranged for another excursion to Detroit via the D. & C. from St. Ignace during June. As exceptionally low rates are offered at this time, undoubtedly there will be a large delegation from Cloverland visit Detroit this year.

W. G. Pattison, one of our hustling young grocers, has added a new auto truck to his delivery equipment to take care of his largely increasing trade. Mr. Pattison has been in business only a few years, but he has given strict attention to same and his square dealing has brought him to the front to a marked degree.

D. N. McLeod, the well-known lumberman, paid us a visit this week. Mr. McLeod is looking fine and reports unusual activity at Garnet this year.

Profound regret is expressed in Cloverland over the death of C. W. Post, the cereal food king, as his many good qualities and energetic spirit, with so successful a career, could not but impress upon the minds of his fellowmen that he was an exception to the human race.

The Jean Motor Primer and Speeder works is meeting with greater success than had been anticipated and it has been the means of prolonging the old autos that were ready to be discarded on account of not being able to start the motor and the expense of putting on a self starter would be out of the question, but with the Jean primer, it was almost like putting on a self starter at a small cost and most all of the old autos are again pressed into service, climbing over the ground as if rebuilt, and there are very few autos now, new or old, without the Jean Primer on.

The news reaching the Soo that the Michigan fruit men promise quart boxes of berries this summer is received with much pleasure by the consuming population. Heretofore it was hard telling whether berries were cheap or otherwise.

That the Upper Peninsula will soon fulfill the prediction that it will eventually become a great agricultural and stock raising country is indicated in the figures and statistics embodied in the review of Michigan agriculture, now being compiled by Dean R. S. Shaw, of the Agricultural Department of the M. A. C. According to Mr. Shaw's statistics 1760 families located on farms in the Upper Peninsula in 1913, 132,000 acres of land were sold for farming purposes, 88,850 apple, 16,412 cherry and 2,013 plum trees were set out and forty-five new schools were established.

The Chicago & Northwestern Railway Co. has decided to plant five or six experimental potato patches along the right of way, the idea being to advertise the possibilities of Cloverland for this particular product. The patches will be in charge of the section foreman of the road and above each patch will be posted large signs reading "Cloverland Potatoes." The utilizing of the right of way for potato patches is unique in the history of railroading in this part of the country. Looking from the trains the passengers will be confronted with the splendid garden patches and then the large signs which will also be put up will tell of the wonderful possibilities of Cloverland.

The Soo had the "lost boy" scare last week, when the 12 year old son of Reuben Freedman was reported missing. There was considerable searching done throughout the city, but nothing could be found of him until tidings from Under Sheriff Quinlan, of Newberry, were received Saturday, stating that the youngster had spent the night with him. There was great rejoicing, but it did not last long as the boy is now in custody again charged with attempting train wrecking and larceny. He is accused of placing ties on the rails and it was only good fortune that the engineer noticed the obstruction and immediately stopped the train, when an investigation was made. The boy was seen coming from the woods and got on the train. It is thought the boy took this means of stopping the train so as to get aboard. In his possession was found a violin and other articles which he is believed to have stolen, as the violin was identified by the owner. The railroad officials are investigating further.

Charles Hass, the hustling representative of the National Biscuit Company, has built up the trade so that the company found it necessary to supply him with a delivery rig of his own and sent up one of the finest delivery wagons in the Soo, which is a credit to the company and its representative. This goes to prove that it pays to get a move on and as Charles bought a new auto he is able to get around the trade now in short order.

James Goulding, the pioneer Ashmun street grocer, surprised his numerous friends by being united in mar-

riage to Mrs. Harriett Vaughan last week. They are both well known residents here and have a large acquaintance, Mr. Goulding having been engaged in the grocery business for a number of years. The couple have the best wishes of the community.

Ed Dingham, for many years conductor on the Soo line, but forced to resign on account of ill health about a year ago, having spent the winter at Corpus Christi, Texas, was a Soo visitor last week, and his many friends here were pleased to know that his health is improving.

The traveling public are pleased to know that the Smith Hotel, at Trout Lake, is rapidly nearing completion. It is a fine building and a great improvement to Trout Lake.

The Soo has the largest tannery in the world.

Rev. A. W. Stalker, who for the past nine years has been located at Ann Arbor as pastor of the First M. E. church, is spending a few days in the Soo. Mr. Stalker was pastor of the Central M. E. church here fourteen years ago. Mr. Stalker came to the Soo to be present at the burning of the mortgage on the Central M. E. church, for which a special celebration was held.

The darker the day the clearer the call for you to shine.

L. A. Erickson has purchased several head of pure bred cattle for his South Ford River farm, in Delta county. Several weeks ago Mr. Erickson purchased four thoroughbred Holstein heifers and last week he received a thoroughbred bull from the Holstein herd at Newberry. Mr. Erickson is displaying a decidedly progressive spirit in the purchase of pure bred cattle for his farm in Cloverland.

Does the world owe you a living or do you owe it a life?

William G. Tapert.

Marquette Man to Represent the Upper Peninsula.

Marquette, May 19.—At the last meeting of the board of directors of the Marquette Commercial Club John D. Mangum was elected a delegate to represent that organization at the Forest Products exposition to be held in New York City beginning May 27. Mr. Mangum also will visit personally Eastern lumbermen who would likely consider the opportunities offered in the Upper Peninsula and will try to interest them in this region.

The Club members are not in favor of a "watchful waiting" policy in the industrial development, and believe that more can be accomplished by personal interviews than in any other way. Mr. Mangum will consult with several Eastern concerns which it is thought will look upon the Upper Peninsula opportunities with favor.

The Commercial Club exhibit displayed at the Forest Products exposition in Chicago has already been forwarded to New York. Additions will be made to it. Pictures of the public buildings and views of the residential district of the city will be prepared and will be shown in connection with the exhibit.

The members of the Club were elated over the reports of the success of the exhibit in Chicago. Much attention was attracted to this part of the country. An even greater effort will be put forth at the New York exposition.

Two pennies jingle louder than two \$10 bills.



What Some Michigan Cities Are Doing.

Written for the Tradesman.

Kalamazoo is hoping to keep its neglected and wayward boys at home in the future, placing them on a farm and giving them a fair chance to become useful citizens.

Kalamazoo is threatened with legal action by the township unless steps are taken at once to provide for its garbage disposal.

In the future Bay City will test the gas in use there, the Council having provided for the purchase of complete apparatus for the work, costing \$650.

Flint has started the erection of a \$100,000 Y. M. C. A. building.

The Escanaba Business Men's Association is at work on three projects—to secure better train service from the Soo line, to stimulate home patronage and to arouse interest in an auto tour to Chicago.

Holland has passed an ordinance forbidding the soliciting of funds or aid on the public streets and in public places without a permit.

Grand Ledge has been grand free mail delivery, the service to start June 1.

Among recent shipments by parcel post at Mt. Pleasant was 5,000 walnut trees.

One of C. W. Post's last gifts to his city was the sum of \$500 to be presented in prizes for the best results in the way of pretty lawns, grounds and attractive homes, the contest to be in charge of the Battle Creek Horticultural Society.

A gas plant will be built at Tecumseh which will supply both Tecumseh and Clinton, or about 10,000 people.

Albion has passed three new ordinances as follows: requiring coal dealers to keep their coke under cover; requiring skating rinks, moving picture shows, amusement places, pool rooms, etc., to be licensed and under the city's jurisdiction; amount of money appropriated for library purposes placed at \$100 per 1,000 population.

The Bay City Board of Commerce now has a transportation department which includes some of the leading shippers.

The Kalamazoo Commercial Club is hoping to land a big industry to occupy the plant of the Michigan Bug Co., which is now lying idle.

Jackson is preparing to entertain the State convention of Moose, the dates of the gathering being June 3-5.

Almond Griffen.

Doings in the Buckeye State.

Written for the Tradesman.

The State Auditor and members of the State Industrial Commission have asked members of the State moving picture censor board to pare down their expense accounts, which include meals at \$2 to \$3 each, excessive clerk hire, etc.

Central market, Columbus, which was established by the city sixty-four years ago, has just opened for the season in a blaze of bunting, flowers and other decorations.

Cleveland has started its vacant lot

gardening work, with a trained instructor in charge. Garden talks will be a feature this year, given by professors from the State University and the experiment stations.

The Ohio Service Co. is asking permission of the State Utilities Commission to consolidate a number of small electric light and power companies in the Southeastern part of the State.

Cleveland's filtration plant, which is being erected on the West Side at a cost of \$1,500,000, will be ready for operation in the fall of 1915.

Almond Griffen.

Advertise to Stop Mail Order Trading.

Battle Creek, May 19.—That the best way for the Battle Creek merchant to compete with the mail order houses, is to advertise his goods, and have confidence in them, was the general opinion expressed by the members of the Chamber of Commerce at the last regular monthly meeting. Ways of bettering Battle Creek were discussed, and a number of suggestions were made, including a public market, hitching places for the farmers, a public comfort station, more pavements and apple and corn shows.

One speaker suggested changing the name of Main street, declaring that Main street was always applied to the central street of the typical small town, and was never known to designate the main thoroughfare of a larger town. Euclid avenue of Cleveland, Woodward avenue of Detroit, Michigan avenue of Chicago, were cited as examples.

F. D. Ernst caused the liveliest discussion of them all, however, when he recommended that the Chamber of Commerce take up the "Trade at Home" plan, and advocate it by liberal advertising. Thomas Morgan, L. M. Schroder, W. D. Farley, and a number of others took part in this discussion.

Mr. Schroder declared that the local merchant should cease complaining of competition of the mail order house and devote his endeavors to letting the people know what he has to sell by systematic advertising. The mail order houses get the business largely because people do not know that they can get better prices and better goods at home. Mr. Schroder said. He advised hustling for business rather than complaining about the other fellow.

W. D. Farley agreed with these remarks, declaring it a better policy for the merchants to emphasize the advantages of local trading, and make the most of these advantages.

"Have confidence in your own goods, and preach their advantages, rather than make complaint against local or out of the town competition," he said.

One speaker told of buying an article in Chicago, and later finding he could buy the same article cheaper at home. But he never knew the local merchant carried that article because he never advertised the fact.

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

Buffalo, May 20.—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 19½@21c.

Poultry (live)—Turkeys, 14@16c; cox 12c; fowls, 18@19c; ducks, 16@18c; broilers, 35@37c.

Beans—Marrow, \$3@3.10; medium, \$2.35@2.40; pea, \$2.15@2.20; white kidney, \$3@3.25; red, \$3@3.35.

Potatoes—75@80c per bu.

Rea & Witzig.

Boomlets From Bay City.

Bay City, May 18.—William McKay, who has been confined to the house by illness for two weeks, is out in his territory again.

Bay City's six parks are now in fine condition, especially the Wenonah, our new water front park, which is beautiful. These parks have cost the city a large amount of money, but they are worth it, as they add greatly to the beauty of our city.

Chas. V. Hicks, Alpena, a member of Bay Council, No. 51, died suddenly in the street at Onaway last Monday. Mr. Hicks had gone to Onaway Monday morning and transacted business during the forenoon. He ate dinner at the Chandler House and about 2 o'clock he left the hotel and was stricken as he walked along the main street. He died without regaining consciousness.

The members of our Council are working enthusiastically to make the delegation attending the convention at Saginaw the largest that has ever gone from our city.

Last week a specialty salesman traveled with F. L. Van Tile and he acknowledged to Van that more territory was worked than he ever before covered in the same length of time. It requires an old track horse to set the speed race. Pub. Com.

From Cloverland To Chicago.

Marquette, May 18.—The Cloverland Commercial Club has decided on the dates for the big "booster" tour to Chicago. Menominee will be the starting place. Motorists from the copper country will join the Marquette, Ishpeming and Negaunee tourists in this city July 20. Together they will proceed to Menominee, where they will be joined by motorists from Manistique, Escanaba, Iron Mountain and Crystal Falls. The entire company will leave Menominee on July 22, and will arrive in Mil-

waukee late Thursday, July 23. The Chambers of Commerce of Milwaukee and Chicago have made preparations for the entertainment of the tourists.

The Hospital Way.

They took her to the hospital; and in the course of the day her husband called to enquire how she was getting along. He was told that she was improving.

The next day he called again, and was told she was still improving.

Each day he came to enquire and the report was that she was always improving. Finally, one morning, the news was broken to him that his wife was dead.

"Vell, doctor, tell me," he said, "vat did she die of—improvements?"

AS SURE AS THE SUN RISES

Voigt's

CRESCENT

FLOUR

Makes Best Bread and Pastry

ROYAL



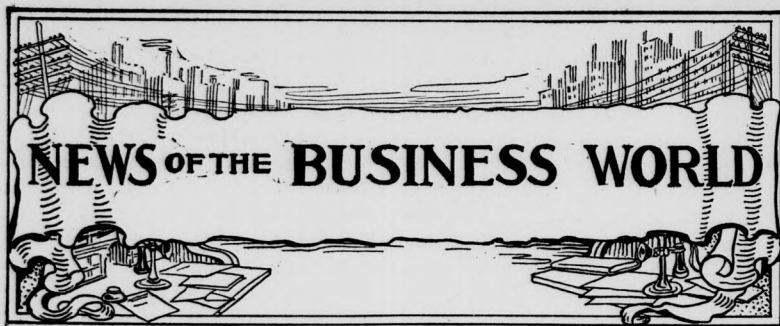
ROYAL

BAKING

POWDER

Absolutely Pure

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.



Movements of Merchants.

Boyne City—A garage has been opened by Newton Conrad.

Fremont—Geo. F. Petton has engaged in the jewelry business.

Kingsley—Edward Brudy has re-engaged in the meat business here.

Muir—J. J. Hettler succeeds Brenne-man & Sturgis in the hardware business.

Howell—The Spencer-Smith Machinery Co. has engaged in business here.

Grandville—Van Kammen & Scholma, hardware dealers, are succeeded by John Haga.

Belding—Henry Smith has opened a grocery store on North Bridge street.

Trufant—Oscar Peterson, conducting a general store, is succeeded by Chris Fredericksen.

Montague—John O. Reed has purchased the Watkins feed stock and taken possession.

Holland—Phillip Van Opdurp has opened a fruit and confectionery store at 254 River avenue.

Detroit—The Ulco Oil Co. has been organized with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Onstead—G. E. Bennett & Son succeed Myers & Short in the hardware and implement business.

Petoskey—H. A. Marshall will engage in the novelty business and continue during the resort season.

Howard City—Peter Cataldo & Bro. have recently engaged in the confectionery and fruit business.

Detroit—The George Ruttman Co., wholesale jeweler, has increased its capital stock from \$7,500 to \$20,000.

Engadine—Dr. L. B. Kratze is erecting a brick store building which he will occupy with his stock of drugs about July 1.

Reed City—Will Curtis has sold his stock of hardware to W. T. Hartz, recently of Danville, Ill., who will continue the business.

Port Austin—C. H. Theumel lost his stock of general merchandise by fire May 15. The loss was partially covered by insurance.

Traverse City—The grocery store of Charles Wilhelm, who died a short time ago, is being continued as the Charles Wilhelm Estate.

Traverse City—Fire destroyed the Charles Jeffries potato and fruit warehouse. May 15, entailing a loss of about \$5,000, partially insured.

Battle Creek—W. J. Polley has purchased the interest of his partner, Sol Salomon, in the Polley & Salomon cigar stock at 19 North Jefferson avenue and will continue the business under his own name.

Whitehall—Robert Meihle, recently of Chicago, has purchased the Gloeckner store building and will occupy it with his bakery, May 23.

Manistee—John and Louis Switalski will open a furniture and house furnishing store here about June 10 under the style of Switalski Bros.

Alma—Smith Bros. have traded their grocery stock and store building to J. E. Shellhaas for his farm. Mr. Shellhaas has taken possession.

Hart—G. W. Thomas, who recently moved his dry goods stock to Shelby, has returned and will occupy his old quarters in the H. B. Hatch building.

Bronson—The stock of dry goods owned by Clarence Manec, of Hillsdale, has been sold to Mr. Bennett of Hudson, who will take possession about June 1.

Hamilton—John Stegenhuis and Peter J. Huizen have engaged in the grocery, paint and wall paper business under the style of Stegenhuis & Huizen.

Lowell—Christ Naum and Lazarus Terpas have formed a copartnership and opened a confectionery and ice cream store under the style of the Sugar Bowl.

Homer—John Hoffman, dealer in agricultural implements and vehicles, died at his home, May 13, as the result of a stroke of paralysis. He was 68 years of age.

Owosso—F. S. Dean has sold his grocery stock to Carl Monks, recently of Bellville, who will continue the business at the same location on Chipman street.

Brown City—The Brown City Drug & Supply Co., Ltd., has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Mt. Clemens—The Sprudel Water Co. has been incorporated under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Hart—John Bothe has sold a half interest in his meat stock to his former partner, Charles Dempsey and the business will be continued under the style of Bothe & Dempsey.

Reed City—Gerhardt Bros. are closing out their stock of dry goods, millinery and shoes and will retire from business here. Josiah Gerhardt will engage in the dry goods business at Alma about June 15.

Negaunee—Emil O. Swanson and Earl Chase have formed a copartnership and engaged in the furniture and undertaking business in the Kuhlman block. The undertaking department will be under the management of Charles M. Wooley.

Big Rapids—John Plating has sold his confectionery stock and lunch room to William J. Johnson, recently of Grand Rapids, who will continue the business at the same location, 211 South Michigan avenue.

Manistee—Owing to its financial condition, the Peoples Hardware Co. has discontinued business. H. Ward Leonard, of Manistee, and Albert Speich, of Milwaukee, have been appointed trustees and the business will be closed out by them.

Lucas—D. B. Kelley and Jay Taylor have sold their interest in the Taylor & Kelley Co. stock of general merchandise to George Duddles and the business will be continued under the style of the Taylor & Duddles Co.

Lansing—A meat dealer may be prosecuted for violation of the pure food law if he sells adulterated sausage, even though he is the innocent purchaser of an adulterated product manufactured outside this State. This is the gist of a ruling by Attorney-General Fellows, who was asked for a decision as the result of the arrest of a meat dealer at Cassopolis.

Manufacturing Matters.

Lakeview—H. S. Blanding & Son lost their table factory by fire May 18.

Grant—The Conger Crushed Fruit Co. has changed its name to the Grant Canning Co.

Big Rapids—Elam J. Caywood, recently of Cedar Springs, has opened a shoe and harness shop here.

Kalamazoo—The Metal Sign Board Advertising Co. has increased its capital stock from \$40,000 to \$100,000.

Detroit—The capital stock of the Fisher Closed Body Co. has been increased from \$125,000 to \$500,000.

Belding—Lypjos Bros. have opened an auto and machine shop, recently succeeding Wm. R. Cannon Co.

Lansing—The Machus Co. has opened an ice cream parlor in connection with its bakery, at 205 South Washington avenue.

Kalamazoo—The consolidation of two plants of the William E. Hill Co., manufacturers of saw mill machinery and steam engines will triple its output.

Kalamazoo—The capital stock of the Factory Supplies Co. has been increased from \$20,000 to \$50,000, of which amount \$31,550 has been subscribed and paid in.

Detroit—The Shuter Shoe Co. has been incorporated with an authorized capital stock of \$6,000, of which \$4,600 has been subscribed and paid in in cash.

Detroit—The Peninsular Construction Co. has been incorporated with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed and paid in in cash.

Saginaw—Fire damaged the Chas. W. Henning & Sons sausage factory and stock to the extent of about \$5,000, May 18. The loss was fully covered by insurance.

Detroit—The O-So-Ezy Mop Co. has engaged in business with an authorized capital stock of \$100,000, of which \$90,000 has been subscribed, \$12,500 paid in in cash and \$40,000 in property.

Detroit—The Federal Carbonic Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$21,000 paid in in cash.

Detroit—The Kerr Dental Manufacturing Co. has been organized with an authorized capital stock of \$1,000, of which \$500 has been subscribed and \$250 paid in in cash.

South Haven—The South Haven creamery has opened for business. Joseph Bishop is proprietor. Mr. Bishop offers patrons 1c above the Elgin price for butter fat.

Jackson—The Alloy Steel Spring Co. has engaged in business with an authorized capitalization of \$100,000, of which \$80,000 has been subscribed and paid in in property.

Kalamazoo—The Riverside Foundry Co. has increased its capital stock from \$10,000 to \$50,000 and will construct a modern fireproof building to replace the present structure at Willard court.

Ann Arbor—The Machine Specialty Co. has been organized with an authorized capital stock of \$10,000, of which \$6,080 has been subscribed, \$909 paid in in cash and \$1,925 in property.

Detroit—The Golden Manufacturing Co. has been organized to manufacture electrical specialties, with an authorized capital stock of \$10,000, which has been subscribed, \$2,500 being paid in in cash and \$7,500 in property.

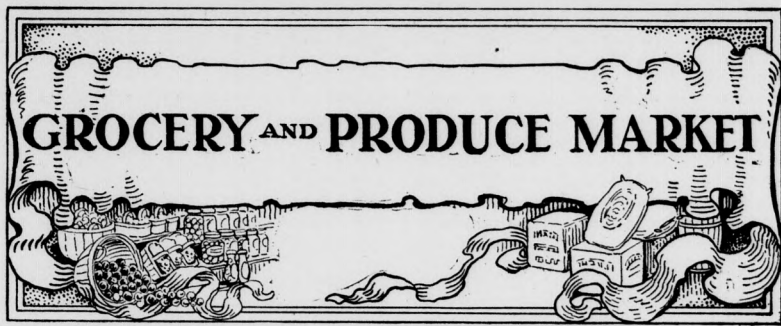
Lansing—The Reo Motor Car Co. will increase its capital stock from \$2,000,000 to \$4,000,000. It is announced that of the \$2,000,000 increase 50 per cent. will be divided as a stock dividend and the remainder placed in the treasury of the company.

Detroit—Emond, Klein & Co. have engaged in business to manufacture and deal in ornamental, structural and sheet iron, with an authorized capital stock of \$7,000, of which \$3,910 has been subscribed, \$1,410 being paid in in cash and \$2,500 in property.

Clinton—The Clinton Woolen Manufacturing Co. has just received a Government contract for the manufacture of 15,000 blankets for the navy. Although this company has handled several large contracts with the Government for uniform cloths, this is the first time it has attempted the manufacture of blankets.

Alpena—At a meeting of the Lincoln Grange the proposition of the taking over of the Lincoln creamery by a stock company composed of farmers in this territory and its operation on a co-operative basis was discussed by Mrs. H. S. Johnson, owner of the plant, and members of the Grange. The plan was received with much favor among the farmers.

Kalamazoo—Creditors of the bankrupt Michigan Buggy Company will receive another 5 per cent. dividend before June 1. This dividend, which is the third of the kind, will total about \$115,000. It is expected that another dividend of the same kind will be declared within a short time. The entire amount paid out to creditors including the dividend just announced will amount to about \$340,000.



The Grocery Market.

Sugar.—All of the Eastern refiners advanced their quotations 10 points yesterday, which places granulated on a 4.10c basis. As a reason why the price should be raised still higher it is pointed out that the margin between raw and refined is now only 82 points, which hardly permits a reasonable profit to refiners, the more so in that the operations this year have been rather unremunerative. It will be recalled that a good business was taken from the country as low as 3.75c to 3.80c, and there is still several weeks' supply booked at 3.85c to 3.95c that has not been ordered out. The withdrawals are only fair, but a continuance of the present warm weather will inevitably stimulate the enquiry, as the consumption will be greatly increased by the manufacture of soft drinks and ice cream. Distributors have become wedded to the hand-to-mouth policy and it is suggested that they are losing sight of the fact that around 4c sugar is cheap, having discounted the full duty reduction. The advancing tendency of raws incidental to rainy weather in Cuba and European competition, means that refined will sympathize as the season progresses, and although there has been a recovery of 35 points in granulated the trade believes that this summer will witness materially higher prices. Much will depend upon the revival of industrial prosperity, for the large number of unemployed has, undoubtedly, had its effect in preventing the normal growth of consumption. The big Cuban crop has not exercised the depressing effect that was expected for the reason that other countries than the United States realized the cheapness of the article.

