

MICHIGAN TRADESMAN

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Thirty-First Year

GRAND RAPIDS, WEDNESDAY, MAY 27, 1914

Number 1601

Playing the Game

Life is a game with a glorious prize,
If we only play it aright.
It is give and take and build and break,
And often it ends in a fight;
But he surely wins who honestly tries
(Regardless of wealth or fame);
He can never despair who plays it fair—
How are You playing the game?

Do you wilt and whine if you fail to win
In the manner you think your due?
Do you sneer at a man in case that he can,
And does, do better than you?
Do you take your rebuffs with a knowing gain?
Do you laugh though you pull up lame?
Does your faith hold true when the whole world's blue?
How are You playing the game?

Get into the thick of it—wade in, boys!—
Whatever your cherished goal;
Brace up your will till your pulses thrill,
And you Dare—to your very soul!
Do something more than make a noise;
Let your purpose leap into flame
As you plunge with a cry, "I shall do or die!"—
Then You will be playing the game.

The Little Old Everything Store

If childhood came back to me, sorrows and all,
And I could be just as of yore,
Somewhere in my world I am sure there would be
A Little Old Everything Store.

There's one on the corner just over the way
Where Youth and its pennies soon part,
Within it are lures of a thousand designs
To make us all spendthrifts at heart.

I watch baby faces peer up through the glass
Where dainties delicious abide;
I hear baby voices discuss what they'd buy
And how they would make the "divide."

Child-fortunes are never sufficient by half
To meet every fancied desire,
Their wants run from gumdrops to marbles and tops,
Or monkeys that dance on a wire.

It matters not what you may ask of the man
He'll find it somewhere in the place,
Though it may be earmuffs high on the shelf,
Or catcher's mitts down in the case.

So, Childhood, come back to me, sorrows and all,
And let me be just as of yore,
But, most of all, give me as one of your joys
A Little Old Everything Store!

When Death comes to me he will find me busy, unless I am asleep in bed. If I thought I was going to die to-morrow I would plant a tree to-day.—*Stephen Girard.*

What men want is not talent, it is purpose; not the power to achieve, but the will to labor.—*Bulwer Lytton.*

Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
 YEAST

LINGERING KISSES

A New Candy for Summer Trade

"The Taste Lingers"

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

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

Originated by

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

Ceresota

The Guaranteed

Spring Wheat
 Flour

Always Uniformly Good



JUDSON GROCER CO.

The Pure Foods House
 Distributors
 GRAND RAPIDS, MICHIGAN

Williams

Beautiful Queen

Olives

They are Best

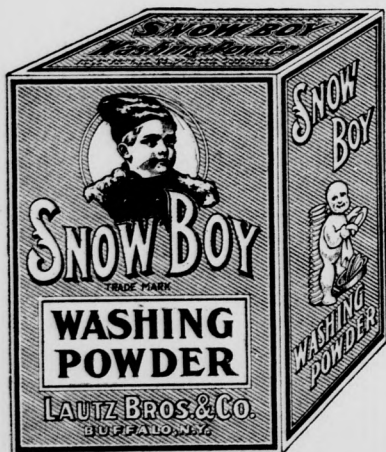
Just That

Get That!

Direct Importation

The Williams Bros. Co.

THREE SIZES of Detroit ALSO IN BULK
 GLASS BULK



SNOW BOY FREE!

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

through the jobber—to Retail Grocers

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

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

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

Lautz Bros. & Co.

MICHIGAN TRADESMAN

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National Retail Grocers' Association.

There was little of the unexpected about the meeting of the National Retail Grocers' Association at Louisville last week. Its deliberations followed very generally the expected course of events; there were the usual factional differences, which ended about as might have been expected; the customary resolutions were adopted—many of them to be disregarded, as usual in general practice—and the old board of directors and officers were perpetuated.

There was one element in the proceedings about which there had been promise of controversy, but which failed to furnish much red fire—the Association newspaper. It was not surprising that there should be some protest against the action of the Association in setting up opposition to the regularly established grocery publications, but in view of the display of consistency to which the organization was already committed in having gone into partnership with an advertising agency on a "rake-off" basis there was left little ground on which to complain of going the rest of the way and publishing its own paper. And so the opposition and criticism failed to do more than shake up things and then subside.

According to the reports which reached this paper from Louisville, however, it is evident that the Association misconceives the full purpose for which an official organ should exist. Our correspondent says that the purpose of the paper was declared to be "to make money for the support of the Association." Doubtless, as a secondary purpose, that is highly commendable, but unless the management of the Association primarily considers the purpose of the paper to be the extension of the work and influence of the Association for the education and betterment of retail grocers, it will stand on shaky ground. If there is anything of value and legitimate in an Association and its meetings, spreading those actions and meetings through the printed message

intensifies and broadens its good work. Such a hope ought to actuate the officials primarily; making money should be secondary, else the loud clarion of "self supporting independence" might as well be hushed.

The new officers are men of long experience and intimate familiarity with the conditions, aims, movements and issues of the day. The new President is Frank B. Connolly, and has been for many years Secretary of the San Francisco and California State Associations and a director of the National. He is a trade paper publisher and notable in the ranks of price champions. Vice President Schaefer of Iowa, has been an associate leader in that State for a long time and President of the State Association.

John A. Green is re-elected Secretary for the seventh time. His long service has made him acquainted with the grocery trade in every corner of the land and his acquaintance with public officials and all the factors of associated food trade effort make him an official hard to displace or replace. His new duties as editor of the official paper will test severely his adaptability, but he certainly has the confidence of his colleagues, and the ease with which he defeated the efforts to undermine him prove his strong hold on the controlling levers of the Association.

Frank W. Mendum, the new trustee, is President of the Massachusetts Association and a man of force and experience in managing business associations. The other trustees remaining over from last year are W. A. Achilles, of Texas, and C. E. Beiner, of Nebraska, and George Suhr, of Buffalo, remains as Treasurer. This appears to be a strong board, and with a fuller treasury than ever before and an influence never as strong until now, things look a little more encouraging for the retailers' organization.

Those who laugh at the efficiency and saving movement about which so much has been said recently, are requested to note that during the past three years the St. Louis & San Francisco Railroad has saved nearly one million dollars in its coal bills by establishing a department of fuel economy. A record was kept of the amount of coal used by each locomotive. In 1910 the consumption of coal per 1,000 gross tons of freight hauled one mile was 345 pounds—while at the present time, only 228 pounds of coal are used for the same number of tons hauled one mile. The men were shown how to save the coal and were spurred on to do better work in that line, with the above result.

Manufacturing Matters.

Battle Creek—The Cement Products Manufacturing Co. has changed its name to the Cement Casket Manufacturing Co. and changed its principal office to Albion. It has also increased its capital stock from \$20,000 to \$40,000.

Detroit—The United Merchandise Co. has been incorporated to manufacture and sell dry goods, ladies' and men's furnishings, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$2,220 paid in in property.

Detroit—The Detroit Box Manufacturing Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$15,000, of which \$11,500 has been subscribed, \$4,400 being paid in in cash and \$7,100 in property.

Detroit—Chas. A. Coppoch, dealer in lighting fixtures, has merged his business into a stock company under the style of the Coppoch-Patterson Chandelier Co., with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed, \$1,515 paid in in cash and \$485 in property.

Kalamazoo—Local stockholders of the Chippewa Sugar Co., of Chippewa, Wis., which absorbed the Kalamazoo Beet Sugar Co. in 1904, have been asked to turn in half of their stock to the company for the purpose of raising money to turn the company into a refining plant. Unless the stock is surrendered the bondholders will probably foreclose on the plant.

Charlotte—It is practically settled that the Fenn Manufacturing Co., makers of scythe snaths and post hole augurs, will remain in Charlotte and enlarge its plant to meet the increasing demand for their products. Representatives of the Charlotte Commercial club have been making a canvass of the city and the sum of money required—\$2,500—is practically in sight.

Niles—Joseph S. Tuttle, who came to Niles in 1848 from Erie, Pa., celebrated his 87th birthday May 20 by putting in a full day's work at his desk. Mr. Tuttle is the active head of a large business. He buys and ships ginseng, peppermint oil, spearmint, junk and a lot of other things. Mr. Tuttle came to Niles on a stage coach the year before the Michigan Central Railway was extended from Kalamazoo. He has been in business here for sixty-four years.

Albion—After several weeks of strenuous effort, Albion has induced a company manufacturing cement caskets to locate here. The new factory will occupy the old Cook-Kneeland property, an option having been already secured on the building. Articles of incorporation have been filed

at Lansing under the name of the Albion Realty Company. The firm is capitalized at \$40,000. Fourteen Albion business men have subscribed for stock in the concern and six others are needed to complete the amount of available stock.

It ought not to be necessary to warn intelligent persons that the stories now being so industriously circulated about the militia outrages in Colorado are to be viewed with the utmost skepticism. In regard to the chief accusation, that of the wanton slaughter, and worse than slaughter, of women and children in the Ludlow camp, there is no reason to believe that there is a shred of truth in it. In some cases, the form the story takes is in itself sufficient to stamp it as the result of cumulative distortions of the truth by excited or hysterical narrators. Speaking to Senators Kern, Kenyon and Martine, says a Washington dispatch, "Mrs. Jolly and Mrs. Thomas declared that mine guards were seen pouring oil on tents in which women and children were sleeping, and later setting fire to the oil-soaked tents." The women and children were not "sleeping in tents," but were hidden in a covered pit under one of them; there is no reason to suppose that the militia had any suspicion that they were there at all. If Mrs. Jolly and Mrs. Thomas, who "acted as nurses after the conflict," are actually spreading this story, it only shows that a person may be very good and kind without having either sound judgment or a well-developed sense of responsibility.

The rumor is around Washington that President Wilson is not in favor of the "anti-wine" mess order given out by the Secretary of the Navy. It is not effective, anyhow, until July 1, and it has been discovered that, even though Secretary Daniels promulgated it, it must have Presidential approval before it is put into force. It is not represented that Mr. Wilson is a wine bibber, or that he loves to look on the liquid when it is red, but that he believes there are certain conventionalities, exchange of hospitalities, and international customs which must be observed by American vessels in foreign ports. The announcement that the order may be rescinded will be notice to those who favor it to flood the White House with communications urging the Executive to fall in line with Secretary Daniels and make the American fleet an actual water wagon.

When a small man finally makes up his mind to fight he begins to look around for a friend to hold him.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, May 25.—Learn one thing each week about Detroit: The largest white leads works and varnish factories in the world are located in Detroit.

Many thousand visitors to Grand Rapids are at a loss to know what distinguished service Harvey Skillman performed in order to have the Grand Rapids Shoe & Rubber Co. place his statue in the front window.

Another honor was given a Detroit when the Natural Gas Association of America, at the convention in St. Louis last week, elected James P. Lynn, President. Mr. Lynn is well known and very popular in Detroit and his many friends are gratified at the honor bestowed upon him. He is President of the Natural Gas, Electric Light & Power Co.

N. Danziger, former dry goods merchant of Frankfort, has purchased the furnishing goods and shoe store of Mrs. E. A. Cone, 1583 Jefferson avenue, East.

John Stringer, general merchant of Livonia, was a business visitor in Detroit last week.

Our idea of a loyal friend is a traveling man who will always buy cigars that are sold by his friends.

Horace Leick, Henry Barmby and James Miller, department managers for Burnham, Stoepel & Co., were in New York this week on business for their house.

John Fowler, of the Fowler Drug Co., Pontiac, was a Detroit business visitor last week.

Some men are born lucky; others have luck thrust upon them; and still others live in Detroit.

Forest Campbell, who started with Edson, Moore & Co., back in the days when it kept the natives busy defending the city against Indians, has gone through all these years with an unblemished reputation for veracity. If it were not for this fact, we would be inclined to doubt his latest fish story. Forest went fishing on Orchard Lake a couple of weeks ago, and, as he gave out the story, he caught a muskelunge weighing 59 pounds and 15 ounces. Now Forest could have told us that the fish weighed 60 pounds, but fearing to weaken his established reputation for honesty, he deducted the one ounce, thus depriving himself of the honor of capturing a 60 pound fish. After the usual formalities when a large fish has been landed, the regulation exhibit, and story of the battle, Forest Campbell brought the "musky" to his home, where the final obsequies were to be held over it. After mentally counting his friends whom he intended sending a piece of fish, Forest got busy with the knife. Finally getting to the stomach he gave it a slash with the keen edge of his knife, when lo! and behold! a whole swarm of bees flew out and further investigation showed 24 pounds and 15 ounces of honey encased within, again demonstrating Mr. Campbell's honesty—he positively refusing to lie for one ounce of honey. We are very grateful to him for the story, because we feel that even if he may have stepped from the straight and narrow path, it was the means of helping us fill up our page.

L. A. Cooper, clothing and men's furnishing goods dealer, Flint, was in Detroit on business last week.

According to the latest census, Milwaukee, which gave Detroit a race for population honors for a few years, can just see Detroit's tail lights in the distance. Milwaukee now boasts of 417,054 residents within its city limits.

Still no one has heard of Mrs. Pankhurst throwing any of those glass windows. RR glass front.

The Adcraft Club, after July 1, will affiliate with the Board of Commerce, although still retaining its own identi-

ty, being known as the Adcraft Club of the Detroit Board of Commerce.

Mr. Owen, manager of the Dorraine & Garrison drug store, Trenton, was in Detroit last week in the interest of the store.

There's many a slip twixt the bar and the door.

Charles Berger, salesman for Robinson & Aronheim, and member of Cadillac Council, met with an automobile accident last Friday when in some unaccountable manner he lost control of the car which caused it to run into a ditch, overturning and burying him beneath. At this writing Mr. Berger is in a serious condition.

A. F. Dittman, who conducts a general store in Adair, was in Detroit last week.

Fortune knocks at every man's door once; also there are many other knockers that do not use the door.

Arthur T. Hugg, well-known young Detroit, has been appointed advertising manager of the Detroit Steel Products Co. Mr. Hugg has received a training for the advertising field that should eventually number him among the foremost in the country. Besides his natural ability he has acted as assistant to E. St. Elmo Lewis, of the Burroughs Adding Machine Co. Mr. Lewis is considered one of the most capable advertising men in the country.

Adversity often causes a person's friends to become near sighted.

In response to our article, congratulating Don Sanders, of Plantista cigar fame, on the arrival of a 12 pound baby girl, we have received from said Donald via parcel post route, neatly packed in a wooden box, one (1) giant cigar, presumably built so as to show the proportionate size of the Sanders' baby as compared with the average stork delivery. We wish to thank the sender and also express the sincere wish that the 12-pound baby arrived in much better condition than did the giant cigar.

Thomas A. Carten, proprietor of Ionia's largest department store, was in Detroit on business last week. Mr. Carten is very optimistic over the season's outlook for business in Ionia.

A joint meeting of Detroit and Cadillac Councils will be held Saturday night, May 30, to initiate candidates, close up the business for the year and make final arrangements for the attendance of the Councils in Saginaw next month, at which time the annual convention will hold sway. Jim Hardy is chairman on arrangements for Cadillac Council and H. D. Murray acts in similar capacity for Council No. 9. At this meeting final plans for the furtherance of the candidacy of Lou Burch for Grand Treasurer will be made. That he is going into the race against a formidable opponent in H. D. Hydorn, "the grand old man of Grand Rapids Council," is fully realized by the Detroit councils, who, nevertheless, promise that when the smoke has cleared away they will find themselves the victors. Cadillac Council, of which Lou Burch is a member, has earned the respect and admiration of every council in the country and with the election of one of their members to the office of Grand Treasurer it would be a fitting recognition of their services to the order during the year about to close.

Why doesn't Johnny Bull import a few dozen mice to turn loose on the suffragettes?

Arthur Gibson, former salesman for Edson, Moore & Co., has given up the life of ease (?) of a traveler and has purchased the business known as the United Rug Co., with a store on Dix avenue.

F. M. Miller, the popular Milan druggist, was in Detroit on business last week.

Julian M. Case, for some time advertising manager of the Regal Motor Car Co., has resigned to take a similar position with the Abbott Motor

Car Co. The latter has decided to broaden its scope of advertising and co-operate with its dealers all over the world. It is Mr. Case's intention to use a thorough follow-up system.

Charles Harrison, formerly member of the clothing firm of McQuillan & Harrison, at Jackson, has resigned to engage in the clothing business for himself. Mr. Harrison is very popular with the younger set in Jackson, besides being very capable in that particular line. His friends predict a bright future for him.

W. Morris Davis, well-known local automobile salesman and designer, has joined forces with the Los Angeles Cyclecar Co. Mr. Davis designed the Davis Cyclecar, but did not succeed in organizing a company with enough capital to place it on the market.

Carl Hauser, the pleasant representative of the National Cash Register Co., Detroit branch, called on a certain merchant in the Thumb last week and, on entering the merchant's store, noticed a very unpalatable smell in the place. After a moment he held his fingers to his nose. "So you noticed the smell, too, did you?" asked Mr. Merchant. "Yes," replied Carl, "what is it?" "Oh, that's my business," said the merchant, "it's rotten."

Mr. Blood, of Blood & Hart, dry goods merchants of Marine City, was in Detroit on business last week.

The many friends of Erskine McLeish, for a number of years department manager for Edson, Moore & Co., will be pleased to hear that after a most serious siege of sickness, lasting a year, he is again on the sure road to recovery. Arskine has recovered one of his most cherished possessions, lost several months ago—a good appetite.

Mary for love and repent in a boarding house.

The Cutting & Smith Sales Co. has removed from Jackson to this city and has opened its headquarters in the Goldberg building, corner Woodward and Warren avenues.

The Detroit convention bureau issued a new booklet last week, giving a complete resume of Detroit, both from a business and pictorial point of view. These books are printed in five different languages and will be distributed in many of the leading cities of Europe. Several thousand copies printed in English will be sent to England for distribution. The idea of the bureau is to attract as many tourists as possible to the city, aside from the work done in getting different conventions to come here.

Art Colling, member of the Marlette Hardware Co., of Marlette, is building a new brick home with all modern convenience. Now, if Mr. Colling will get some Detroit views to hang about his new home, the setting will be up to the minute.

Charles F. Redden, sales manager for the Maxwell Motor Car Co., will take a trip to Europe in the interest of the Maxwell car as soon as the 1915 models are completed, which will be in July.

Labor agitators find France a "pleasant" field for their work. There were 1,471 strikes in that country last year.

Virtue is its own reward, but some people would, in addition to that, have to do some tall figuring to get enough together for a stick of candy.

R. H. Webber, the popular President of the J. L. Hudson Co., was united in marriage to Miss Eloise Jenks last Saturday, leaving immediately for an extended honeymoon through Europe. During the week the employees were given a reception at the store by Mr. Webber, accompanied by his fiancée. A beautiful hammered silver punch bowl was presented to the happy couple by Hampton Rich in behalf of the employees. Miss Stella Markum, one of the department managers, made a presentation speech for the women employees and W. E. Stitlington presented Mr. Webber

with a morocco bound tablet containing the names of every employe in the store. Mr. Webber feelingly responded and spoke of the loyalty of the employes and warmly thanked them for the gifts. Cheers were given for the bridal couple and everybody joined in the song—which came from the heart—"For He's a Jolly Good Fellow." Thomas Webber accompanied Mr. and Mrs. Webber on their trip to Europe.

A. W. Fenton, of Lexington, was in Detroit on business in connection with his general store last week.

The Paisley House, at Yale, has been remodeled and running water installed in all the rooms. C. E. Richards, a local hardware man, received the contract for the work.

Many a wise man makes a fool of himself and gets away with it.

Wilbur Burns thought he could recite a poem at the Muskegon banquet, even if it wasn't reproduced in the Tradesman.

Art Jackson, Buhl Sons & Co.'s well-known representative, spent last Sunday in Manistee county, where he went on a fishing trip. Art will bring back to his Detroit friends a fine mess of—stories!

Cadillac Council's baseball team, under the management of the notorious "Bud" Hawley, in a game Saturday, defeated the Western Bunions Rubbers by the score of 19 to 5. Michigan councils, kindly shiver.

Charles Hilderscheid, a lifelong resident of Detroit, proprietor of a dairy products stall at the Central market, died at Grace hospital Saturday after a brief illness. Mr. Hilderscheid was one of the most familiar figures on the market where he was in business for the past twenty-five years. Always pleasant and courteous, honest to a penny. He made hosts of friends who will mourn his loss. He belonged to the Elks, C. M. B. A., Knights of Columbus and the St. Vincent de Paul Society. Mr. Hilderscheid was 51 years old. He is survived by his wife, Theresa Hilderscheid, four brothers and three sisters.

T. R. seems to be peeved over the space devoted to Carranza et al in the daily papers.

Max Lichtenauer, heavyweight representative for the Tousey Varnish Co. of Chicago, and resident of Greenville, was met by a friend the other day and was asked the usual question, "How's business?" "Business is good," said Max—"that is, the last I got was good."

J. Cole, of Cole & Cole, men's clothing and furnishing goods dealers, Flint, was in Detroit on business last week.

The Beals & Selkirk Trunk Co., of Wyandotte, has purchased the stock of leather and traveling goods of Shadbolt & Chase, 11 Grand River avenue, East. J. Bruce Crider has been selected to manage the store, which will be made one of the most up-to-date in the city. Mr. Crider has been employed by Tuttle & Clark for a number of years and has had long experience in the leather goods business, besides having many friends in the city. Assisting Mr. Crider will be Robert E. Crebo, also well-known to the traveling public, he, too, having been connected with Tuttle & Clark for a number of years. Both Mr. Crider and Mr. Crebo are young and aggressive and it is the belief of their many friends that when the Beals & Selkirk Trunk Co. selected them to look after its interests it made a most happy choice.

Mr. Davis, manager of the E. R. Beal drug store, at Ypsilanti, was in Detroit on business last week.

P. J. Dosey, formerly manager of the Hartford Suspension Co., Detroit branch, has been appointed sales manager of the George W. Houk Co., of Buffalo.

Don't cry over spilled milk—suppose it was a quart of rye in a dry county.

C. M. Sullivan has connected him-

self with the Federal Rubber Manufacturing Co. and will act as salesman, with headquarters in Detroit.

George Farrell, department manager for the Elliott-Taylor-Woolfenden Co., has purchased an automobile. According to the latest reports, George still has "buck fever" and is afraid to shoot through the innocent crowds with the machine.

After receiving the giant cigar from Grand Rapids, we have decided to discontinue the blackmailing department in Detonations.

The ice man will now have his weigh and take his pick in the ice box.

Great, big, good natured Otto Dryer, assistant manager of the sporting goods department for Standart Bros., has decided to cast his lot with the weary benedicts, announcements having been issued to that effect. Usually our sympathy is extended to those who are joined together by marital vows, but in this instance our congratulations are extended to Miss Nellie Rush, Mr. Dryer's fiancée and to Mr. Dryer himself. Otto, who travels a portion of the time, is a member of Cadillac Council and has won the friendship and admiration of those with whom he has come in contact, both in a business and social way. Miss Rush is one of Detroit's charming young ladies. The Tradesman joins with the popular young couples' many friends and acquaintances in extending them best wishes for a happy and prosperous wedded life. The wedding takes place May 28.

Mr. Dorrance, of Dorrance & Garrison, druggists of Wyandotte, was in Detroit on a business trip last week.

If you want to know just how many pieces of furniture you own, try going through the house after dark with no lights turned on.

Herbert Murray has been confined to his home with an abscess on his foot. Mr. Murray represents. A. Krolik & Co.

Kind words may be more than consonants, but the butcher won't accept them for a piece of meat.

Ches Brubaker, famed humorist and general merchant of Mears, was in Detroit Tuesday—! ? (—) ! ("—") !

J. A. Grunwell, general merchant of Smith's Creek, inspected the Detroit markets last week.

Walter Churchill, general manager of the bank at New Era, writes on beautiful bond paper that economy as practiced by women begins at home and gets no further than hash.

Over 400 out of a possible 600 reservations are made for the Board of Commerce cruise to Duluth June 18-22. There is much mystery in regard to the plans for the entertainment on board ship during the cruise, which after all is said and done, will still be kept secret by the participants. Suffice to say, Detroiters are getting up the trip.

Bert McConnell (Burnham, Stoepel & Co.), who was suddenly called to the home of his mother in Warsaw, Ind., a short time ago, reports she is gaining rapidly and is now out of danger.

Joseph Koelzer, for twenty years with Walter, Krausman & Kuhn, has severed his connection with that firm to engage in business for himself. He has opened a new store at the corner of Mack and Mt. Elliott avenues and will carry a complete line of men's and ladies' furnishing goods. Mr. Koelzer is held in high esteem by his many friends in the city and when he held his opening his store was literally filled with flowers as tokens of their regard. He is peculiarly adapted to a mercantile career by business ability and personality and if Joe Koelzer doesn't achieve success it will be because—there is no business.

A man who kills his time generally manages to do likewise with other's time.

The R. A. Carmichael Co., manufacturing chemists, after a very brief career in business, has been obliged

to use larger quarters and a \$50,000 building is being erected for it at the corner of West Jefferson avenue and Pleasant street, overlooking the Detroit river. The building will be made of re-inforced concrete and will be modern in every respect.

Mr. Morse, of Morse & Co., leading druggists of Romulus, was a Detroit business visitor last week.

Don't forget the U. C. T. meeting Saturday night. Joint meeting of both councils.

For several weeks we have wondered at the heavenly smile of Allen Gustine, Burnham, Stoepel & Co.'s hustling young salesman and all round athlete. Our wonder grew until finally we made enquiries and now we are obliged to give the belated report of a 10 pound baby girl at "Shanghai's" home, and a 10 pounder of perfect dimensions is well worth smiling over. The stork called with its little friend on April 16.

U. C. T. assessment No. 122 is due and must be paid not later than June 10. Do it now.

The onlooker is often impelled to believe, after listening to the way some traveling men present their arguments, that their firm pays them for what they say instead of for what they sell.

At last the luckless hatters have had their turn at an early straw hat business.

Everything comes to him who waits.

James M. Goldstein.

Play Departments for Children.

The big department store of Jordan-Marsh Co., Boston, has opened a special playground for youngsters in a section of the toy department. When the buyer of toys was abroad this year he observed in England that all the great department stores had established special headquarters for children. That idea has been adapted and adopted by the Boston store.

A large section of the floor has been fenced off. Inside the fence are slides, "baby yards" for the littlest ones, with blocks and dolls all waiting to be played with; there are swings, tilts and merry-go-rounds free for any child to enjoy, and even a row of the fascinating collapsible playhouses, built of waterproofed canvas.

The principal feature of the playground is a huge sandpile, full of the well-known sand toys which give children so much amusement. This sand-pile stands in front of a great scenic painting representing the southern end of Nantasket Beach, a summer resort near Boston.

Across the aisle is a completely equipped camp, in charge of a manly chap of 16, who wears a Boy Scout uniform and stands ready to show the working of a modern camp equipment.

This side of the playground, intended for chaps a little older, is backed by a woodland scene.

It is not intended to check children, as has been done in former attempts to organize department-store day nurseries. But with their mothers sitting by, or if they are old enough, all alone while their mothers shop, the youngsters are invited to play in their own particular department to their hearts content.

The man who allows himself to be hurried in his buying is likely to find his purchase can not be sold in a hurry.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The Michigan Pioneer and Historical Society will hold its fortieth annual meeting in Lansing June 9 and 10, with Governor Ferris as the principal speaker.

The Jackson Chamber of Commerce has arranged with a film concern for moving pictures to advertise the city throughout the country.

Steel has been laid into Sandusky in extension of the Detroit, Bay City & Western Railway and Bay City merchants are rejoicing over the opening of this new trade territory.

The Women's Christian Temperance Union of the State will meet in Flint June 2-5, and 400 delegates are expected.

Bay City will entertain the probate judges of Michigan July 14-16.

The annual meeting of the Michigan State Firemen's Association will be held in Saginaw June 23-25.

Bay City expects over 500 visitors at the Michigan State Christian Endeavor convention Aug. 27 and 28.

Kalamazoo has sixty jobbing firms and the wholesalers are planning weekly trade tours, starting June 1. They will visit seventy-two places within a radius of fifty miles of the city.

The Michigan Humane Association will hold its annual meeting in Muskegon June 4 and 5.

Pontiac is renewing its efforts to secure new industries.

The Pere Marquette is building a new station at the foot of Court street, Port Huron.

The Battle Creek Chamber of Commerce is urging the merchants to decorate the lamp standards along Main street with flower boxes.

Lansing officials have returned from an inspection trip in Indiana and Mayor Reutter recommends to the Council the establishment of a municipal garbage collection system; also an incinerator plant.

Slot machines, even of the gum type, have been put out of commission in Owosso by Mayor De Young.

St. Joseph has adopted a new type of street lamp, which is expected to give the city more light at less cost.

"Menominee, the Home of Industry," is the slogan adopted by that city in a competitive contest. The

Made-in-Menominee exposition opens there June 1.

The Pettit Salt Co., of Milwaukee, is considering the site for building a large salt block.

The public of St. Joseph are cooperating with the Civic Improvement Association to make St. Joseph a cleaner, better and more beautiful city.

Efforts are being made at Saugatuck, Douglas, Fennville and vicinity to raise \$5,000 to secure a direct boat to Chicago this season.

Henry Knowlton has been re-elected Secretary of the Cadillac Board of Trade. The Board is making an effort to secure an efficient man to give his entire time to the advancement of Cadillac and that immediate section.

The new auto-tractor factory at Niles is under construction and will employ 100 men at the start.

Jackson has granted the use of Keeley park for county fair purposes this year. The fair is to be put on by the Retail Merchants' Board of the Chamber of Commerce and tents will be used instead of buildings. The date is the last week in September.

The Battle Creek Chamber of Commerce has opened a know-your-city campaign which includes visit by business men in a body to manufacturing plants.

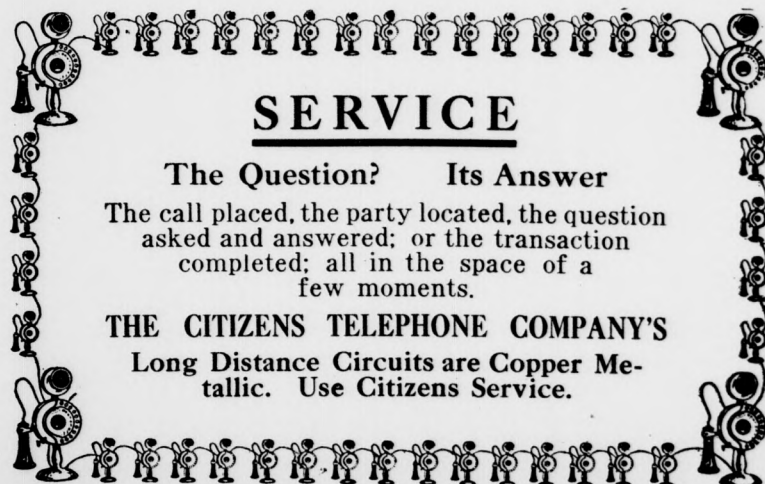
The Harrow Spring Works, of Kalamazoo, will start work soon on a \$15,000 addition to its plant.

Lansing looks for 8,500 Knight Templars of the State at the annual conclave June 2-4. Almond Griffen.

To Abolish Grocery Cat.

The traditional grocery cat is to pass into the realm of memory on the Pacific Coast if the example of Seattle is followed in the adoption of an ordinance pushed through in that city recently by A. F. Haas, President of the Council and Chairman of the Public Safety Committee, is approved.

The bill places a more rigid construction on the present ordinance providing for the protection of food-stuffs and sets a penalty for permitting domestic animals in stores or markets. In addition it makes it unlawful for any person to keep live chickens, ducks, turkeys or other fowl in cellars or basements under grocery stores, markets or other places where food products are sold.



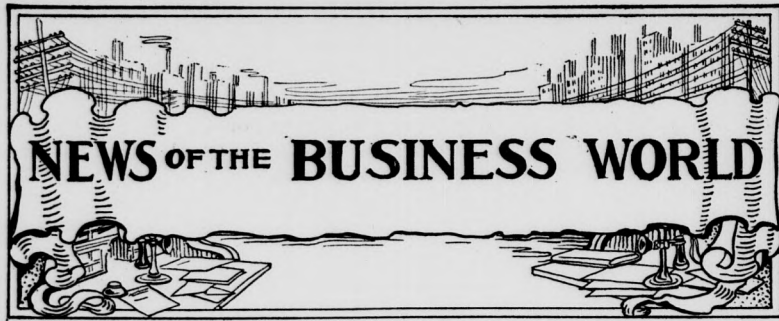
SERVICE

The Question? Its Answer

The call placed, the party located, the question asked and answered; or the transaction completed; all in the space of a few moments.

THE CITIZENS TELEPHONE COMPANY'S

Long Distance Circuits are Copper Metallic. Use Citizens Service.



Movements of Merchants.

Belding—Lypps Bros. have opened a garage and machine shop.

Phelps—Ralph Davis succeeds G. B. Marsac in the grocery business.

White Cloud—A. Pringle has added a stock of shoes to his repair outfit.

Cadillac—Nelson & Beckman have engaged in the electrical supply business.

Ionia—Louis Scheurer has opened a confectionery store on West Main street.

Thompsonville—A flour, feed and hay store has been opened by E. A. Gardner.

Copemish—D. A. Cornell has been succeeded by John O. Barnes in the drug business.

Grand Haven—N. E. Nejem is succeeded by Zanea Bros. in the confectionery business.

Fife Lake—Mrs. M. Grant has opened an ice cream parlor in the Brower building.

Lowell—F. B. McKay & Co. are about to take over the fuel business of Howard & McKay.

Croswell—C. Fisk lost his clothing stock by fire May 25. The loss was fully covered by insurance.

Hastings—D. Gibson, recently of Freeport, has opened an ice cream and confectionery store here.

Traverse City—Harry Weaver of Northville, succeeds H. L. Hughes in the undertaking business.

Charlotte—Bullen & Richey, dry goods dealers, sustained a severe loss to their stock by fire May 20.

Middleville—John Norris, who conducted a general store near this place (R. R. 5), has been succeeded by John Morris.

Negaunee—Levine Bros. are remodeling their store building by putting in a new front and entire new interior.

Tower—Dr. H. M. Dayton has sold his drug stock to S. M. Buning, who will continue the business at the same location.

Ishpeming—The dry goods stock of the August Hendrickson estate is being closed out and groceries only will be handled.

Ishpeming—Bayard & Hasselblad, grocers at the corner of Second and Bank streets, sustained a fire loss of about \$500 May 23.

East Saugatuck—John Lubbers has purchased the store and stock of general merchandise of P. Schutt & Son and has taken possession.

Ludington—Edward Juneau and Sam Stillwell have formed a copartnership and engaged in the dry goods and women's ready-to-wear clothing business at 327 South James street.

Montague—C. H. Lasher and Gus Nelson have formed a co-partnership and engaged in the feed and produce business in the Kison building.

Plainwell—Huntley & Honeysett are erecting a new store building, which they will occupy with their stock of groceries about August 1.

Ann Arbor—L. E. Buckley has opened a tea, coffee and spice store at 211 East Liberty street under the style of the Ann Arbor Coffee Ranch.

Kalamazoo—The Three Schaus, who conduct a millinery store at 320 South Burdick street, are closing out their stock in order to settle an estate.

Marquette—Tonella & Son, undertakers and furniture dealers, have remodeled the interior of their store building and installed a plate glass front.

Pogy—Clifford Wilson, recently of Hersey, has purchased the L. F. Corey stock of general merchandise and will continue the business at the same location.

Saginaw—Edward W. Morley was elected President and John E. Morley was chosen Vice-President at a meeting of the board of directors of Morley Bros. on May 23.

Grand Ledge—James Winnie has purchased the interest of his partner, W. W. Vanderbilt, in the Winnie Hardware Co. stock and will continue the business under his own name.

Bellaire—L. G. Van Liew has sold his interest in the L. G. Van Liew & Co. grocery stock to William N. Nutt and the business will be continued under the style of William N. Nutt & Co.

Ravenna—Fred R. Griswold has sold a half interest in his agricultural implement stock to John Conklin and the business will be continued under the style of Griswold & Conklin.

Mancelona—Fire damaged the Ira L. Moore store building and shoe stock to the extent of \$5,000 May 21. Insurance, \$4,000; also the L. G. Ball meat stock. Loss, \$1,200; insurance, \$600.

Flint—The Mutual Drug Co. has engaged in the wholesale and retail drug business, with an authorized capital stock of \$15,000, which has been subscribed and \$1,500 paid in in cash.

Jackson—George O. Payne has purchased a half interest in the real estate and insurance business of J. Trumbull & Son and the business will be continued under the same style.

Saginaw—J. B. Nauer, who has conducted a grocery store here for

the past ten years, has purchased the William H. Meader grocery stock at 230 North Warren avenue and will consolidate his stock with it at the above mentioned location.

Nashville—Charles E. Gutchess has sold a half interest in his agricultural implement stock to Glenn Bera, recently of Sunfield, and the business will be continued under the style of Gutchess & Bera.

Owosso—A controlling interest in the Kean Coal Co., has been purchased by George M. Phillips and George McCabe, both of Detroit. The name will be changed to Phillips & McCabe Coal and Lumber Co.

Ironwood—The Merchants and Miners Bank opened its doors for business last week, with Calvin E. Houk as Cashier. Mr. Houk is well and favorably known in Gogebic county, having been a resident of the county for twenty-five years. Until recently he was postmaster of Ironwood. The other officers of the Bank are: President, Frank H. Kearney; Vice President, Bert Winter; and Dr. J. H. Urquhart, Oscar J. Nordling, J. C. Thomas and P. H. Mullen, directors. The Bank has a capital of \$50,000 and surplus of \$10,000.

Lansing—A Cassopolis meat dealer who got in bad with the State Dairy and Food Department for selling adulterated meat products, put up the plea that he did not know of the adulteration. Attorney General Fellows, when asked for his opinion in the matter, held that a meat dealer can be prosecuted even though he be the innocent purchaser of an adulterated product manufactured outside the State. According to Mr. Fellows the Chicago houses responsible for the adulteration being outside the jurisdiction of the Michigan courts, the local dealer must be held responsible. While this seems hard on the local dealer it makes it necessary for him to exercise the greatest care to ascertain whether the manufactured articles he furnishes to his patrons comply with the requirements of the pure food laws. The purchasing of goods from Chicago jobbing houses which do not send out traveling salesmen frequently involves the retail dealer in humiliation, expense and prosecution and the only safe course for the retailer to pursue is to buy his goods through legitimate houses who do business legitimately through the regular channels of trade.

Manufacturing Matters.

Lansing—The Factory Supplies Co. has increased its capital stock from \$20,000 to \$50,000.

Detroit—The Detroit Pneumatic Tire Co. has changed its name to the Wilson Tire & Rubber Co.

Ironwood—The Vans Harbor Lumber Co. has removed its plant from Vans Harbor to this place.

Otsego—G. W. Campbell has built an addition to his bakery and installed a large oven therein.

Onaway—William E. Batdorff has leased his bakery and restaurant to Jacob Cousineau, who has taken possession.

New Era—The New Era Canning Co. is building an addition to its factory and will install a peach peeler.

Detroit—The Detroit Curled Hair Works has engaged in business with an authorized capital stock of \$1,000, which has been subscribed and paid in in cash.

Detroit—The Duz-It Chemical Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in property.

Saginaw—The Schust Baking Co. is erecting a new plant, 106 x 244 feet in dimensions, which they will occupy about October 1.

Marshall—F. A. Stuart is converting the Hardy Food factory into a cold storage plant, at a cost of \$8,000. The building was formerly occupied by the B. & B. Buggy Co.

Ludington—John H. Davis lost his iron foundry and boiler shop by fire May 25, sustaining a loss of about \$25,000. Insurance, \$11,000.

Turner—The Turner Lumber & Manufacturing Co. has been organized with an authorized capital stock of \$9,000, which has been subscribed, \$3,500 being paid in in cash and property.

Detroit—Mansell Hackett is organizing a new company in Detroit to manufacture selfstarters. Mr. Hackett recently took over the Disco Starter Co. and will operate the new concern under another name.

Flint—The Shank-Coupland-Long Co. has engaged in the plumbing, tinning and steam fitting business, with an authorized capitalization of \$10,000, of which \$5,000 has been subscribed and paid in in cash.

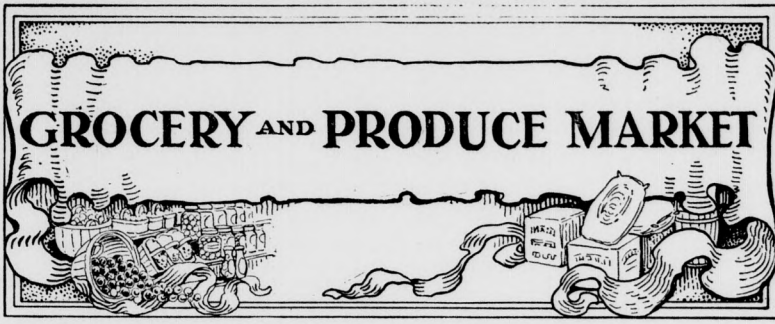
Jackson—The Union Steel Screen Co. proposes to build a gray iron foundry just north of its plant on Huron street. The company will use the foundry to increase its already growing local and foreign business.

Corunna—R. D. Letts, a farmer of Bannister, has begun suit against the Owosso Sugar Co. for \$5,000. In 1911 Letts raised beets for the company under contract, and in the fall, he alleges the company refused to accept them.