Tea.—Prices of all teas are firm. Japan cables that the market opens about 1c higher than last year for full cup quality. The style of leaf is fully up but the liquor slightly darker, caused probably by the cold spell during the latter part of March and early part of April, which retarded the ripening of the leaf. Later pickings are expected to hold firm with slight advance. The low stocks in this country stimulate buying and holding up prices. Ceylons and Indias are firm and good crop teas eagerly picked up. No change in Chinas.

Coffee.—The market shows no change for the week. Ordinary grades of Rio, Santos and milds are neglected and not very strong, while the desirable cup grades are wanted and are fairly active at steady prices.

No immediate change seems in sight. Java is unchanged and steady to firm, Mocha likewise.

Canned Fruits.—The general lines of canned fruits have become broken up, and there are some items that certain jobbers have been unable to supply. Blueberries and strawberries have been very well cleaned up, and stocks have been practically unobtainable in some cases. The low price on Hawaiian pineapple has resulted in heavy demands.

Canned vegetables.—Tomatoes are rather quiet on both spot and future goods, but owing to the close clean-up of desirable stock on the spot and uncertainty as to the prospects for the coming crop sellers generally are firm in their views. It is still said that 55c might be shaded in some quarters on spot standard No. 2s, but only on lots of 5,000 to 10,000 cases. For spot corn the demand is limited and little additional business in futures is to be noted. Sellers are not eager for orders on the basis of present prices and the market has a strong tone. No fresh developments were reported in the market for peas. There is a steady demand for spot standard stock at around 70c New York, but offerings at such figures are light and no sales of consequence are reported. The scarcity of string beans on the spot and uncertainty as to the coming season's pack impart a firm tone to the market for that staple, but at present comparatively little buying interest appears to be shown. Advances from the Coast are to the effect that the season's pack of California asparagus is turning out to be smaller than expected, owing to the large draft that has been made on growers and shippers by Eastern markets for fresh "grass." Most packers have withdrawn offerings. The spot market is closely cleaned up owing to the exceptionally low prices made during the late winter and early spring season, and it would appear from all accounts that the 1914 pack will come on a virtually bare market. The tone is strong and, while there has been no advance on opening prices, all special discounts have been discontinued by Coast sellers.

Canned Fish.—Receipts of fish at the Maine sardine canneries are still light and, as the packers are well supplied with advance orders owing to the extreme scarcity of old stock, everything packed goes out as soon as it is ready for shipment. The market has a decidedly firm tone, but shows no quotable advance. For

salmon the consuming demand is steady, but on the hand-to-mouth order for the most part. Prices are held firmly up to the basis of previous quotations on the several varieties.

Dried Fruits.—Following close on reports that the California prune market was easier owing to prospects of a better crop than had been expected from the earlier developments, come telegraphic advices to the effect that the Coast market is excited and that prices are again tending upward. Most informants content themselves with the bare statement of the condition of the market without giving reasons for the change in sentiment. It is learned from one source that the upward trend of prices and the excited condition of the market are due to the fact that the larger operators are buying up contracts made early at low prices by smaller packers with growers and that the improvement in crop prospects is without foundation. At least that was the purport of several telegrams received in the trade here. It was added that quite a number of small packers had turned over their early contracts with growers at a very satisfactory profit and are not likely to operate their packing houses this year. Local buyers are still holding aloof, placing orders for a car or two here and there when the terms seem to be particularly advantageous, but there is no big buying on the part of the distributors in this part of the country, and in other large markets similar conditions seem to prevail. There is nothing doing in California raisins for prompt or forward delivery, but there seems to be no pressure to sell and prices are maintained on previous quotations. Currants are quiet here and abroad. A firmer feeling in future peaches is reported in wires from the Coast. Spot stocks are going steadily into consumption on small orders on the basis of previous quotation. Coast advices received recently are to the effect that growers were withdrawing offerings of new crop apricots, but for what reason did not appear to be clear. Jobbers report a satisfactory movement in spot 'cots and under light stocks the market here is firm.

Cheese.—New cheese continues to come forward liberally and the market is well supplied. Prices are unchanged for the week. Old cheese is scarce and in good demand at prices 5c above the price of new. The consumptive demand for both grades is fair.

Rolled Oats.—Manufacturers advance their prices 10c per bbl. on Monday. Further advances are looked for shortly.

Rice.—Prices are unchanged for all grades of foreign and domestic rice. The assortments are poor of Honduras and Japans and fancy head rice is especially scarce. Business in the South has been better, which makes the mills the more firm in their ideas. The new crop is delayed, but planting is now under way and a nor-

mal acreage is expected in local circles.

Provisions.—The general provision list has exhibited an irregular tone during the week, but, if anything, it has been rather in the direction of weakness. There have, however, been some re-actions under the support of packers, and at times the cash trade has improved. Lard, however, remains rather heavy, as supplies are liberal, and the demand is disappointing. Some traders think the hog situation is the key to the market, but the changes in hog prices have apparently not been in line with operations in the products.

Salt Fish.—Mackerel are more or less neglected, but firm and high, by reason of scarcity. This applies more to Norways than it does to Irish. Cod, hake and haddock are dull, due to the season. Prices are unchanged.

The stockholders of Foster, Stevens & Co. have decided that the corporation should have a board of directors made up of eight members, and to elect as five of those directors men who through many years had been faithful to their every-day duty, and had grown up in the business becoming proficient in their respective lines. The following were added to the old board: Edward A. Rood, Arthur D. Perry, Wallace C. Philbrick, William S. Coleman, J. Harvey Mann. Mr. Rood has been in charge of Foster, Stevens & Co.'s china room, as well as the silverware department, for a number of years. Mr. Perry has been in the general office for nearly twenty years. Mr. Philbrick, a son of the late C. C. Philbrick, has been in the store ever since he left school. Mr. Coleman for more than twenty years has been connected with the buying department, and Mr. Mann has spent the same period of time with the wholesale department.

Geo. B. Reader, proprietor of the Maas Bros. fish establishment, spent several days last week at Northport and Charlevoix, arranging for his fish supplies for the coming season.

Dwight L. Fairchild, formerly of the Knee Heating Co., is engaging in business for himself in the heating line, with office and headquarters at 1217 Sherman street.

O. A. Fanckboner is succeeded in the drug business by W. T. Glimm, at 804 Butterworth avenue, the transfer taking place May 1.

Grieve & TenBrink, of Rothbury, are putting in an opening stock of shoes, buying their goods from the Hirth-Krause Co.

Deeb Hattem has sold his confectionery business at Wealthy street and Division avenue.

Reuben Page has gone into the motorcycle and bicycle business at 499 Bridge street.

Henry Seborg is opening a hardware store at 1203 West Leonard street.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, May 18.—Learn one thing each week about Detroit: The largest wire cloth factory in the world is located in Detroit.

Rather a singular fact that many people with otherwise keen vision can see but one letter in the alphabet—1.

Lee Morden, manager of the general store of George B. Forrester, Deckerville, was in Detroit over Sunday on a combined business and pleasure trip. Lee says we might say that it was a pleasure trip because it is always a pleasure to visit Detroit. We will return the compliment by repeating an oft told assertion: "Deckerville is the biggest little town in Michigan."

C. W. Nash, President of the General Motors Co., has assumed the duties of Vice-President and General Manager of the Oakland Motor Car Co.

News reports state that Toledo has motorized its fire and police departments. Well, we have several mechanical salesmen in Michigan.

Bert McConnell, Assistant Manager of the domestic department of Burnham, Stoepel & Co., received a wire telling him of the serious illness of his mother in Warsaw, Indiana, last Friday. He left for there immediately.

The winners of the membership contest of the Board of Commerce were presented with the prizes at a luncheon given last Friday. As previously stated in these columns, the different teams were designated as the Americans, Nationals and Federals. The first prize, free transportation on the annual cruise to Duluth in June, went to the American Athletic team, captained by James Ballantine. The remainder of the members of the team were Richard Brand, Dr. T. L. Herroder, Ralph Handy and Preston MacDiarmid. An engraved card serving as official notification, was presented by President C. B. Warren. The post series winners were the St. Louis Browns, composed of L. M. White, captain, R. E. Bell, A. J. Stecker, Florence Nagelvoort and J. L. Scott. They received a gold medal. A gold medal was also awarded the captain of the second and third teams of the regular contest; Captain John Stokes, of the second team, Captain Hugo Gruschow, third team.

Henry Kaul, Wyandotte dry goods merchant, has had a new front installed in his store.

Some men are born foolish, while others think their employers cannot get along without them.

Every now and then some traveling man is pulling off a stunt whereby the big dailies print their names, etc. Last Friday a traveling man named Thomas W. H. Brown, representing a Boston firm, at the risk of his life, stopped a runaway team, undoubtedly saving the lives of two young ladies who were seated in the wagon. Witnesses say that a more daring act is seldom seen than that accomplished by Mr. Brown.

Anent the Pere Marquette complaints at this time, it would not come amiss to give a report of train service of last week. Ninety-three out of ninety-four trains arrived in Detroit on schedule time. The "late" train was twenty-five minutes behind time, which was caused by the high water. Fifty-two of these trains were on the Detroit-Grand Rapids division. Incidentally we might mention that some of the finest trains in the State are run over this division. The Pere Marquette is a Michigan institution—patronize home industries.

Pasadena, Calif., according to the papers, now operates a municipally owned garbage incinerator. How-

ever, this will be no excuse for the municipality getting in bad odor.

Henry Phelps, department manager for Edson, Moore & Co., has purchased a new Oakland car.

O. P. Dewitt, wholesale grocer of St. Johns, and family, are rejoicing over the complete recovery of their son, Mark, who has been seriously ill with a fever.

Suffragettes are not necessarily art critics because they pick a picture to pieces.

C. W. Wright, of Davis, was in Detroit on business last week. Mr. Wright, who conducts a general store is well known to the local jobbing trade.

Grimshaw & Stevens, who can rightfully be classed as among Detroit's best haberdashers, have leased a store in the Addison Apartments and will open, on or about June 15, with a line of furnishing goods for men. They conduct the main store on Grand River avenue, near Woodward.

Boosting is the best form of advertising and it is generally admitted that advertising pays. Did you ever run across a citizen of Detroit who didn't boost the city? Those who don't boost the town are mighty rare animals. Advertise your city by boosting it. Don't waste time listening to the virtues of another city, make the other fellow listen to the virtues of your home city.

Assessors estimate that the increased valuation of Detroit for the year 1914 will amount to \$35,000,000 more than in 1913.

To the casual observer it might appear that Charlie Reattoir, American Tobacco Company's district manager, intends to deprive some of the local railroads of a much-needed revenue. Last week he was seen lugging home two new auto tires.

Virgil Oldberg, for the past year and a half with the Hudson Motor Car Co., acting as Service Manager, has resigned to engage in business for himself. E. V. Ripplingille, chief of the inspection department of the Hudson Co. will succeed Mr. Oldberg.

L. H. Doty, well-known Reading merchant, was a Detroit visitor last week.

The contract for the erection of a building to be leased by the Post-office Department has been awarded. The new branch office will be located in Fairview, out Jefferson avenue. Hundreds of traveling men live in this section of the city and will find the new branch office a great convenience.

J. S. Duffie, formerly credit man for Edson, Moore & Co., has returned from Florida, where he has been spending the winter. Mr. Duffie brought back with him a quantity of oranges which he has been distributing among some of his friends.

Our idea of the height of inconsistency is for a traveling man to yell his head off about graft and then turn around and tip every salary-drawing hotel employe he comes in contact with.

The Suburban Grocers' Association has decided to close the stores in Wyandotte and Ford Thursday afternoons during July and August. Last year the Association gave a river excursion, but decided this year to give an outing for the members and their families. The other business men will be invited to participate.

The bigger the corporation, the smaller the loophole in the law they can crawl through.

E. B. Butler, clothing merchant of Morenci, was in Detroit on a business trip last week.

E. L. Jones, of the Jones Electric Starter Co., Chicago, has decided to move to Detroit and will act as manager of the branch of the company which has recently been opened at 1211 Woodward avenue.

Mr. Loudon, of Loudon Eros, Montpelier, Ohio, was in Detroit last week in the interest of his large department store. Besides the store his firm owns and conducts a hotel in Montpelier.

At last ex-President Taft has his revenge. Dr. Cook has come out in defense of Teddy Roosevelt's South American river discovery.

E. L. Schneider, who has conducted a furnishing goods store at 173 Milwaukee avenue, has opened a store at the corner of Forest and Mt. Elliott avenue. He will carry a complete line of men's furnishing goods and shoes.

F. A. Smith, formerly connected with the Johnston-Slocum Co., of Caro, is one of the latest to cast his lot in Detroit. He has formed the Detroit Metal Co., with a factory at Larned and Shelby streets.

H. D. Dorman, dry goods and furnishing goods dealer at 1376 Chene street, is building a new store in the same block. The new store will give him much needed space, due to his rapidly increasing business.

People who constantly get in a stew deserve a good roasting.

Joe Donahue, the pleasant, affable and honest manager of the union depot newstands at Grand Rapids, says that fortune generally wears a pillow on each mitt when it knocks at a fellow's door.

Bill Pohlman, who is visiting Detroit for a short time before returning to the Upper Peninsula, was a passenger on the Port Huron interurban car that collided with an automobile, killing two men and injuring the motorman, last Friday. None of the passengers on the car were injured.

Edwin R. Egnew, pioneer hotel man of Mt. Clemons and well-known to both the older and younger generation of traveling men and hundreds of others from all over the country, died at home last Saturday, after a short illness. At one time he owned the Avery-Egnew Hotel—now known as the Park Annex. Until a few months ago, Mr. Egnew managed the Colonial Hotel, but resigned to become associate manager of the Hotel Olympia. His illness was of short duration, before which he enjoyed exceptionally good health. Mr. Egnew was 70 years old and is survived by a widow.

Death is not an end. It is a new impulse—Henry Ward Beecher.

Herbert E. Morden, general dealer at Bentley, accompanied by his wife, spent Saturday and Sunday in Detroit.

Where all men are equal—in a parlor car smoker.

Where all women are equal—?

Bill Freileigh represents Best & Russell, cigar importers and jobbers of Chicago. Bill is proud of his job, proud of his firm and proud of his line of "Owl" cigars—at least he is always preaching "Owls" to his friends and acquaintances. Inasmuch as we are not being paid for advertising that particular line of cigars, we will pass on to the rest of the story. Bill received en route on his trips, a consignment of "Owl" cigars to be used for advertising purposes. On one of these trips Bill advised the house he would wire for the cigars as he was not sure just where he would travel. At Grand Rapids he decided to steer his course for Hastings, so he hid himself to a telegraph office to wire his house to "express 500 Owls Parker House, Hastings." The operator, of course, read the telegram over and curiously sized up our hero. All formalities settled, Bill started to leave the office, when the operator called him back and said, "Say pardner, it's none of my business, but what on earth will they do with 500 owls in Hastings?" "Oh," said Bill, nonchalantly, "didn't you ever hear of the famous owl soup

that they serve at the Parker House? Fred Parker makes a specialty of it. That's what the owls are for." The operator howled as how he never heard of the owl soup, but decided it must go well when they order 500 owls in one batch.

Mr. Straight, of Straight & Swain, Coldwater, was in Detroit on business last week.

Robert Wendlund, who spent about six months as manager of the domestic department in his father's (H. G. Wendlund) department store, one of the largest in Bay City, has recently taken charge of the men's furnishing goods department.

Jay Tuthill, department manager for Edson, Moore & Co., is in New York on business.

Wm. R. Gates, of the Gates Clothing Co., Morenci and Hudson, was in Detroit on business in connection with his stores.

James Wilson (Burnham Stoepel & Co.) has been confined to his home by illness for a few days.

The Michigan Central Railroad has raised the prices on its cafe service. A man can now buy a meal on the Michigan Central almost as cheap as he can a new motorcycle.

What a pity the ginks who can't talk to their friends without giving them a bath can't be sent on a farm for the summer to talk to the crops during the dry spell!

The women employes of Parke, Davis & Co.'s laboratory, have formed a welfare association with a membership of 450 members. Official meetings are held once a month, parties are held and entertainments are given in the interest of the work. Miss Mary Buckley is President of the Association this year.

The American Seed Co. is erecting a large warehouse at the corner of Fort and Twenty-first streets. The building will be fireproof and will have 80 feet frontage on Fort street and 130 on Twenty-first street. The American Seed Co. was incorporated in 1903 and has been making rapid strides from the beginning.

H. R. Miller, General Manager of the Cable Piano Co., at Bay City for a number of years, has associated himself with the Frank P. Miller Real Estate & Insurance Co., 708 Free Press building. He leaves many friends and acquaintances in Bay City. Mr. Miller is a brother to the head of the company.

Mr. Comstock, of Comstock & Hutchins, general merchants of Constantine, visited Detroit on business last week.

Since the advent of the automobile a man has had many a close shave without going near a barber shop.

John McMahon is Irish and represents Edson, Moore & Co. He has also the proverbial wit that is accredited to his nationality. The other day John lost a piece of the heel of his shoe which left the nails protruding. When he went home he started walking over a portion of the polished floor, which brought a protest from his good wife. "John, you are scratching the floors with your heels. I do wish you would walk on your toes, so the nails in your heels wouldn't scratch up everything," she exclaimed. "Well, what's the difference, I've got nails on my toes, too," was John's unexpected reply.

Harry Brown, who has charge of the G. J. Johnson Cigar Co.'s retail stores in Grand Rapids, stopped over in Detroit Sunday while en route to Louisville, Ky., where he will represent the G. J. Johnson Co. through the Peter-Neat-Richardson Co. Guy Caverly, the local representative, will accompany Mr. Brown on a three week's trip in the territory. Mr. Caverly has been calling on the trade in Louisville and adjacent territory for some time.

Now for that summer form of insanity—rocking the boat.

E. B. Butler, clothing and furnishing goods merchant of Morenci, made a business trip to Detroit last week.

Some people pay more attention to giving the woodwork in their homes a polish than they do to giving it to their children.

John W. Klein, veteran automobile salesman, has connected with the Century Electric Car Co. Mr. Klein is well-known to the automobile trade throughout the West and Detroit, where he sold automobiles for years. The acquisition of Mr. Klein should prove advantageous to the Century Company.

We are awaiting news items from—
Herbert Murray

John Schram

Orla Jennings,

Joe Bracht.

Somebody prevaricated. Bay City (Pub. Com.), Jackson (Frank S. Ganiard), Grand Rapids (W. T. S.) and Detroit (us) are all going to bring back the same baseball loving cup on the same day by defeating the other team in a baseball game. Of course, it isn't Detroit that has made an error in speech.

Mr. Martin, of Mitchell & Martin, Albion, was a business visitor in Detroit last week.

The Gold Furniture Co., Grand River avenue, held a formal opening in its new store a few days ago. It has one of the finest furniture stores on the west side—in fact, there are few, if any, that surpass it in the city.

Grant Stimson, general merchant at Elba, was in Detroit last week in the interest of his store.

A merchant may buy his goods anywhere, but he has the devil to pay if he doesn't attend to business.

Wilbur Warr, editor of the Ludington Daily News, showed real brotherly love toward Ludington's neighbor, Manistee, when he wrote the following headline, "Ludington grows, Manistee loses." What Bill meant was "Ludington crows, Manistee loses."

According to rumors circulated by local real estate men, representatives of Marshall Field & Co. are in the city looking for a site for a large department store. According to the report, the site will be on Woodward avenue, north of Grand Circus park.

Edward Horsman, proprietor of the Grand Union Hotel, on Jefferson avenue, opposite the old M. C. depot, has sold out his interest to Elmer White and Emery Carpenter and will retire from business. The new management intends making many improvements and will add new furnishings and furniture.

A. C. Carson was in Detroit on a business trip Monday. Mr. Carson is buyer for V. Geiger Bros., Alliance, Ohio.

The more a man can break his wife of buying "bargains" the more money he will have for drinks and cigars.

Max Rosenberg, of Rosenberg & Hirschfeld, general merchants at Owendale, has moved back to Detroit, his former home, and will take charge of the fancy grocery store at 895 Woodward avenue, which was owned by his brother, Samuel, who died suddenly in Lapeer a few days ago. Max is well-known in Detroit and his many friends, while regretting the cause of his return, will be pleased to have him back in the city. He will still retain his interest in the Owendale store, which will be managed by his brother, Robert. Mr. Hirschfeld is conducting a general dry goods store at Twenty-fourth and Buchanan streets. Mr. Rosenberg is also interested in this store.

John Stringer spent Monday in Detroit on business, incidentally enjoying the sights of the city with his wife.

To our friends up state who cannot send us news items, we wish to

suggest, as a compromise, that some fresh fish will do.

Albert Stevens, elongated memory man for Burnham, Stoepel & Co., celebrated his birthday a short time ago. Albert is an unmarried man, he refused absolutely to give us any details as to the time of his birth, etc. Albert tells us that no man's name ever went down into posterity as a philanthropist for buying drinks for his friends.

Speaking of fish, we take this opportunity of thanking our friends for the many brook trout they promised to send us.

Mr. Schafftel, of Schafftel & Son, general merchants of Hudson, was in Detroit looking over the new styles for the dry goods sections of their store.

Saginaw Council is overlooking a good thing when not taking advantage of the opportunity offered by the Tradesman to boost the convention to be held in its city in June in its columns.

The Velvet Brand Ice Cream Co. has been incorporated and will be located at 380 Woodward avenue, where it will manufacture fruit ices and fancy ice cream. The officers are all well-known Detroiters, as follows: G. W. Bates, President; George A. Duggan, Vice-President; E. B. Easter, Secretary and Superintendent, and A. F. Meloche, Treasurer. Mr. Duggan has been engaged in the milk and cream business in Detroit for forty-seven years. Mr. Easter was service manager for the Detroit Creamery Co. for the past three years and was formerly a member of the firm of A. Easter & Son, originators of the Velvet brand ice cream. Albert Meloche is one of the best known druggists in Fairview. The President, Mr. Bates, is a well-known attorney. The officers, including Harry Zeese, manager of the Hotel Cadillac, constitute the Board of Directors.

A. H. Burke was in Detroit on business last week. He conducts a general store in Chesaning.

Huerta is as willing to give up the presidency as the Tradesman editor is to publish traveling men's poetry.

The trouble with most people is, when they get all the money they want—

They want still more.

James M. Goldstein.

Where Every Merchant Reads the Tradesman.

Elsie, May 19.—Elsie has three churches, a bank, milk products plant, grain elevators, etc. Good farming country surrounding and is one of the best little business towns in the State. The following merchants all carry good stocks, are very progressive and read the Tradesman:

L. G. Bates & Son, general merchandise.

J. A. Brandau, groceries.

L. W. Curtis, druggist.

Geo. E. Duncan, hardware.

Fred Lamphere, groceries.

John D. Oren, hardware.

State Savings Bank.

Crell & Pierce, hardware.

B. Netzorg, dry goods.

Chamberlain Bros., groceries.

Dan Hickey, dry goods and groceries.

John E. Grover, druggist.