Bay City—Walter A. Hyland, plumber, has merged his business into a stock company under the style of the Hyland Plumbing Co., with an authorized capitalization of \$1,000, which has been subscribed and \$250 paid in in cash.

Detroit—Enough of the assets of the old Flanders Manufacturing Co. in the way of plants and property at Chelsea and Pontiac have been sold to enable the Detroit Trust Co. to issue an additional 5 per cent. dividend bringing the total up to 45 per cent.

Kalamazoo—The Pushvac Co. has been re-organized with E. Rinehart as President and J. C. Edden as Secretary and general manager to manufacture a vacuum cleaner which is to be known as the Kalamazoo. The right to manufacture this machine, which is to be equipped with three bellows and an adjustable brush and sweeper, was purchased from a Chicago concern.



Review of the Grand Rapids Produce Market.

Asparagus—65c per doz. bunches.

Bananas—The price has advanced to \$3.50 per 100 pounds. This increases the bunch price to \$1.50@2.75.

Butter—The market is active. The consumptive demand is good. Prices are unchanged. The quality of the butter now arriving is good. Prices are ruling high, considering dull business conditions, but in spite of this some large traders believe the market is as low as it will be for the season. Factory creamery is now quoted at 26@27c in tubs and 27@28c prints. Local dealers pay 17c for No. 1 dairy and 13c for packing stock.

Cabbage—\$2.20 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 per dozen for home grown hot house.

Eggs—Receipts continue very liberal and the quality is fine. The market has declined 1c per dozen during the week, due entirely to the increased receipts. No important change is looked for soon. Local dealers pay 18c f. o. b. Grand Rapids.

Green Onions—18c for silverskins and 12c for evergreens.

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

Lemons—California and Verdellis, \$4.50 for choice and \$5 for fancy.

Lettuce—Eastern head, \$1.75 per bu. Hot house leaf is steady at 8c per lb.

New beets—75c per doz.

Nuts—Almonds, 18c per lb.; filberts, 15c per lb.; pecans, 15c per lb.; walnuts, 19c for Grenoble and California; 17c for Naples.

Onions—Texas Bermudas have advanced to \$2.40 per crate for yellow and \$3 for white.

Oranges—Californians are in ample 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 first of the month. The price is steady at \$3 per crate.

Plants—Tomato, 65c per box of 200; cabbage, 65c; Geraniums, \$1.25; Salvia, \$1.25; pepper, 90c; pansy, \$1.25; asters, 90c; egg, 90c; daisy, 90c; celery, \$1.

Potatoes—Old potatoes are decreasing in supply, and prices during the week were very easy. There are some new potatoes rolling, but no appreciable

quantity has reached this market so far. The expected increase in prices for old potatoes did not materialize. It will not be long before the seeding season is over, and then farmers will probably ship all available old stocks remaining to market. What the price will be will depend largely upon the amount of new potatoes available. 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 13@14c 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—10c for round and 12c for long.

Spinach—65c per bu.

Strawberries—The supply is not equal to the demand. Most of the berries this week were from Missouri and Tennessee. Southern Illinois berries probably will be in command of the market before the end of the week. Berries have not been standing up very well in transit this year, and the best varieties which stood shipment best have naturally commanded steady prices. Missouri stock commands \$3.50 per 24 qt. case and Tennessee stock fetches \$3.

Tomatoes—\$3.50 per 6 basket crate of Floridas.

Veal—Buyers pay 8@12c according to quality.

The Grocery Market.

Sugar—All of the refiners except Warner and Arbuckle advanced their quotations to a 4.20c basis Tuesday. Warner and Arbuckle still keep their soft grades on a 4.10c basis. The consumptive demand for refined is improving and the prediction the Tradesman made on May 13, that sugar would go higher is now fully confirmed. Those merchants who availed themselves of the Tradesman's advice and laid in supplies on the basis of the market, then prevailing have made enough extra profit to pay their subscriptions for many years to come. The recovery of raw sugar has been rapid since the situation turned and a half cent more is now asked than would have secured Cubas earlier in the year. The simple explanation of the recent spurt is the inception of the rainy season on the island, where only sixty-six centrals are now grinding cane, estimates of the crop moreover being reduced 35,000 tons. Europe has been buying steadily and refiners, with an active

enquiry for granulated contracts, could not afford to pursue a waiting policy and possibly lose their market. Refined has not advanced proportionately, although the 10 point rise during the week brings fine granulated to 4.20c, as against 3.75c this spring, or an advance of 85 points. All interests are firm at the advance, refusing to make thirty-day contracts and in most cases insisting on prompt shipment assortments with orders.

Tea—The local markets are quiet but firm. Stocks of all kinds in New York are exceptionally low, but no speculative buying is being indulged in, even on an advancing market. All grades of Japan teas are from 1@1½c higher than a year ago and the prices for new crop teas in Japan are that much higher than last year. Formosa teas are opening up on an advance of 1½c and Congous from 10@15 per cent. on all grades. Ceylon and Indias have never held so strong a position in the market as to-day and desirable teas are bought up eagerly.

Coffee—The market is unchanged. The demand for the finer cup grades of Santos coffee is good and the prices of such coffees are well maintained and show a premium over the ordinary grades which are not much wanted. Mild coffees are in fair demand at unchanged prices. Java and Mocha grades are steady to firm and unchanged.

Canned Fruits—Apples are unchanged and fairly active. California canned goods on spot are not very active from first hands; prices are unchanged. Some packers have named future prices during the week, on a basis of 5@10c below a year ago. The California peach crop is reported better than last year's, but the cherry crop not so good.

Canned Vegetables—Tomatoes are dull, but prices nominally rule on an unchanged basis. In spite of the prevalent dullness, packers do not seem inclined to shade. All the buying below the market is being done from second hands. Future tomatoes are also steadily maintained. Corn and peas are unchanged and quiet as to all grades. Small staple Eastern canned goods are unchanged, with the exception of spinach, which is 5@7½c higher, on account of the unexpected lightness of the spring pack. Contracts for new packing of French peas are now being made on a basis considerably higher than last year, as much as \$3 per case on some grades. The pack is partly a failure. Belgian peas will probably be in fair supply, on a basis about like last year. Italian peas are attaining some vogue in this country. They compare about with Belgians.

Canned Fish—Salmon of all grades is unchanged, but most grades remain steady to firm. Domestic sardines are still high and firm on the previously quoted basis. Imported sardines very scarce and very high; the new pack is being awaited, but will not be available for some time.

Dried Fruits—Peaches and apricots are unchanged and quiet. Raisins, currants and other dried fruits dull and unchanged. Prunes on spot are quiet and unchanged. Future prunes

are soaring around a 6@6½c basis, but it is by no means certain that this price can be maintained. The coming crop promises to be about 100,000,000 pounds, which is about 50 per cent. of normal. The European crops, however, are better than usual, and if this keeps those countries from buying our prunes there will be plenty to supply our own trade, and no excuse for the present high prices. Buying of future prunes is very light, nobody having much confidence in the market.

Cheese—The consumptive demand is increasing as the weather grows warmer, and the make is increasing also. The market is steady at a decline of ½c. Cheese is believed to be about on bottom by most operators. As soon as we have full grass cheese, which we will have in about a week, there will probably be an increase in both the consumptive and speculative demand.

Matches—The Diamond Match Co. put on a deal last week which will be operative until July 4. The deal consists in the giving of one case free with every ten cases or one-half case free with every five and a half cases.

Rice—The market is practically at a standstill. The heavy importations of foreign rice have filled up the country along the seaboard and even New Orleans is feeling the competition. The cut in the duty and the partial failure of the domestic crop last year facilitated the movement, but the South has been able to work off its supplies in the West and for export, so that there is no pressure of Honduras fancy head or Japans. The easy tone is rather for the poorer quality of Honduras. The crop is late in the South and the acreage smaller in some sections, although increased, it is said, along the Mississippi River.

Salt Fish—New mackerel will be available in a few weeks, not only shores, but Irish and Norways. The new season is about beginning, but it is impossible to forecast it. Cod, hake and haddock are unchanged and quiet.

Molasses—The market is seasonably dull, for the consumption is checked by the prevailing warm weather. Distributors have a good supply of grocery grades, both foreign and domestic, and show but routine interest. Blackstrap is dull and merely steady. The strength of sugar has a certain sympathetic influence on molasses.

The Michigan Exchange Private Bank has purchased a lot, 50x100 feet in dimensions, at the intersection of Grandville avenue, Cordelia avenue and Roosevelt street and will immediately proceed to the erection of a modern and thoroughly up-to-date bank building, which will be occupied by the Clyde Park branch of the parent institution on Grandville avenue.

Morgan Johns, formerly in the employ of Foster, Stevens & Co., has taken charge of the hardware store of the late Ira Van Valkenburg, 1405 Lake Drive, pending a sale of the property.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 25.—John K. Jacobson, the popular grocer at Newberry, reports very satisfactory conditions this year and has purchased a new Case touring car, so that he can enjoy life. Mr. Jacobson believes that all work and no play makes Jack a dull boy and he is going to devote every minute of his spare time picking out the good roads and high spots.

The "only hotel" at Cedarville is being enlarged and partly rebuilt on a larger scale in anticipation of a large tourist trade this season. It is expected that the work will be completed about July 1 in time for the tourist season. This will fill a long felt want at Cedarville, where hotel accommodations have been sadly neglected for the past few years, and as it is one of the most popular resorts on the Snows.

H. P. Hossock & Co., leading merchants at Cedarville, are looking forward to a good season and are purchasing supplies accordingly. While Mr. Hossock is a very busy man, he is always ready to greet the weary travelers with a smile and usually gives them a good order to keep them good natured.

George LeFleur, of Cedarville, who for the past two years has been conducting a confectionery store and also a barber shop and boat livery has outgrown his present quarters and is putting up an addition to his building, so as to be in better shape to take care of his largely increasing business. When completed it will be one of the largest buildings of its kind at the Snows. The work is progressing rapidly and he hopes to have a grand opening during the tourist season. It certainly will be a credit to Cedarville an ideal resting spot for automobilers where they can get soft drinks and confections. Cedarville has been noted for the past few years as an ideal motoring spot and many Soo auto enthusiasts usually make the Snows on their tours.

Fenlon Bros., of Hessel, are about ready for the tourist season and expect to open their meat market this week, when they will be ready to supply the tourists in their neighborhood. Mr. Fenlon has made great preparations for the tourist season this year and many new cottages are being built in the neighborhood. Mike Fenlon is branching out somewhat, equipping a room next door to his grocery store which he is fixing up into an ice cream parlor which will be a credit to Hessel.

Fred R. Price, one of our leading druggists, has won a Reo offered by one of the leading insurance companies for the largest amount of business written up for a certain period. Mr. Price is now enjoying life with his family and many friends seeing the sights with his new auto. Fred says it pays to hustle and he does not regret the amount of extra work that he has done to win.

McNalley & Donnelly, pioneer butchers of Mackinac Island, expect to move from the winter quarters into the new Mulcrone market for the summer. They report a satisfactory business during the past winter and are prepared for a large summer business this year. Miss Donnelly, their popular book-keeper, has returned to take charge of the office work, after having spent the winter with relatives in Detroit. She reports a most delightful winter in the metropolis of Michigan, but is more than pleased to get back to her Island home, where her many friends were glad to greet her, as she is of a very charming disposition and was greatly missed during her absence.

Wm. Kirkbride, the leading butcher of Pickford has purchased a new auto this year to take care of his increasing business. He is a hard man

to find at his office during the summer months.

F. Watson, supervisor of Pickford township, brought in a load of beef and veal to the Soo this week by the auto stage. Mr. Watson is also contemplating purchasing an auto in the near future, so that it would be well for the arm of auto salesmen to see Mr. Watson before he decides upon the best car.

The Soo-Pickford Stage Co. has resumed auto service between Pickford and the Soo and is now making regular daily trips, leaving Pickford each morning at 7 o'clock and leaving the Soo on the return trip at 2 except Sundays. The roads are now in good condition and good time is being made.

"One can always take courage by throwing one's self into some work."

Mr. and Mrs. Lawrence G. Muehling leave this week for Kansas City where they will open their Chautauqua season. Their many friends here will miss them, as they have been very active in social life here, taking part in most all of our entertainments during the past year. Mr. Muehling was editor of the Farm Journal for the Evening News and was a very busy man during business hours.

J. A. McDonald, Jr., member of the firm of Goetz & McDonald, DeTour, was a city visitor this week.

The first violation of the city fire ordinance was that of J. Napoleon, conducting a grocer and confectionery store at 554 Ashmun street. Mr. Napoleon started to erect a frame building in the restricted district and when complaint was made by the fire chief, Mr. Napoleon was given until 2 o'clock the following Monday to take it down.

J. Thompson, proprietor of the creamery at Rosedale, has announced that he will begin operations at the creamery about Tuesday of this week. He is very much encouraged with the outlook for the season and states that he has contracts for about twice as much as he had last year and that the farmers are falling in line this year and willing to contract to sell milk to the institution. Mr. Thompson has great faith in Chippewa county as a dairying country and his success means much to the farmers throughout Rosedale, who will also profit thereby.

"Youth is the best time for improvement."

The Prezlauer Bros. Co., one of our leading dry goods stores, had a unique demonstration here last week by putting a Whittall rug on the walk in front of the store to be walked on so as to test its wearing qualities. An employe was stationed to keep tab on the number of people passing over this rug and Saturday night a total of 45,291 people had walked on the rug, the traffic being divided as follows: Monday, 6,000; Tuesday, 10,000; Wednesday, 5,500; Thursday, 9,000; Friday, 12,000; Saturday, 12,791. This was not counting the go-carts, bicycles and dogs that also walked on the rug. Rain also fell on it for a short time one day, but the rug seemed to stand the strain without losing its colors and by the means of a vacuum sweeper, 11¼ pounds of dirt was removed from the rug. The rug will be thoroughly cleaned and sold to the highest bidder at auction. This was the first demonstration of this kind ever pulled off at the Soo and much interest was taken in the matter by numerous citizens here.

Another candidate was about to be announced for Congress from his district in the person of former State Senator Fowle. Mr. Fowle would be a very able representative, but it is reported that Joseph Bayliss is so far in the lead that Mr. Fowle's friends are of the opinion that they are too late in launching his candidacy, as Bayliss has most of the districts lined up and his many friends predict him an easy winner.

Chippewa county is to have another

new industry in the Michigan Forest Products Co., which will take over the mills and store of the P. C. Fuller Co., at Strong's. The new concern promises to develop into a large institution and will employ hundreds of laborers. The camps, sawmill and probably a large manufacturing plant will be located at Strong's, and the company will utilize every class of wood on its limits for manufacturing material down to four-inch stock. The new concern will manufacture small wooden wares and novelties of various kinds. C. Lansberry, general manager of the Michigan Forest Co., completed arrangements at Strong's last week to start his camps. Engineers of the company have surveyed the right of way for a lumbering road which will run eight or ten miles north into the woods. The spur will leave the D., S. S. & A. track on the switch now used for the mill of E. Turner, swinging around to the south and west of that mill. Camps have been started two miles north of Strong's by William Keelan, a jobber for the new concern. Mr. Keelan says he will have about twenty families in his camp next week and he is looking for married men, as they are more apt to stick to a good job than the roaming population. They expect to pay good wages and furnish comfortable quarters for the employes. It is expected the mill will have a twenty-five years' run. It will manufacture step ladders, tool handles, clothes pins and other small wooden goods. The manager has planned to clean up every bit of timber or the company's land and utilize it for some purpose or other. The three forty-acre tracts owned by the Western Lands Security Co. were purchased by the Michigan Forest Products Co. last week to increase the latter's holdings in Superior township, which now extends from Strong's to the Lake. This will be a big boom to the little town of Strong's, between Newberry and the Soo. E. Turner, of Strong's, has also opened his mill again, with about five years' cut ahead.

The Odd Fellows' Encampment at the Soo last week was a great success. There were nearly ten thousand delegates present and from all reports the visitors had the best time of any encampment in the history of Michigan. The weather for the week was ideal and entertainments were numerous, affording the visitors also to go trout fishing in the rapids, some of whom have never had this opportunity before, and many went boating and sight-seeing, and it was with considerable regret that they had to get back home, but their visit at the Soo will be long remembered.

There is no load that will break a man down so quickly and so surely as a load of revenge. The man who tries to get even with others has few opportunities of gratifying his hatred, but he is all the time corroding himself.

Munising is rejoicing over the Lake Superior Veneer & Cooperaage Co. doubling the capacity of its mill this year. The increase was due to purchases last year of the Forester and Worcester holdings. The output of the shingle mill and of the copperage department of the company will probably not be materially increased. The output of the enlarged mill will be about 15,000,000 feet of lumber annually and it is expected that the company will run the mill the year round. A number of Soo people are heavy stock holders in this concern and the increase will be felt here locally.

Joe Ermatinger, a former Soo boy, but for the past few years being with the Milwaukee Free Press, has resigned his position with the Press on account of his eyesight and has engaged with T. S. Andrews in managing the Queensbury Athletic Club of Milwaukee.

The Richardson Lumber Co., of Alpena, has gone into the cattle raising business and has purchased a number

of cattle which have been put on the lands at headquarter camps near Cornwell. It is expected that by next year they will be owners of a large herd of cattle, as their lands are ideal for cattle raising and they are looking forward to a good future. This is another proof of how Northwestern Michigan is developing as a cattle raising section.

Four things that can never come back—the spoken word, the sped arrow, the past life and the neglected opportunity.

Lawrence Lee, postmaster and proprietor of the grocery store at Dafer, purchased a new touring car last week and his friends state that Lawrence seems to have been born a chauffeur of marked ability, as he can now make the trip hitting only the high spots between Dafer and the Soo, which is some record for an amateur.

Henry Coulter, one of the largest and best looking men in the Soo, having been a resident here for many years, left for Sudbury, Ont., last week, where he has taken a position with the police department of the Canadian Pacific Railway. It seems that Canada is looking for the best of material and only men of unusual height and strong physique need apply. Mr. Coulter is an exception to the general rule and would be a sure winner in the line of giants at a county fair. The Soo can feel proud to furnish a man of Mr. Coulter's dimensions.

A. Jacobs, the hustling salesman for Franklin McVeigh & Co., sold his Ford car and purchased a new Maxwell. Al's trade has been increasing so rapidly of late that he had to make the change in order to keep the pace.

T. Durocher, one of our local contractors, has been awarded the contract to finish the construction work on the Mackinac Island breakwater. The original contract was let to a Bay City firm, who after looking over the work realized the expense of getting the plant in operation and decided that there was no money in the deal for them and turned it over to Mr. Durocher. This is pleasing news to their many friends here, as Mr. Durocher has been one of our most successful contractors and according to statistics has been doing the best work in his line in the Upper Peninsula. The residents of Mackinac are also pleased to note that Mr. Durocher is to be the contractor, as he has done work there before and will be located on the island during the summer.

"You cannot dream yourself into a character, you must hammer and forge yourself into one."

N. W. May, of Escanaba, was a city visitor this week. The forest fires which have been raging in Chippewa county for the past week were checked Thursday by the rain. The greatest damage has been done in Whitefish and Superior townships. The Bartlett Lumber Co., at Shell-drake, sustained a loss of several million feet of timber, partially covered with insurance. One of the Smith camps, near Rexford, was burned last Monday. On the Canadian side the fires have worked through almost to Steelton and for a time the residents of that suburb were alarmed.

The way to make the best of any situation is to make it better.

Wm. G. Tapert.

Don't sell side lines too close with the idea that they do not need to carry their share of the running expenses. A side line is as much part of the business as any portion of the main line.

GEO. H. DAVIDSON
Consulting Contractor and Builder
Estimates and Superintendence Furnished
on Short Notice
319 Fourth National Bank Bldg.
Citz. Phone 2931 Grand Rapids, Mich.

Timely Hints to Feature.

Written for the Tradesman. Although many merchants do not fully realize the fact, this is an excellent season to push the sale of canned goods as an alternative to fresh fruits.

With most housewives, last year's stock of preserves is running low. By the end of May the family larder, so far as preserves are concerned, has usually struck a monotonous gait. It may be all peaches or all raspberries or all black currants; but there is little variety.

The demand for variety will, naturally, be met to some extent by the sale of fresh imported fruits. Nevertheless, there is a certain monotony even in these, and many consumers shrink from the expense. To cater to these, canned goods should to some extent anyway be featured.

Prominence can profitably be given to many lines—canned vegetables and fruits, jams, marmalades and pickles. With the advent of really warm weather, there is a natural demand on the housewife's part for ready-to-eat viands; and a goodly share of the canned goods in stock are ready for the table, or can be made ready with a few minutes' warming.

A good interior display can be made in close proximity to the regular provision counter. If you want to sell—and you certainly do want to sell—put the goods where people will see them. The canned fruits and vegetables lend balance, so to speak, to the cooked meats and fancy biscuits, and allied with these lines will help to make a "Ready-in-a-minute Breakfast Table" which will appeal to the busy housecleaner, who hasn't the time or the inclination to prepare elaborate meals at this time of the year.

Window display, too, is an important medium for the pushing of this class of stock. It is very easy, with the aid of the brightly labeled cans and jars, to prepare an attractive trim which will appeal to the passerby.

A good idea is to show the canned goods in conjunction with fresh fruits and vegetables. Such a display will help to drive home the fact that only the first fruit and vegetables are used in canning.

In any window display show cards should be used liberally. They help, if brightly, attractively worded and neatly prepared, to drive home a moral which otherwise might be lost.

It is good selling policy to feature the fact that you offer variety in canned goods. Few purchasers are familiar with all the new and attractive lines that have been put upon the market in the last few years. A display devoted to emphasizing the fact that everything is canned now-a-days (or pretty nearly everything) will prove decidedly educative.

William Edward Park.

Honks From Auto City Council.

Lansing, May 25.—Our Secretary has just received notice of accidental injuries sustained by E. M. Holloway, one of our members living at Lowell.

Clyde Munn is the new member of the sales force of the Perry Barker Candy Co. By strict application and industry, Mr. Munn has won the con-

fidence of the management and is deserving of a liberal patronage by the trade. We predict a bright future for him.

James F. Hammell, in his official capacity as District Deputy, visited Adrian Council May 9 and Muskegon Council May 16. Mrs. Hammell accompanied him on the latter visit.

C. S. Waters (Canton Art Metal Co.) started for Flint this morning with two grips and a smile that could be noticed a block away. He says business was exceptionally good last week.

E. H. Simpkins says he will not drive to the Grand Council meeting in June unless the roads are decidedly better than they were yesterday. Getting stuck several times in one day has a natural tendency to cool the ardor of the most enthusiastic motorist.

M. E. Sherwood and family spent the week end at Long Lake, near Howell, accompanied by John Newton and family.

J. J. Manz, of Holt, opened a new and up-to-date grocery store last Saturday. Fred Mottt, of the National Grocer Co., secured the stock order, which included everything from tooth picks to barrel salt. The starting of this grocery was somewhat unique in that the entire stock was purchased of one house and through one salesman. The Michigan United Railway placed at the disposal of the National Grocer Co. one of their largest freight cars, which was loaded "to the roof" in front of its place of business and ran directly to the rear end of the store at Holt. A complete stock was purchased, packed, shipped, unloaded, unpacked and partly sold all in one day. Can you beat it?

Stewart Harrison (Mueller Furnace Co.) has purchased a new Ford, with which he is covering his entire territory.

Geo. O'Tooley says it is just fifty miles from Lansing to his mother's kitchen door near Belding, where he finds the best chicken dinners in Michigan any Sunday that the roads are in condition for such a drive. Last Sunday was his fourth trip of the season.

It is now reasonably certain that the excessively bright lights of an approaching car was directly responsible for the auto accident just east of our city last night, which resulted in the death of one person and the serious injury of two others. It is, of course, necessary to have lights, but what's the use of overdoing it?
H. D. Bullen.

Mighty Merits From Muskegon

Muskegon, May 25.—We all had a good time in seeing Messrs. Lysman and Patterson instructed in our mysteries. After the meeting a banquet was held at the Muskegon Hotel, where Mr. Ashley acted as toastmaster in a very creditable manner. Wilbur S. Burns and Hotel Inspector Hammell talked on their experiences on the road (probably some of our boys did not want to give theirs), which were very good. Prosecutor Galpin told us what a good bunch of fellows we are and Charley French talked on how a customer should treat a traveler.

It has been reported that Ed. Munroe has bought a pair of rubbers to wear in Grand Rapids next week.

Secretary Foote is the proud father of a little girl. Mrs. Foote and the new arrival are reported to be doing fine.

Captain Nick Ludoff asks more of the boys to come out Sunday or we won't have a baseball team.

Brothers Anderson and Hobbs are the main features in a moving picture entitled The Trials of the Traveler. Mr. Van Sickle, of Fremont, took the picture. Anyone can see same by asking Van.

This ought to be enough for a beginner. Ask Jim Goldstein.
Milton Steindler.

Boomlets From Bay City.

Bay City, May 25.—The speed craze has claimed another victim. Fred La France, undertaker and liveryman, one of the best known residents of our city, was killed last Tuesday in an automobile accident caused, it is alleged, by the car being driven at too high rate of speed.

The Detroit, Bay City & Western Railway, which is being constructed from this city to Port Huron, will it is reported, be completed to Sandusky by July 1. This railway will be of immense benefit to the terminal cities and to the country through which it runs.

The rain that has fallen in Eastern Michigan since last Thursday is worth many thousands of dollars to the farmers, as it was badly needed, owing to the drought.

Ross Noble returned last Friday from a trip through the Upper Peninsula.

Frank Harman, who has been confined to his home several months by illness, is slowly but steadily improving. We hope to meet you in your territory soon Frank.

Mrs. Wm. E. Bouche, who was taken to a hospital recently, is making a rapid recovery.

One of the live towns of Northern Michigan is Gaylord and its stores will compare favorably with any in the State. Guggisberg Bros., the hustling shoe merchants, are now located in the center store of the Kramer block and, by carrying in stock the best lines of shoes, strict attention to business and courteous treatment of their patrons, they are rapidly increasing the volume of their business. They recently added a well-selected stock of men's furnishings and hats.
Pub. Com.

Unless you are doing something to increase the profits of the business, there is little chance of your getting an increase in your pay.

DIAMONDS

Where Quality is as Represented

means much to buyers of diamonds. You know that no one item in the Jewelry Business is as great a test of honesty of the seller as a diamond.

Our stock and the quantity we sell is large.

We give an honest quality and size for the price you pay and we stand back of every gem we sell.

We cannot do more and we would not do less.



HERKNER'S

Where Quality is as Represented

114 MONROE AVE.



Give your customers "White House" good and plenty. It will be worth your while to believe every word we say about it—for, believing, you will handle it; and, handling it, you will be glad that you did believe.

Distributed at Wholesale by
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(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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E. A. STOWE, Editor.

May 27, 1914.

UNFORTUNATE ALLIANCE.

When the directors of the Pantlind Hotel Company awarded the contract for the construction of the hotel to the Fuller Construction Co.—rated blank by R. G. Dun & Co.—the Tradesman immediately predicted that, much as the hotel would mean to Grand Rapids, the advantage would be more than offset by the unfortunate elements which would be introduced in the city by the Fuller Company. Subsequent events have more than proven the truth of this statement. The construction is now well along and the tenants who are to put in their own interior finish are ready to let their contracts. Of course, preference will naturally be given local contractors, for obvious reasons, but the Fuller Company has promulgated an ultimatum that no one but the Fuller Company can do any work in the Pantlind building until the building is turned over completed on account of the iron-clad agreement it has with representatives of union labor that none but union labor can be employed on any building under construction by the Fuller Company. The local representative of the Fuller Company frankly states that he has nothing but contempt for union labor, but insists that his corporation has a binding agreement with union labor which it is obliged to maintain inviolate. This means that the stockholders of the Pantlind Hotel must suffer the loss of several thousands of dollars in rentals they would otherwise receive if their tenants were permitted to install their interior finish while work on the main part of the building is in progress by utilizing local labor which is free from the thralldom of union domination.

The Tradesman congratulates Mr. John W. Blodgett upon the selection of a local contractor for the new John W. Blodgett Hospital, thus avoiding the disaster which would otherwise have resulted to the industrial situation of the city from a continuation of the Fuller-union labor regime.

THE WINTER WHEAT CROP.

Not often have such widely conflicting estimates been published as those which deal with the injury done by insect pests to the present winter wheat crop. Field experts who were

in the infected territory saw no damage ten days ago, but others who had examined closely found the fly in the roots of the growing plant, and since then the more fields inspected, the greater the infection discovered. It is difficult to tell at present how much territory is affected for experts have not had time to cover the entire winter wheat states east of the Rockies. The fly will have to work fast to do much more work, however, as harvest is now only ten days to six weeks off.

In general, the wheat market agrees that the June report of the Government, due a little over a week hence, will lower winter wheat's condition at least 5 points from the 95.9 per cent. of the May estimate. That would still leave the average condition 12 per cent. above last June, and higher than any percentage for the month since 1898. Secretary Coburn, of the Kansas Agricultural Department, says that there is no serious damage from Hessian fly in that State. Reports covering the State made to the railroads say there have been good rains of late, except in the eastern part, and that conditions never were better.

On the other hand, there are crop experts, who, after covering the winter wheat states of largest production, say that 50,000,000 bushels must be allowed for the loss to date, although they add that no one can tell exactly. One of them asserts that the exceptional promise has disappeared, and that a crop of only 550,000,000 bushels is possible—the same as the Government estimated in April, as against the recent Washington forecast of 630,000,000, and the trade's recent outside expectations of 650,000,000. This is the extreme view, although a good many people now admit that a limit of 600,000,000 bushels is possible. The maximum yield on record, last year's, was 523,561,000.

What can be positively said is, that the damage from Hessian fly will probably turn out to be the most serious known in many years, over a territory larger than in any recent experience. It has developed earlier than in any other year in the grain trade's recollection, and in greater numbers.

CHINESE EGGS PASS MUSTER.

Prof. M. E. Jaffa, who is in charge of the food law enforcement in California, has made a thorough test of Chinese eggs now coming into the country, and in his official report states that these eggs are as good and as sanitary as our own cold storage stock. The investigation was made on the urgent request of the Petaluma and Sonoma chicken raisers, and the professor's report came rather as an unpleasant surprise to them. They believed an examination would show the eggs to be insanitary and dangerous.

A woman who colors her hair green is taking a long chance on injuring her brain, the doctors say. But has the woman who colors her hair green any brain to be injured?

NOW AND NEXT AUTUMN.

Is the present dullness of trade the interlude before a season of real revival in the autumn or are present conditions to continue throughout the year? This is a question which every one is just now discussing. In place of the ultra-pessimistic feeling lately prevalent in business circles here, there is now perceptible a conviction that a turn in the tide is approaching and that the last half of the year will bring an unmistakable change for the better. This altered mood is not wholly sentimental, but is based on enquiries in hand for future deliveries; also on expectation that a stimulus must be impaired by the adjournment of a Congress which has enacted more destructive legislation than any previous Congress in the history of the country, the ending of suspense over the freight-rate problem, and the present prospects of bountiful crops.

At this season there should normally be a distinct improvement in business. It is not in evidence at present; and a majority of reports from merchants and manufacturers show that buying is only of a day-to-day requirement character, with little or no care for the morrow, the belief being that supplies for the morrow's requirements will take care of themselves. It is, however, a very prevalent impression that, when harvest comes and the crops begin to move, there will be a marked improvement. Railroads which can borrow the money are working their shops full time in the Central West, repairing bad-order cars and getting their equipment in good order for the fall crop movement, and they are buying supplies in a limited way. When the turning point comes—as it is bound to come sooner or later—there ought to be a decided expansion of trade activity; for the one sure thing about the situation is that supplies of goods, in the hands of manufacturers, jobbers, retailers and consumers are down to rock-bottom.

MISUNDERSTOOD FOOD LAWS.

While Uncle Sam is abolishing such things as the serial number food guarantee under the pure food law on the ground that certain unprincipled people take advantage of it for their own ends and thereby deceive the public, why not abolish a lot more of our laws and regulations because they have been unfairly taken advantage of by the people?

Take the case of the alum baking powders. Dr. Wiley said alum was poison and certain manufacturers promptly began advertising that their product contained no alum. The doctor claimed that benzoate of soda was detrimental to health and instantly there went up from certain manufacturers a vast deal of publicity to make the public believe that goods containing it were poison—and theirs did not. The same was the case with saccharine and other substances; likewise bleached flour and alum pickles and coppered peas. In every case the decrees were taken advantage of by advertisers for their own ends.

Aside from the fact that these claims have been proven false by competent chemists and dieticians, why not compel the manufacturers to quit advertising bogus claims on their labels on the ground that the public persists in misunderstanding them?

MUNICIPAL MARKET FAILURE.

Los Angeles reports a striking illustration of the fallacy of municipal markets for working tremendous reforms which are usually cracked up for them when they are first established. Such a market was established in that city to solve the high cost of living by bringing the producer and consumer together and eliminating the wicked middlemen. At a recent meeting of the City Council, the municipal market-master proposed a further extension of the system and found the city fathers unanimously opposed, having been enlightened by experience, they frankly admitted. The theorists figured out that by having the city furnish a place where producer and consumer could meet and trade, the wicked middlemen would be eliminated. So the city set up eight or ten market places—fortunately without any such expense as was lately proposed in New York City's \$10,000,000 marketing plan—and waited for the farmers to come in and the housewives to meet them with open arms and market baskets.

A year's experience has shown that they didn't meet. Instead the peddlers took advantage of the opportunity and the poorest people in town, satisfied with low grade products, bought of them under conditions of very doubtful sanitation. The average housewife still preferred the sure and convenient corner grocer and his ministrations and convenience. She would rather hire a specialist in marketing, and delivering, and selecting, and perhaps extending credit, than to do it all for herself.

Maintained prices mean the assurance of open markets, a willing field of distributors in every part of the land, the assurance that Nationalized products may be found everywhere in a Nationalized market. Price cutting means exactly the opposite—substitution, dissatisfied distributors, scanty supplies, and often dis-elimination from the market of desirable goods. Like all other forms of coordinated and systematized relation, certain forms of individual interest must bow to the common welfare, but the day is past in America when anything for the good of all the people should be subordinated to individual or class greed. In exactly the way that equality of right in civics has made America the happiest of nations, so would a legalized square deal born of equality of mercantile opportunity conduce to the emancipation of the merchant and guarantee a better public service.

Real friends are like the inside pockets of our vests. We may not often need them, but we know they're there.

PERFECT BALANCE.

System of Replenishment Which Duplicates Merchandise Sold.
Written for the Tradesman.

An inventory is the foundation of any efficient method of storekeeping. It is also one of the most important factors in the generation of the "quick turn."

An inventory, carefully planned and carried out, enables a merchant to keep his finger continually on the pulse of his business and places him in position to keep his stock at a minimum and his sales at a maximum.

Efficient inventory work carried on from week to week enables some progressive merchants to do as well as an Easterner who made \$6,000 net profit last year on a stock of \$7,000 worth of merchandise. This man has a day-to-day inventory, but it is simply an outgrowth of a week-to-week inventory, and is so beautifully refined that it is no harder to handle than one taken infrequently.

But to get back to the basic inventory. The tagging of lines is the first step.

Every item in every sub-department (not merely department, but sub-department) should have affixed to it a tag which shall carry blanks for the following things: The merchant's own stock number, the stock number of the jobber or manufacturer from whom the merchandise was purchased, the cost of the goods, the selling price and the quantity on hand. Tags of this kind very readily can be employed all the year round. Occasional renewal is all that is necessary.

The money-making merchant referred to above continually maintains a system of tags like these, and by simply walking around his store every evening learns in short order how much merchandise has been sold during the day and how much is on hand.

When an inventory is taken, it is comparatively easy for a clerk or checker to read off the merchant's stock number, the cost of the goods, selling price, and the quantity on hand and if sales have been made since the quantity was first noted on the slip, subtractions are easy to make by the clerks who made the sales.

The relationship between sales slips and these tags should be pointed out right at this point.

On the sales slips that go to each customer making a purchase, as well as on the duplicate of the sales slips retained in the store, should appear several items that are on the bin ticket: merchant's lot number, the cost in code, quantity sold and selling price. In addition to this the number of the clerk selling the goods should appear on these sales slips, so that his own efficiency, and volume of sales, may be checked up from week to week. Without a selling system of this kind, retailing degenerates into a slavish dependence on the cash register, and into guesswork.

Of course, an inventory by itself can do nothing. It is necessary that

records be kept and that once a week the sales slips that have accumulated during the preceding six days, be classified and the information thereon noted down in the proper place. A day book divided up among the various sub-department can be used to record the quantities sold, the cost and the selling price. This day-book is the guide to future buying since it tells the merchant from week to week how much he sold the previous week, the corresponding week in the previous month, and the corresponding week in the previous year. By comparing all these various weeks a merchant speedily learns how much merchandise he ought to keep on hand and when he should purchase more.

Another record book can be used to show the sales of the clerks—each division of this book should be given over to recording the sales of one particular clerk. By classifying sales slips at the end of the week, each clerks' record can easily be determined and compared with records previously made. By bringing this comparison to the attention of the clerks greater efficiency and greater energy can be stimulated.

An inventory and system of records like this can be maintained by a moderate-priced book-keeper or by the merchant himself. Many retailers in comparatively small towns are doing this efficiently in this way. Large organizations as well are using systems of this kind, and we might make reference here to the biggest one that occurs to us. A great chain of stores in England that has hundreds of branches runs a day-to-day inventory. Each day's record is telegraphed to the central office and each store has shipped back to it exactly the amount of merchandise sold that day.

Thus a perfect balance is kept in the stock of each store by a system of replenishment which duplicates each day the exact amount of merchandise sold. Anderson Pace.

Interesting the Children.

Here is the way a merchant in a certain town helped along his trade in dolls. He incidentally made friends with the children, which is one of the surest ways to interest and make friends with their parents.

In his advertising he made this offer: Any child under the age of twelve years who purchased a doll at his store was entitled to compete for a prize in a contest he inaugurated. The child purchasing the doll had her name registered, and was regularly entered. All of the dolls were to be dressed by the children unassisted by older persons, and all had to be ready by a certain date.

Then prizes were awarded, first, second and third, to the children who had done the doll dressing most artistically and neatly.

A German paper contains the following unique advertisement: "Any person who can prove that my tapioca contains anything injurious to health will have three boxes of it sent to him free."

Good Goods

Good goods means in our Coffee department, expert care in buying and roasting, extraordinary and unusual methods of cleaning, and 16 ounces to the pound.

Our Coffees Are Unexcelled

WORDEN GROCER COMPANY
Grand Rapids—Kalamazoo
The Prompt Shippers

YOUR CUSTOMERS KNOW THE

FRANKLIN SUGAR

Trade-mark!

We are constantly advertising FRANKLIN SUGAR by the most effective means—giving your customers samples and Recipe Booklets, as well as newspaper advertising. Women everywhere know FRANKLIN CARTON SUGAR is pure, clean, sparkling and dainty; they know the sealed CARTONS protect it from dust and dirt. All these things make FRANKLIN CARTON SUGAR EASY TO SELL and it PAYS YOU to sell it because the CARTONS save you time, work and loss from overweight.

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.



CLOTHING

Features of the Furnishing Goods Lines.

Salesmen now on the road are showing a great many novelties in soft hats for the fall season, and among these are droop brim effects, and in most of the lines the crowns are higher and are shown in diamond telescope effects. In most cases the bows are placed on the quarter, this being preferable to the style of the past few seasons when they were worn on the back. Wide bands will predominate, and there will be a very extensive use of puggarees. Velvet bands are, of course, relegated to the background, and few if any will be noticed, but as an example of the home producers leadership in design, a manufacturer who recently returned from Liverpool states that some of the shops over there are displaying velvet bands, and he thinks that they will endeavor to sell them to home-coming Americans. But it is probable that they will have them left on their hands. The leading colors in soft hats are greens, blues, browns and grays. In stiff hats there will be shown a great many designs with the taper oval crown and rolled brim, and other good numbers are the taper flat tip, the bell crop and the dish brim. Reports that are coming in from the roadmen who have been out several weeks are very encouraging, and the hat trade is looking forward to a prosperous season.

It will be time enough in August to hear reports concerning "a revival of wing collars for day wear." The jaunty old wing did really make a short flight in public this last January, nor was it an escape from society wear, a left-over from social functions; 'twas, rather, a stroke for street popularity that missed cordial support from others than those who wear no other style year in and year out. They belong to the immortal few who dread hazard of new fortunes even in collar adventures; and this reminds us that the days of the standers and wings were the times that produced freak collar models, the form seeming to invite extravagance. We find the record of a "Wun Wing" collar with really but one wing, a combination of stander and wing, the wing overlapping the straight end. The International Shirt & Collar Co. introduced it in the year of grace 1900, and at the same time Geo. P. Ide & Co. brought out a similar form under the name of "Lipton" because the yachtsman carried one large white wing on his racer—that didn't take the cup. Both collars sold, and passed. Earl & Wilson gave the mar-

ket a wide seam stander named "Syosset" the same year, that took well with the trade.

Neckwear.