O. L. Brainard, groceries.

A. J. Austin, dry goods.

C. F. Allen, jeweler.

Ekenberg Co., milk products.

Hankins Bros., grain elevator.

C. Conklin, meats.

B. M. Woolev, farm implements.

M. E. Macomber & Co., shoes.

C. P. Stratton, groceries.

Walter E. Lusk, meats.

Weinberg & Van Deusen, furniture.

W. R. Wagers.

If we were permitted to choose our neighbors they would probably turn out just as unsatisfactory.

The Opening of Ramona

About this time each year Grand Rapids folks look forward to the opening of their Ramona Park with great interest. Both young and old have grown to feel and know that the management each year will strive to make their summer play-ground brighter and better for them, even though each previous year has been most satisfactory of itself, and this year is to be no exception; in fact 1914 marks the most progressive step made over any former one in the history of this popular summer amusement center.

More ground has been acquired, making possible **LARGER LAWNS, BROADER WALKS, A LARGE FAMILY PICNIC GROUND, the erection of TWO LARGE PICNIC PAVILIONS, NUMEROUS NOVEL and CLEAN AMUSEMENT FEATURES,** together with the **NEW, MAMMOTH, WONDERFUL, SENSATIONAL, RAMONA DERBY RACE, "THE RACE THROUGH THE CLOUDS,"** one of the largest amusement riding devices of its kind in the United States—**THRILLING**—on which two trains of cars traveling side by side at "mile a minute" speed, far above the earth, race to a sensational finish. This feature promises to be a most popular diversion to all red-blooded lovers of real exciting out-of-door fun.

The Pony Livery, which proved so popular last season, will again be a feature. A regular paddock has been constructed, many new horses and ponies have been purchased, a riding instructor engaged, and those who are fond of horseback riding may enjoy it here under the most pleasing conditions.

And Ramona Theater—where they have been hanging out "the sign of good shows" the past several years—will this year secure its attractions from the great United Booking office of America, New York City, where a personal representative of the management will be continuously on the lookout for all that is good for Ramona's guests, and a great number of the same clean, refined vaudeville acts—the kind that have made it safe for your daughter to see, the Ramona kind—have been engaged for this 1914 summer.

And Ramona Dancing Casino will be conducted on the same high-grade plane as last year, with Mr. and Mrs. Frank Harris Peak, the competent and deservedly popular Chicago managers and instructors, who are thoroughly versed in all the new dance steps which, under proper censorship, will be allowed at the Ramona Casino this season, with Tuller's full orchestra of ten to furnish the music, combining to make this always popular, beautiful dancing palace, more popular than ever.

Situated as it is on the banks of beautiful Reeds Lake—with its large steamboats, its good bathing facilities, its popular priced boat liveries, enabling one to visit the new, beautiful Hodenpyl Park woods through its canals, or "Fisk Lake through the channel," and other points of interest; its splendid fishing all of which is easily accessible by trolley at only a five-cent street car fare from all parts of the city, with **NO ADMISSION CHARGED FOR ENTRANCE TO THE PARK,** as is customary in most summer amusement places, and where everything possible is done to make it pleasant and convenient for its visitors—Ramona has grown to be and **IS** the most delightful spot in this section and the ideal place for the entertainment of yourself and your family and your friends, and will welcome you daily during its season of gaiety, which begins next Saturday, May the twenty-third.



(Unlike any other paper.)

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

May 20, 1914.

GUARANTY LABEL ABOLISHED

While there doesn't appear to be any very pronounced trade opinion, good or bad, regarding the recent decision of Uncle Sam to abolish the "guaranty legend" on packaged food products, there is a growing sentiment that it marks a questionable trend on the part of the Government; not because of the decision itself so much as because of the reasons assigned for abolishing the arrangement.

It is claimed that the words "guaranteed under the food and drugs act of June 30, 1906, by John Smith & Co., Serial No. 00001" operated to promote a misunderstanding on the part of the public, assuming that the Government guaranteed the product to be pure and officially endorsed it. This, it was claimed, constituted an abuse, and in the interests of exactness the privilege was taken away from manufacturers.

That a plain statement that John Smith & Co. guaranteed a product to conform to a certain law should inspire any widespread misunderstanding is less a reflection on John Smith & Co. than upon the common sense of the American people who are thereby presumed to face the necessity of substituting another bit of Governmental paternalism in place of ordinary brains capable of assimilating the English language. There is nothing whatever in the legend to suggest that the Government is in any way a sponsor for the purity of the product, however true this change may have been in the days when the manufacturer's name was not required with the legend. Why is it any different from the time honored phrase "patented," or "warranted," or "bottled in bond," or "Government Inspected Establishment No. —?" In fact the latter is inferentially a Governmental guarantee and the Government cannot escape it. And whatever may have been the legal force of the guarantee legend, the public's misunderstanding of it could not change the responsibility of anyone concerned in the purity and legality of the product.

It might as well be argued that the public understands that somehow the Government stands back of a patent; whereas it only acts as the custodian of a certificate that John Smith on a certain date filed documents to show that he was the patentee of a certain product for which the law set up certain

rights—whatever they were—irrespective of the Government's departmental responsibility to protect those rights. "Bottled in bond" is clearly understood, and rightly, to mean that the contents were pure so far as the customs laws required purity and honesty of description for purposes of assessing duty. And the meat establishment which was "Government inspected" was entitled to assert that Uncle Sam put his "O. K." on the product.

The food guaranty was only a statement that the sponsor for the goods—whether he be distributor or true manufacturer identified by his name—had declared to the Government that the goods were pure, which imposed on him rather more responsibility to make good the representation than otherwise. It also made at all times available for any investigator the identity of that sponsor. But the legend did not change anyone's legal responsibility. Like all guarantees it was worth what it was worth and no more. Because the magic word "guaranteed" is construed by millions of people as an assurance of genuineness—without regard to who guarantees it or the character of the guarantor—is no reason why the use of the word should be prohibited in ordinary transactions. Why should it be in food matters?

The legend was a convenience to manufacturer and the trade; also to the consumer it certainly gave one more representation by a responsible party than he would have enjoyed had a manufacturer been unwilling to declare himself over his known serial number. And if the terms of the guarantee were abused, or if a bogus manufacturer used a serial number of another, the law was always there to be applied, whenever officials chose. Wherefore, it is not clear to the grocery trade why there was any need for abolishing the guarantee, unless it was that the time has come for Uncle Sam to do all the thinking for the people and save them from the manifest results of their own voluntary stupidity.

BUMPER WHEAT CROPS.

If the wheat crop of 1914 fulfills its promise, will it supersede "politics" and "Europe" and "Mexico" as an influence on the situation? In the twenty-five years before 1913 we had half-a-dozen wheat crops of a sensationally record-breaking sort. One was harvested in 1891, when the crop stood 200,000,000 bushels above the year before and 111,000,000 over the previous maximum. It was the year after London's "Baring panic;" our own markets were overstrained and our currency disordered in a way that made serious trouble, two years later. Yet the great wheat crop of 1891 for nearly a year completely reversed the situation; it was a season of sharp recovery.

In 1898 we were plunged in the Spanish War; of our great corporations, a good part had been bankrupted in 1893 and had just emerged from re-organization. Just then came the second "bumper wheat crop" of the period. The yield ran 145,000,000 bushels beyond 1897 and 64,000,000 beyond the previous high record. Following a famine year in Europe, it started the ball of prosperity roll-

ing, even before the Spanish War was over.

In 1901 the huge stock-jobbing boom had been violently arrested, first by the Northern Pacific panic in May, then by the corn-crop failure in July and August, then by McKinley's assassination in September. Many people expected an immediate financial re-action. But we raised a wheat crop 73,000,000 bushels above any previous harvest; the financial and industrial boom continued, and the reckoning did not come until 1903.

The year 1906 was a year of prodigious strain on capital, with credit close to the breaking-point; the year 1909 came in close sequence to the great panic of the decade. But in each year the twelve-month came to its end with great industrial activity, and by no means the least important reason was that the wheat crop of each year rose to heights never approached at any other season except 1901. The bumper wheat crop of 1912 repeated the story, and led the way to the undoubted trade revival of the harvest months.

Of 1913, when all of these other wheat yields were surpassed, yet when prosperity certainly did not follow, it is not so easy to draw conclusions. The corn crop shortage was a serious offset; the condition of financial Europe perhaps a greater one. Now, however comes the prospect of another and an even larger yield, and the precedent of 1913 must at least be measured against the precedent of 1912, 1909, 1906, 1901, 1898, and 1891.

QUESTION OF TRADE REVIVAL

While the trade movement, collectively regarded, is still decidedly below normal, there is an unmistakable feeling of hopefulness that the last half of the year is going to bring a healthy forward movement. This change for the better, in sentiment, at any rate, is primarily a result of the indication of a record-breaking harvest of winter wheat. It has not materialized in any such awakening of activity as would ordinarily result from the present remarkable prospects of agricultural wealth. But reports coming in from Western business circles are sufficiently cheerful to impress large business interests here. Furthermore, it is also encouraged by the appearance of long-deferred replacement contracts.

A noticeable increase in seasonable buying is reported, with purchases in larger quantities than heretofore, and this occurs with stocks of merchandise on hand in practically all lines far below normal volume, and with production in many directions below the requirements of ordinary consumption. If it were not for the restrictive influence of doubt over the outcome of the freight-rate decision, and over the Federal legislation pertaining to conduct of business, the process of discounting would by this time be clearly in evidence. And even as against these considerations, the prospect that Congress will adjourn around July 10, and the possibility that the adjournment may take

place without the anti-Trust bills being enacted, give ground for hope that business will presently assume larger proportions than has lately seemed possible.

The one further obstacle to the familiar discounting of the harvest outlook is the high cost of arranging for large credit accommodation. It is this that is directly ascribed as a reason for failure of railroad and industrial interests to anticipate the future at this time. Herein lies at least one cause for the iron and steel trade operating at less than 60 per cent. of normal capacity. Undoubtedly, the movement of affairs in this branch of industry, during the next few weeks, will be watched with more than the usual interest.

PRESENT HARVEST OUTLOOK.

The recent Washington forecast of the wheat crop, liberal as it was, is now very generally declared too low, and there is a possibility that the four States west of the Missouri River, Nebraska, Kansas, Oklahoma, and Texas, will produce more than 275,000,000 bushels, as against 246,000,000 foreshadowed in last week's Government report, and 175,000,000 in last year's abundant harvest. The Government's estimate of 132,000,000 bushels for Kansas—itsself far beyond any previous actual yield—is now generally recognized as too low; for this week's rains have further increased the indication in sections which are always uncertain, and which, until a few days ago, were again somewhat short of moisture.

Experienced people know that these unprecedented indications may not be fully realized. But the business communities are looking upon them as if already assured of fruition. The farmer accepts the forecast as a pleasing factor in his plans, although he is also figuring on the price. The indication of upwards of 630,000,000 bushels as the Nation's crop, as compared with 523,000,000 harvested last year, gives him little hope of strong prices.

The cleaning of the bins throughout the West of the last year's crop, which has been unusually thorough, will have some influence in keeping up prices; but on the whole he does not expect to get anything like the figure that has prevailed at harvest during the past three years. However, when single counties with only 15,000 population have a prospect for 4,000,000 bushels apiece, it necessarily means a great inpour of wealth, and is bound to have an immediate effect on every line of business. It will undoubtedly have an influence on land values, also, and make sales of realty more frequent, while the settlement of accounts, for which every country merchant is waiting anxiously, will serve to clarify the long-continued postponement of liquidation.

Never trust a man whose dog crawls under the house when it sees him enter the front gate.

A cheap and quick way to advertise in a small town is to tell a woman.

THE NATIONAL GUARD.

Wherein the Employer Discriminates Against the Militia.

Written for the Tradesman.

The article which appeared in a recent issue of the Tradesman, "The National Guard and You," and those that followed on the same subject, bring to my mind conditions as they were sixteen years ago.

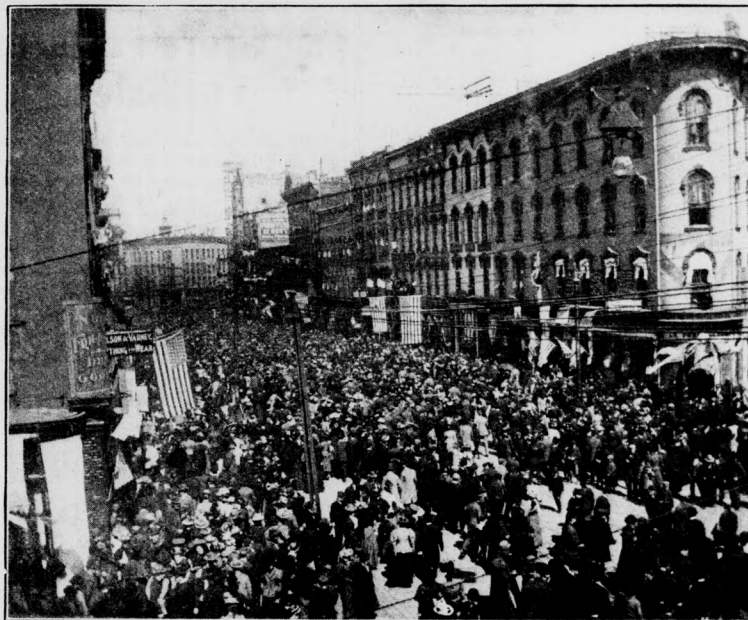
One cannot help but fall into a reminiscent mood, and look backward to the days when the term "tin soldier" was ever prominent whenever the Guard made its appearance. Many things flash through my mind, actual experiences while a member of the National Guard, and as I think they have a direct bearing upon the subject you published, let me state a few of them.

In 1886, I joined Company B. The armory was then on Ionia street, opposite the Tradesman office. We were known as "the Grand Rapids Guard." When it came time for the annual encampment, I was employed in a bank, having graduated from Prof. Swensberg's Business College, and it was thought that a position in the bank would be good training. I had spoken of my vacation to be during the encampment days, but was informed shortly before that someone else had been allowed the same period and, therefore, I should not go. I went, and the information was conveyed to the institution when they saw me passing by the bank with the Company. Upon my return, I was reprimanded and it was plainly seen that my services no longer met with approval. But as I happened to have seen the man who at that time had the employing of the help, making out pension papers in his endeavor to get on the pension roll of Uncle Sam for that small stipend which the country was willing to pay, I presume was the reason I was not dismissed.

Here is a case of an employer, well to do, willing to take a pension, but unwilling to let a young man get a ten days' schooling in soldiering. The young man is willing to give up his wages, spend all his time in preparing himself for his country's emergency, but what stand did the employer take? What stand does he take to-day? He is still living, I have never seen him identified with anything that the G. A. R. does, but I comes and, undoubtedly, he still comes and, undoubtedly, he still cashes the voucher. My stay with the institution was short thereafter. I saw the hand writing on the wall, and got out.

This incident will serve as an example of many more that I came in contact with during the years that followed. We met rebuff from men from whom we naturally expected support, and I have often wondered what they think of themselves when they hear the National flag saluted or during times like this, when patriotism is aroused.

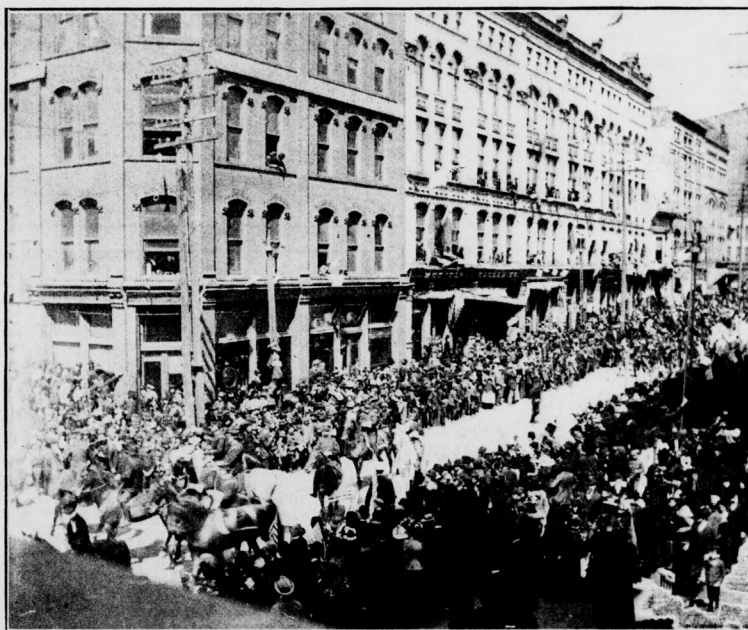
I was one of those who made it possible for Grand Rapids to have a



Looking Down Monroe Street Toward Campau Square. The Crowd was so Dense That Troops Could Not Come Up the Street and Therefore Passed National City Bank and Went Up Pearl Street.



The Crowds at Campau Square



Down South Ionia Toward Union Station

fourth company. We had barely gotten organized before we were mustered into the State's service. The following April we received the call for the Spanish-American war.

When we speak of the Battalion leaving here, and say it was sixteen years ago, people wonder and cannot realize that so many years have passed since those days. I was told by my father to go. You understand, of course, that notwithstanding my being a member of the National Guard, it was optional and I had my choice. Father said: "It will be an epoch. You will experience something different. A life spent without availing itself of an opportunity to serve one's country would be a life without an epoch, and without this epoch it would always be a regret."

Those members of our "outfit" who had an opportunity to go and took their option, and did not go, believe me, have a regret.

It is a noticeable fact that after the Spanish-American war a whole lot was done for the advancement of the National Guard, directly due to the fact that it was realized that in this body of men was found the nucleus of the volunteer army, but the general public as yet does not appreciate the sacrifices that the members are making who serve the National Guard. They do not realize the value because they have forgotten what war is. Everything has gone along so smoothly, a National defense was not necessary. Security does not depend, or at least up to this writing has not depended, upon armed protection. The editorial in the Evening Press a week ago admonished us not to forget the regular whose business was to be a fighting man, whose home a tent, ever ready to obey a command. Our people do not stop to think that the young men who have joined the National Guard have undertaken the same thing, but instead of devoting all their time, are earning their daily living, and bear a large percentage of their expenses themselves in the Guard.

Before it slips my mind, I want to make a statement relative to the age of the members of the present Guard. The first thing you hear when they pass by is something like this: "Why, they are all young fellows." It is true, but they are the best that the country produces when it comes to material for making soldiers, and to bear this out, one has only to refer to the figures compiled from the Rebellion to bring out this fact.

Going to war?

How many times have I heard this within the last four weeks? Is it a wonder, then, that it brings forth a reminiscent mood. I have experienced all that it means, and the few years added since the actual experience, makes it possible for me to realize more what sacrifice the young man who is at present a member of the Guard may make when he holds up his right hand and takes his oath of allegiance to the Flag.

The ceremony is one you will never

forget. I would like to line up a thousand men of serviceable age and have a regular army officer read that oath and see those who are willing to step forward. Believe me, there would be some strong figuring. There would be some silence and it would be a story could one read their minds; yes, it is a story to simply watch their faces. But that oath, and that association that follows brings forth a tie of friendship stronger than any bond of a fraternal nature. Because of the fact that there is a unison of thought which is patriotism, a common cause, and a noble one. That is why Decoration Day to me means more than an ordinary holiday, as looked upon by so many people. I can realize the feeling that exists among those gray haired men. I appreciate how much more and how much stronger their ties must be than those of ours, for their experience and our experience cannot be compared. Nevertheless, the man who shows his willingness to hold up his right hand and take his chances at

Doings in the Hoosier State.

Written for the Tradesman.

Evansville still claims to be the second city in the State, despite the Government estimate which places Fort Wayne ahead. Its claims are supported by the recent school census, which gives Evansville a lead of 4,000 people.

A committee on investigation of public amusements, particularly the "movies," after two months' work in South Bend, has made its report to Mayor Keller. It is recommended that a permanent committee on public amusements be appointed, made up of five members, some of whom have been in the habit of attending the motion picture shows, to serve without pay. The report indicates that there is room for much improvement at the shows, many sensational films being used, some of them of low moral tone with grewsome and violent scenes. The committee recommends putting on children's special programmes, especially Saturday afternoons, such as is being done in Omaha and elsewhere.



Blocked by the Crowd on Campau Square

that which may come should have the respect, yea, he should have the support of the employer.

After duly considering the subject, does not the young man who offers his services, his spare moments, his vacation days, to receive that soldier training afforded by membership in the National Guard, jeopardize his future by placing himself in that uncertain position of being asked to answer his country's call upon a moment's notice, incurring the possibility of losing days of apprenticeship, days of vocational training, days of schooling? He goes just at the time when the turn of life is moulding his future. He takes the chances of impairing his health, to say nothing of other chances, while his neighbor who stays at home continues to further his welfare.

Walter K. Schmidt.

A soft hearted man always gets the worst of it when he has occasion to transact business with a hard headed one.

The Indiana Flood Prevention Commission has completed its organization and is now asking Gov. Ralston for \$10,000 to carry on the work of a flood survey on which to base its report and recommendations to the next legislature.

The Government surveys for the Toledo, Fort Wayne and Chicago barge canal, which are now in progress, will consume at least five months' time.

Mayors of thirty-six of the leading cities of the State met at Indianapolis and formed a permanent organization, with all politics forgotten, to discuss the needs of their respective cities and of the State. Co-operation, law enforcement and business methods were among the topics discussed.

Evansville is making a fight for lower gas rates and Mayor Bosse has been personally investigating the situations in other cities. He hints that the city may conclude to go into the gas business by building a plant there. Almond Griffen.

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.

Delivery Wagons

For All Purposes
\$47 to \$100.00

SHERWOOD HALL CO., Ltd.
30-32 Ionia Ave., N. W.
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THE QUALITY 5c CIGAR AMERICANO

Order from your jobber or
A. SALOMON & SON MFRS.
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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.

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Enjoyed by All who use it

Mapleine

has become an everyday flavor with many housewives and chefs.

Order from
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Crescent Mfg. Co., Seattle, Wash.

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Tradesman Coupons

Pere Marquette Railway Co.

FRANK W. BLAIR, DUDLEY E. WATERS, SAMUEL M. FELTON, Receivers

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AND

LOCATIONS for INDUSTRIAL ENTERPRISES

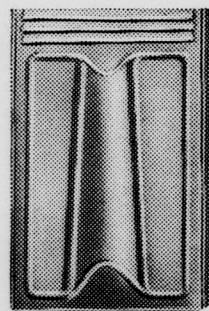
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The Pere Marquette Railroad runs through a territory peculiarly adapted by Accessibility, Excellent Shipping Facilities, Healthful Climate and Good Conditions for Home Life, for the LOCATION OF INDUSTRIAL ENTERPRISES.

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.

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GEORGE C. CONN,
Freight Traffic Manager,
Detroit, Mich.

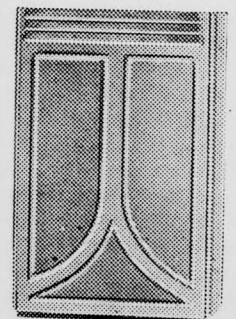


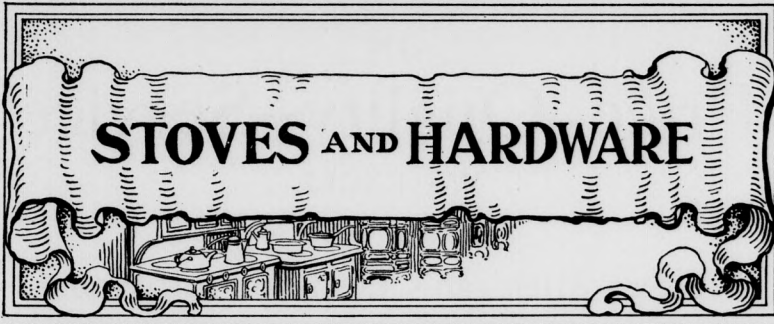
GALVANIZED

ROOFRITE SHINGLES

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

W. C. Hopson Company
Grand Rapids, Mich.





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.