Perhaps the most interesting feature of current trading is the sustained demand for odd and high colors, the sort that it would have been impossible to market a few years ago. It's quite a change from the good old "plain shade" days, when any big manufacturer could, before the season's start, count on cutting up numberless yards of solid colors, just as a clothing manufacturer counted on cutting up blue serges and "staple blacks" ad libitum. The present is distinctly a season of "fancies" and while plain shades are, of course, still in wide demand, the city trade is keen for high colors—the higher, the better. Cherry, rose, orange, canary, violet, turquoise, peacock, salmon-pink, Mandarin, claret, corn, gobe-lin, terra cotta, sepia moss-green, watercress, Venetian red, emerald, bottle-green, absinthe, and verdigris are only a corporal's guard out of the regiment of colors that are offered this season. Every manufacturer has his own name for a particular color or family of colors. The greens, blue and oranges are notably prominent in present sales.

Last month it was mentioned here that one of the largest manufacturers of half-dollar scarfs in New York is preparing to add a dollar line. As a matter of fact, several houses which have hitherto specialized in \$4.50 neckwear are going into the higher-priced field next fall. If this proves anything, it proves that there is a genuine demand for better goods, and that the state of business must be sound to create this condition. The "half-dollar limit" as the price of a scarf is being crossed, which will have a healthy, bracing effect on the whole industry.

From a "lame duck" in the selling, the tie is developing into a sprinter. With the backing of the best metropolitan furnishers behind it, batwing and butterfly shapes have taken a decided forward spurt, and well-informed observers believe that next summer will be the most active tie season in ten years. Just what brings the tie to the forefront is hard to tell, except that it has the endorsement of London. As already told, the "smartest" form is the long, untacked open tie with pointed ends, rather than the spread-end shape.

In half-dollar neckwear, some silk and lace effects have been introduced with ground colors showing through. Thus far they do not seem to have "caught on" to any appreciable extent;

although they are interesting as foreshadowing the possible "feminist movement" in popular-priced neckwear. In such four-in-hands the knot is of plain peau de soie, while the aprons are of lace through which a shimmer of contrasting color peeps. This is not an idea capable of development in high-class scarfs, but must find its outlet in cheaper goods.

Crepes—crepes—crepes. You see them everywhere. One metropolitan shop shows sixty separate shades, plain and silk-embroidered with polka dots. In English foulards, a novel treatment brings out delicate crysanthemum figures. Grenadines are pushing ahead, as summer nears. Changeable silks seem singled out for especial favor this season. Of "knits" one hears more than one sees. They are not selling briskly, although a fairish Easter trade was done.

Tit for Tat.

"It's going to be war to the knife," declared the suburban man, who was feeding his chickens.

"What now?" asked the friend.

"Why, Blinks sent me a box of axle grease and advised me to use it on my lawn mower."

"Well?"

"Well, I sent it back and told him to use it on his daughter's voice."

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HATS, CAPS, STRAW GOODS, GLOVES AND UMBRELLAS



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TRUNKS, BAGS, SUIT CASES

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Michigan Sales Agent
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Write for Catalogue

Some of the Advantages of Price Cards.

The writer is a firm believer in the value of price cards and tags. Some window dressers love to get up a beautiful window display without any tags or price cards to mar the picture, as they look at it. But the man in business is not running an art museum. Stuff advertised without prices has no direct appeal; it hasn't the punch. Price tags may drag art down to a sordid plane, but they will get the business, and you can scarcely have too many of them.

There was an art dealer who was trying to dispose of a picture for a needy friend. He had it in his window for several months, and he noticed that a certain man stopped and gazed admiringly at the picture nearly every day. Finally the art dealer stepped out one day and said: "Why don't you buy that picture? It is a bargain."

"Oh," said the man, "I don't suppose I could afford to buy such a picture as that."

"You like it, eh?" enquired the dealer.

"Very much."

"What do you suppose I am asking for it?"

"Several hundred dollars."

"No," said the dealer, "I am trying to sell that picture for \$50."

"Why don't you put out a price card?" responded the pedestrian. "I'll take the picture, and I would advise you to display prices when you have bargains."

And the dealer took his advice.

If you see something attractive in a window, you may admire it, but it means little to you unless there is a price attached. With the price attached, you know immediately whether the article comes within your means or not. If it does, you think of it frequently, you plan ways and means of getting together the money, and you probably end by buying it. Goods that linger in the memory are goods that are going to sell. Many merchants argue that people will come in and enquire about prices, if they are interested. The majority of women will do this; some women will not. The majority of men will decidedly not do it. Here we have quite a large percentage of the population who are not much inclined to enquire about prices. A great many people fear that they will be importuned to buy if they enter a store on such an errand, hence they pass on and soon forget about the goods they have seen on display.

Price tags on goods inside the store help fix the goods in the prospective customer's mind, and they also save the dealer from answering a lot of questions. Some customers are too willing to ask prices. Thus price cards serve a double purpose. They interest the timid, and they inform the curious. After all, the most vital thing about an article is its price. No matter how much we admire it, if it is beyond our reach we will not spend very much time over it. Price cards will never do your business any harm, and they are likely to bring more dollars into your till.

Burning Question That Burned Itself Out.

Mears, May 23.—I want you to set me aright on a question that is bothering the place where my brain should be, if I had one. Here are the facts: Hon. Wilbur Burns, the gink who sells Oak Leaf soap and is called Bobby on week days, called on me last week and seemed highly elated, as he had just received a long distance phone requesting him to make a speech at a swell, high brow meeting of the U. C. T. brothers at Muskegon. There is only one thing that would keep Bobbie from selling Oak Leaf and that is a chance to doll up and spout before an audience. The committee, to insure his coming, notified him that his friend, John D. Martin would be there, as also a live bunch from Grand Rapids. Bobbie was so swelled up that after he had soaked me full of his importance and attempted to leave my emporium, he got stuck in the doorway and tore three buttons off his coat. I had to let him out the freight door. Did that make any difference? Oh, no! That was his business suit. He has glad rags in which to appear before an audience—and they say he carries his dress suit case around with him on his trips, so as to be able to respond to an invitation to orate on the least provocation.

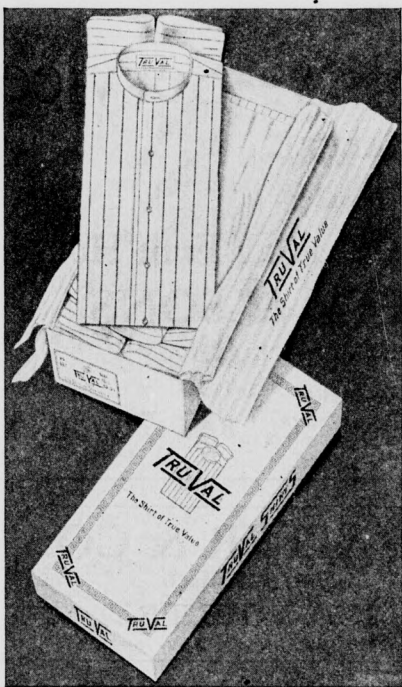
Have patience. I am coming to the great question soon that I want you to decide. Bobbie made his appearance in a white vest and a pair of white hose; this is Erney Welton's version. He appeared in a white vest and dirty sox; this is Herman Anderson's version. That he had the vest, but no sox is Harold Foote's idea. They were still arguing this three hours after the banquet. Now, as I wasn't there, you can't prove it by me, only my opinion is that whoever was right or wrong, we will have to concede he was in a condition to keep cool. I wasn't there, of course. I am too old for frivolous things and

also had no invite. That had some bearing on the case. I was so interested that I sent for a Muskegon Chronicle to get the whole works. This was a U. C. T. and wife's swell-arena affair and I know it was with much regret that I did not get an invitation. The guest of honor, as I have been informed, was Charley French, of the Chronicle. Probably that is the reason of the special edition of that paper issued at 2 g. m. giving the account of the \$1 a plate supper in the new and much-needed Muskegon Hotel. He certainly spread himself in his masterly editorial. E. Welton has ordered fifty copies to give to his friends and Herman Anderson will do likewise if he has a good rum week. It was a glad affair and the banquet and hotel itself deserved every word of praise that the editor gave. To an outsider it would appear that he spread it rather thick, but, believe me, he did not overdo it in the least. That hotel is certainly a credit to Muskegon. The live ones from Grand Rapids failed to show up. They don't know what they missed by having cold feet. As soon as their addresses are known to me I will send each of them a pair of wool sox. What amused E. R. W. the most was the Senior Counselor scratching his head. Look out, friend Monroe, Welton did that same trick a few years ago and look what happened! He hasn't enough left on his head to trip a fly.

Now for the big, burning question. Oh, well, friend Stowe, a man with head enough on him to run a paper like the Tradesman and in such a masterly way, has insight enough to clearly see what the question is.

Yours Infernally,
C. A. Brubaker,
(The Chronic Kicker.)

Never call a woman an old hen because she is set in her ways.



The TruVal packing is attractive, handsome and substantial. These boxes will brighten the retailer's shelves—the covers are especially designed for display purposes.



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Black and White Effects

To Retail at \$1.00

Black and Whites are staple. There is always a good demand for them. Now is a good time to treat Black Stripes as a special. Display them in your window. Feature them and you will sell more during May, June and July than you have for a long time.

The combination of a colored scarf and a black striped TruVal Shirt is very pleasing. It might be well to button collars onto the shirts and tie four-in-hands in place, so that your window display will convey the full effect.

The TruVal has proven its worth. A careful examination will satisfy you that the TruVal is cut full—made from T V Standard Percale—put together carefully—hand laundered—coat front—a shirt that will give the utmost satisfaction to the man who knows what's right.

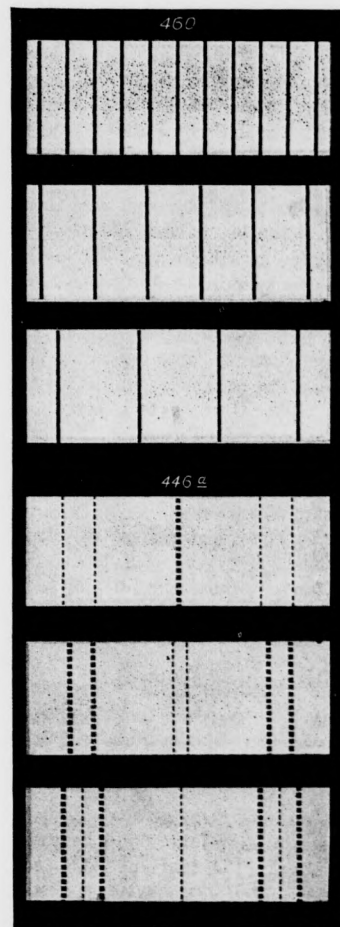
TruVal Shirts are made by
M. KOBLENZER & SON

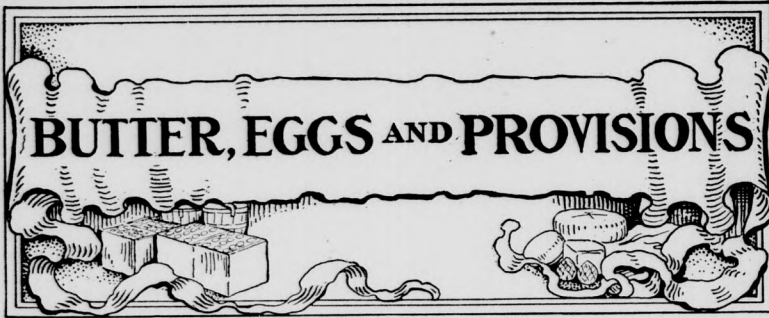
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 Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williamston; C. J. Chandler, Detroit.

Laws Governing Storage of Perishable Food Products.

A cold storage house is an establishment employing refrigerating machinery or ice for the purpose of refrigeration in which articles of food are stored for thirty days or more at a temperature of 40 degrees F. or below. This provision varies somewhat in the several states. The State of Nebraska, for instance, requires that goods must be held in storage for sixty days before being legally cold-stored, while a bill pending in the State of Connecticut holds that eggs must be labeled "Cold Storage" if held for more than fifteen days. The time limit imposed by most of the laws is the natural limit of twelve months, that is, from one productive season to the next. The time limit, however, is not uniform in the several states. The State of Pennsylvania fixes a different limit for different articles of food. It limits the storage of whole carcasses of beef or parts thereof to four months, whole carcasses of pork or parts thereof, of sheep or parts thereof and of lamb or parts thereof to six months, the whole carcasses of veal or parts thereof to three months, of dressed fowl drawn to five months, of dressed fowl undrawn, ten months; eggs eight months butter nine months and fish nine months. As a rule the law requires that goods which have been in cold storage shall be sold under a label advising the purchaser of their character. The Pennsylvania law even goes so far as to require that food sold from labeled containers must be wrapped on the outside with the words, "Wholesome Cold Storage Food." The Massachusetts, Iowa, Louisiana, Nebraska and North Dakota laws require the display of a sign marked "Cold Storage Goods Sold Here." The Indiana law requires only that eggs taken from cold storage be sold from a receptacle bearing the words, "Cold Storage." All laws are uniform in requiring that goods be marked with the date of entry into storage and the date of withdrawal therefrom, except that the laws of New Jersey and Delaware require only the marking with date of entry and the Nebraska law does not require the date of withdrawal on goods to be shipped outside the State. In nearly every case the warehouseman is required to report the

quantity of goods in storage to the proper officials at the end of each three months' period. The Massachusetts law, however, requires the report but three times a year. This provision, while not in any way affecting the character of the goods in storage, is undoubtedly an attempt on the part of the legislature to minimize the possibility of the cornering of the food supply by giving all information concerning stocks on hand to the public. As an additional protection under certain conditions the officials of several of the states are authorized to call for more frequent reports than are specifically authorized in the statutes.

In six of the eleven states enforcing a cold storage law, the State Board of Health and its executives and inspectors are charged with the enforcement of the act. In five states the work is done under the supervision of the food commissioner or dairy and food commissioner, as the case may be. In every case, except the State of Delaware, it is made the duty of the official or executive board to issue licenses for the operation of cold storage plants. These licenses are issued after an inspection has shown them to be sanitary and properly equipped and operated, and the board or officials charged with the enforcement of the act have power to withdraw the license if the plant becomes insanitary or is operated in violation of the law. An important provision of practically every law is that authorizing the officials to extend the time of storage if inspection at the end of the storage period shows the goods still to be in satisfactory condition and suitable for use as food.

Unquestionably the public has the impression that prices are artificially and arbitrarily raised by reason of withholding goods from market in storage warehouses. The special committee of the Chicago Association of Commerce, which made a thorough study of cold storage in its many phases, says:

"Exhaustive examination of the statistics compiled under the directions of your committee, and a comparison of these statistics with the facts obtained by the Department of Agriculture, after an exhaustive research demonstrates clearly that the prices of butter, eggs, poultry and fish have been more uniform during the year since cold storage has become a factor in the care of food products than before that period. These statistics also show that taking an average for a period of years, prices on the whole have been lower than during

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M. O. BAKER & CO.

TOLEDO, OHIO

the years when cold storage was unknown."

This statement is in substantial agreement with the conclusions reached by the Massachusetts committee and undoubtedly is an accurate gauge of the effect of cold storage upon the price of food. Nevertheless, in view of the persistent criticism of the new industry and of the too general impression that high prices are the result of manipulation somewhat between the farm and the consumer rather than a decreasing supply for an increasing demand the legislation enacted may be assured to have definite value both to the warehouseman and to the consumer in that on the one hand the consumer knows where and how much goods are being held for future use and the warehouseman is protected from a criticism which, if persistently indulged in, must prove a serious injury to his business. This statement may, indeed, be applied to all the phases of cold storage legislation, and where the laws have been in force the longest, I believe that without question the industry receives most credit from the consumer, and cold storage food properly handled in storage and sold under an open label out of storage is not only viewed without suspicion, but indeed purchased and consumed with greater satisfaction.

The cold storage industry is not a local business, but is very largely a feature of interstate commerce. Public warehouses could not be maintained for the convenience of local trade. They must depend upon the large shipments collected in one part of the country to be distributed at centers of population. For this reason legislation affecting the industry should properly originate at Washington instead of as at present in the several states. It is perhaps unfortunate that the Federal Government did not point the way to uniform and reasonable state legislation by itself enacting a fair and equitable law. The bills proposed for enactment by Congress have, however, been framed without a proper understanding of the subject, and for that reason have not met the favor of those engaged in the industry, the states' officials charged with the regulation of the food supply, the retail trade dependent so largely for a supply upon the warehouse, or the consumer, who wishes only to be protected against the unfit food, manipulated prices and deception.

The regulations drafted by officials charged with the enforcement of the laws have been generous and pertinent. The laws have been construed liberally and with regard for the warehouseman. In general, goods held at low temperature in process of manufacture, such as beer and meats in cure, have not been held to be in storage. The technical features of the stamping and tagging have been made as simple as possible and in practice the dating of the time of entry and withdrawal is easily and economically done. There is still some dispute as to whether the small dealer, as for instance the butcher, who may carry small stocks of meats long-

er than the usual 30-day period, and the hotel and restaurant, should be held to be operating cold storage or refrigerating warehouses. In so far as storage may affect the quality of foodstuffs there is no difference between the large public warehouse and the private ice box, except that in all probability goods cannot be handled as successfully at the smaller plant. However, the stock of goods held at the hotel or butcher shop for local consumption is never so great as to influence the market, and for that reason the generally recognized necessity for the publication of storage holdings does not obtain. Moreover, unless legislation presumes to label cold storage goods all the way from the warehouse to the consumer's table, there is no necessity in the case of the individual plant for the system of marking followed by the warehouseman. Goods taken from storage are sent to the hotel kitchen or to the home of the consumer without delay, and deterioration is avoided, as might not be the case with the careless handling of goods drawn from cold storage for distribution over a larger area.

Recognizing a strong sentiment for cold storage regulation and the fact that such legislation is already in force, not only in Western States where no warehouses are in operation, but in the populous Eastern States of Massachusetts, New York, New Jersey and Pennsylvania, it behooves the industry to demand adequate protection by Federal legislation, protection against unwise state legislation, protection against the loudly expressed yet admittedly erroneous statement that the cold storage industry is employed to manipulate prices to the detriment of the consumer, protection against the firm established impression that goods deteriorate markedly in storage, protection against the oft-repeated tale that food-poisoning follows the ingestion of cold stored goods. Legislation that accomplishes these facts will not operate to curb the development of the industry, but rather to stabilize and encourage its use.

H. E. Barnard.

If you read nothing in your trade paper but the jokes that are slipped in as fillers you will become a business joke yourself.

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SUN RISES**

**Voigt's
CRESCENT
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**Makes Best Bread
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EGGS FOR NEW YORK

Michigan eggs bring
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New and second-hand, also bean bags, flour
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Will pay spot cash or sell on commission, as shipper prefers. We refer to
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When shipping Poultry, Calves, Pork, Eggs
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A perfectly Pure Vegetable Butter
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Dairy and Creamery Butter of
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Send for our weekly price cur-
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Refer you to Marine National
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Checks are being mailed to the creditors of the late Bank of Ironwood for the second dividend. The dividend is 5 per cent. and makes the total amount paid 15 per cent. Accompanying the checks, Administrator Baird is sending a letter explaining the condition of the affairs of the defunct concern. He says: "The total appraised value of the estate in Michigan (not including the so-called Sheboygan matters) was \$94,484.78 including cash on hand. From these assets there has been realized so far a little more than \$81,000. Out of this I have paid dividends amounting to about \$67,500; offsets have been allowed by the court of about \$3,950; other disbursements to about \$5,000. I still have on hand, besides cash as above stated, assets appraised at something over \$20,000. It will therefore be seen that from the assets already converted into cash I have realized considerably more than the appraised value. The assets still remaining are of course the poorer ones and it is impossible to say how much will be realized from them. A number of suits are now pending upon these matters and in some instances offsets are claimed which will have to be determined by the courts."

Arthur J. Whitford, Cashier of the Citizens' National Bank of Houghton, announces his resignation to take effect June 1. Mr. Whitford will assume the position of Cashier of the Miners' State Bank of Iron River. Mr. Whitford has had all of his banking experience in Houghton. He entered the employ of the Citizens' National ten years ago as messenger and won rapid promotion, becoming Cashier about a year ago. Mr. Whitford will be succeeded as Cashier of the Citizens' National by William Warmington, present Assistant Cashier.

The First National Bank of Alpha has made application for a charter. Alpha is growing rapidly and will become a busy center. Interested in the Bank are George A. Belch, Cashier of the First National Bank of Menominee, M. E. Richards of Crystal Falls and C. E. Lawrence, P. Garigan and E. J. Pearce. The capital will be \$25,000.

Within a very few months a wholly novel influence will be projected into the financial situation, through the beginning of active operations by the new Federal reserve banks. During the past few days, bank officers in the twelve reserve districts have been holding conferences to select

their candidates for the twelve regional bank directorates. That done, the date for putting the new system in operation will depend on the time in which four preliminaries can be completed.

First of all is the voting for regional banks directors by the member banks. Next comes the organization of the Federal Reserve Board and its announcement of its own selections on regional directorates. Then would follow the calling on member banks, for subscription to the capital of the regional banks. Finally, there must be effected all of the routine business organization of the regional institutions. This will take time. The Organization Committee has named August 1 as the expected date. Bankers, as a rule, doubt if these preliminaries can be arranged before September. There are experienced financiers who put the date in November or December.