Feature News Events in Your Store Windows.

Why do folk read newspapers? For the news, of course. Everybody is keen after news! And "news" means something new, something not generally known—or certain definite facts about a proposition which are unfamiliar to a public.

Paradoxically, there's another class of "news"—such as items about the weather or reports of local happenings—which are already thoroughly known but which are interesting to persons because of their personal experience and contact with such events.

A hardware man's window can be made a purveyor of news as well as the newspaper medium.

That certain retailers have a tendency to recognize this is indicated by their practice of posting in their windows photographs of news events issued by the photo news service.

Yet these same dealers often do not seem to know how to make use of news provided within their own stores or news events with which their goods are associated. More's the pity!

Because a hardware news display is a thousand times more profitable to the retailer than the general photo service. Such a photo, while it will probably halt the passerby, takes his attention away from the goods in the window, upon which his entire concentration should rest. In a newspaper advertisement it is not good practice to use a picture that has nothing to do with the proposition you advertise. The same rule holds good for your window.

In the heart of the business district of an important city stands a good sized stationery store. The glass on this store's window is always half covered with new service photos. Invariably a crowd is found in front of this window, gazing at the photographs—but during all the numerous observations made by the writer and his acquaintances, not one of these persons entered the store. And it is doubtful if anyone has ever observed what the stationery display in this window looks like.

Your window can reflect various kinds of news. Some news devices you undoubtedly already use; others, which you may deem trivial, would furnish news of decided interest to passersby; and there are still others,

not widely employed, that could be utilized effectively.

Seasonal events are naturally played up in your window as news. When you put in a gardening display to announce spring activities, it is no news to folk that it is spring—but it may be news that you keep certain brands of lawn mowers and garden tools you show.

If you are offering prizes (say, baseball paraphernalia) for the winning ball team in your home town, you would of course exhibit the prizes in your window.

Should you be running a bargain sale within your store, your window would announce the fact and show samples of the goods.

A special offer (for instance, a complete assortment of tools suitable for a chest) would be advertised in the window, with a specimen assortment.

When a good-sized shipment of unusually fine novel or popular goods arrives, make up a sample exhibit for the window.

If a contractor placed a big order, say in builders' hardware, and made an unusually judicious selection of door furniture—latches, escutcheons, etc., you could announce in your window that these door furnishings (showing samples) are being furnished by you for such-and-such a building operation (if you can do it without violating your customer's confidence).

Window demonstrations showing how certain articles work and what they accomplish give a useful medium for telling news about the goods.

A True Story.

A woman entered the barroom and advanced quietly to her husband, a labor agitator, who sat drinking with the business agent of the union and two other men, whom he was treating with the prodigality of a Croesus.

She placed a covered dish on the table, and said:

"Thinkin' ye'd be too busy to come home to supper, Jack, I've fetched it to you here."

And she departed.

The man laughed awkwardly. He invited his friends to share the meal with him. Then he removed the cover from the dish. It contained a slip of paper that said:

"I hope you will enjoy your supper. It is the same your wife and children have at home."

A bakery business built on quality is better than one erected on the best premium scheme ever invented.

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.

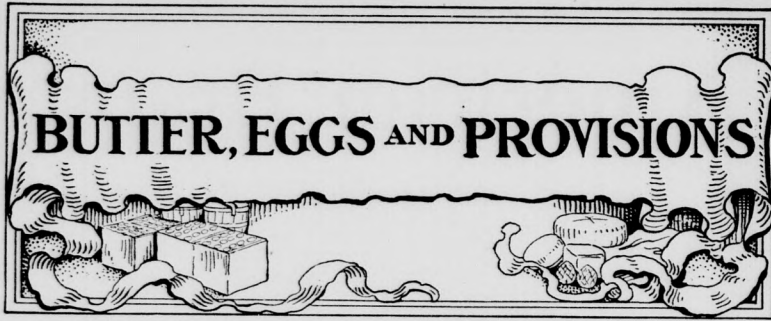
Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.



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.

Change in Produce House Half Century Old.

Hudson, May 15.—Time makes many changes, and Monday, May 11, marked the passing of another firm name from the list of those who have made Hudson known throughout a large circle of territory, a concern whose success and achievements have been a household word for fifty-six years in the commercial life of Hudson and throughout the State, for the dealings of the firm of L. Frensdorf & Son have not been confined to this section alone, their business venture taking them all over the State until they became rated as the largest wool buyers of the commonwealth.

During the forty years of the life of Louis Frensdorf spent in the midst of the people of Hudson and vicinity the name became respected as one of high standing and integrity in the business world. Moreover his citizenship was something worthy of emulation. He was ever foremost in advancing anything that stood for the progress and the material welfare of all the people. It has indeed been well said of him that no one has surpassed him in earnest, conscientious efforts for every project that would add to the attractiveness of the city as a residence and business place. No one really did more to add to its prosperity. He was not surpassed in contributions or effort when anything looking to this end was at stake. After his death in 1896 his son Edward succeeded him, and in these eighteen succeeding years the operations of the firm have been steadily increasing. No matter what part of the State you go to you will find those who are acquainted and have had business dealings with the firm.

It may be said of Edward Frensdorf with the same truth as is said of Louis Frensdorf that he had stood for all that was best in the conduct of city affairs. Every improvement has had his earnest support. He never faltered when new improvements were suggested, and no committee ever sought his support in vain for anything looking to an effort to make Hudson a better city.

Mr. Frensdorf has always maintained that he would unload his business cares at the age of 50, and devote the remainder of his life to the satisfaction of himself and those less fortunate, rather than to wait until he became so fixed in the money getting habit that it became chronic and nothing else in life could appeal to him, and with this in view, and in the very prime of life he announces his retirement from active business life, and intends to devote himself to other things for the benefit of his fellowmen.

Mr. Frensdorf is a large stockholder and director in the Boies State Savings Bank of this city, the First State Savings Bank of Hillsdale, the Tecumseh State Savings Bank of Tecumseh and the Security Savings and

Trust Company of Toledo, and will look after his banking investments and after various other interests and enterprises with which he is connected. He will likewise retain his interest in the Neptune Paint Co. of this city.

The business has been taken over entirely by James L. Moloney, who has been with the firm of L. Frensdorf & Son for nearly twenty-seven years, and who announces that the same policy maintained for these many years will be continued.

James L. Moloney is a Hudson product, having been born in this city forty-two years ago, graduated from the local high school at the age of 16 and entered the employ of L. Frensdorf & Son the same year. His loyalty, honestly, unflagging devotion to detail and splendid ability won for him rapid promotion, and in 1897, at the age of 25 years, he was made a partner. He is now the sole owner having purchased the store building on Main street, warehouses A. and B. in Hudson, as well as the grain elevators at Waldron and Prattville. He likewise retains his interest in the Neptune Paint Co. and will continue as Secretary and General Manager of that concern.

Growth of Oyster Farms.

The popular idea of the source of oysters is that they grow wild in creeks, estuaries, etc., and that men go out in little boats and catch them, a bushel or two at a time, somewhat as clams are caught. The general impression is that they grow naturally without cultivation, like blackberries or blueberries; but, like many other popular impressions, this is erroneous, except to a very limited extent.

Not one bushel in one thousand of mature oysters ready for market is found growing naturally. This applies to the product of the waters of Massachusetts, Rhode Island, Connecticut, New York, Maryland and Virginia. Instead of growing naturally in the majority of these states, the artificial propagation, cultivation and planting of oysters on a large scale now produces more than one thousand bushels of mature oysters growing wild.

Oyster farming is now a productive industry, as completely as is grain farming on the enormous grain fields of the West, where tens of thousands of acres are sown and harvested under one management. Oyster farming is well compared to grain farming, except that the growing of oysters is far more complicated, expensive and hazardous enterprise than is the growing of grain.

A large oyster farm comprises many thousands of acres of land under from fifteen to seventy-five feet of water in the great bodies of salt

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.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

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

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

water, such as Narrangansett, Peconic, Gardiners, Great South, Delaware and Chesapeake bays. Often these farms are situated several miles from the shore, so that a strong field glass is required in order to identify the church spires, lighthouses, hilltops, and other objects on the distant land, which are used for ranges in locating the boundaries of the oyster farms.

The small boats used in the catching of wild oysters would be useless in the propagation, planting or catching of the crops on these great oyster farms. The grounds are in some instances several miles in extent, and steamers and gasoline boats are employed in their cultivation; some of the large steamers are more than one hundred and fifty feet in length, thirty feet wide, and catching 8,000 bushels of oysters per day in thirty to sixty feet deep—in other words, as deep as a six story building is high.

These great oyster farms, comprising from 5,000 to 25,000 acres under one management, are often situated several miles from land, where the bottom is constantly swept by the deep, clean current of salt water, insuring the delicious purity of the product which commends oysters to epicures.—Leslie's Weekly.

Butter and Tariff Reduction.

A good deal has been said concerning butter and the reduction of the tariff, much of which seems to be quite wide of the mark. Whether the reduction of the tariff and the importation of considerable quantities of butter have much to do with it or not, the fact remains that the cost of living, as represented in butter, has receded far below the level of a year ago, or about that. Butter is named on a basis sufficiently low to meet the requirements of consumers. A further reduction in price will deprive the producers, we verily believe, of a fair profit. Large quantities remain in storage from last summer, and the buyers who held back this stock over-rated the consumption. The imports have not been sufficiently heavy to swamp the market, although they have, undoubtedly, had some effect in reducing the price.

Butter is one of the most indestructible substances used as food. There is practically no limit to the time during which it can be kept in cold storage without serious deterioration, and if the butter was of good quality in the first place no deterioration takes place which renders it unfit for food. Butter absorbs odors and flavors from the air, and in this way its flavor can be easily damaged, and when not kept sufficiently cold it tends to become rancid, but even rancid butter is wholesome and can be renovated for cooking purposes without any trouble, and it is both unwise and unfair for certain newspapers, of course daily papers, to try to create prejudice against its use. Renovated butter should be sold for what it is, but there is no

reason why it should not go into consumption as a sound, wholesome food product. From time immemorial, butter has been used in hot climates, in such climates as British India and the West Indies, where the native custom is to clarify it by melted and skimming, exactly as ordinary lard is treated, and to keep it in jars until it is required for use. In India this melted butter is called "Ghee," and jars of it have been found in the cellars of buildings destroyed in war fought centuries ago. The commission merchants of Boston and other cities, who have stocks of last year's butter, will lose heavily according to present market conditions, but these speculative losses should not be artificially increased by the creation of unfounded prejudice against cold storage and renovated butter.—New England Grocer.

Cash vs. Credit.

Because it often happens that the books of a merchant who has failed in business show a lot of uncollectable accounts it does not necessarily follow that credit business is to be avoided. Rather does it prove that the merchant in question has not been careful in granting credit.

It would be very pleasant to be able to obtain immediate cash payment for everything sold, but that is not to be done except with certain disadvantages.

The cash customer expects much. He thinks he should have large discounts because he has the ready money to offer. He demands lower prices than can be secured at the store where credit selling is the rule. He wants attention that, in the end, make his trade unprofitable.

More sales are made when the customer has an account. Money may not always be in the purse, and thus a purchase is not made. If there is an account settled weekly or monthly, there is more freedom in buying.

Slow accounts would not always be slow if there was a complete understanding of what is expected of the customer. The merchant should make it clear at the beginning that he expects settlements at a certain date, and that credit depends upon promptness. Then he should render his bills promptly, and collect politely but firmly.

He should find out about the customer before he opens the account, and limit the extent of credit. He should know something about the circumstances of the customer. One family has a larger income than another and is entitled to a larger credit.

If these things are carefully noted and followed credit business may be conducted with reasonable safety, and the losses will be so small as to be readily overcome. A line of good accounts on the books is a good asset.

Remember that the customer with the most property is not always the one entitled to generous credit. His income may not be in proportion to his holdings. Possessions do not always indicate ability to pay promptly, and lawsuits are to be avoided if possible.

Rea & Witzig

PRODUCE COMMISSION MERCHANTS

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

Established 1873

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

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

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

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

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

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.

When in the market to buy or sell

FIELD SEEDS

Call or write

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

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

During the warm months when eggs from other states are defective Michigan eggs are wanted in New York. It will pay you to ship yours there. For particulars get in touch with FREDERICK F. LOWENFELS & SON, 348 Greenwich Street, New York, who are one of the largest receivers of Michigan Creamery Butter and who have handled butter and eggs for over twenty-nine years.

When shipping Poultry, Calves, Pork, Eggs or Produce, remember we can sell that shipment at top market price.

Phelps, Naumann & Co.

303 Market St. Eastern Market Detroit, Mich.

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

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.

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.

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

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

FULLER & HARRIS, Farwell, Mich.

Ship your BUTTER, EGGS, POULTRY and VEAL to Grand Rapids. Will pay spot cash or sell on commission, as shipper prefers. We refer to R. G. Dun & Co. and Kent State Bank.

JACOB KONING,

49 Market Ave., Grand Rapids

Use Tradesman Coupons

TOUCH ELBOWS.

Annual Meeting of Michigan Wholesale Grocers.

The annual convention of the Michigan Wholesale Grocers' Association was held in this city last Thursday. The attendance was fully up to expectations. The business session was held at the Pantlind Hotel during the forenoon. Frank H. Bowen (Lee & Cady), Kalamazoo, read a paper on Broken Packages and the Package Room. Geo. Hume (Hume Grocery Co.), Muskegon, read a paper on How Can the Jobbers Bring About a Condition Where Each Item Can Be Made to Bear Its Proportion of the Gross Profit? R. E. Hills, President of the Ohio Wholesale Grocers' Association, Delaware, discussed the subject of "Figuring Costs." Edward Kruisinga (Musselman Grocer Co.) Grand Rapids, read the following paper on Turning Stocks and Keeping Stock Records:

My subject to-day is Turning Stock and Stock Keeping. This is an important question. The jobbing business to-day will not stand for many shrinkages, as the difference between the cost and selling price has been narrowed down to a pretty fine point. A good stock record will assist one in turning stocks often. The odds and ends will not accumulate on your hands and when the time comes to take your inventory your shrinkages will not be as great. Odds and ends are usually accumulated by buying a few more cases of a specialty salesman than he sells to your retail trade for you or it might be private brands in canned goods and for some reason or other the retailer does not take them from you.

About three years and a half ago I was transferred from the Grand Rapids to the Cadillac branch. I found after taking an inventory an excessive stock. There were considerable goods in the stock that had to be moved at a price. The stock had been turned the preceding year almost seven times; the third year I had set a mark of 100 per cent. I did not reach it. If I had reached this mark I would have turned the stock twelve times during the year. As it was the stock was turned between eleven and twelve times.

I found, by reducing the stock, I was able to save the National Grocer Company better than \$3,000 annually. This is for interest figured at 6 per cent. This is a nice little profit in itself. Buying often and keeping goods moving at all times is one of my hobbies. I am using McLean's system and it is the best stock keeping record I know of. I know from practical experience that it has made me considerable money.

When I was given the management of the Grand Rapids branch I immediately opened up new records. This takes considerable time. It is necessary to go over the inventory very carefully, so as not to miss any of the different items and copying them into record books according to floors. If any of the items should be missed the chances are you might carry them in your stock until another inventory was taken or until your floor man calls your attention to them.

McLean's system provides a space for the manufacturer's, broker's or salesman's names, the quantity in a case, the size of the article, the price, and shows you the weekly turn over of each and every item.

We all have at different times ten or twenty different brands of tomatoes, peas, or some other vegetables. Some of these are tag ends of car shipments. They also might

be private labels for our customers. If these cases are listed in your stock books and you were to check each item in your stock book every week, it would be an easy matter for you to clean up on these small lots. Again, if you have a standing order of breakfast food and your sale was heavy for the week, the following Monday your stock book would tell you to send in an order immediately. On the other hand, if it so happens that the sales had dropped off, your stock book would show you that the quantity on hand was too large and you could immediately cancel the order, thus avoiding three or four weeks' shipments to accumulate on your hands.

There is a space ruled off for each week in the year; in fact it is double spaced. The lower space is used for your regular weekly stock and the upper space for you to enter the quantity purchased. You can have your stenographer if you wish, copy the new items into your record books from your receiving book. You can also have a circle placed around the shipments as they are received. This circle will show you the difference between your orders which are rolling or in stock. This stock book will also be a great convenience at the time of taking your inventory.

For instance, I have always found it to my advantage to enter the cost on my stock book so that I would not have to wait and look up the costs after the inventory was taken. Instead of entering this cost in your cost book, the costs can be entered in your record books in the space provided for the Monday preceding your inventory. Then when you are ready to enter your costs on the inventory, you would get a double check. You would, have your quantity on the inventory, also on the record book and if there is any great difference between these quantities you will know if your inventory has been taken correctly.

I am a great booster of McLean's system. It has made me money. It is complete and requires very little time to keep it up. We take an inventory every Monday morning of our entire stock in two and one-half hours. It is really a time saver and I am sure this record will save any wholesale grocer considerable money.

The meeting then adjourned to the Country Club, where luncheon was served and two inspired addresses were made—one on Credits by Lee M. Hutchins and one on Conservation of Traditions, by Roger W. Butterfield. The following officers were elected:

President—A. E. Gregory, Grand Rapids.

First Vice-President—Geo. S. Danser, Petoskey.

Second Vice-President—Fred J. Fox, Saginaw.

Third Vice-President—Wm. J. Butterfield, Jackson.

Three new members of the Executive Committee—John G. Clark, Bad Axe; Howard A. Musselman, Traverse City; Hedley V. Taylor, Detroit.

Old Members remaining on the Committee—Thomas J. Marsden, Detroit; Rudolph Otto, Saginaw; R. J. Prendergast, Grand Rapids.

The Executive Committee re-elected the old Secretary.

The following resolutions were adopted:

Whereas—Divine Providence has seen fit to remove from our midst one of the oldest and most respected members, Mr. Herman Meisel, of Bay City, Michigan; therefore

Resolved—That we, the members

of the Michigan Wholesale Grocers' Association, in convention assembled, express our most sincere sympathy to his family and business associates; and be it further

Resolved—That a copy of these resolutions be sent to his family.

Resolved—That this Association and its individual members express our sincere appreciation of the loss of Mr. Elgin from the wholesale grocery business and that the members extend to him their heartiest wishes for continued success in his new field of undertaking.

Resolved—That we, the members of the Michigan Wholesale Grocers' Association, favor the adoption by the Federal Government and the various states, of the International Metric System of Weights and Measures and recommend that our membership familiarize themselves with this system, with a view to exerting their influence to the above end.

Resolved—That we are heartily in accord with the proposed National legislation to prohibit transmission through the mails of false statements for the purpose of securing credit.

Whereas—Considerable annoyance and loss to the wholesale grocers is occasioned by improper return of

merchandise by the retailer; therefore be it

Resolved—That a committee of three members, of which the Secretary shall be one, be appointed by the President, to give this matter consideration during the coming year and devise methods whereby this evil may be minimized and unnecessary loss eliminated.

Whereas—We believe that unrestricted competition in the sale of proprietary or trade-marked articles tends to the final elimination of the small merchant, and the centralization of trade in the hands of large aggregation of capital, to the detriment of the public at large; therefore be it

Resolved—That we are in favor of the enactment of laws which will permit manufacturers and distributors to control the re-sale prices of their own brands, provided such prices are fair and reasonable.

Whereas—We believe first-class mail matter is contributing more than its share toward the expenses of the Post Office Department; therefore

Resolved—That we are in favor of the enactment of laws providing for the adoption of one-cent letter postage.

Whereas—The expense of conduct-

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.

SERVICE

Service means to us a discrimination in buying which selects first, goods of unquestioned standards and purity, and at the best price the world's market affords.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS

ing our business is constantly growing larger, brought about by increased salaries and by the addition of modern methods of improving the service; therefore be it

Resolved—That we are opposed to all selling schemes which tend to increase this expense; and be it further

Resolved—That we wish to commend those manufacturers who have adopted selling lists which show a more adequate compensation for the distribution of their products.

Whereas—The margin of net profit in the wholesale grocery business has been greatly diminished during the last ten years; and

Whereas—Certain lines of merchandise have offered less profit than certain other lines, and many of these smaller profit producing items are now contributing nothing to the profit account; and

Whereas—Manufacturers thereof are, by force of circumstances, obliged to market their products for the lowest possible cost; and

Whereas—They could otherwise demand that each item handled shall contribute its fair proportion of the expense account and return something in the way of net profit to the jobber; therefore be it

Resolved—That this Association urge each member to analyze every department of their business, with the idea of determining that each item pays a fair profit; and be it further

Resolved—That the organization urge each member individually to consider all new selling contracts offered and determine that each shall be on a basis of profit that is commensurate with the present day cost of doing business.

Resolved—That the thanks of this Association be extended to the Pantlind Hotel, Kent Country Club, the press, and all those who have helped to make our stay in Grand Rapids so pleasant.

Resolved—That the Michigan Wholesale Grocers' Association is under special obligations to the speakers who have taken part in the programme of our annual meeting and that we especially extend our thanks to Roger W. Butterfield, Lee M. Hutchins and R. E. Hills for their most able addresses.

The Oldest Traveling Man.

George A. Olney, of Brooklyn, said to be the oldest traveling salesman in the United States in point of service, has decided to retire at the age of 79 years. For fifty-eight years he has been in continuous service. He has not announced any plans for whiling away his remaining years, but it is hoped he may write his reminiscences. No vocation has been influenced more by the changes of the last half century than that of the commercial traveler. The drummer of early tradition was pre-eminently a jollier. His chief qualification was ability as a "mixer." His pockets bulged with cigars and an invitation to "have something" was ever on his lips. Nor was this invitation often refused. The pioneer drummer was also a story teller. His collection of "new ones" brightened every rural store and the village hotel. His opinion on matters of National import was highly esteemed. His judgment as to the results of a coming election was likewise prized, and many an election bet was based on his "tip." His varied social accomplishments were his capital, and were responsible for the liberality of the orders he procured. And to the merchant the drummer was not a representative of

a house; he was the whole establishment.

But these conditions have changed very much. The traveling salesman now must talk goods and prices. He must be alert, for he deals with merchants who keep in close touch with the markets. While courtesy is still a valuable asset, as it ever will be, it is not sufficient by itself. The merchant is not looking for good humor, for good stories, for good cigars or for drinks, but for merchandise on which he may make a quick and certain profit. And the down-to-date traveling salesman measures up to the new requirements. While he is often, in his opinion, hampered by his house, and his judgment on extension of credits is not final, he still wields a powerful influence. The house scarcely realizes how much his personality counts with the customer. By a tact that is nothing short of marvelous he causes the customer to look upon him as his true friend, always ready to fight his battles with the house. Nor has his old prestige disappeared. His views of men and of measures are still respected, and his ability to take care of himself in any argument is a matter of proverb. And he is a loyal booster for the city out of which he travels. Often the praises of rival cities are pressed by customers, sometimes through perversity of human nature and sometimes merely to arouse him to defense, but there is no case on record where he ever conceded superiority to a rival town. With his long and varied experience Mr. Olney could write a story of absorbing interest about the prince of hustling optimists, the traveling salesman.—St. Louis Globe-Democrat.

A Financier.

"It is said that a miser once lost a pocketbook containing \$1,000.

"The pocketbook was found after some days by a poor farm hand, and he, as soon as he discovered the name of the owner, returned it.

"The miser, on getting back his money, counted it again and again, and the oftener he counted it the blacker became his scowl.

"'What's the matter?' said the farm hand anxiously. 'Isn't it all right?'

"'Right? No.' growled the miser. 'Where's the interest?'

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

Walter Baker & Co.'s Chocolate and Cocoa



Registered U. S. Pat. Off.

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

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

53 Highest Awards in Europe and America
Walter Baker & Co. Ltd.
Established 1780 DORCHESTER, MASS.

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.

"Sunbeam" Harness



Popularity never comes unmerited to a product, and the large and consistent re-orders of Sunbeam Harness, point undeniably to the fact that the popularity of these Harness is founded upon unusual merit.

Every inch of the Harness, every strap, every buckle, is the best which it is possible to secure. This is why Sunbeam Harness are guaranteed to wear—they will not break—they cannot tear.

Send for our Big Catalogue No. 8 for full information—do it NOW.

Brown & Sehler Co.

Home of Sunbeam Goods
GRAND RAPIDS, - MICHIGAN

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 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.

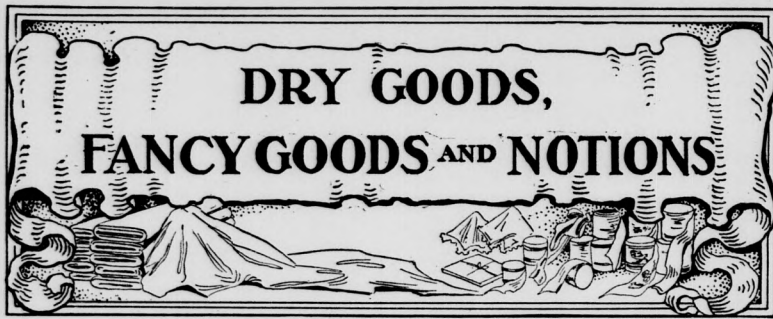


MONEYWEIGHT Scale Co.

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

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

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



Things Seen and Suggested in a Linen Shop.

Written for the Tradesman.

It is something unique in the way of a mercantile establishment, this linen shop, finely located on the busiest street of a rapidly growing little city. The nature of the goods handled is evidenced not only by the sign over the doorway but by the beautiful damasks and towels and table pieces in the windows and on the counters, the many items of goods of the peculiar shade of tannish gray that always is called linen color, to be seen all about, and by the clean, agreeable, yet indescribable odor pervading the place—the smell that comes from nothing but the products of the flax.

The goods handled comprise a great variety of useful and ornamental and fancy articles. A profusion of table linens of all styles and kinds; everything in towels and toweling from coarse crash up to the best huck and the finest, most satiny damask; dresser covers, stand covers, centerpieces, doilies; a big line of handkerchiefs ranging in price from five cents to two dollars and a half each—every thread of every one of them pure linen; all sorts of linen laces; embroidered linens, dress linens, white and colored, waist linens, handkerchief linens, besides a bewildering array of art linens and the various flosses and embroidery threads that are used in working them—this incomplete enumeration will give some idea of the stock.

Since it seemed to be necessary in order to complete their line, this store a year or so ago put in cotton "bed linens"—sheets, pillowcases and spreads; also Turkish towels. But they plan to cut out all these, and so far as is practicable and possible, to handle nothing but linen and all linen. In their dress linens and art linens as well as in their handkerchief stock they adhere strictly to this rule now.

"How is one to tell whether a given article or piece of goods is pure linen or whether it is more or less adulterated with cotton?" was one of the questions I asked.

To this the linen merchant replied that a person who has not had special training and experience usually is unable to detect the mixture of cotton with linen. The only way for the average housewife to get good linens is to buy only where she can rely upon the integrity of her dealer.

It is quite easy to be sadly let down in the purchase of linens or supposed linens. In a good-sized

town known to the writer, a man has for some months past been handling linens in an agency or house-to-house way, selling goods that seem very nice at surprisingly low prices. He has retailed fine dress linens, or what he claimed to be fine dress linens, at 20 to 25c per yard. Where it was especially difficult to make a sale, he has been known to drop to as low as 15c a yard on goods of this description. They probably contain little if any linen. In this case the fraud is sufficiently palpable that it doesn't require an expert to detect it. Many purchasers, on displaying their bargains to the view of some experienced matron who has used real linens for many years, has been told frankly that the goods were largely cotton. But where only a small percentage of cotton is used, its presence is not apt to be noticed by any ordinary observer.

The linen store man is very glad to see the textile work put into the schools, so that the children who are coming up will have a practical knowledge of the fabrics they will wear and use.

Having handled linens for a quarter of a century—the earlier portion of this time in connection with other dry goods—and having made a careful study of the various textile threads under the microscope, in order to make himself thoroughly competent as a buyer, this man modestly says that he believes he can tell whether a piece of goods is all linen. He judges mainly by sight, but considerably by feeling as well. By long familiarity with the flax fabrics one acquires a linen touch almost or quite as dependable as the celebrated wool touch. To the initiated, the presence of cotton gives a dead feeling to the goods. However, this linen merchant does not rely entirely on his own judgment, expert as that has become. He buys only of manufacturers and importers who have a reputation to maintain that places them entirely above all trickery and deception. He rarely finds it necessary to use the acid test.

A lady came in and bought material for a dress. "Will it shrink?" she enquired. "Yes, you had best shrink it before having it made up." "Which way will it shrink, lengthways or widthways?" "Very likely both ways," came the matter-of-fact reply.

Some linens measure the same after the shrinking process as before. Like-ly these have been shrunk by the manufacturers. Some linen goods come marked "thoroughly shrunk." Even these the linen merchant, in

Don't Overlook the Painter and Paper Hanger

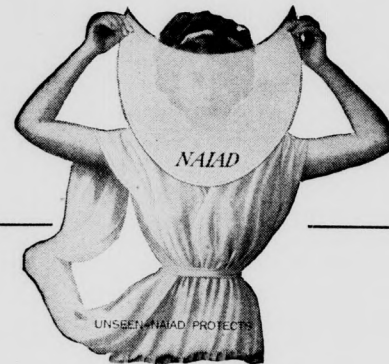


Their rush season is now at hand, and that means a greater demand for white overalls and jackets. We carry two grades, one that retails at 50 and another at 60 cents per pair. These are both "Empire" brand—the brand we guarantee to be a good fit and well made. Our salesmen are showing samples and will be pleased to figure with prospective buyers.

Grand Rapids Dry Goods Co.

Exclusively Wholesale GRAND RAPIDS, MICHIGAN

"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

order that they may take no chances, advises his customers to shrink.

I talked with another man, also well versed in linens, about this point of shrinkage, which, as regards waist and dress linens, is an important matter. I especially questioned him about those linens that stretch as well as shrink. For it is well known that occasionally one finds linen goods that, while it may shrink in the piece, will stretch after it is made up, so that a skirt will keep getting longer and longer as it is worn and may have to be cut off two or three times in one summer. This man believes that all linen made of yarn that has been properly spun will shrink. It is its nature. If not shrunk by the manufacturer, it should be by the user before making up.

Once thoroughly shrunk, he holds that a garment made of good linen, well spun and well woven, will keep its shape indefinitely. As to those pieces that lengthen with wear, he says those are made of thread too loosely spun. The weight of the garment causes it to stretch and sag and get out of shape.

The subject of the tariff came up at the linen store, and the changes made by the recent revision in the tariff law were commented upon with favor. There were not only very substantial reductions in the duty on linen goods, but the rates with respect to some particular items are much more reasonable than they were before. For instance, according to the old tariff schedule, a huck toweling weighing five ounces to the yard had to pay, I think it was 55 per cent. duty, while one of lighter weight by a certain fraction of an ounce, came in at a considerably lower rate. It placed the heavy grades of some lines at an absurd and unjust disadvantage.

Without going into details it may be said that most of the goods handled in the linen shop now pay 35 per cent., or about 10 per cent less than formerly. Embroidered linens pay a higher duty than most other linen goods, 60 per cent. now as against 70 per cent. according to the old law.

The linen merchant believes that the tariff changes will effect a saving of 5 to 7 per cent. to the ultimate consumer. He says that people are apt to feel that a reduction of, say 10 per cent. in the rate of duty, ought to make a lowering of ten cents on the dollar in the retail price. This cannot be because the duty is figured on the import price, not on the retail price. An item that formerly cost the retailer 70 or 75 cents and on which the duty has been reduced 10 per cent. will now cost him, not ten cents less, but five or six or seven cents less. Since retail prices are more or less fixed, it is to be hoped that the tariff revision will result, not so much in lower prices to the customer, as in better goods at the same prices.

I asked the linen merchant why, having had long experience in all other kinds of dry goods, he had chosen linens as his specialty, and had established a shop in which to handle

linens alone. He answered, "Because they are a nice clean line, easy to handle, very staple, and it is a line in which a certain exclusiveness which brings business easily can be established." To these reasons there might, I think, very properly be added, that there is in this man a certain innate love of what is good and genuine and reliable and durable, that would make linen his nature choice of all merchandise.

When you think of it, what fabric is there that so well exemplifies honest quality as does good linen? When you want an absorbent fabric, even a coarse linen crash is an article of merit. A cotton towel, however beautifully woven and finished, always is a delusion and a snare. The durability of linen, even in fine sheer stuff, its coolness and its peculiar cleanness, the fact that it not only launders well and easily, but actually improves in appearance with each washing, and that other fact that it is far cheaper than either wool or silk of a corresponding grade—these together with the great beauty of the finer and more expensive linen fabrics, make it absolutely unequalled for the purposes to which it is adapted.

A fine, heavy, handsome table damask is perhaps the best exemplification of the high possibilities of the humble flax plant. For a fine handkerchief linen we may find a substitute of equal beauty (though of far less durability and intrinsic excellence) in the best grades of cotton lawn; but for table damask and good towels, there is nothing that will take the place of linen. Just now tablecloths of unbleached linen, or rather of unbleached and bleached combined in figured designs, are very stylish. These sell in breakfast sets and luncheon sets with napkins to match. This unbleached linen, as also dress linen of the natural color, is supposed to be and generally is entirely undyed. There are, however, some exceptions to this rule. There are very few dinner sets sold in the unbleached, and indeed for fine table linen generally, the pure bleached white holds the preference and probably always will.

The old dot patterns are always staple and some housekeepers still prefer small-figured damask, but just now large patterns, most of them flowered but some Greek border and geometrical designs, are the vogue. Line borders are now more fashionable than the open borders which had the preference for some years.

The linen shop enjoys a heavy holiday trade, linens being used so much as Christmas gifts. December is their best month. Otherwise their sales are distributed quite evenly throughout the year.

The linen merchant buys some of his goods direct from the manufacturers, the rest from importers—scarcely any from jobbers. Almost everything he handles comes from across the water. A succeeding article will treat briefly of the manufacture of linen. Fabrix.

"Doing it now" is the root of success.

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 a few 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.



We are manufacturers of
TRIMMED AND UNTRIMMED HATS

For Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

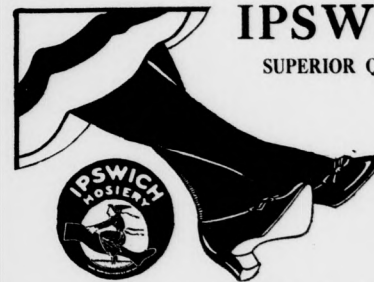
CORL, KNOTT & CO., Ltd.
 Corner Commerce Ave. and Island St.
 Grand Rapids, Mich.



The 20th Century Standard Computing Scale

Is the only scale possessing all the features necessary to insure accuracy in weighing merchandise. Demonstration without cost or obligation. Write to-day.

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



IPSWICH HOSIERY

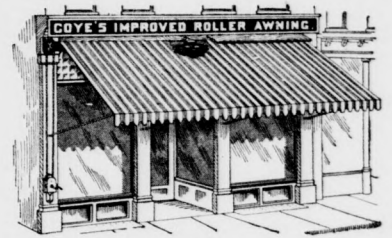
SUPERIOR QUALITIES FOR THE WHOLE FAMILY

Seamless Ipswich Hosiery is knit to the exact shape of the ankle and leg and cannot rip. It will retain perfect shape after laundering and always fit snugly and neatly. With the comfortable elastic top Ipswich offers the best and latest improvements in both style and durability.

Ask to see Ipswich for Men, Women and Children

Distributed by
PAUL STEKETEE & SONS
 Wholesale Dry Goods Grand Rapids, Mich.

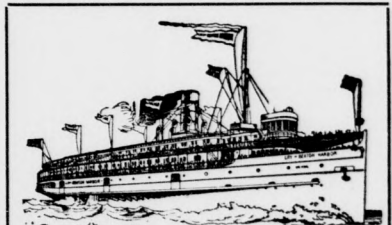
AWNINGS



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

CHAS. A. COYE, INC.

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



CHICAGO BOATS

Graham & Morton
 Line

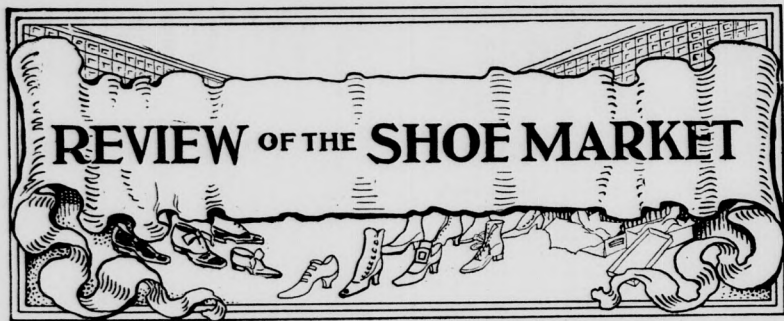
Every Night

OFFICE OUTFITTERS
 LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

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



Fitting Shoe Sales to Individual Personalities.

Written for the Tradesman.

There are many ways of selling shoes, but between the way that, in a given instance, is precisely right and the way that is palpably wrong, there are an almost endless variety of ways that are more or less open to criticism—and that in spite of the fact that the salesman makes a merry sound at the cash register before the patron leaves the store.

In other words, there are a great many ways of consummating the sale of a pair of shoes, but every time there is just one right way. It is the business of salesmanship to discover that one way.

As a proposition with delicate and difficult side-lights and all sorts of curious and important complications, shoe salesmanship is a world-beater. Selling shoes at retail—selling them judiciously, advisedly, right—involves and pre-supposes a lot of things.

It isn't enough to persuade the custom to accept a given pair of shoes at such and such a price, turn over the currency and walk out with the parcel; shoes must be sold in such a way as to please the custom. One hundred per cent. efficiency in retail salesmanship creates satisfied customers. It makes the person who bought from you genuinely glad he or she happened to visit your store and fall into your hands.

The saying is trite enough about satisfied customers being the best advertisement any sort of a retail establishment can have, but when all is said that may be said upon the whole range of shoe retailing publicity, pleased customers do more to put the shoe dealer on easy street than any other single element of his advertising programme.

Getting Results.

In industrial institutions of all sorts and in all manner of retail shops and stores, the thing one most frequently hears nowadays runs somewhat like this: "We are not much interested in methods and processes, as such; what we want is results."

The big desideratum, the goal, the summum bonum—the only thing in life worth striving for—is results. Results, results! My kingdom for results! Apart from results, modern business is nothing. If we can't have results, let us have done with life, and let us be gathered unto our fathers. The whole world has gone daft on results.

Now it's all right to accentuate the importance of results; but what do you mean by "results?" Are you

thinking merely of present sales and immediate profits, or are you looking ahead to the sales and profits of the years to come? The sale of a commodity at retail is a sort of a bipolar proposition. Looking at the transaction from the dealer's point of view, it is "results;" that is to say, it netted him a certain sum—his legitimate retailer's profit. From the purchaser's point of view, it is a fair average value at the price, and, withal, a commodity well suited to the expressed, implied or inferred, needs of the patron. It is well to remember that both poles of the transaction must be kept inviolate. If you mutilate a single face of the coin, it's value as a bit of currency is destroyed.

The sales of to-day should pave the way for sales of to-morrow. If present results jeopardize the interests of subsequent results, they are too expensive. The present sale should be consummated with a view to future sales.

Now all this means that sufficient time should be taken to ascertain the precise shoe needs of your customer, to exhibit the goods adapted to such needs, to overcome difficulties in the customer's mind—in the way of ignorance or prejudice—that may stand in the way of his own best interests, to impart to him reliable information about the nature, construction, style, use and care of given specimens of footwear, to get into the completest confidence of one's customer—and thus sell him (or her) advisedly. That sort of salesmanship proceeds upon the assumption that results are what is wanted. And it gets 'em—two sorts of results: immediate results and results of to-morrow.

Rushing Sales.

One of the inevitable consequences of this tremendous emphasis that we are placing upon "results" is the deplorable custom of rushing sales. Lots of retail shoe salesmen think that's the way to do it. The shoes are here to sell, so their well-known argument runs, and the quicker we sell 'em, the better. Hot-foot 'em through, that's our policy. And it's a very bad policy for the shoe store.

Hasty salesmanship is generally unsatisfactory—more particularly, I think, in the shoe store. There is rarely any excuse for hurrying people in the purchase of shoes, making them feel that you are begrudging them time and attention and floor room, and making them acquire the impression that you are positively itching to get the sale through with. Now and then a customer may seem

Come-Backs



There are two kinds—the come-back with a kick, and the come-back for more goods of the same kind.

Our Elkskin outing shoes are repeaters because they are fitters. The lasts fit the feet; the stock, upper and sole, fits the requirements made of this class of shoe; merit and worth fit the price.

Send for new catalogue. Mail orders given prompt attention.



HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

Men's Elkskin Bikes

A Few of the Fast Selling Numbers in
Our Spring and Summer Line



IN STOCK
FOR
IMMEDIATE
SHIPMENT

ORDERS
SOLICITED

These shoes are not made on the "how cheap" plan, but every pair is strictly up to the high standard of quality set for our product.

No. 804—Men's Black Elk Bike, two sole.....	Price	\$2.00
No. 805—Boys', same, sizes 3-5½.....	Price	1.75
No. 806—L. G., same, sizes 10-12½.....	Price	1.25
No. 835—Men's Black Elk Bike ½ Double Sole (same as 804 only 2nd quality) ex- ceptional value.....	Price	1.85
No. 809—Men's Black Elk Bike same as 804 only Blucher.....	Price	2.00
No. 820—Men's Black Elk Bike same as 809 only has three inch cuff.....	Price	2.25
No. 856—Men's No. 1 Tan Elk two sole (Elk) Bike.....	Price	2.20
No. 857—Men's No. 2 Tan Elk two sole (Elk) Bike.....	Price	2.00
No. 800—Men's Brown Elk two Hemlock soles Bike.....	Price	2.00

HEROLD-BERTSCH SHOE CO.

Mfrs. of Serviceable Footwear

Grand Rapids, Michigan

to be rather leisurely in his process of selection, and it isn't often a shoe salesman has to do the "rush act" to close a deal before the party has a chance to escape.

Several things should be borne in mind. In the first place, it should be remembered that shopping is naturally quite a process with some types of people. The very multitude of styles and the range of prices tend to confuse them. They say they don't know what they want sometimes, and many times even when they think they know you discover that they don't. And if they are visiting your store for the first time, it is important that you spend enough time with them to get a fairly correct line on their footwear requirements in general and their particular needs.

When a retail shoe salesman sells a pair of shoes the incident is closed, insofar as he is concerned; but he should not forget that the fellow who buys that pair of shoes will have to walk in them from three to six months; so with the customer the incident doesn't close until he discards the shoes. Therefore have a heart.

Furthermore some people resent the "rush act" with ever so much more asperity than may appear on the surface. The more you try to hurry them up, the more they balk. Sometimes they buy unwisely to abate the agony of shopping. Sometimes they get into a huff and tell you they have decided to postpone their purchase until another time—which usually means that your competitor is going to sell them a pair of shoes right away. So, if you are really interested in securing permanent results, don't forget that you must develop a habit of substantial, thorough-going salesmanship. Cid McKay.

Jaunty Jottings From Jackson.

Jackson, May 18.—It would seem strange to hold a meeting of Jackson Council without having to initiate one or more candidates. Our last meeting added two to our membership list and, from the type of salesmen we are getting, it would almost seem as though many of the topnotchers were locating in Jackson city and then in Jackson Council. The new members are Harry P. Thompson, 202 West Morrell street, representing S. F. Bowser & Co., Ft. Wayne, Indiana, and Paul H. Cline P. O. Box 132, salesman for the New Idea Spreader Co., of Coldwater, Ohio. After the executive session, the ladies, under the chairmanship of Mrs. Verne Stem, served a supper and entertained at cards to the enjoyment of all. Manager Al H. Bower uncorked his plans to the Council and in plain English language, whether you like it or not, he has decided to take a ball team to Saginaw and bring home the loving cup. He has signed twelve men and in this number he has two or three pinch hitters who will turn the trick any time we want the turn to take place. He has kept within the salary limit only by the generous nature of many of the players, it being the cup and not the money they are after and when financial gain is relegated to the background, you can count on the cause being successful. As this aggregation is made up of professionals with wide reputations those who follow the dope at all will recognize the following talent and perhaps wonder how we secured them with the pres-

ent competition in the big leagues, but all we can say is, leave it to Brower: Al H. Brower, manager, R. A. Pringle, captain, L. B. Keenan, A. J. Todd, Paul Cline, Geo. B. Cline, W. E. Callahan, W. S. Phillips, Nelson Eddy, Byron Grouch, Harry Pike, Jack Loutenslager and Maurice Heumen. Electrician for the Council W. M. Kelly will have his wireless apparatus on the grounds and flash the results by plays to the Tradesman. "It's all done but the shouting."

Commence to tear down a building in February, build a new block where the old one stood and have an opening on Saturday, May 16—all done in Jackson, on Main street, by F. W. Woolworth & Co. This gives our great 5 and 10 cent store more room and very attractive show windows.

The first of the Briscoe cars made in Jackson has made its appearance on our streets. It is claimed by some that this concern will have about 9,000 men at work in the next few months and Jackson keeps marching on towards 75,000 population.

Mr. and Mrs. A. B. Robinson and daughter, Dorothy, have returned from their winter home in California. Mr. Robinson is connected with the Union Bank.

Abbott & McLouth succeed the Fischer & Finnell Grocer Co., at Ann Arbor.

"No games scheduled" when the big league teams are bunched up in the Eastern cities. What does the poor laboring man who cannot attend ball games during the week, do in these Eastern cities, with no ball games to attend. Oh, well, perhaps the club owners have to forget gate receipts one day in seven, but we do not think the laboring man or the public in general will suffer to any great extent.

"Clean-up day," as observed by cities, should be followed by "clean-up days" for individuals. We know of some who could spend several days to advantage along these lines—morally, physically, etc.

Spurgeon.

Good Fellowship.

Good fellowship is as old as man. It is one of the elemental things rooted in man with good and evil, love and hate. Its temples are wherever good men get together. Its shrines and sanctuaries the hearts of men. More than the impetus comradeship of youth, it is the settled faith of men in men.

Passing all boundaries of nation, creed or calling, it asks only the open heart, the honest purpose and the cheerful countenance. Its password is the kindling eye, its pledge the hearty hand. Its finest messages are unspoken. It is the golden age made manifest.

Rites, religions, men and measures pass—good fellowship remains; For it is eternal love of life, eternal faith, eternal charity and cheer.

James Howard Kehler.

Trade Winners.

The man who deals in sunshine,
Is the one who gets the crowds;
He transacts a lot more business
Than the one who peddles clouds.
And the salesman who's a frowner
Will be beaten by a mile
If the man at the next counter
Meets his patrons with a smile.