If the regional banks were in the field by August or September, the value of their facilities for helping the "harvest movement" would at once be tested. This could be done in two separate ways. Interior regional banks could rediscount paper already held by their own member institutions thus enabling those member banks to lend easily for the heavy autumn trade. Similar rediscounting, with new currency issued to the member banks against the deposited collateral, would provide for increased needs of hand-to-hand money circulation, and avert the usual enormous demand for cash from Eastern bank reserves.

The pending gold export movement reminds one of another power which the regional banks will have. Should the outflow be long continued, the New York regional bank might properly advance the rate at which it will rediscount. That, in an active money market, should pull up the general rate for loans; with the result that foreign exchange would be kept down and the gold export movement checked. No such expedient would have done much service, if applied in the market of this month. Gold is now going out, mainly because of the great abundance of idle bank funds in this country. If a regional bank under such conditions, were to advance its own official discount rate, it would simply get no more business from the banks.

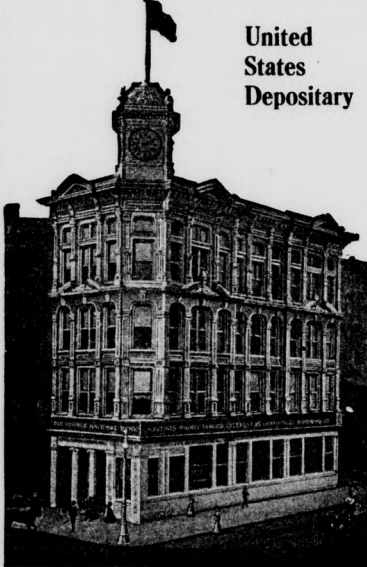
The bank with the largest capital in London is the London City & Midland, with capital stock paid up of \$21,743,000 and total subscribed of

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Both Phones 4391

GRAND RAPIDS, MICH.

\$104,367,000. The National City and the Bank of Commerce in New York have each a capital of \$25,000,000. The combination, last month, of two German banking institutions, the Disconto-Gesellschaft and the Schaaffhausen Bankverein, has overtopped all others in the amount of paid-up capital. The Schaaffhausen, founded in 1848 with a capital of \$3,890,000, had raised that capital to \$36,250,000. The capital of the Disconto-Gesellschaft, founded in 1851 with \$4,065,000, was raised to \$15,000,000 after the Franco-Prussian War, and to \$56,250,000 at the last returns. It buys up the Schaaffhausen's stock at the ratio of five Disconto shares to three Schaaffhausen shares. This would require issue of \$21,750,000 new Disconto-Gesellschaft stock, but as that Bank already owns a considerable block of that stock, it will add only \$18,750,000 to its own capital, raising the total to \$75,000,000. This compares with \$62,500,000 of the Deutsche Bank, hitherto the largest in Germany, and will exceed that of any other institution in the world.

Would Make a Good Paying Teller.

"I look at a man and I know instantly whether I'm going to cash his check for him," said Charles Bowman, who has just resigned his position as chief clerk of the Saint Paul Hotel, after thirty years in the business in St. Paul.

"I don't look at a man's eyes to see if he's shifty, nor at his clothes to see if they're flashy. It's all in the naturalness with which he makes his request.

"Reading human nature is a thing that a man can learn only by experience. I have had thirty years' experience where a bad guess would cost me money. I would be pretty slow-witted if I hadn't learned something about the game. I have cashed checks that would total over a million dollars. I've booked more than half a million men, and every man who is booked must be sized up.

"When a man presents a check, I take a quick look at it and start to get out my pencil. By the time it's in my hand I have decided, and I either put my initials on it or use the pencil to tap the desk as I tell him that unfortunately I do not know him.

"On several occasions I've had a 'hunch' within a few seconds after I put my signature on the paper that it was no good. Almost invariably this has turned out to be accurate and I have paid up like a little man and become so much wiser."—St. Paul Pioneer Press.

A Bank Account Becomes a Moral Bracer.

"A bank is built to keep money in—and your pockets are so arranged that you spend it." To this effect spoke a farmer who had made the discovery that it is easier to spend money out of one's pockets than money in a bank account.

Relating his own experience he said: I made money: a lot of it I carried around with me and the rest I left at home. Somehow or other I

never got ahead. I couldn't understand it. I blamed the weather, the crops, the markets, the tariff—blamed everything but myself."

Then the farmer hooked on to an idea. At the time he had just \$20 above his immediate needs and he started a bank account with \$10 of it. That ten stuck and he began to add to the amount on deposit. Let him tell the result:

"With cash in the bank I was able to take advantage of opportunity when it came my way. Opportunity takes off its hat to the man with cash. The more money you have the more opportunities you have. I notice opportunity doesn't hang around the poorhouse.


"I got that field over there cheap because I had the cash in the bank to pay for it. Pretty, isn't it? And it pays, too!"

It is not difficult to discover that there is a definite moral effect produced by starting a bank account: it is just sixty years since the writer did that, has had one ever since and has never lost a cent; and if you begin and make your bank account grow normally you are not only going to be better off, but you are going to feel stronger, more self-reliant, and capable to do things.

A bargain is not merely a low-priced article. The value of the goods is as important as the price.

**Ask for our Coupon Certificates of Deposit
Assets over \$4,000,000**

GRAND RAPIDS SAVINGS BANK



Resources
Over \$11,000,000.

The CITY BANKS

Courtesies
in Proportion.



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**

A WORD OF ADVICE

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

American Public Utilities Company

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

Write for full information to

KELSEY, BREWER & COMPANY
Engineers, Bankers, Operators

Michigan Trust Building

GRAND RAPIDS, MICH

**6% BONDS
SAFETY**

No Michigan Taxes
Nor County Nor Local
Any Amount
Small or Large

The Michigan Trust Co.

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 445 and 1122
Bell Main 229

Grand Rapids, Mich.

Fifth Floor
Mich. Trust Bldg.



**"Get Together
With your
Bookkeeper"**

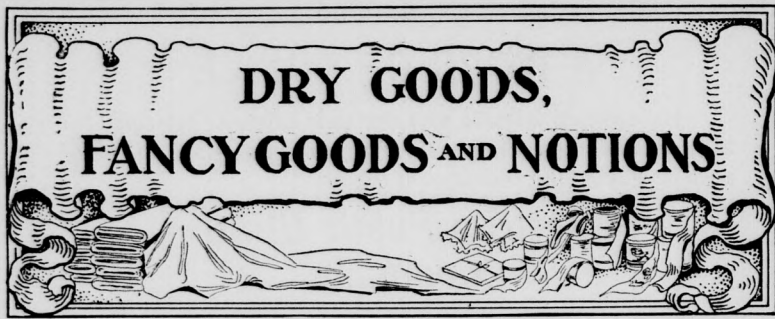
Be sure that your system is efficient. Then let us make the forms. You will get the best workmanship and service from a concern that has specialized in this business for ten years.

KALAMAZOO LOOSE LEAF BINDER CO.
KALAMAZOO, MICHIGAN

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.



Interesting Features in the Manufacture of Linen.

Written for the Tradesman.

Since I prefer always to get my facts from some person who knows the subject at first hand, in my quest for information regarding linen manufacture I went to the table linens department of a large city dry goods store, which department is managed—and what could be more fitting?—by a genuine Ulsterman.

The average well-informed American, unless he has given the matter special attention and study, is apt to hold the belief that there is a good deal of linen manufactured in the United States. While he is likely to associate fine table damasks with the name of Erin's Isle, as to other linen fabrics in common use, with true American faith in the all-sufficiency of the United States, he usually supposes that they are made largely in this country.

In this supposition he is mistaken. From all I am able to learn, linen manufacturing in the United States might be described fairly correctly by a paraphrase of the famous brief sentence relating to the frogs of Ireland. There is one well-known manufacturer in New England who makes toweling crashes, rather coarse they are but of excellent quality. It is probable that the yarn for these is imported, although on this point I am not quite positive. But our linens of finer quality, as also most of the coarse ones, come from over seas. All the linen used on our battleships, at the Naval Academy and at West Point, is made in Belfast.

The duties on Schedule J (which includes flax, hemp and jute and the manufactured products thereof) and which under the Payne-Aldrich law yielded the Government about \$20,000,000 annually, are, in the main, a tariff for revenue only. So insignificant in this country are the interests of textile flax raising and linen manufacturing, that the recent changes in the tariff, which placed flax on the free list and made very substantial reductions in the rates on its manufactured products, seem to have involved no political strain and to have aroused no protest.

True, there is plenty of flax raised in this country, some millions of acres being devoted to its culture, but it is grown for the seed, the straw being burned. The Ulsterman suggested that the flax raised here is too coarse and branchy for good cloth; and that our extreme of heat and drouth are unfavorable to the growth of the long, fine fiber that is the delight of the linen-maker's heart. There is some experimenting going on in the United States in the line of raising textile flax, but the amount raised here suitable for the

better grades of fabrics is as yet inconsiderable. Indeed, in a list of flax-growing countries given in the Encyclopaedia Britannica, the United States is not mentioned at all.

In the linen making of the world, the Province of Ulster in the North of Ireland, with Belfast as its industrial and market center, stands supreme. The mild humid atmosphere and alternating sunshine and rain are ideal for growing the best of flax, as also for bleaching the woven cloth, while labor conditions and the fostering care and encouragement of those in a position to render substantial aid, have here combined with climatic advantages to bring the linen industry to its flower of perfection.

Here the fields in some sections are fairly white with the bleaching webs. Ballymena, Randalstown, Coleraine, Ballymoney, Cockstown, Lurgan and Lisburn, all in the country surrounding Belfast, are towns famous in the linen industry.

The flax plant has a slender wiry stem, and when well grown is about three feet high. It should branch only at the top. Branchiness is taboo, for the fiber, which is desired as long as possible, will break at a branch. The fibers are found in strands surrounding the woody center of the stem, and just inside the outer skin. Of the fibre taken from any one flax plant, the middle portion is the finest and smoothest. That which grows at top and bottom is coarser and less valuable.

Flax grown for fiber never is cut but always pulled up by the roots. Having been gathered in sheaves, it is placed in three or four feet of water for the "retting" process, which helps in separating the fiber from the skin and woody part of the stem. It stays in the water about ten days and is then taken out and dried preparatory to being bruised and "scutched," scutching being a thorough beating which is given the flax by revolving blades of wood.

It must next be "hackled"—that is, combed over sharp-pointed pins which divide the strips of fiber into what look to the eye like single fibers. In reality, the ultimate fiber of the flax is only about one and one half inches long and of wonderful fineness. A great number of these, which are stuck together by the natural gum of the plant, go to make up what ordinarily is spoken of as a fiber.

In hand spinning, the spinner makes a suitable selection of the number, size, etc. of these long fibers, according to the fineness or coarseness of yarn to be made. But no machine has been devised that can make this selection. Accordingly, for machine spinning, the hackled flax is made into a riband or "silver," too thick and irregular to make yarn. By doubling this is made of uniform

size, and by drawing out it is rendered finer. Still when it issues in the form of a loosely twisted thread or "rove," it is perhaps a dozen times as large as the yarn that is wanted. This rove is placed in hot water to soften the gum already spoken of. Then it is passed between rollers in a way that slips the ultimate fibers past one another. In this manner the yarn is reduced to a proper fineness and can be spun. Afterward, in the drying of the yarn, the gum hardens again and gives the necessary firmness. For fine linens the yarn is again boiled to soften it before it is woven.

The introduction of machine spinning as also of power looms was later in Ireland than in England and Scotland, but in their use she has far outstripped both those countries. She has now over a million spindles in operation. Hand spinning and weaving still are carried out in a small way. That the power loom is of fairly recent introduction may be known from the fact that fifty years ago it was very common for the weavers to bring their own webs to market and sell them themselves; while as late as 1898, \$1,000,000 was paid for hand loom weaving in Ireland. This had decreased to \$275,000 in 1910.

For most goods one weaver can tend two looms, but for wide stuff one for each loom is needed. Piece work and the same scale of wages for men and women is the rule, but inasmuch as women usually make the narrower, lighter cloth, they do not earn so much as the men. Women are employed very

Children's Wash Dresses



Made of standard quality gingham and percales in neat stripes, figures and plain colors; in many styles. See our big showing. You'll find our prices most moderate for such high quality.

For ages 1 to 4 at \$2.25 a dozen.

For ages 2 to 6 at \$4.50 a dozen.

For girls of 6 to 14 years at \$4.50, \$5.50 and \$6.50 the dozen.

Paul Steketee & Sons
Wholesale Dry Goods
Grand Rapids, Mich.

Swimming Days Are Here

Get in the swim with other merchants
and stock up on

BATHING SUITS

Boys' one piece suits with skirt at
\$4.50 and \$8.50 per doz.

Men's one piece suits with skirt at
\$4.50, \$8.50 and \$12.00 per doz.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

GRAND RAPIDS, MICHIGAN

largely in other processes of linen making besides the weaving.

The bleaching of linen is of great importance. Formerly it was carried on only from March to October, when the days are longest. The fabric, having first been boiled in a lye made from burnt seaweed, was spread on the grass, where it remained about six months and where sun, air, rain and artificial watering accomplished their beneficent work. At the end of the time the linen was gathered up, steeped in buttermilk, washed thoroughly, and then finished.

Modern science has devised no better method of bleaching, nor indeed any quite so good. For while the web was not brought to a snow whiteness, almost the entire natural strength of the yarn was retained, and the bleaching process was soon completed when the fabric was put into use. Indeed, for the real thing in linen, linen par excellence so to speak, machinery and chemical processes have produced nothing that quite equals the webs made of hand spun yarn, woven on hand looms and entirely grass bleached.

But the old methods are too slow for present days, and absolute whiteness is demanded in many linens. Still the bleaching of linen is not now brought about by any process that can be called hasty. Some is yarn bleached, some piece bleached.

A "pot" of linen, which usually is spoken of as "she" and consists of about 10,000 yards of goods (140 webs being sewed together to make it), goes through many processes before it is ready to finish. It is boiled in lime water, then unsewed and the separate webs undergo treatment in dilute hydrochloric acid, soda lye, bleaching "dip" and weak sulphuric acid, a good washing and a spreading on the grass following each one of the various chemical processes. This is kept up until the desired whiteness is obtained, and ordinarily occupies eight to twelve weeks.

When all goes well the bleaching process does not seriously injure the strength of the fiber. But since the bleaching involves considerable risk, inasmuch as by it the "pots" (worth on an average \$2,500 each) may be damaged or even ruined, some process which would be at once safe and speedy is greatly needed.

It is interesting to know that after the bleaching the cloth is "beetled," that is, put on beetling beams and pounded, first on one side and then on the other, for thirty to sixty hours before being calendered.

A few years ago a man named Mudge invented a process by which linen was to be made out of flax in twelve hours. It was prophesied that the linen industry would be revolutionized, all the flax straw in this country, which now goes to waste, would be used, and linen would become almost as cheap as fine cotton. For some reason these predictions have failed to come true, and the world's linen still is made by processes which, though picturesque, are laborious and in a way primitive for these modern times. Much hand work and great care is required from the beginning. The flax grown in the same field is apt to show great variation, so it must be assorted, involving not only the cost of the labor,

but perhaps 50 per cent. of the fiber is classed as tow, which is of little value. And a similar toilsomeness runs through the whole industry from first to last.

It is because cotton, which is a very youthful upstart as a textile material, is so much better adapted to machine processes than the flax fiber, that it has in so great degree supplanted the latter in common use, and made it necessary for linen manufacturing—which has behind it an honored history of at least fifty centuries, since linen, made from flax and at least 5,000 years old is found in Egyptian tombs—fairly to struggle for its existence in recent years. It has been well said that "nothing but the inherent beauty and excellence of the flax fiber has permitted its survival of competition so formidable."

In regard to the possible manufacture of linen in this country, it may be remarked that even if some Burbank could propagate for us a variety of flax adapted to growth in our climate and still having the length and fineness of fiber of the best European, still, having to pay the wages that labor commands here, any good linen we might make would be almost prohibitive in price.

The Irish people deserve great credit for the conscience and integrity they have put into their textile industry, which, generally speaking, has not in any recent years been largely profitable. It is said that they have laws preventing the use of the cheaper, coarser fiber, which is the shoddy of linen.

It is only justice to note that in times of depression mill owners have borne the lessening of income in even greater degree than the workers. In the linen industry, relations between employers and employes usually are amicable and strikes are of rare occurrence.

Admirably adapted as is the climate of Ireland to the raising of superior flax, not all that is manufactured there is grown there. Flax is imported from Belgium, Holland and Russia. In Belgium great care is exercised in the culture and handling of flax, and some staple is produced that for length, fineness, solidity and suppleness, is perhaps unequalled.

Russia leads all flax-raising countries in the production, considered as to amount, of both seed and fiber; but the flax is largely of inferior quality, adapted only to coarser fabrics. Fabrix.

In order to lay up money a man must salt down his coin.

Notice of Sale of Merchandise at Harbor Springs, Mich.

In the matter of the estate of Benjamin Segal, deceased; Notice is hereby given that by virtue of my authority as special administrator of the above estate, and by order of the Judge, of the Probate Court, for Emmet County, I will sell in bulk, to the highest bidder, for cash, the entire \$10,000.00 stock of merchandise, consisting of dry-goods, clothing, men's and women's furnishings, notions, fixtures and book accounts, all belonging to said estate.

This sale will take place in the Village of Harbor Springs, Michigan, on the 2nd day of June, 1914, at 10 o'clock in the forenoon of said day, at the Ben Segal store.

Inventory of said stock, which includes new spring goods of this season, will be on file for inspection to all interested parties on and after June 1st, 1914.

W. J. CLARKE,
Special Administrator.

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.

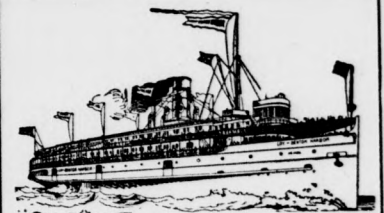
Lot No. 4—Blouses for misses' and ladies', 12 to 20 and 32 to 42.... \$6.

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.



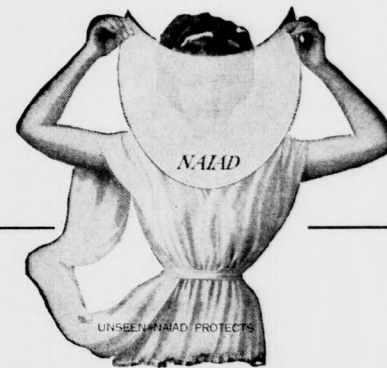
CHICAGO BOATS

Graham & Morton Line
Every Night

We are manufacturers of TRIMMED AND UNTRIMMED HATS for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

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

"The Crowning Attribute of Lovely Women is Cleanliness"



The well-dressed woman blesses and benefits herself—and the world—for she adds to its joys.

NAIAD DRESS SHIELDS

add the final assurance of cleanliness and sweetness. They are a necessity to the woman of delicacy, refinement and good judgment. NAIAD DRESS SHIELDS are hygienic and scientific. They are ABSOLUTELY FREE FROM RUBBER with its unpleasant odor. They can be quickly STERILIZED by immersing in boiling water for a few seconds only. At stores or sample pair on receipt of 25c. Every pair guaranteed.

The only shield as good the day it is bought as the day it is made.

The C. E. CONOVER COMPANY

Manufacturers

Factory, Red Bank, New Jersey 101 Franklin St., New York
Wenich McLaren & Company, Toronto—Sole Agents for Canada

The Michigan Trust Company

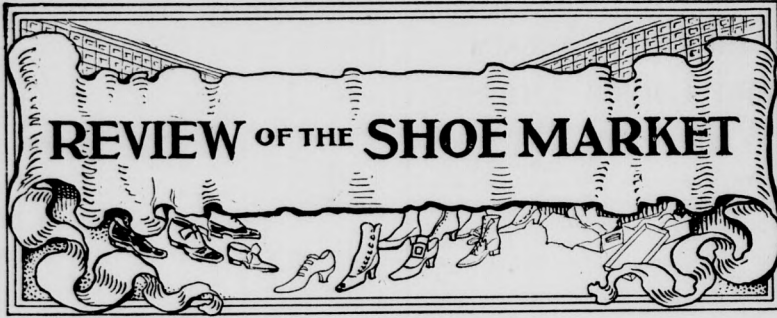
Audit Department

Audits Books, Installs Systems and renders Consulting Service for Corporations, Firms and Individuals. Our reports are a conservative basis of information for the stockholder, director, partner, owner, banker or prospective business purchase.

Further Information or booklet on request

Room 213 Michigan Trust Company Bldg.

Grand Rapids, Mich.



The Way to Better Profits in Shoes.

It seems to me that it becomes harder and harder each year to maintain a successful retail shoe business. With the continued advances in shoes, which are legitimate owing to the increased scarcity of material, due to the continual falling off in the supply of hides, on the one hand, and the continued demands of labor for increased wages on the other, there appears to be no hope of lower prices in the future; in fact, looking the situation squarely in the face, I think we may expect higher prices. Added to this there is a continual increase in the cost of doing business—rentals are increasing year by year, and, as you gentlemen can doubtless testify, a lease is never renewed except at an increased price. Employees who serve faithfully for a year expect an increase in wages, and justly. Lighting bills grow higher month by month; in fact, none of us can do business this year for what we did last year, and none of us can do business next year for what it cost this year.

Another important factor is competition, which grows keener, and increases in at least as fast a ratio as does the population from which we draw our business, the result being that it is next to impossible to realize anything like a phenomenal growth in volume of sales.

These being the facts, and it seems to me that they are the facts everywhere, there are only two conclusions to be arrived at—either we must expect less compensation for our year's efforts, or we must make better profits.

I know that the same condition prevails with individuals as it does in running our stores. We can't cut our expenses, and we can't expect to hold them as they are. What it cost us this year will be more than it did last year, and it will go on ad infinitum. I am a poor disciple of the principle of economy, and I think that the natural, logical conclusion leaves only one road open—we must make more profit.

In a recent speech before the National Shoe Retailers' Association, A. H. Geuting, of Philadelphia, gave some statistics that had been compiled relative to different retail businesses throughout the country, and they disclosed the fact that, aside from the grocery business, shoes were sold at the narrowest margin of profit of any commodity. Now one would expect from the fact that the profits were so small that it would be a business requiring small investment, with a liquid stock and money turn-

ed rapidly, as it should be when the margin of profit was so narrow, but it developed on the other hand that, with the exception of jewelry, the shoe stocks were turned less than any other commodity.

If any explanation were needed of the sad plight of the shoe business throughout the Nation, these figures are sufficient. To think that our business makes less profit than any other except one, and turns its stock less than any other with but one exception, shows a state of affairs extremely unfortunate. While the grocery business makes less profit, it does not take a fifth of the capital that shoes require, and while the jeweler does not turn his stock so rapidly, his profits are two and a half to three times what the shoe merchant earns. So you can see the necessity of reformation.

The public is interested in receiving good quality and good service. It is not interested in what goods cost the merchant. If your stores are kept bright clean and up-to-date, if your clerks are affable, courteous, willing, and the stock is desirable, patrons will flock to your store and buy shoes at whatever price you see fit to ask. Always remember that the integrity of the article must be preserved, and that poor shoes should not be sold at any price. Once establish the fact that your shoes are good, that the people can secure good service and first class attention at your store, and you will find that they are not the least interested in what the goods cost you and they will pay a first class profit and come back for more shoes.

In these days of high cost of merchandising shoes should not be sold on any lower margin than 35 or 40 per cent, at least we should aim at these figures. Clearance sales and reductions will cut some, but if we endeavor to hold them up we can make these profits in many instances, and when the season is over net at least 33 1/3 per cent. Very few of us are doing business to-day under 25 per cent, as you doubtless know, and if this ratio of profit is maintained it will afford the average retailer only from 5 to 8 per cent. for his year's business, which is certainly a small recompense for any man devoting to it his best efforts and untiring energy.

But let us get away from the fact that shoes need to be sold on such narrow margins.

Let ourselves and our best clerks comprise the jury.

Let's mark the goods not on what they cost, but what they are worth and on what they will bring.

Does Our Experience Mean Anything to You?

YOU should profit by the result of half a century of good shoe-making. OUR SHOES ARE MADE RIGHT, as most of our men have been with us for many years. The **MATERIALS** we use are of the best, and our **PRICES** are such that you cannot afford to buck competition with inferior lines.

GET IN LINE NOW, SO YOU WILL BE
READY WHEN OUR SALESMAN CALLS



Rindge, Kalmbach, Logie Company

Everwear Shoe Manufacturers

GRAND RAPIDS, MICHIGAN

Two Blacks and Two Tans

At \$2.25

Goodyear Welts



No. T 1014—Gun Metal Blucher
Oxford.

No. T 1114—Gun Metal Button
Oxford.

No. T 1034—Same in Tan Russia
Calf Blucher Oxford.

No. T 1134—Same in Tan Russia
Calf Button Oxford.

At \$2.25 per pair.

5% discount in 30 days.

Don't these styles, descriptions and prices

TALK TO YOU?

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

If we are fortunate enough to have hit it off in our buying and have what the people want, let's get a profit that will offset the losses we can't help but incur.

In marking our goods the first part of the season let us bear in mind the clearance sales and the dollar sales. Someone must pay for them—there must be a profit somewhere to compensate for the losses. You know in the final analysis the ultimate consumer pays, and the ultimate consumer in this instance must expect to pay the losses incurred during the two months of clearance sales. Don't let it be you. Don't go down into your own pocket.

Try to have your profits large enough when the season opens and the business is at its best, so that you will have enough to take care of the losing months and a clean tidy sum in the bank besides. James P. Orr.

Secret of Success of United Cigar Stores.

There are few large cities which do not have at least one representative of the chain of stores owned by the United Cigar Stores Co.; and there are few men who do not know something of the tremendous success of this striking departure in retail merchandising. It would pay most shoe retailers, the next time they drop in at a United store, to talk a little with the manager—or the salesman—that is, if the manager or salesman will talk; they might thus "learn something to their advantage," as the "personal" advertisements put it.

Careful accounting, a perfect record of every detail, is the real secret of the success of the United Cigar Stores. And yet there is many a shoe retailer, whose business is several times the volume of that of one of these stores, who dismisses the suggestion that it would pay him to give some attention to cost accounting and other details of this sort, with the answer that his business is not big enough to warrant it.

As a matter of fact, there is no business deserving the name which will not pay the time and attention necessary to keep records of the sort necessary to enable the proprietor to know exactly what is going on. Most merchants do not know exactly what is going on in their business. If you are one of these, why?—Shoe Retailer.

Will High Toes Return?

One shoe buyer asserts that next fall will witness a return of the demand for high, or knob, toe shoes for men in the cheaper and medium-priced shoes. He considers their return inevitable, because of all lasts they are the most comfortable, and for that reason, the trade will demand the knob toe.

This style in footwear has never left the Western states or the rural districts in other states. Every day men are calling for more comfortable shoes and they going to have them. The high toe shoe makes the foot look shorter and it is plain that it can be worn shorter.

An Index of a Shoe Store's Popularity.

How many shoe dealers take the public into their confidence in the matter of the amount of business they have handled? None, practically, as far as anybody knows. Of course, "there's a reason," where the dealer's business has not been large enough to make it worth while to tell people about it; but it is not so easy to say why it is that popular and prosperous stores have not seen the unique publicity value of stating just how many shoes they have sold, thus impressing the general public with the volume of their business, and, at the same time, giving to every customer the feeling of having contributed to this pleasingly high total. The Simon Shoe Store, of Altoona, Pa., in connection with its recent twenty-third anniversary celebration did this, publishing in a corner of a page advertisement a statement of the amount of business handled by it during the past five years, after summarizing it by setting forth the fact that it totaled nearly a quarter of a million pairs—a really astonishing volume of business. It undoubtedly gave many people just the kind of jolt which good advertising should, showing them in an unusual way the pre-eminence of the Simon Store.

Makes the Demand.

When a store is assured of its position with the public, and it has come to be recognized as an authority on styles and value, why should it not occasionally create a demand which it is prepared to fill, as well as meet demands already existing?

There seems to be no good reason, in the opinion of one of the cleverest retail advertising men in the country, why this should not be done diplomatically, and those in the trade who are close observers of what is going on can see this idea underlying some of his newspaper advertising.

Not long ago this store featured tans, both in its advertisements and in the windows, with the result that a large number of pairs of the shade now under the ban of the majority of smart dressers were disposed of. Of course the store did not call attention to the fact that it was overstocked on tans, but rather pointed out the advantages of the tanboot, especially as a walking boot.

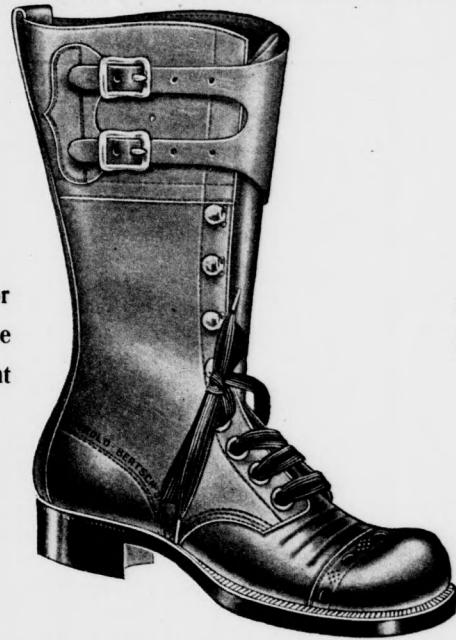
This method is decidedly in contrast to that of slashing prices to move stock that is accumulating. Naturally, it should not be applied to novelties or extreme styles which have died a natural death and would otherwise have to be buried on shelves, or in the storeroom, which should be devoted to live stock.

The Island City Pickle Co., of Eaton Rapids, will locate a branch salting station at Onondaga.



A NEW ARRIVAL

BUT IT IS ALREADY VERY POPULAR IN THE TRADE



In Stock for Immediate Shipment

Orders Solicited

- No. 884—Men's 12 inch Pioneer. Black Norway Chrome Uppers. 1/4 Double Sole, Reinforced Shank, Nailed Bottom, Fair Stitched, Large Nickel Hooks and Eyes, Four inch Cuffs with Buckles and Snaps, Full Bellows Tongue Blucher, exactly like cut. \$3.00
- No. 883—Same shoe only Regular six inch Blucher cut. 2.10
- No. 878—Same shoe only Regular six inch Plain Toe Blucher cut. 2.10

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.

Mfrs. of Serviceable Footwear

Grand Rapids, Michigan

Come-Backs



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

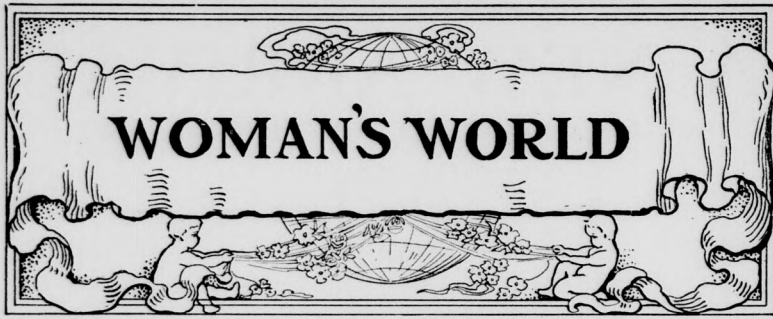
Our Elkskin outing shoes are repeaters because they are fitters. The lasts fit the feet; the stock, upper and sole, fits the requirements made of this class of shoe; merit and worth fit the price.

Send for new catalogue. Mail orders given prompt attention.



HIRTH-KRAUSE COMPANY

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



Two Widely Differing Methods of Keeping Young.

Written for the Tradesman.

My neighbor Mrs. Middleton has lately undertaken a strenuous course by which she purposes to retain—perhaps I might better say regain—her youthfulness.

Although she is only about 37, during the last few years Mrs. Middleton has been a little given to embonpoint, not distressedly corpulent of course but still about twenty-five pounds heavier than gives the best figure for a woman of her height, and a trifle—just a trifle—clumsy in her movements. Her cheeks sagged somewhat and a suggestion—you could not call it more—a suggestion of a double chin greatly vexed and humiliated her. Acquaintances who were somewhat envious of the Middleton fortune and of Mrs. Middleton's quondam good looks—until very recently her beauty was everywhere acknowledged—such acquaintances did not hesitate, behind her back of course, to call her fat. While these heartless remarks were not uttered in her hearing, they just as surely reached her ears by the indirect process of repetition, as indeed was intended.

To add to the mental miseries caused by her slight tendency to flesh, perhaps even occasioned by that tendency, in spite of the regrettable plumpness of her face, tiny crow's-feet were appearing about her eyes and her forehead was somewhat lined. Her complexion, which used to be of marvelous clearness and fairness, had become lamentably sallow. To quote her own words, for Mrs. Middleton is none too strong on grammar, "It surely was time I done something."

Accordingly a few weeks ago she began following with great fidelity and vigor, a regime which she found in a Beauty Hints column.

The first thing in the morning she takes a cold shower bath, followed by a vigorous rubbing of the whole surface of the body. For the purpose of further toning up the system, there next comes a fairly prolonged deep breathing exercise. These occupy her time until breakfast. Indeed to do them she is obliged to rise a half hour earlier than was her custom. More strictly speaking, a half hour earlier than it was her custom to have her coffee and toast brought to her bedside. Until she embraced this strenuous system she did not actually get up till the middle of the forenoon.

Having breakfasted mainly on fruit with oatmeal or some other plain cereal, she soon afterward starts out for a long walk. Beginning with a

half mile of a morning, from which she often came back out of breath and exhausted, she gradually has increased the distance until now she easily can make three miles and do it in a trifle over an hour's time. She aspires to walking four or five miles on her morning jaunt.

Not to weary my readers with details, I will say that Mrs. Middleton's daily programme includes two vigorous calisthenic stunts, one for reducing the flesh and the other for giving the body an all but juvenile suppleness; massage of a quarter of an hour for diminishing the incipient double chin; twenty to thirty minutes facial massage for the flabby cheeks and the wrinkles; steaming the face to brighten and purify the complexion; besides the application of two or three harmless lotions and various washings, rinsings, etc.

Mrs. Middleton follows out this schedule faithfully every day. When night comes she is honestly tired, fully ready to retire early and enjoy the two hours' beauty sleep before midnight that is prescribed in her course.

I never before have known Mrs. Middleton, who by temperament is a little lethargic, to put so much vim into anything as she is showing in this youth-renewing process. Already she displays marked improvement and seems like another woman. I believe that this concentration of her energies upon a definite purpose is good for her morally as well as physically.

I will explain that Mrs. Middleton as a girl was a marked example of a certain doll-faced type of beauty. Among her many admirers she elected to marry Jack Middleton, who was both rich and devoted. Financial affluence has made manual toil on her part entirely unnecessary. Nature has exempted her from any great mental effort, by giving her the most rudimentary sort of a brain, a head-piece that never concerns itself with the great problems of life. All these things considered, as also the fact that her looks have brought her about everything of value she ever has had, I do not wonder that she regarded their threatened departure with dismay and bestirred herself to retain them. Nor is it surprising that she has become an enthusiastic advocate of the youth-and-beauty-renewing process, even to the point of maintaining that no woman need allow herself to become faded and old-looking. Along with the writer of the Beauty Hints, she seems to have no apprehension of the fact that while such a regimen as she is following is excellent for a woman situated as

she is, it is entirely impracticable for one who has much of anything else to do.

Another acquaintance of mine, Mrs. Norton, is retaining her youthfulness quite successfully by means entirely unlike those employed by Mrs. Middleton. Mrs. Norton's circumstances are vastly different from those of Mrs. Middleton, and absolutely preclude her devoting herself to the single purpose of retaining youth and beauty.

The Nortons have three children and Mr. Norton receives only a modest salary, so modest that no maid can be employed. Mrs. Norton's problem is exactly like that of a host of other bright, intelligent women who are similarly situated. It might be stated like this: How shall she do her own work and practice all the little economies that the present cost of living and her husband's circumstances make necessary, without becoming a hopeless household drudge, with little care for her own appearance and no time for the companionship of her husband and children?

While Mrs. Norton has not as yet reached a complete solution of this stupendous problem, she comes nearer to having it whipped out than any other woman I know. She has given much thought and study to economizing the labor of housekeeping, and has succeeded in reducing greatly the time required for a number of housewifely tasks. However, she does not fall into the error so common with many women who make a fad of saving labor—that of cutting out all that is ornamental and enjoyable on the ground that such things make needless work. She does not seek to eliminate the entertainment of their friends nor a reasonable indulgence in pretty clothes and other such pleasurable things, for she knows that the harmless little frills of existence go a long way in making life worth living.

"Saving work is one of my great hobbies," she asserts; "but I do not carry it to the extreme length of using a red tablecloth on the dining room table."

In the planning of their house, Mrs. Norton achieved a wonderful handy arrangement of the various rooms. The doors are in the right places so there is no waste of steps in doing the work. She is quite systematic, plans her work ahead, and cuts out whatever she sees is really and truly superfluous, but still keeps a clean, tidy house and cooks dainty, palatable meals.

Almost from their infancy she has trained her children not only to help her with the small tasks that their little hands can do, but to wait upon themselves, hang up their clothes, and care for their belongings. Many women wear themselves out by the senseless practice of picking up after husband and youngsters.

Further, Mrs. Norton is quick to adopt any household contrivance within her means, that she finds upon investigation to be really labor saving. She has had a vacuum cleaner for some time, and just recently has purchased an electric washer of un-

doubted merit. This takes off the hard work of the weekly laundering. She has been in the habit of doing most of her washings herself, thereby saving laundry bills and much wear and tear of the clothes; but she found that doing the work by hand was too heavy for her strength. Hence her wise adoption of the electric washer.

Mrs. Norton is a living, breathing illustration of the excellence of her system of retaining looks and health. She is a remarkably young-appearing woman, with a mind as active and keen as it was when she graduated from college some fifteen years ago. The method of keeping young which she exemplifies is just as efficacious as that which Mrs. Middleton is following, and its adoption is practicable for a far greater number of women. Quillo.

However, a good natured friend is sometimes an enemy in disguise.

Safety First In Buying

Safety in buying means getting the goods and the quantities of goods YOU can sell at a profit. It means knowing what to buy and getting it at the right price.

You can be safe in buying when you buy from "Our Drummer." If you haven't the current issue handy, write for it.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas

Diamond Squeegee Auto Tires

Won't Slip Won't Slide
Won't Skid They Grip

Distributing Agents
SHERWOOD HALL CO., LTD.
30-32 Ionia Ave., N. W.
GRAND RAPIDS, MICHIGAN



The Simple Honesty of Protected Prices.

The foundation of the civilized world is laid on the Ten Commandments handed down to us some four thousand years ago, and one of them reads "Thou shalt not steal," and if this Commandment is lived up to, there will be no cause for trouble between the manufacturer and his distributors.

If a man puts a sum of money in his safe or in a bank and another takes it without his consent, the strong hand of the law reaches out and says, "You are a thief and must be punished." But when a man puts this sum in advertising a brand of goods of his own creation, the price-cutter reaches out and takes it while the law quietly sleeps on its post. What is the difference between the man stealing your money from your safe and in stealing the advertisement you have spent it for? I can see no difference.

The price breaker says he has paid for the goods; they are his and he has a right to do as he pleases with them. All this we grant, the goods are his, but the name on the outside that makes them salable, belongs to the man that created them, and he should have the right to defend it to the bitter end.

Why does a man buy an Ingersoll watch when he can get one perhaps just as good and for less money? Because the name Ingersoll stands for honest workmanship and the buyer knows he is getting just what they represent the good to be.

Why does the housewife pay ten cents for a package of Kellogg's Toasted Corn Flakes when she can get a larger package of other manufacturers' flakes for much less money? She knows the name Kellogg stands for purity, quantity and cleanliness, and she prefers to pay the extra price on account of the guarantee the name Kellogg gives. Remove the name from the outside of the package and you could hardly give the goods away.

It is, therefore, the name that sells the goods, and while the price cutter has bought the goods he has not bought the name, and the owner of this name should have the right to protect it by refusing to allow the price cutter to use it to draw in customers that he may sell them goods without merit, or at least goods he is unwilling to spend money on to make them popular.

What would be the result if some one were to buy a great quantity of goods from Macy, move them across the street, put the big red star over the door and advertise them as Macy's at a cut price? The howl that would come from this firm would make the present wail against fixed prices sound like a whisper. What would Austin, Nichols & Co. do under the same circumstances?

Thou shalt not steal! This is the key to the situation and the time has come when the strong hand of the law should handle the thief that steals your advertisement the same as it handles any other criminal.

An advertised brand of goods is

property the same as real estate and should have the same protection. I hope your paper will keep the subject agitated until the man who spends his money in creating a demand for an article he has produced gets justice and protection for his property. Nelson Gray.

The Barber's Financial System.

Written for the Tradesman.

"Shave?" questioned the barber. "Very well." He tilted the chair back.

"May, this year, is one of my long months," he pursued, meditatively, as he applied the lather.

"One of your long months?" questioned the auditor, through a film of soap.

"Yes. That's what I call them. There's four long months in the average year. I'm going down to-day to pay my month's rent. It isn't due for a week yet, but the money's ready and I want to get it off my mind. The landlord says if some of the other people he has were as sure pay as I am, he wouldn't need to die to go to heaven."