Mayer HONORBILT SHOES
THE LINE THAT SATISFIES

These Late Specialties DO LIVEN UP Business This Spring



No. T 6901—Patent Colt Colonial Cloth quarter. McKay at \$2.00



No. T 5105—Patent Colt Button Brocade quarter Goodyear Welt D wide at \$2.25



No. T 5409—Patent Colt Button Cloth quarter. McKay at \$2.10.

You will make more money if you buy them now, than to WISH YOU HAD.

5% discount in 30 days

Grand Rapids Shoe & Rubber Co.
The Michigan People Grand Rapids

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



The Evil of Early Clothing Sales.

There is no doubt in my mind that early sales are an evil in our business. This has been said before, perhaps. The main reason why we have early sales is because we over-buy.

A good merchant starts out early in the season to plan for the next. He looks ahead. The man who does the buying should know that it is necessary to be fully informed as to present stock and the sales of last season. In this connection I believe that the greater number of merchants are not prepared in advance of what their requirements really are. This is the main cause, and I believe the usual one for over-buying. It works out something like this:

We get a notice from a clothing salesman from whom we buy and who is a mighty fine fellow. He wants to make a date to show his line, and he hopes you won't be engaged for the day he mentions. Naturally, he is the man that you want to buy the goods from, and you make the date, and plan accordingly. The salesman arrives. You go to his sample room. His merchandise looks mighty nice. You buy your bill, you are through, and you have been very careful in your transactions. "Mr. Merchant, do you know you are not buying as many goods as you bought last year?" the salesman asks. "Why is it?" Then he gets busy and shows something especially nice, and makes you think you cannot get along without it, and brings out every good point until you have forgotten yourself, and you have over-bought. This follows all through the different lines. Too late we find that we have bought too many goods. You all realize how hard it is in the clothing business to clean up—even when goods are bought in the right quantities. We talk about it all the year; we talk about it to our customers, how we are over-stocked and how unseasonable the weather has been, we will advertise it in the papers, and that makes an early sale a necessity.

Now, there is another reason why we have our early sales, and I believe it is the great factor in our business, and that is the jealous disposition of merchants who are competitors. I believe in competition. I believe that there isn't anything that we do that has spurred us on more and more than this. I don't believe there is a single merchant who is without competition who is doing his best, and getting out of his business what he is capable of doing. We do not take ourselves at our true worth.

The traveling man comes along and says, "I was in Columbus and sold Mr. — 500 suits; they are doing a whirling business over there; they are great merchants." Unconsciously we think how small we are, and we buy too much. That is all very nice to hear about these men doing big business, but it is not necessary to linger over that. The question is, what am I doing? Am I getting out of it each day the business that I should get? Am I putting that dynamic force into the matter? Principally, am I on the job? Am I studying conditions of the market, of my own town particularly, to know what is in my town? Am I doing that? Or am I seeing customers come out of the store and cross the street and buy, because I have not given my business the thought and care that I should have. Am I nervous? Am I worked up because a man goes out of the store? I call the clerk and ask why the fellow went out; then I am sore and crabbed all day. I believe we sometimes pay more attention to what the other fellow is doing than to what we do ourselves. Why are we not prepared—we are in business for business purposes, not just to pass away the time. It is our business to have clothing, and the right merchandise; that is what we are there for if we want to accomplish anything. Why does the man across the street do more business than I am doing? Is he smarter than I am, or more capable than I am? Am I not in the store all day? Where is the trouble? What is it? The reason is because we do not take ourselves enough into consideration.

My system in buying is to take the previous year and estimate by the records on my books the number of garments or suits purchased and the number of suits that I sold up to the first of January. I go over my records and find out exactly how many suits have been delivered in my store. I have a record book where every suit is marked off when sold; that would be an indication of my stock. I take my record book and figure out how many I have. That is not entirely satisfactory. There may be errors made in that record and it would not be correct, some errors may have crept in, so I have my clerks go to the cases and actually take an inventory of the number of suits that I have on hand the first of January. I take a record from the few firms I buy from—I buy from very few—with that record I figure out the per cent. of the suits which

have been sold, and I keep that record with the record of the suits carried over. I have that for my basis. I then take exactly the number of new suits that have been sold at a profit, and I figure up what per cent. I have on hand, and what per cent. is sold, and what per cent. of profit was made on these suits. This is the basis for my future purchases and I buy about 60 to 70 per cent. for the next season.

I believe it is universal among the clothing people to buy at a certain price, and sell at certain prices. By adopting the plan I have outlined, I know how many suits I have sold at a profit, and that is what we are working for. The goods have been bought right, and the store is not overstocked.

Now, there is another reason or remedy for early sales, and that is education. We are all to be blamed for early sales, every one of us. We are continually educating the people to wait for a sale. Every time any one of us starts an early sale we are trying to get ahead of the other fellow; we are educating the people by the most rapid process possible to make it necessary for you to have an earlier sale the following year.

To state a concrete case. I had

a sale the last ten days of January. This is the first I have had in three years. On Saturday, during the sale, a lady came in and said to one of the clerks, "Is Mr. Vicary going to have a sale next January like this, because I want to get my husband a suit of clothes then." That is what I mean about education; we are educating our customers to defer their buying until we put on our sales, and when a merchant makes a practice of having a sale the temptation is to be the first to begin. We can no longer mark goods up \$10 and \$15, and ask "only half price" for them. Customers are onto those tricks and you can no longer accomplish anything by it. We are educating the people ourselves and we ought not to blame them for taking advantage of sales and waiting until "special" sales are announced before making their purchases.

I think the remedy for early sales is going to be education and organization, and this must be done by the retailer in his own town. It is to be done by merchants working together, and remember that if we defer all sales until after inventory we will be able to credit a bigger profit on the right side of the ledger.

Charles N. Vicary.



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STRAW
HATS!**

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NEWLAND HAT CO.

166 JEFFERSON

DETROIT

HATS, CAPS, STRAW GOODS, GLOVES AND UMBRELLAS

THE MEAT MARKET

Too Many Odd Pieces Mean Less Profits.

The little errors in a butcher shop, which do not really amount to very much in themselves, will make a big difference in a butcher's return on his investment if persisted in constantly, for they are a good deal more numerous than one would think. In these days in the retail business margins of profits are entirely too small for anything to be neglected, so I am going to call one of the most common of them to your attention this week.

All this talk which we see in the papers about the increased efficiency and economy which are being effected in practically all lines of business seems to have very little effect on the butcher. Why this is I can't understand. There is certainly room for improvement in almost every shop, and in some the whole space could be devoted to it. Take a man who knows hardly anything about the business. If he is a keen observer, here are some of the things which he will take note of and which even his inexperience can see should be remedied.

A porterhouse piece lies on the bench. Every once in a while a customer is served and a steak cut from it, until it is all used up. This piece happened to have a longer end, or tail, than should have been the case, and in consequence every time a steak was sold the extra piece of tail had to be trimmed off. This left quite a few small pieces lying around. True, they may not have been thrown away as they can be worked up into chopped meat or possibly stew meat; but nevertheless, they are a loss.

That short loin lying there with such a long tail should have been properly shaped up in the first place. Then, instead of having a lot of little pieces left lying around there would only have been one piece of flank, and every butcher knows that he can get more out of one piece than he can out of eight or ten small pieces lying around. But what is still better than this, that flank should have been cut off when the hind was cut down, so that the loin would have been shaped just right. Then the butcher would have had a salable piece of flank which he could have gotten rid of easily.

Stale chopped beef is invariably caused by having so many small pieces left over. As these must be sold, the butcher takes the shortest way and sticks them in the machine, with the result that he has more chopped meat than his customers will

buy. There is quite a loss in this one place by the end of the year.

Too many pieces accumulate mainly through carelessness in cutting and selling. When a customer asks for a piece of meat weighing so and so much, it is better for you to get as near the weight as possible than to cut off too large a piece and then be compelled to cut some of it out in order to give your customer what she wants.

Carrying too large a stock is also a cause of being compelled to throw away some stale chopped beef every once in a while—not to speak of the further loss in trimming which is bound to occur under these conditions.

A great many butchers start to cut a liver on the thin end, gradually working up to the thick part, which is sold last of all. When this is done the slices do not look as well, and sometimes the thick end goes to waste for the reason that it is not as salable as the thin end. If all livers were started on the thick end there would be no waste and there would be easier cutting. Even a calf liver is easier and better to slice that way.

Whenever you see too many pieces of beef lying around a shop you will also be sure to see pieces of pork, lamb and veal keeping them company. A careful butcher has very few pieces on hand at any time, and these are all kept together on platters so that he knows where to find them at a moment's notice.

How often has this happened in your shop? A woman comes in and asks you for a pound of lamb chops frenched. A lamb is split, the rack cut out and she gets her chops. After she is gone a rack of lamb is found in the icebox that would have just done for this purpose. Probably there is no particular harm done, as the meat will all be sold anyhow; but don't you think it would have been better business to have used that rack first and left the lamb whole? The same thing happens with stew lamb. How often does the careless butcher cut into a forequarter of lamb for a couple of pounds of stew meat? If he had taken the trouble to look around his shop before doing this he would probably have found just what he wanted, and in that way got rid of some pieces that will probably end up in the bone barrel. If everything in his market was arranged properly there would not have been any need for him to look around; he would know exactly what he had on hand.

In the coolers of the wholesale houses they have a beef department, a small-stock department and a poultry department, and everything is in its place all the time. You never see a lamb hanging between the hindquarters of beef or anything like that. Why doesn't the retail butcher have some arrangements like that so that everything would always be in a certain place all the time? A method like this would save labor and save time, not taking into consideration the more economical cutting which it would bring about.

That's one thing every butcher should learn. Keep your house in order—a place for everything and everything in its place.—Butcher's Advocate.

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Spring Wheat Flour

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GRAND RAPIDS, MICHIGAN



The Lansing Retail Merchants' Association has sent a petition to the banks of that city, backed by 146 signatures of leading business men, asking that the banking hours be extended to 3 o'clock on Saturday afternoons and that the banks open on Saturday evening from 7 to 8 o'clock. The banks have given their decision through an announcement made in the public press in which they state that they will open from 7 to 8 o'clock Saturday evenings as requested, but that they will close at 12 o'clock Saturday noon and that they will shorten their hours additionally by opening at 9 o'clock in the morning hereafter instead of 8:30. They also announce that banks will not be open Wednesday nights as formerly.

This arrangement, the members of the Merchants' Association declare, is unsatisfactory. It is their statement that instead of making the situation better the banks have in reality replied to their request by shortening hours. The Association has letters from a number of large Michigan cities showing the banking hours maintained. In Flint the daily hours are from 9 a. m. to 3 p. m. The banks are open one hour on Saturday evening. The same hours are kept in Jackson and Muskegon. Battle Creek also maintains a like schedule, with the exception that the banks are open one hour and a half on Saturday evenings. In Kalamazoo the banks close at noon and the merchants have experienced so much difficulty that they have carried the question before the Commercial Club.

Further action will probably be taken to convince the banks that their assistance is needed not only by the merchants but by the working-men with checks to cash. A large number of concerns in Lansing pay with checks on Saturday. Business houses are compelled to keep large quantities of cash on hand in order to oblige their patrons who wish to cash checks Saturday afternoon and have experienced a number of losses, it is said, through bad checks. The reasons given for asking this concession are as follows:

It will enable laboring men to cash checks with less difficulty and be an incentive to thrift.

It will relieve business men to some extent of taking checks which they often know little about.

It will be of great advantage to farmers and out-of-town customers of the bank.

It will help merchants in the manner of securing currency for use in rush hours on the busiest day of the week and relieve business men from doing some of the usual work of the banks.

It will relieve a growing tendency towards carrying large sums of money over Sunday in safes, few of which are burglar proof.

It will have a tendency to magnify the usefulness of these local institutions which are so important to us all and of which Lansing citizens are justly proud.

The Gogebic National Bank of Ironwood has bought from James Devoy the E. B. Williams block on Suffolk street and will, when the Gamble & Mrofczak lease expires, remodel the same into a modern banking house. This property is valuable in every way and gives the Gogebic National just what it has been looking for for the last year or so. The business of this institution has outgrown the present quarters.

The Saranac State Bank has commenced proceedings to foreclose a mortgage on property of Wm. A. and Ella J. Brisbin of Lake Odessa. The bill asserts a debt of \$650 and interest for five years.

In order that Alpena may live up to its reputation as a city where hospitality is dispersed with a free hand and to impress on the bankers of Michigan who will spend a day here on June 24, the beauty of the city and the substantial nature of the surrounding country, an early start has been taken in making the arrangements for their entertainment. Not only will the bankers be wined and dined in the city, and shown Alpena's

Fourth National Bank

Savings Deposits

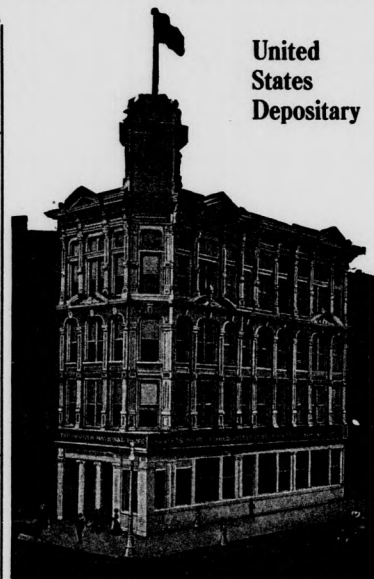
3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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

United States Depository



Commercial Deposits

3 1/2

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus \$580,000

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

Kent State Bank

Main Office Fountain St. Facing Monroe

Grand Rapids, Mich.

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

Resources

8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

Largest State and Savings Bank in Western Michigan

The Old National Bank

GRAND RAPIDS, MICH.

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

many industries, but they will be taken for a trip into the country to view the rich farm lands of Alpena county.

Last Thursday evening a meeting of the joint committees for the entertainment of the bankers was held at the Chamber of Commerce. The meeting was called to order by Secretary Wilkinson, who stated that inasmuch as it was a meeting of joint committees, it would be necessary to elect a general chairman and other general officers. W. A. Comstock was regularly nominated and elected General Chairman, W. A. Prince as Vice-Chairman and J. F. Wilkinson General Secretary of the Committees. Otto Scheffler was nominated and regularly elected Treasurer.

As the bankers will arrive in Alpena early in the morning and remain until midnight, a programme for their entertainment was discussed. Suggestions were asked for by Chairman Comstock, and after a thorough discussion of the matter the following was agreed upon as a tentative plan of entertainment: That a sufficient number of automobiles carry the visitors into different parts of the country where they will have dinner, previously arranged for at the St. Charles, Indian Reserve, Hubbard Lake Grange Hall, Greely, Long Rapids, Cathro and other places to be announced later. On the return to the city the afternoon will be occupied in showing the visitors through the cement plant, the Fletcher paper mills and other manufacturing plants. For supper the suggestion was made that they could be taken care of by the various churches and for the evening suitable entertainment be provided in a tent to be erected in the court house square or Victoria Park. It was thought probable that many of the visitors would be invited to the Turtle Lake Club and in making the country trip into the Northern townships the visitors could be taken to Grand Lake and Long Lake for a short stop. All the above were merely suggestions and are to be worked out in detail by the proper committees. A committee on general reception, consisting of members of the Common Council, the Board of Supervisors and citizens will be selected and announced later. This committee will be, as it always is, an important factor in making the day all that it is expected to be in the way of entertainment for the visitors who will come to Alpena.

The state of suspended animation into which the financial markets, and with them the activities of general trade, have lapsed during the last two months or more, reflects a curious deadlock which may, in the course of the next few months, be broken by the natural order of events. The situation thus far in the year has been more than usually inscrutable. Our financial and commercial markets have not been paralyzed by the forced liquidation of loans contracted in



Tentative sketch of the new **GRAND RAPIDS SAVINGS BANK** and Office Building to be erected at the northeast corner of Monroe Ave. and Ionia St.

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| Joseph H. Brewer | William H. Gilbert | William Aiden Smith |
| Roger W. Butterfield | Henry B. Herpolsheimer | Arthur H. Vandenberg |
| Frank S. Coleman | Frank Jewell | George G. Whitworth |
| L. A. Cornelius | Heber A. Knott | |

a previous period of speculation, as was the case in 1910; or by the pinch of poverty among buyers, as in 1894, or even by heavy drafts on our resources to help out Europe, as in 1913. The credit position has been exceptionally normal; the condition of the consuming public reasonably prosperous and Europe, relieved of its money strain of a year ago, able to solve its own financial problems.

Yet it is possible to say that a longer period has elapsed since the panic of 1907, without that positive financial revival which marked the beginning of the genuine upward swing in the cycle of prosperity, than elapsed after any of our other great panics, with the possible exception of the Civil War period which followed 1857. After 1893, the period of re-action and stagnation lasted until the middle of 1897. After 1873, it continued up to the middle of 1879. The longer of the two intervening periods was six years, and it is now six-and-a-half since October, 1907.

This greater length of the present era of slow business may be ascribed to the incalculably greater inflation of credit, in the "boom" which preceded the last great panic, or to the fact that liquidation was more obstinately resisted on this occasion, or to the greater prevalence, this time, of legislation restricting profits in financial affairs, or to half a dozen other possibilities. But there is another comparison, not so often made.

In this country, the long-delayed upward swing has always been prepared for by a long process of recuperation and accumulation, but it was always started in full force by some one notable event, which restored confidence to the whole community. The dull financial period after 1857 came to an end with the victory of the North in the Civil War; the similar period after 1873 ended with Specie Resumption, helped by an enormously successful harvest; after 1893, it ended with the "American invasion" of the foreign industrial world and another extraordinary windfall of the crops. There has as yet been no such event to help along financial revival in this decade.

The mere fact of continued unsettlement in politics, of continued financial disturbance in Europe, or even of continued competition for the world's new gold supplies, does not explain the absence of revival. Twice in the half-dozen years after 1873, American agriculture seemed to point the way to immediate resumption of the forward movement. The wheat crop of 1877 was the largest ever harvested up to that date; the crop of 1878 was larger still. The corn harvests expanded in precisely the same way, each year breaking previous records. Yet American trade did not revive, except in a desultory and fitful way, and each successive prediction of revival was followed by disappointment.

Two special explanations, one political and the other economic, were current then, for the absence of business recovery. They resembled rather curiously the favorite explanations of to-day. The first was "Congress." In 1877, at the very moment of the harvests, the House passed one bill repealing the Specie Resumption law and another opening the mints to the free coinage of silver, and the discussion of these two measures raged in both houses of Congress during 1878.

During the same years, the great Continental banks of Europe were greedily accumulating gold. The Bank of France, which was about to resume specie payments, suspended in the Prussian War of 1871, was a persistent hoarder; the Bank of Germany was an obstinate competitor. This kept down the English Bank's reserve, and was accompanied by a depression on the foreign financial markets which was declared at the time to have resulted in the sale by Europe, during 1878 alone, of \$100,000,000 American stocks and bonds on the New York market. These conditions lasted into the resumption year itself, and the sudden change which then occurred came in complete disregard of events in Europe and in the world's gold market.

Historical analogies are always dangerous to rely upon; but these considerations add some interest to the discussion of our own financial future, in the light of the present excessive dullness in both finance and industry, which has so greatly perplexed all practiced observers. It is perfectly easy to construct an imaginable combination of circumstances which will make matters worse in the next few months, instead of better. On the other hand, it is not at all unreasonable to ask what would be the result if the Mexican difficulty were suddenly to be adjusted on a oasis that promised permanence, or if the new Banking and Currency law were to be so successfully inaugurated that it would have the beneficent influence that all the markets predicted for it, when it was passed and signed last December, and if one or both of these things were to happen along with the harvest which fulfilled the predictions of the present moment.

A Curtain Lecture.

Miss Polly—When I was in the city I attended a vaudeville show, and it was just grand.

Villager—What were the names of the pieces?

Miss Polly—I don't remember all, but the curtain said the first piece was Asbestos.

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GRAND RAPIDS, MICH.



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 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. E. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 19—Mr. and Mrs. H. G. Godfrey were called to Jackson Saturday by the serious illness of Mr. Godfrey's mother. Mr. Godfrey is a member of Grand Rapids Council, traveling for the Brown & Sehler Co. in the Northern part of the State.

S. G. Kuhlman, hardware dealer at Ottawa Lake, has sold his business to Cole & Tappan, two popular young business men from Ohio. Both members of the new firm are capable, industrious and courteous young men and men one can depend upon. The prospect for their success in this new location looks very bright.

Mrs. Perry Hanifin is making a collection of unique and antique articles of wearing apparel.

Frank Blair, proprietor of the Saulsbury, at Morenci, is redecorating his hotel, paneling the dining room, putting in beamed ceilings, repapering, etc. The boys who are forced to be away from home appreciate Frank's hotel and it is a favorite place for week ends. At this place one gets chicken every day in the year and strawberries are served in February. The Saulsbury was one of the pioneers in adopting the individual towel system. If the hotels in Michigan were all like this one Michigan would be an ideal State to travel in.

You may expect to meet Hary D. Hydron holding up two fingers this month. Assessment No. 122 is now due.

Mrs. Will E. Sawyer and children, Florence and Howard, spent last week visiting in Allegan. During their absence the father was a regular patron of the hamburg wagon.

H. B. Wilcox spent Sunday home with his wife and helped to entertain three young ladies. H. B. acted as chef and prepared the meals. At last reports all had survived the strain on their gastronomic systems.

Since William Bosman has started to familiarize himself with spark plugs, magnetos, carburetors and a few other "fixins" which go to make up the popular little Maxwell car, he has failed to do his duty in reporting news for these columns. Our telephone number, William, is the same as it has been (Citiz. 8973). Now please respond to the encore.

Another honor has come to a member of Grand Rapids Council, J. Harvey Mann, whom we all admire and respect, has been elected a director in Foster, Stevens & Co.

The President of the Worden Grocer Co., Mr. Guy Rouse, is a very good driver, but in a straight race one day last week he lost the honor to a motor cop. This isn't necessarily discouraging. Sir Thomas Lipton has an excellent boat in the Shamrock and he sailed it well, but he never could beat the Columbia. Sir Thomas has never lost any tea business because he wasn't the best sailor, either.

Wilbur S. Burns has been appointed by Grand Counselor Welch a member of the Jurisprudence Committee at the Grand Council meeting to be held in Saginaw.

At the annual meeting of Muskegon Council last Saturday evening, several new members were initiated and, after the meeting, the Council gave a banquet at the new Muskegon Hotel. The affair was very enjoyable and the most enthusiastic and successful meeting ever held by Muskegon Council. Jas. Hammell, of Lansing, District Deputy, attended the banquet and responded to a toast. Wilbur S. Burns, of Grand Rapids, spoke on the good of the order. C. A. French, of the Muskegon Chronicle, improved the occasion to praise the order of United Commercial Travelers and paid a fine tribute to the traveling salesmen. The delegates to the Grand Council meeting at Saginaw are sent uninstructed. Mr. and Mrs. Wilbur S. Burns motored back from Muskegon in their new Ford.

During the winter the Ladies U. C. T. Five Hundred Club have had parties every other week and at the last party for the season they decided to entertain their husbands. The enjoyable affair was given by the ladies at the home of Mr. and Mrs. A. F. Rockwell, 1422 Wealthy street, last Friday evening. The party sat down to dinner at 6:30, after which they played 500 until the large thoroughbred cockerel in Harry D. Hydron's coop announced the coming of a new day. Miss Gatha Scott, Miss Florence Heinzelman and Miss Ethel Ellsworth assisted in serving. Drake & Erickson were the caterers, and all present were greatly pleased with them. During the evening Mrs. R. A. Waite favored the music lovers with some very choice selections on the piano and Mr. Otto Heinzelman, Mr. R. A. Waite and Mr. A. N. Borden performed very creditably with their throats. The fortunate 500 player among the ladies who took first prize was Mrs. Ferry Hanifin, while Mrs. A. F. Rockwell took second. The best player among the men proved to be Otto Heinzelman, while the less fortunate was R. A. Waite. Everybody had the very best kind of a time and all extended their thanks to Mr. and Mrs. Rockwell for the fine way they had been entertained. The men are quite convinced that when it comes to entertaining, the ladies deserve all the honors.

The out-of-town merchants who have called on the Judson Grocer Co. this week are as follows:

- H. Brummel, Gitchel.
- W. De Leeuw, Jamestown.
- J. Homrich, Byron Center.
- J. Smallegan, Forest Grove.
- K. Van Dam, Vriesland.
- A. Barnum, Alaska.

- M. Minderhout, Hanley.
- W. C. Spreen, Watervliet.
- H. Webber, Dorr.
- J. B. Anderson, Ballards.
- Scott & Co., Cannonsburg.
- Chas. Wolbrink, Allendale.
- W. H. Zacharias, Berlin.
- E. W. Bratt, Edgerton.
- John Van Farrowe, Hudsonville.

The register at the Worden Grocer Co. shows the following out-of-town customers who called this week:

- J. C. Hansen, Miller.
- E. E. Pratt, Plainwell.
- Menser Horling, Pearlline.
- Henry De Weerd, Byron Center.
- P. J. Welch, Sunfield.
- E. A. Erickson, Greenville.
- Thomas Welch, Rockford.
- W. J. Joyce, Cannonsburg.
- L. B. Rose, Grant.
- A. De Jonge, Burnips Corners.
- Roy Kinney, Freeport.

If you are going to Saginaw, don't put off getting your costume for the parade until the last minute. If you do, Chairman O. W. Stark is fearful that some of the stout men may have to wear some slim uniforms.

Will E. Sawyer.

All Records Broken in Saginaw.

Saginaw, May 17—Saginaw Council, No. 43, United Commercial Travelers, held a record breaking initiation yesterday afternoon at the Forester's temple, twenty-seven candidates being taken into the organization with appropriate ceremonies. This was followed by a fine banquet attended by about 150 members and their ladies. The regular meeting was held after the banquet. The remainder of the evening was spent in dancing, and a general social time was enjoyed. The ladies' auxiliary of the U. C. T. aided in making the event a success.

Those upon whom was conferred the honor of membership were: A. J. Stall, Allen Cooley, Lorne Hartwick, Sidney Lake, Frank R. Barnes, G. E. Wilson, Harris R. Porter, Floyd D. Burch, W. M. Dawson, Geo. H. Denfeld, Wesley J. Irwin, Joseph H. Shalley, Robt. B. Horine, R. W. Wiggins, Duncan A. Bentley, Egbert M. Reft, J. H. Leland, John J. Woodfitt, Chas. H. Topps, Waldon McIntyre, John Gibson, Anthony R. Sanzone, A. Broderick, Frank W. Walson, Frank E. Leland, Walter P. Davis, Clayton W. Smith.

If there is an infallible recipe to enhance civic attractiveness, it should be to elect florists and landscape gardeners to office. Having chosen one a councilman, Kansas City now faces a semi-official scheme to have even the business district take up window-gardening. The town may be pressed to rival Indianapolis in population, or as a literary center, but it has a distinct chance to get itself talked about as a city of flowers. With expert knowledge at his grasp, the florist-alderman points out what plants are most used in the business districts of Berlin and Paris. "Ivy geraniums, English ivy, petunias, and ferns, in virtually the same varieties, would be suitable for the same purpose here. To these might be added nasturtiums, vincas, lobelias—upright and trailing—heliotrope, and pansies." Two Kansas City firms, besides hotels and restaurants, already embellish their sills and curbing, and "it is not difficult to imagine that the upper windows of an entire city block so ornamented would offer a beautiful and striking contrast to the present dreary waste of masonry." One could wish that the idea might be spread beyond Kansas City, so long as it does not serve too makeshift a concealment of "dreary

masonry." Apart from the greater prevalence of aesthetic taste, and the absence of smoke, the main reason for flowers in Europe is that the population lives among its boutiques; so much the more credit if absentee Americans can be induced to cultivate them.

The average gross income of a public utility is annually one-fifth of the amount of money invested in equipment to render service. This fact entirely changes the complexion of the business from that of a merchant, who expects to turn his entire capital over five times a year or oftener. In the public utility industry the question of obtaining money to extend is therefore much more important than in many other forms of business. Likewise, as the cost of equipment is such a very large item, the proper planning of extensions to present equipment has much to do with the ultimate prosperity of the public utility. Naturally, extensions to each plant can best be planned by those having long and varied experience in the operation and extension of many public utilities, coupled with wholesale purchasing facilities.

Two clever swindlers are at least \$50 richer because they convinced two Battle Creek women that they could furnish them with spectacles which would absolutely cure epilepsy. Without making any investigation into the truth of their claims, the women paid the \$25 and were given spectacles which a local optician pronounced to be plain window glass. As long as people are gullible enough to believe every statement made by plausible strangers they must expect to be swindled.

A Kalamazoo man who during the course of his life of more than three score and ten has heard many funeral sermons, some of which he deemed inappropriate, is going to take no chances over his own. He has written out a sermon and repeated it into phonograph records. When he dies the sermon will be delivered, just as he has prepared it, and if he is satisfied, everybody else ought to be.

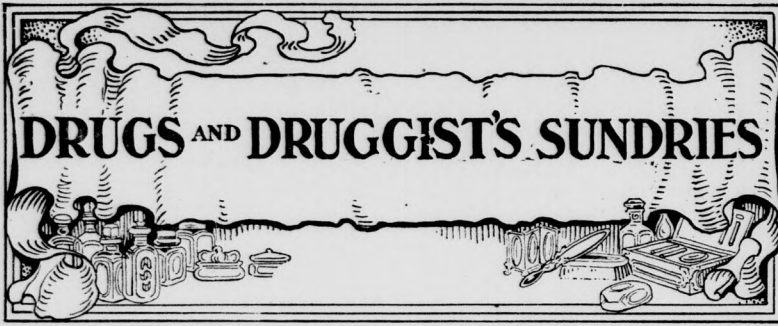
The average wife thinks she is her husband's guiding star—but most husbands refuse to be guided.

It's better to be a big baker in a small town than a small baker in a large town.

When one housewife is converted to bakers' bread she in turn converts others.

EAGLE HOTEL
 EUROPEAN
 GRAND RAPIDS, MICHIGAN
 \$1.00 PER DAY—BATH DETACHED
 Excellent Restaurant—Moderate Prices

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



Michigan Board of Pharmacy.
 President—Will E. Collins, Owosso.
 Secretary—E. T. Boden, Bay City.
 Treasurer—E. E. Faulkner, Delton.
 Other Members—Chas. S. Koon, Muskegon; Leonard A. Seltzer, Detroit.

Michigan State Pharmaceutical Association.

President—D. G. Look, Lowell.
 Vice-Presidents—E. E. Miller, Traverse City; C. A. Weaver, Detroit.
 Secretary—Von W. Furniss, Nashville.
 Treasurer—Ed. Varnum, Jonesville.
 Executive Committee—D. D. Alton, Fremont; Ed. W. Austin, Midland; C. S. Koon, Muskegon; R. W. Cochrane, Kalamazoo; James Robinson, Lansing; Grant Stevens, Detroit.

Michigan Pharmaceutical Travelers' Association.

President—Geo. H. Halpin, Detroit.
 Secretary-Treasurer—W. S. Lawton, Grand Rapids.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.

Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

The Candy Case in the Warm Season.

No case deserves more attention than the candy case and very frequently it gets less attention than any case in the store. Some clerks have a grudge against the candy case. They don't mind selling box goods, but they look upon bulk candy trade as piffling and wait on it with bad grace. The proprietor should be on the watch for such tendencies, and should correct them promptly when they are manifested.

As regards cleanliness, the candy case probably requires more attention than any in the establishment. It is attractive to flies, and they must be guarded against. Strict orders should be issued that the candy case should be closed promptly after a customer has been waited on. One fly will leave evidences of his visit that may spoil a lot of candy and involve much work. Fly-specks never help sales. Candies displayed loose in trays must be kept in order, each kind in its own tray. It looks very untidy to see marshmallows among the chocolates, and vice versa. If a hair brush gets into the wrong compartment, it may not be noticed, nor will it make much difference if it is noticed. But candies all jumbled up do not create an appetite for the goods.

The department store people, who understand pretty well how to get rid of goods, claim that position counts for a great deal.

A counter near the door on the ground floor will do much better than the same counter on the fifth floor. The druggist, of course, has no fifth floor, but if you have a long, deep room these points count for something. Give your leaders good floor space and put

other sellers further back. This fifth floor proposition helps other merchants to compete with the department stores. The average store has a single room on the ground floor with a convenient street entrance, and the average man would rather patronize such a store than wander through the maze of counters presented by the average department store.

As warm weather comes on, some candies will melt and become sticky. These must be watched. A sticky mass of candy on the edge of a tray will soon collect floating lint, bits of fluff, or dust. As the mass becomes discolored it grows more and more unsightly, and it is certainly very unattractive to prospective purchasers. These trays must be watched and washed more frequently than those containing candies which do not readily melt. The bottom of the case should be kept free from bits of broken candy, crumbs, powdered sugar, or anything that becomes detached and tends to litter up the case. In handling box goods, the soda dispensers should be cautioned not to pick up boxes of candy with hands that are sticky or wet. The dispenser's hands are usually wet, and if he waits on the candy case, he should have strict instructions to dry them. He may have to remove every box of candy in the case before he makes a sale, and if he leaves fingerprints on each box he can damage the whole stock of goods in making one sale.

Certainly the goods will become marked if handled with wet hands, and wrapped goods of any kind are hard to sell when the wrapper begins to get discolored. Sticky bulk candies should be kept away from the box goods for the same reason. A little carelessness will cause you considerable loss. If you are handling some special brand of box goods, a loss will result if you are forced to remove the wrappers and sell these candies as bulk goods. Any line worth carrying is worth building up. You do not simply carry a line to fill any orders that may come to you without effort. You want to build business, you want to make the line worth carrying. The way to build business in candies is to keep the candy case neat, fresh, clean and attractive. All it needs is a little care, and the wise proprietor will see that this is forthcoming.

An advertised article is already sold in the mind of the customer.

The only sure thing about a sure cure for anything is that it isn't.

Group Your Assortments of Spring Goods.

The chances are that people feel more like buying spring stuff than any other class of goods that you can put on display. Therefore go with the tide, take advantage of this tendency, put your spring stuff where they can see it, let it sell itself, put it on display. People have been penned up all winter, afflicted with coughs and cold, depressed by stuffy houses. When spring throws off winter's yoke, we feel like liberated slaves. The blood stirs vigorously, just as does the sap. We want to get out into the air, we want to dig in the garden and do something different.

Now the druggist may well get up exhibits to suit the times. Spring cleaning is now in fashion. Here is a wide field in itself. Almost everybody does some of it. Go with the tide, encourage the proposition. Get your soaps, and household ammonia, mops, brushes, cleaning compounds, all these things together, and make a display.

Everything for Housecleaning.

There is your placard, and it will reach every woman's heart. This is bound to increase business. It is much better than having the stuff scattered around the store, awaiting calls. With that system, you get some business because it comes to you. With the other system, you go after the business. Which is better?

First Aid to the Back Yard.

Under this significant heading may be grouped the chloride of lime, paints, hose, garden implements, everything you have in stock appertaining to the bailliwick of the back yard.

Formula for Whitewash.

Thus advertised one druggist once when spring was playing its annual return engagement. And this little idea made him a raft of friends.

There are many articles which will alone furnish you with a window exhibit. A barrel of mothballs is timely, for instance, when the day arrives for packing furs and winter clothing away.

Don't Let the Flies Get a Start.

Such was the placard advertising an early exhibit of fly-paper, poison, traps and other fly-killing appurtenances.

There is plenty of this spring stuff to display. Grass seed makes a fine leader for suburban druggists and it ought to go well wherever people have back yards. It will go well with a little pushing. The worst dump of a back yard may be beautified by being sown to grass. As for flower and vegetable seeds, they will furnish material for splendid exhibits. People are just aching to spend money in springtime. Get your spring stuff on display.

Straw Hat Cleaners.

These are now usually put up in the form of powder contained in little envelopes. This powder is frequently oxalic or tartaric acid; the latter is to be preferred on account of its non-poisonous character. One dram is to be put up in each package. Other powdery mixtures for the same purpose are the following:

1. Solution Bisulphite 5 ozs.
 Tartaric Acid 1 oz.
 Borax 1/2 oz.
 Mix and put up in packages of half an ounce each. The directions for

use are to moisten a small quantity of the powder with water and apply this with a wetted tooth brush to the hat.

2. Potassium oxalate or a mixture of equal parts of potassium bitartrate and oxalic acid may be used for this purpose.

3. Sodium perborate is also an excellent hat bleach and cleaner. In using, add about a teaspoonful of two ounces of warm water, sponge the hat with this liquid, rubbing in thoroughly, then wipe off with a sponge that has been dipped in the solution and then squeezed out. Then apply a weak solution of oxalic acid or tartaric acid, which is to be allowed to remain for a short time, when it is to be washed off and the hat allowed to dry.

4. The simplest way is to brush well with dilute ammonia water or weak solution of potassa, then a liberal application of hydrogen peroxide. This is easier to use and is said to be more satisfactory than bleaching with sulphur.

5. Sodium dioxide (or peroxid) may also be used as a hat bleacher, first washing with a solution of warm water, then wiping repeatedly with the same solution, to which more and more oxalic acid has been added until the liquid is decidedly acid. The alkaline solution will make the straw yellow, but as acid is added to the liquid the light color will be restored. Finally, rinse the hat with clear water and dry it.

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	89
Cities Service Co., Pfd.	72	74
Citizens Telephone Co.	78	80
Comw'th Pr. Ry. & Lt., Com.	58 3/4	59 3/4
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.		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	

We Trust So.

"Herr Schmidt is so fat that he can't get near enough to his counter to sell goods."

"H'm! Sort of corporation in restraint of trade."

A man's wife always agrees with him when he doesn't want her to.

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.

WHOLESALE DRUG PRICE CURRENT

Acids		Cubeb		Digitalis	
Acetic	6 @ 8	Erigeron	@ 4 50	Gentian	@ 60
Boric	10 @ 15	Eucalyptus	75 @ 50	Ginger	@ 95
Carbolic	16 @ 20	Hemlock, pure	@ 1 00	Guaiaac	@ 1 95
Citric	73 @ 80	Juniper Berries	@ 1 25	Iodine Ammon.	@ 80
Muriatic	1 3/4 @ 5	Juniper Wood	40 @ 50	Iodine	@ 1 25
Nitric	5 1/2 @ 10	Lard, extra	85 @ 1 00	Iodine, Colorless	@ 1 75
Oxalic	13 @ 16	Lard, No. 1	75 @ 90	Ipecac	@ 75
Sulphuric	1 3/4 @ 5	Laven'r Flowers	4 50 @ 5 00	Iron, clo.	@ 60
Tartaric	38 @ 45	Lavender, Garden	85 @ 1 00	Kino	@ 80
Ammonia		Lemon	2 75 @ 3 00	Myrrh	@ 1 05
Water, 26 deg.	6 1/2 @ 10	Linseed, bnl'd, bbl.	@ 53	Nux Vomica	@ 70
Water, 18 deg.	4 1/2 @ 8	Linseed, bdl. less	58 @ 62	Opium	@ 2 00
Water, 14 deg.	3 1/2 @ 6	Linseed, raw, bbls.	@ 52	Opium Camph.	@ 65
Carbonate	13 @ 16	Linseed, raw, less	57 @ 61	Opium, Deodorz'd	@ 2 25
Chloride	12 @ 15	Mustard, true	4 50 @ 6 90	Rhubarb	@ 70
Balsams		Mustard, artif'l	2 75 @ 3 00	Paints	
Copaiba	75 @ 1 00	Neatsfoot	80 @ 85	Lead, red dry	7 @ 8
Fir (Canada)	1 75 @ 2 00	Olive, pure	2 50 @ 3 50	Lead, white dry	7 @ 8
Fir (Oregon)	40 @ 50	Olive, Malaga,	1 30 @ 1 50	Lead, white oil	7 @ 8
Peru	2 00 @ 2 25	green	1 30 @ 1 50	Ochre, yellow bbl.	1 @ 1 1/4
Tolu	1 00 @ 1 25	yellow	1 30 @ 1 50	Ochre yellow less	2 @ 5
Berries		Organum, pure	1 25 @ 1 50	Putty	2 1/2 @ 5
Cubeb	65 @ 75	Organum, com'l	50 @ 75	Red Venet n bbl.	1 @ 1 1/2
Fish	15 @ 20	Pennyroyal	2 25 @ 2 50	Red Venet n less	2 @ 5
Juniper	7 @ 10	Peppermint	5 00 @ 5 50	Shaker, Prep'd	1 40 @ 1 50
Prickley Ash	@ 50	Rose, pure	16 00 @ 13 00	Vermillion, Eng.	90 @ 1 00
Barks		Rosemary Flowers	90 @ 1 00	Vermillion, Amer.	15 @ 20
Cassia (ordinary)	25	Sandalwood, E.	6 25 @ 6 50	Whiting, bbl.	1 @ 1 1/2
Cassia (Saigon)	65 @ 75	I.	6 25 @ 6 50	Whiting	2 @ 5
Elm (powd. 25c)	25 @ 30	Sassafras, true	80 @ 90	Insecticides	
Sassafras (pow. 30c)	@ 25	Sassafras, artif'l	45 @ 50	Arsenic	5 @ 10
Soap Cut (powd. 25c)	15 @ 20	Spearment	5 50 @ 6 00	Blue Vitrol, bbl.	@ 5 1/2
Extracts		Sperm	90 @ 1 00	Blue Vitrol less	7 @ 10
Licorice	24 @ 28	Tansy	5 00 @ 5 50	Bordeaux Mix Pst	8 @ 15
Licorice powdered	25 @ 30	Tar, USP	30 @ 40	Hellebore, White	powdered 15 @ 20
Flowers		Turpentine, bbls.	@ 53 1/2	Insect Powder	20 @ 35
Arnica	18 @ 25	Turpentine, less	60 @ 65	Lead Arsenate	8 @ 16
Chamomile (Ger.)	25 @ 35	Wintergreen, true	@ 5 00	Lime and Sulphur	Solution, gal., 15 @ 25
Chamomile (Rom)	40 @ 30	Wintergreen, sweet	2 00 @ 2 25	Paris Green	15 1/2 @ 20
Gums		Wintergreen, art'l	50 @ 60	Miscellaneous	
Acacia, 1st	40 @ 50	Wormseed	3 50 @ 4 00	Acetanolid	30 @ 35
Acacia, 2nd	35 @ 40	Wormwood	6 00 @ 6 50	Alum	3 @ 5
Acacia, 3d	30 @ 35	Potassium		Alum, powdered and	ground 5 @ 7
Acacia, Sorts	@ 20	Bicarbonate	15 @ 18	Bismuth, Subni-	trate 2 10 @ 2 25
Acacia, Powdered	35 @ 40	Bichromate	13 @ 16	Borax xtal or	powdered 6 @ 12
Aloes (Barb. Pow)	22 @ 25	Bromide	45 @ 55	Cantharades po.	2 50 @ 2 75
Aloes (Cape Pow)	20 @ 25	Carbonate	12 @ 15	Calomel	95 @ 1 00
Aloes (Soc. Pow.)	40 @ 50	Chlorate, xtal and	powdered 12 @ 16	Capsicum	20 @ 25
Asafoetida	@ 50	Chlorate, granular	16 @ 20	Carmine	@ 3 50
Asafoetida, Powd.	@ 75	Cyanide	30 @ 40	Cassia Buds	@ 40
Pure	@ 75	Iodide	3 20 @ 3 40	Cloves	30 @ 35
U. S. P. Powd.	@ 1 00	Permanganate	15 @ 30	Chalk Prepared	6 @ 8 1/2
Camphor	55 @ 60	Prussiate, yellow	30 @ 35	Chalk Precipitated	7 @ 10
Guaiaac	35 @ 40	Prussiate, red	50 @ 60	Chloroform	32 @ 42
Guaiaac, Powdered	50 @ 60	Sulphate	15 @ 20	Chloral Hydrate	55 @ 75
Kino	@ 40	Alkanet	15 @ 20	Cocaine	4 10 @ 4 40
Kino, powdered	@ 45	Blood, powdered	20 @ 25	Cocoa Butter	50 @ 60
Myrrh	@ 40	Calamus	35 @ 40	Corks, list, less 70%	@ 90
Myrrh, Powdered	@ 50	Elecampane, pwd.	15 @ 20	Copperas, bbls.	2 @ 5
Opium	7 75 @ 8 00	Gentian, powd.	12 @ 16	Copperas, less	2 @ 5
Opium, Powd.	9 25 @ 9 50	Ginger, African,	powdered 15 @ 20	Copperas, powd.	4 @ 6
Opium, Gran.	9 25 @ 9 50	Ginger, Jamaica,	22 @ 25	Corrosive Sublm.	85 @ 95
Shellac	28 @ 35	Ginger, Jamaica,	powdered 22 @ 28	Cream Tartar	30 @ 35
Shellac, Bleached	30 @ 35	Goldenseal pow.	7 00 @ 7 50	Cuttlebone	25 @ 35
Tragacanth	No. 1 1 40 @ 1 50	Ipecac, powd.	2 75 @ 3 00	Dextrine	7 @ 10
No. 2	75 @ 85	Licorice	14 @ 16	Dover's Powder	2 00 @ 2 25
No. 3	10 @ 15	Licorice, powd.	12 @ 15	Emery, all Nos.	6 @ 10
Leaves		Orris, powdered	25 @ 30	Emery, powdered	5 @ 8
Buchu	1 85 @ 2 00	Poke, powdered	20 @ 25	Epsom Salts, bbls	@ 1 1/2
Buchu, Powd.	2 90 @ 2 25	Rhubarb	75 @ 1 00	Epsom Salts, less 2 1/2	@ 3
Sage, bulk	18 @ 25	Rhubarb, powd.	75 @ 1 25	Ergot	1 50 @ 1 75
Sage, 1/8 Loose	20 @ 25	Rosinweed, powd.	25 @ 30	Ergot, powdered	1 80 @ 2 00
Sage, Powdered	25 @ 30	Sarsaparilla, Hond.	ground @ 65	Flake White	12 @ 15
Senna, Alex	45 @ 50	Sarsaparilla Mexican,	ground 50 @ 55	Formaldehyde lb.	10 @ 15
Senna, Tinn.	15 @ 20	Squills	20 @ 35	Gambier	7 @ 10
Senna, Tinn, Pow.	20 @ 25	Squills, powdered	40 @ 60	Gelatine	35 @ 45
Uva Ursi	10 @ 15	Tumeric, powd.	12 @ 15	Glassware, full cases	80%
Oils		Valerian, powd.	25 @ 30	Glassware, less 70 & 10%	@ 1 1/4
Almonds, Bitter,	true 6 00 @ 6 50	Anise	15 @ 20	Glauber Salts less	2 @ 5
Almonds, Bitter,	artificial @ 1 00	Anise, powdered	22 @ 25	Glue, brown	11 @ 15
Almonds, Sweet,	true 90 @ 1 00	Bird, 1s	8 @ 10	Glue, brown grd.	10 @ 15
Almonds, Sweet,	imitation 40 @ 50	Canary	9 @ 12	Glue, white	15 @ 25
Amber, crude	25 @ 30	Caraway	12 @ 18	Glue, white grd.	15 @ 20
Amber, rectified	40 @ 50	Cardamon	1 85 @ 2 00	Glycerine	23 @ 30
Anise	2 25 @ 2 50	Celery	30 @ 35	Hops	50 @ 80
Bergamont	7 00 @ 7 50	Coriander	12 @ 18	Indigo	85 @ 1 00
Cajeput	75 @ 85	Dill	25 @ 30	Iodine	4 35 @ 4 60
Cassia	1 50 @ 1 75	Fennell	@ 30	Iodoform	5 40 @ 5 60
Castor, bbls and	cans 12 1/2 @ 15	Flax	4 1/4 @ 8	Lycopodium	12 @ 18
Cedar Leaf	@ 85	Flax, ground	4 1/4 @ 8	Mace	80 @ 90
Citronella	@ 75	Foenugreek, pow.	6 @ 10	Mace, powdered	90 @ 1 00
Cloves	1 50 @ 1 75	Hemp	5 @ 7	Menthol	4 25 @ 4 50
Cocunut	20 @ 25	Lobelia	9 @ 12	Mercury	75 @ 85
Cod Liver	1 10 @ 1 25	Mustard, yellow	9 @ 12	Morphine all brd	5 05 @ 5 30
Cotton Seed	80 @ 1 00	Mustard, black	9 @ 12	Nux Vomica	@ 10
Croton	@ 1 60	Mustard, powd.	20 @ 25	Nux Vomica pow	@ 15
Tinctures		Poppy	15 @ 20	Pepper, black pow	20 @ 25
Aconite	@ 75	Quince	75 @ 1 00	Pepper, white	30 @ 35
Aloe	@ 65	Rape	6 @ 10	Pitch, Burgundy	10 @ 15
Arnica	@ 50	Sabadilla	25 @ 30	Quassa	10 @ 15
Asafoetida	@ 1 00	Sabadilla, powd.	35 @ 45	Quinine, all brds	29 @ 40
Belladonna	@ 90	Sunflower	5 @ 8	Rochelle Salts	23 @ 30
Benzoin	@ 80	Worm American	15 @ 20	Saccharine	1 50 @ 1 75
Benzoin Compo'd	@ 1 00	Worm Levant	50 @ 60	Salt Peter	7 1/2 @ 12
Buchu	@ 1 00	Tinctures		Seidlitz Mixture	20 @ 25
Cantharadies	@ 1 00	Aconite	@ 75	Soap, green	15 @ 20
Capsicum	@ 90	Aloe	@ 65	Soap, mott castile	10 @ 15
Cardamon	@ 1 20	Arnica	@ 50	Soap, white castile	@ 6 25
Cardamon, Comp.	@ 80	Asafoetida	@ 1 00	less, per bar	@ 68
Catechu	@ 60	Belladonna	@ 90	Soda Ash	1 1/2 @ 5
Cinchona	@ 1 95	Benzoin	@ 80	Soda Bicarbonate	1 1/2 @ 5
Colchicum	@ 60	Benzoin Compo'd	@ 1 00	Soda, Sal	1 @ 4
Cubebs	@ 1 20	Buchu	@ 1 00	Spirits Camphor.	@ 75
		Cantharadies	@ 1 00	Sulphur roll	2 1/4 @ 5
		Capsicum	@ 90	Sulphur Subl.	2 1/4 @ 5
		Cardamon	@ 1 20	Tamarinds	10 @ 15
		Cardamon, Comp.	@ 80	Tartar Emetic	40 @ 50
		Catechu	@ 60	Turpentine Venice	40 @ 50
		Cinchona	@ 1 95	Vanilla Ex pure	1 00 @ 1 50
		Colchicum	@ 60	Witch Hazel	65 @ 1 00
		Cubebs	@ 1 20	Zinc Sulphate	7 @ 10

1914 Seasonable Goods

Linseed Oil Turpentine
White Lead Dry Colors

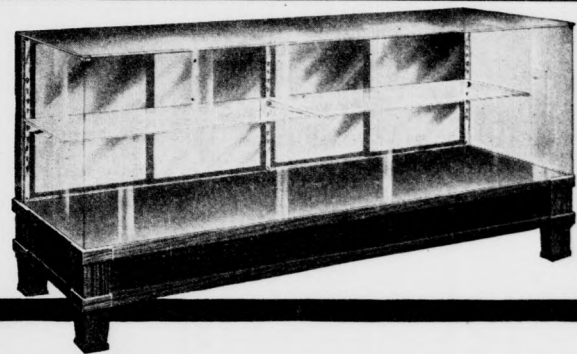
Sherwin-Williams Co.
Shelf Goods and Varnishes
Shaker House and Floor Paint

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 Flour, Sardines, Shrimps, Galvanized Pails.

Index to Markets

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

Table with columns: 1, 2. Lists various grocery items such as Ammonia, Axle Grease, Beans, Blueberries, Clams, etc.

Table with columns: 3, 4. Lists various grocery items such as CHEESE, Mocha, Bogota, Confectionery, etc.

Table with column: 5. Lists various grocery items such as Chestnuts, National Biscuit Company, Butter, etc.

6

Table with 1 column listing various goods such as Graham Crackers Red, Lemon Snaps, Oysterettes, etc., and their prices.

7

Table with 1 column listing various goods such as FLAVORING EXTRACTS, JENNINGS D C BRAND, etc., and their prices.

8

Table with 1 column listing various goods such as Calfskin, green, No. 1 15, etc., and their prices.

9

Table with 1 column listing various goods such as Sausages, Bologna, Liver, etc., and their prices.

10

Table with 1 column listing various goods such as SEEDS, ANISE, CANARY, etc., and their prices.

11

Table with 1 column listing various goods such as TOBACCO, FINE CUT, etc., and their prices.

SPECIAL PRICE CURRENT

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

Table with 2 columns: Item Name and Price. Includes categories like Pilot, Soldier Boy, and various pipe and cigar accessories.

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

BAKING POWDER Royal. Includes an image of a tin and a list of prices for various sizes and brands like Johnson Cigar Co.'s Brand.

OLD MASTER COFFEE. Includes an image of a tin and text describing the product, distributed by Judson Grocer Co.

SOAP. Includes a list of various soap brands and prices, such as Acme, Germantown, and Proctor & Gamble.

WHITEHOUSE COFFEE. Includes an image of a tin and text describing the product, distributed by Dwinell-Wright Co.

SAFES. Includes an image of a safe and text describing the full line of fire and burglar proof safes.

The only 5c Cleanser. Includes an image of a tin and text describing the product, guaranteed to equal the best 10c kinds.

Conservative Investors Patronize Tradesman Advertisers. A large advertisement for the Tradesman Advertisers.

Public Seating for all Purposes. World's Largest Exclusive Manufacturers Church Furniture of Character. Advertisement for church furniture.

American Steel Sanitary Desks. Built of steel to withstand strain. Advertisement for sanitary desks.

Motion Picture Theatre Seating. Highest in quality, lowest in price. Advertisement for motion picture theatre seating.

Lodge Furniture. We specialize Lodge, Hall and Assembly seating. Advertisement for lodge furniture.

American Seating Company. 14 E. Jackson Blvd., Chicago. Advertisement for American Seating Company.

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.

Shoes—We buy any kind of shoe stock, large or small, for cash. Also furnishing and dry goods stocks. Detroit Mercantile Co., 345 Gratiot Ave., Detroit, Michigan. 237

For Sale—600 pairs men's, boys', women's, misses' and children's shoes. Good stock, lasts and sizes. Cost \$714.72. Must have the room. Will take 60c on the dollar. Leland's Dept. Store Co., Saugatuck, Michigan. 236

CLOTHING CABINETS AND SHOW CASES. Slightly used, at a price. Inconvenient lengths or numbers to suit small dealer. Welch Mfg. Co., Furniture Temple, Grand Rapids. 235

For Sale—Furniture and undertaking stock and building in town of 2,000, with State Normal Industrial school and county seat. Stock invoices \$7,000. Strictly cash. For further particulars write N. T. Holte, Ellendale, N. D. 234

For Sale—A good art, embroidery goods and stamping pattern business for a lady. Owner leaving the city. Must sell at once. Address M. D. G., 713 Forrest St., Kalamazoo, Mich. 233

Wanted—Good stock of merchandise or income property of any kind in exchange for land. What have you? Box 28, Tripp, S. D. 232

For Rent—Have fine brick store building in Clovis, N. M., city of 5,000 people; large Santa Fe payroll; building located in center of business district; three doctors have offices in second story of building; is a fine location for drug store; only two drug stores in town. C. Jackson, Clovis, N. M. 231

For Sale—Stock of dry goods, men's furnishings, boots and shoes and groceries. Good reason for selling. Address No. 230, care Tradesman. 230

A Bargain—Up-to-date grocery stock of about \$7,500 in one of the best cities in Southern Michigan. Owner leaving town. Address No. 229, care Tradesman. 229

Used Machinery—Small steam engines, boilers, lathes, drills, punches, tinners' tools, bought, sold or exchanged. Write N. Cherry, 1759 Edwards Ave., Springfield, Ohio. 227

For Sale—Bakery in live town. Chance of a lifetime for practical baker. Address John N. Imrie, Ardmore, Okla. 228

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

For sale or trade, small stock of clothing and gents' furnishing goods. J. F. Studer, Forest, Ohio. 184

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 12 1/2%. 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, 1323 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

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

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

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

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—Drug store in Northern Michigan. Doing good business. Post-office station pays 2/3 rent. Invoice about \$2,000. Address No. 200, care Michigan Tradesman. 200

Wanted—Stock of merchandise in exchange for land in North Dakota. Write what you have. D. S. Benson, Montevideo, Minn. 177

For Sale—Part interest in a good manufacturing business in a live town in Southern Michigan. A good proposition for the right party. Write Taylor, 85-87 S. Monroe street, Battle Creek, Mich. 176

For Sale—Hardware business established 20 years, enjoying excellent trade; practically no competition; clean stock; invoice, including fixtures \$5,000; fine location; low rent Terms, cash or bankable paper. Ill health compels sale. Address Kuempel Brothers, Guttenberg, Iowa. 175

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

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

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. Grand Rapids Star, 900 Grandville Ave, Grand Rapids. 162

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. Pantus 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

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

Wanted—To hear from owner of good dry goods or general merchandise store for sale. Give full particulars. D. F. Bush, Minneapolis, Minn. 157

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

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

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

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

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

SITUATIONS WANTED

Wanted—Position in large country or city store, as manager or assistant, by capable salesman, buyer and advertiser, (now engaged). Ready July 1. Good references. Address 225, care Tradesman. 225

TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN

By the addition of the latest in machinery, apparatus and methods of work this Company is now better prepared than ever for quick delivery of the most exacting orders.

SOMETHING MORE

THE chances are that you want something more than printing when you want a job of printing—ideas, possibly, or suggestions for them; a plan as likely as possible to be the best, because comprising the latest and the best; an execution of the plan as you want it and when you want it. This is the service that we talk about but little, but invariably give.

Tradesman Company :: Grand Rapids

Denver Grocers Up in Arms.

Clement J. Driscoll, New York's former Sealer of Weights and Measures, certainly did stir things up in Denver when he recently made certain sweeping statements to the Housewives' League as to the necessity for every housewife having scales of her own and verifying the weights given by the grocer. It shook up the Retail Grocers' Association to start an investigation in the hope to dispute Mr. Driscoll's statements and also led to a meeting of the grocers' representatives with the housewives, in which the grocers sought to set the grocers right. It was hoped that Mr. Driscoll would be present; however, he had left the city, and W. B. Holden, another representative of the Bureau of Municipal Research of New York, with which Mr. Driscoll is connected, was present and delivered an informal address relative to public works.

Secretary Reddish stated to the members of the league that the grocers of Denver took exception to the statements made by Mr. Driscoll at a former meeting in which he was quoted as saying that Denver grocers were dishonest and that housewives should protect themselves by weighing at home all merchandise purchased.

Mr. Holden replied to Mr. Reddish and said that Mr. Driscoll's statements had not been accurately quoted and that what he had intended to imply was that the Municipal Research Bureau in its work in New York and other Eastern cities had found a great many dishonest dealers. He said further that the intention of Mr. Driscoll was to show the housewives various methods of economy in buying groceries and to instruct them along this line.

The result of the meeting seemed to be to bring about a better understanding between the housewives and the grocers, and it seemed to be the impression of the ladies present that the remarks of Mr. Driscoll were not intended as an attack on Denver grocers but were made simply as a guide for better service.

Review of the Grand Rapids Produce Market.

Asparagus—85c per doz. bunches.

Bananas—Steady at \$2.75 per 100 lbs. This makes the bunch price \$1.25@2.

Butter—The market is steady and unchanged. Receipts of all grades are increasing, and so is the demand. The quality shows steady improvement, and the market is healthy and well maintained throughout. No important change seems likely soon. 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—\$1.25 per dozen.

Eggs—The market is steady and strong. Receipts continue liberal, but the bulk is still going into storage for speculators' accounts. The quality continues very good. Local dealers pay 18c, f. o. b. Grand Rapids.

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.; butternuts, \$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 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 \$3.50@4.

Peppers—Green, 65c per small basket.

Pineapples—Cubans are now in control of the market, but Floridas will be in market by the end of the month. The price has advanced to \$2.80@3.10.

Potatoes—The market has been fairly steady during the week. High prices did not materialize, although there was some feeling that there might be a firmer market. With the season for new potatoes not very far off, high potato prices would not remain in effect very long. Country buyers are paying 45@60c; local dealers get 65@70c for home grown and \$2.25 per bu. for Florida.

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 2c a pound more than live.

Radishes—25c per doz.

Strawberries—Arkansas, Tennessee, Missouri and Illinois berries are now in market, commanding \$2.75@3 per crate of 24 qts.

Tomatoes—\$4 per 6 basket crate of Floridas.

Veal—Buyers pay 8@11c according to quality.

Refuting Need for Dating Canned Foods.

Julius S. Edwards of Los Angeles has written a letter to the Canadian Grocer with reference to the absurdity of dating canned goods, on the assumption that spoilage of such goods is promoted by age, in which he gives some very striking personal testimony of the lack of justification for such legislation, applicable in this country as well as in Canada.

It appears that recently two physicians connected with the Toronto Health Department announced that they had discovered an old can of something the contents of which were unfit for food. They immediately decided, without further parley or without consulting practical men, that canned goods would have to be dated, and began an agitation to accomplish this.

In writing, the Canadian editor, Mr. Edwards, says in part:

"I cannot understand why an educated man like a doctor should advocate such a foolish idea, as any person with a common education knows that no action can take place on the goods in a can or glass jar as long as the air does not come in contact with the contents

of the package; and goods that will keep one year will keep ten to twenty years or longer.

"In the year 1883 at Leavenworth, Kan., I commenced putting away six cans each, peas, beans, corn, tomatoes, etc., and kept it up each year until 1899. They were frozen solid in the winter and thawed out in the spring each year, which made the cans rusty on the outside. I got tired of seeing the rusty cans on the shelves, and I cut open some of them that were sixteen years old and ate of the contents. They were as good as the day they were packed. There must have been twenty to twenty-five dozen assorted goods. I gave them to two of the men that worked for me, who took them home and used them, and they and their families are living yet, as far as I know."

Manufacturing Matters.

Charlevoix—An option has been secured upon the buildings formerly occupied as a sugar factory, and a \$10,000 stock company is being formed for the purpose of converting these buildings into a warehouse and cold storage plant. The business will probably be conducted under the name of the Farmers' Co-operative Association. The manager of the Association will have charge of the warehouse and cold storage plant and will attend to the details of marketing products grown by the members of the Association.

Detroit—In celebration of the eleventh anniversary of the Ford Motor Co., an extra cash dividend of 100 per cent. or \$2,000,000 has been declared. Henry Ford, owning 58.5 per cent. of the 20,000 shares of stock of a par value of \$2,000,000, receives \$1,170,000 of the sum distributed. James Couzens, Treasurer and Vice-President, who owns 10.9 per cent. of the stock, gets \$218,000. John F. Dodge, holding 5 per cent., draws \$100,000 with equal amounts going to Horace E. Dodge, Horace H. Rackham and John W. Anderson, each having 1,000 shares. The David Gray estate, holding 10.5 per cent. of the stock, is enriched by \$210,000, while R. V. Couzens, who holds 1 per cent., gets \$2,000. The anniversary distribution at this time last year amounted to \$10,000,000, Henry Ford, the President, profiting by over \$5,800,000. The company pays a regular quarterly dividend of 15 per cent. on the capitalization of \$2,000,000, in which the eight stockholders share \$300,000.

Americans pride themselves on their reading habit, but the booksellers of this country who have been meeting in New York this week were told that Norway

is the paradise for book stores. With a population of two and a half million, Norway leads in book buying and reading. The bookseller of that country must be thoroughly trained. A young man of 18 years may become a bookseller after twelve years of experience and before beginning business in his own name must apply for a license and prove his fitness. Books of fiction sell for from 60 cents to a dollar and for reprints bound in cloth the price is about 27 cents. The many dark hours of winter may account for the reading practice, but whatever is the reason Norway is a great country for booksellers.

The Methodists of New Orleans are going to have a novel party next Monday evening. It is to be a "homesick party," and it is the intention of those having the affair in charge to reach every young man and young woman living in New Orleans boarding houses, every one who is lonely and craving for friendships. The party is the first of a series and every person who is lonely is invited to come and eat ice cream and get acquainted with others who seek friends.

BUSINESS CHANCES.

Wanted—At once, general dry goods salesman of experience. Good references required and good wages paid. C. D. Carpenter, Big Rapids, Michigan. 238

Grocery—Best paying cash grocery in this city of 40,000 people; own the building and want to retire; will sell the stock and lease the building; best location in the city; invoice about \$5,000; cash; no trade; if you are a groceryman and want a good business, this is it; no agents. Address 724 South Detroit St., Tulsa, Okla. 241

Best paying restaurant in Western Michigan, everything up-to-date, living rooms in connection; splendid building, low rent. On account of sickness, will take half of what it is worth for quick sale. Investigate. R. E. Oxford, Big Rapids, Michigan. 240

For Sale or Trade—\$2,400 equity in Grand Rapids residence, also \$1,400 contract on Baldwin, Michigan hotel. Will trade one or both for good grocery business or farm. 461 W. Holms St., Paxton, Ill. 239

Bankrupt Sale

At Public Auction

Thursday, May 28, 1914.

2 P. M.

The entire stock and fixtures of The O'Neil Dry Goods Company, 520 North High street, Columbus, Ohio. Sale on premises.

For examination of stock or other information, see or address C. J. Cudworth, Trustee, 520 High street, Columbus, Ohio.

The Michigan Trust Company

Audit Department

Public Accountants

Audits

Examinations

Systems

Financial Reports

GRAND RAPIDS, MICHIGAN

A CAUTION

Beware of Imitations

This is a warning we are giving to all interested in ASPHALT SHINGLES

As the original manufacturer of GENUINE ASPHALT SHINGLES we feel it incumbent on us to caution the public against the feeble imitations of the REAL GOODS which some outside manufacturers are trying to put into favor.

The market is filled with 'Oids, 'Tiles, 'Kates and a dozen or more fancy names for Asphalt Shingles, but we ask you all to be on guard for the noise emanating from the experimenters and buy only the Genuine REYNOLDS' Asphalt Shingles.

The manufacturers of the imitation shingles are new in the shingle trade and are working "necessarily" along experimental lines. We passed through that stage long ago and have our product perfect, as can be shown by looking over thousands of residences in this city which are covered with the REYNOLDS SHINGLES. Automobiles are at the service of any who may be interested in our shingles, and we will take pleasure in satisfying the most skeptical of the beauty and durability of the REYNOLDS SHINGLES. Our new mill has double the capacity of the old one and we can turn out equivalent to a million wood shingles a day.

We have given our shingles ten years of actual tests and we issue a ten-year guarantee, which means something. We have the endorsement of leading architects and chief of the fire department in this city, as well as in many other cities throughout the central west and extending to the New England states.

We have so popularized the Reynolds shingles that permanent agencies and distributing stations have been established at all

principal points from Duluth, Minn., to the Gulf of Mexico and from Nebraska to the Atlantic sea coast, and we are shipping our shingles into almost every state in the union.

Our shingles are made in deep rich red, gray, green and garnet colors and when applied show a smooth and artistic appearance. The imitation shingles are lacking in these essential features and are disappointing in many ways. They cup—turn up and buckle and are not dependable, owing to the fact that they are not made of the proper kinds of material.

We especially caution users against the cut-rate dealers who will try to make you believe that a gold dollar can be bought for 50 cents. We are prepared to point out many buildings in Grand Rapids which are covered with FEEBLE IMITATIONS, and also those covered with the GENUINE REYNOLDS SHINGLES. We are keeping records which are valuable by way of comparison. The retail lumber dealers are all stocked with the REYNOLDS SHINGLES and will be prepared to serve you with promptness and dispatch. These yards are conveniently distributed throughout the city and they are making a special effort to take care of all enquiries for REYNOLDS SHINGLES, as they are handling no other kind of ASPHALT SHINGLES.

We are this minute 50 cars behind on orders for Asphalt Shingles, and are running our plant twelve hours a day.

The lumber dealers will recommend good reliable contractors to lay the shingles on request.

Genuine Reynolds Asphalt Shingles

Are on sale with the live lumber and supply dealers
throughout the country

H. M. Reynolds Asphalt Shingle Co.

ESTABLISHED 1868

ORIGINAL
MANUFACTURER

ESTABLISHED 1868

A Challenge!

Mr. Merchant:

We challenge *you* to make this test:

Take any representative mixed bill of goods—

Note against each item the price quoted in our June catalogue of General Merchandise and compare it with the lowest price you can get from **ANY OTHER SOURCE**—

And if the total for the whole bill does not show a substantial difference *in our favor*—

We neither shall ask nor expect your business.

Can you afford *not* to accept this challenge?

Butler Brothers

Exclusive Wholesalers of General Merchandise

NEW YORK CHICAGO ST. LOUIS
MINNEAPOLIS DALLAS



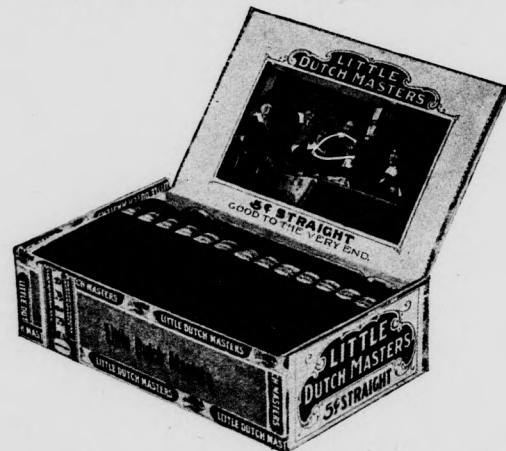
It Will Be Profitable if You Make Coffee Cut a Wide Swath in Your Business Activity

A little extra energy in pushing "WHITE HOUSE" will show you very conclusively that the *right kind* of coffee has a *big pull* with people. **SURE THING.**

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

LITTLE DUTCH MASTERS CIGARS

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



They are so good we are compelled to work to full capacity to supply the demand

**G. J. JOHNSON CIGAR CO.
GRAND RAPIDS**