"But the long month?" The curiosity of the man in the chair conquered his aversion to the taste of soap.

"That's just one of the symptoms—I'm paying the rent a week ahead." Then he explained.

"Every Saturday night when I count the cash I put aside that week's share of the rent and the electric light bill and all the expenses of running the shop. Then when the fourth Saturday night comes I have the month's rent right there, when it's due, and Monday morning I call on Mr. Landlord and say, Here's your money.' A fellow can work better and feel happier when he knows that each week is taking care of itself, and that when the rent and the lighting bill fall due, the money's there to meet them.

"This month I'm a week ahead with the rent. Why? Oh, just because there are five Saturdays in May. So I have rent money a week ahead of the time and I pay it a week ahead."

"And what about the extra Saturday?"

"Oh, whenever there's an extra Saturday it just means that I'm a week to the good. I have a week's rent and light money with no rent and light to pay; so I put that money into new equipment for the shop. That's why I'm able to give you a little better service than if I didn't look ahead—and give it, too, without worry and nervous strain."

William Edward Park.

BEATS ALL TABLETS

We have stocked the "Beats All" line of School Tablets formerly carried by the Grand Rapids Stationery Co.

A big line of other tablets and school supplies.

Will P. Canaan Co.

Pere Marquette Railway Co.

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

FACTORY SITES AND LOCATIONS for INDUSTRIAL ENTERPRISES IN MICHIGAN

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

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

Address,

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

Sales Made Without Argument

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

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

NATIONAL BISCUIT COMPANY



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.

Make the Most of the Sporting Goods Season.

Written for the Tradesman.

Even at the height of the season, pushfulness is essential to the sale of sporting goods. True, there has been now for some considerable time a steady call for fishing tackle, balls and bats and the like; but the merchant who is content to merely take what business comes his way will make a comparatively poor showing at the year's end. For competition is keen in catering to the sporting goods trade.

For this very reason the merchant is wise who forces upon the attention of the crowd the sporting goods which he carries in stock; and particularly is he wise in emphasizing their quality. The buyer of sporting goods wants the best—without reservation. He is an enthusiast, and he is willing to spend both himself and his money for the sake of his enthusiasm. The merchant who wants to appeal to him successfully will, therefore, feature what is best.

To stimulate the sporting goods demand at every opportunity is the merchant's policy. From the very outset he should lose no chance of identifying his store with the sporting enthusiasm of the community. If a visiting team is going to play a record-breaking game with the Hometown nine, that's the signal for the Hometown merchant to hand out free score cards—and simultaneously put on a baseball display. A prize for the first home run of the season, or for the highest batting average at the end of the season, will help to center interest in your store and mark you as one of the leaders in the popular game.

Whatever other game or pastime is locally strong and popular can be appealed to in the same way. A prize for the biggest fish of the season will attract devotees of the piscatorial art (and don't forget to insert the stipulation "Caught with rod and tackle from Blank's Store"). And so on down the line. No individual prize need be very expensive, although sporting goods dealers have found it profitable to offer elaborate trophies. The baseball trophy for the local or county league, by the way, ensures a lot of valuable newspaper publicity for the firm name which couldn't be bought at ten times its price in dollars and cents.

For the merchant who handles

other lines as well, the sporting goods department proves a "puller" at this particular season. It helps to stimulate, to some degree, the sale of other lines; fitting in well with hardware, stationery and general stocks.

The merchant who mixes in the sporting life of his community usually pulls the trade in against his stay-at-home competitor. Where there is no sporting organization, the dealer can get one on foot and thereby not merely boost his own sales, but produce a lot of sales where there were none before. Thus, a hardware dealer, noticing that his town had no gun club, straightway proceeded to organize one. The first incident was that, as prime mover in the undertaking, he was elected President. That was in part a covert hint to him to get busy and donate a prize. He did not hesitate but offered a valuable trophy for competition, not merely in the local club, but throughout the county. At one stroke he made his store the gun-club center of half a dozen towns, three villages, two cities, and a large and prosperous rural territory. The result was an immense stimulus to the sale of shooting goods. The wideawake merchant pulled down his share of the business, and it was the lion's share at that.

Usually the repair shop fits in well with the sporting goods line, particularly where bicycle and automobile supplies are handled. Frequently some member of the staff has a decidedly mechanical turn, and can with a little training do good repair work. Often the business grows to such an extent in a short time that it pays the merchant to keep one man on the staff solely for repairs. Here and there merchants run the repair shop largely as an accommodation to customers; but if properly looked after it can be made to yield a fair profit. Even if it only pays its way, it helps to draw trade to the sporting goods and bicycle department. The restringing of tennis rackets, the repairing of rods and golf clubs, the overhauling of guns and the pumping up of tires—such services the patron appreciates; and he will give his preference to the store where he is sure of getting prompt attention if anything goes wrong.

Here and there hardware dealers cater profitably to motorists and motor boat owners. The growing popularity of the motor car means money for the merchant who can give quick emergency service in case of a break-down or accident. The lines which can be profitably dealt in are numerous, although it is not neces-

sary to carry all in stock. Batteries, belts, belt dressing, cleaners, polishes, bolts, calcium carbide, gasoline, gasoline strainers, gloves, goggles, grease cups, graphite, motor horns, tires and tire equipment of all kinds, tubing (brass, copper and rubber), lubricants, packing, nuts, washers—these are only a few of the items for which the

merchant will find demand from local and out of town motorists.

It pays to give good service in this department. The touring party who finds a merchant reliable in service and not extortionate will give him much valuable word of mouth advertising. And the extortionate chap will get much advertising of the damaging kind. William Edward Park.

Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.

Michigan Hardware Company

Exclusively Wholesale



Corner Oakes St. and
Ellsworth Ave.

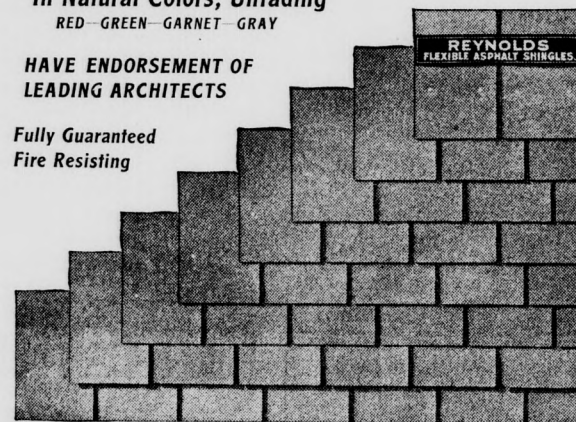
Grand Rapids, Mich.

Reynolds Flexible Asphalt Shingles

In Natural Colors, Unfading
RED - GREEN - GARNET - GRAY

HAVE ENDORSEMENT OF
LEADING ARCHITECTS

Fully Guaranteed
Fire Resisting



10
Years
Test

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

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer

GRAND RAPIDS, MICH.

THE MEAT MARKET

How to Prevent Stale Meat in the Market.

Not long ago I was in a town of about 25,000 people not far from New York City. While there I visited the shops of most of the butchers, and was somewhat surprised at the general mussiness of the markets and the stale looks of the meat they were selling. There wasn't a store I went into that could really be praised. It seemed to me that these butchers were absolutely lacking in the first elements of business sense, as surely no butcher who had them could afford at the present time to carry his stock until it became stale before he could sell it. The trimmings would, of course, eat up all his profit and besides that black looking meat always drives the trade away.

In one store in particular I noticed stale legs of lamb and mutton hanging on the hooks, pork loins in such a condition that they would have to be trimmed up and fixed before they could be made salable, stale pieces of beef—chuck steaks, sirloin steaks, etc—all looking as if they had been cut for a couple of days, and every butcher knows how that looks.

"Say," I said to the butcher behind the bench. "What's the matter with you, anyhow? And what's the matter with the other butchers in this town? How is it that you have so much stale stuff hanging around? This condition of affairs doesn't look as if any of you ever made any money at all, for you know as well as I do how stale meat looks in any market. Besides that, there is a big actual loss doing business this way, and what is the sense of working under a self-created handicap?"

"Why," was his reply, "this does not happen often. I suppose the others are in temporary bad shape also. It happens every time we have a rainy Saturday, and the last one was a terror. You see most of the people live on top of the hills all around here and the business section is down in the hollow. Bad weather always hurts business, especially on Saturday, as then a great many of my customers who live up on the heights go to a butcher who is in their neighborhood. There are a few there and they benefit, of course, at our expense. If it hadn't been for that I would have been sold clean, and no doubt all the others would have been also. A rainy Saturday certainly hits this town."

Now this butcher was convinced that there was no solution for this state of affairs. He knew, at least he thought he did, that it was one of the unavoidable evils of the business.

If Saturday was a nice day he was lucky. If it stormed, why he took his medicine and in some degree that was all he could do. But it might have helped him a good bit if he had made a specialty of calling for orders on the customers who lived a good distance away whenever it stormed. They would be grateful for such an accommodation. A nice sign in the store saying something like this, "Let us put you on our rainy day list and call for your order when it storms," would be sure to be appreciated by the trade living far away and would hold them if anything would.

I might suggest this way of not getting stuck on stale stuff if Saturday's trade failed to come up to its usual volume. It is especially important, now that the warm weather is rapidly approaching, and all butchers should be sure to have no stale meat on hand on Monday. I cannot describe it any better than to describe the methods of one butcher I know. Part of the sheep and lamb he needs are Thursday's and Friday's killing. If business is up to the mark and he sells out, all right; but in case it storms, or a hot wave hurts business and the result is it is below normal, the fresh stuff stays in the ice box and is perfectly good on Monday.

The same thing can be done all along the line.

The freshest poultry can be so packed away that it will be as good looking and as salable on Monday as if it had just come in. The beef could be handled the same way, for fresh cattle on Friday is pretty good if carried over into the next week.

To run your business on this basis does not require any special ability, merely a little thought. Any butcher can arrange his business so that part of his stock is strictly fresh on Friday, thus protecting himself if the unexpected happens and he fails to sell clean. Under these conditions the only loss is the loss of business when compared to the previous Saturday. —Butcher's Advocate.

The Economist.

Some people seem to think that to get rich one must economize like Jones.

Jones' faithful old dog had turned sickly and savage and so Jones said to his wife, on arriving home from business Saturday evening:

"I'll shoot Towser to-morrow morning before church."

Jones paused, then added sternly: "So remember, please, that he won't need any breakfast."

Why Meat Production Will Increase.

The range country is working back into live stock, which is needed to consume the feed it raises and which will consist of better stock, matured earlier, with lighter losses, than in the old ranching days. What used to be range land will furnish more live stock than in the past, when it merely grew feeders. The South is cleaning out the fever tick. County after county is being added to clean territory and stocked with cattle. A recent sale of pure-bred beef cattle at Memphis, Tenn., was a decided success. Nobody but a candidate for the lunatic asylum would have considered a sale there a few years ago. The East is going into the raising of live stock, particularly cattle and sheep. The demand for pure-bred bulls has cleaned up the supply both East and West. There will be more calves this year than for a long time past in all breeding grounds from the short grass country to the blue grass. The latter has many young cattle and calves now, having marketed few veals in the past two years. The increase in silos points to more farm-raised cattle everywhere. Hog cholera may not be conquered for many years but the slogan of sanitation and serum will have its effect in reducing losses. The sheep industry has not gone to the bow-wows but promises a good big lamb crop this year and in the future.

These are all good reasons for expecting an increase in meat production, but there is another that may be more potent than any of them. Unless all signs fail this country faces a period of lower prices for grain and forage, not in the next few months but in the years just ahead of us. This year's wheat crop promises to exceed any ever raised by any nation. While wheat is not a feed grain its price has something to do with the price of all grains. Argentina can lay down a vast quantity of corn along the Atlantic seaboard at a price which will prevent the corn belt from shipping it. With normal production in the corn belt, and plenty of Argentine corn in East and South, the producer will then cash more of it through the feed-lot and less of it through the elevator than in recent years—more meat. This is no prophecy of evil, for no great evil is ahead of the producers of a nation growing so rapidly as ours is; but it is evident that corn prices hereafter will be regulated more largely by what Argentina is willing to take for her surplus and not wholly by the quantity our producers are willing to sell rather than feed. Cheaper corn in the market-place means more live stock on the farm—and that is not very far ahead of us. It will come next winter if our production is normal this season and Argentina can ship 200,000,000 bushels or more, as is now promised.

No matter how closely you stick to one house in your buying, don't fail to keep informed about what other houses can do for you. Read the advertising pages.

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish
of All Kinds

Citizens Phone 2124 Bell Phone M. 1378
1052 Ottawa Ave., N. W. Grand Rapids, Mich.

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.



Enjoyed by All
who use it

Mapleine

has become an everyday
flavor with many house-
wives and chefs.

Order from

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

Crescent Mfg. Co., Seattle, Wash.

The Ventilation of School Rooms Is a State Law Requirement

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

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

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

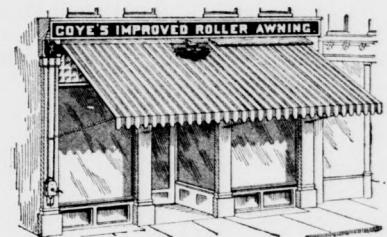
Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.

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.





Grand Council of Michigan U. C. T.
 Grand Counselor—E. A. Welch, Kalamazoo.
 Past Grand Counselor—John Q. Adams, Battle Creek.
 Grand Junior Counselor—M. S. Brown, Saginaw.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—J. C. Witliff, Port Huron.
 Grand Conductor—W. S. Lawton, Grand Rapids.
 Grand Page—E. J. Moutier, Detroit.
 Grand Sentinel—John A. Hach, Jr., Coldwater.
 Grand Chaplain—T. J. Hanlon, Jackson.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. P. Thompkins, Jackson.
 Next Grand Council Meeting—Saginaw, June 12 and 13.

Michigan Division T. P. A.
 President—Fred H. Locke.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornelius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

How Catalogues Help Salesmen.

A question often asked is this: "Can a mercantile house issue catalogues and employ salesmen profitably rendering the two mutually helpful and co-operative?" An experience of many years enables me to answer in the affirmative. In the first place, the catalogue serves to introduce the salesman, and when he reaches the prospective customer he finds that his house is already known; that an acquaintance has been struck up through the medium of the catalogue. The salesman, on the other hand, by means of personal conversation with the customer, gets his ideas, and thus attains a knowledge of the needs of the trade, which is invaluable in making up the catalogue and enables his house to rank ahead of all others in the same line.

It will be seen that a catalogue paves the way for the sales department, and in return the salesmen help to build up, strengthen and expand the mail-order branches of the concern. A catalogue which is compiled from a mere theoretical knowledge of the trade and its requirements, or which is based on an experience of conditions which no longer exist, is likely to prove a poor business getter. The catalogue which is made up from the advices of salesmen, however, is likely to prove satisfactory and successful to the highest degree. The salesmen, being in actual contact with the trade, are able not only to give accurate advices of current conditions in the market, but to forecast with a fair degree of accuracy the conditions that will obtain in the future.

The catalogue, no less than the salesman, must be "up to the standard" in all the essentials of good sales-

manship. It must have a personality, and that personality must be such as to impart to the recipient confidence in the house by which it is issued. In short the catalogue must possess all the excellent traits of character that are demanded in the salesman, for in reality the catalogue is a salesman. Every statement it makes is in black and white, and there is no excuse for misunderstandings.

The catalogue and the salesman must work in perfect harmony. In no instance should the salesman be permitted to undersell the catalogue, as the moment that is done confidence in the house is destroyed. This cannot be too strongly emphasized. There are doubtless, in every line of business, some salesmen who feel that in underselling their house's catalogue they are doing a good turn to three parties at once. First, they imagine that this process is equivalent to extending a favor to the customer, since he gets the goods he desires at a lower price than he might expect to get if he relied on the catalogue; second, they fancy that the house enjoys a degree of credit reflected by their own liberality, and is therefore more sure of the continued patronage of the customer; third, they feel that by underselling the catalogue they benefit themselves by getting business in greater volume and more rapidly than they otherwise would do.

It will be clear to every manager, and to most experienced salesmen, that this line of reasoning is trustworthy. The house is discredited, because the customer must conclude either that the prices quoted in the catalogue are disproportionate to the values offered, or else that the goods, having proved unsalable for one reason or another, are being closed out at any price that can be obtained for them. The customer, instead of feeling that he is getting a bargain, feels that he has narrowly escaped being imposed upon, and he resents what he considers an attempted imposition. The salesman, so far from benefiting himself, cheapens his service to his house, and, if he is working on commission, suffers pecuniary loss by decreasing the amount of money from which his remuneration will be determined on a percentage basis.

There should be no special discounts given by the salesman which are not freely given through the catalogue.

In our business we aim to keep salesman and catalogue on an equal footing, pulling together for the interests of the house, and we never permit one to disparage the other in

the eyes of our customers. As I said before, we have found the two mediums of marketing merchandise most valuable and have experienced no difficulty in working both in harmony. We believe that in this way greater success can be achieved than if we used either means alone.

Most buyers, and especially the ones who own the stores or shops whose patronage is solicited, feel instinctively the disposition of the salesman towards his firm, and if the latter's honor and integrity are not upheld in a forceful and convincing manner the chances of securing an order are very much lessened.

The salesman must have faith in the values he offers; otherwise he cannot have the degree and kind of enthusiasm which is communicable to the persons he wishes to sell. His faith must be based on something more substantial than the mere wish to believe in the goods he sells, and this is a matter in which many salesmen are short-sighted. They want to make money; the goods offer them the means of making money; not to believe in the goods would be to doubt their merchantableness, and to discount the chance of profit in them. This would be courting discouragement at the outset, and most men

shrink from discouragements. They would rather put blind faith in their proposition and trust to luck.

The salesman does well who insists on being thoroughly taught, before he starts out to sell any firm's goods, just what their points of excellence are, so that he can put intelligent faith in them—the sort of faith that customers instinctively recognize as justifiable and which communicates itself to them. Albert Pick.

Dirk Van Sluyter has succeeded Wagner & Sluyter in the hardware business at 951 South Division avenue.

Hard luck helps some. Even a dog appreciates happiness more accurately after he has had a few tin cans tied to his tail.

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH.

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

EAGLE HOTEL

EUROPEAN
 GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED
 Excellent Restaurant—Moderate Prices

The 20th Century Standard Computing Scale

Is the most popular retail merchant's scale in use. Ninety per cent of new scales in Michigan are "Standards."
 Demonstration without cost or obligation. Write to-day.

50 Ionia Ave., S. W

W. J. KLING, Sales Agent

Grand Rapids, Michigan

El Portana Cigar



This is Size No. 5

THE POPULAR SHAPE

Handled by all jobbers—sold by all dealers

G. J. JOHNSON CIGAR CO.

Grand Rapids

Chirpings From the Crickets.

Battle Creek, May 25.—Orin J. Wright has gone to Wisconsin in the interest of the Detroit Automatic Scale Co.

W. W. Evans is now with the Postum Cereal Co. doing special road work under Frank Stiles.

If some of the well-to-do young farmers who have been left beautiful and productive farms by their parents would stay on them and work, instead of running street cars and trying to make a living in the city, we would all be better off.

We are living in a free country and we can do as we see fit, especially if we have the coin and backing. Business is going through rapid changes and the retailer who rests on his oars and meditates is bound to drift down stream.

At this writing it looks as though nature was going to force business ahead and make the railroads come into the market to take care of the crop movement.

Figures from large industrial and mercantile houses are not encouraging and retail sales have been under normal. The seasonable weather has stimulated trade and prospects of bumper crops has turned many business people's minds to the optimistic view of future business.

To the close observer of people and their habits and moods, the spirit of unrest is more noticeable than ever. The desire for power and possession is uppermost in the minds and hearts of men. Many are bound to fail in their quest and perhaps it is best that they do fail.

Money is not all. Many an humble cot contains happier hearts and more contented minds than are possessed in beautiful apartments.

How moodish and changeable is the mind of the average man. Happy is he who loves his fellow men. Show me a man who can fill his soul with beautiful soulful thoughts and emotions upon hearing music and I will show you a man with deep feelings and resourceful thoughts.

To make a success of your life's work, you first of all must think yourself into and build good health. Good health—and good cheer which follows or comes with good health—will radiate from you like sunbeams from the sun. Think of the people you know to admire and love. Your desire for them is not built on the foundation of their ability to pour their troubles and fancied griefs and ills into your ears. Their strong pulling power on you is their good cheer and optimistic thoughts and conversation. We all have our depressing thoughts and ideals and idols shattered each day. People we have had the most explicit confidence in go wrong. Institutions we banked on or with go wrong. You yourself disappoint yourself. Your mind many times is put in doubt. Enter Mr. Healthy, Cheerful, Optimistic Man. You at once feel his presence. Your mind, which is ever on the alert for a strengthener and poiser, picks up the wholesome vibration and you are in sympathy with Mr. Joy and his mission. The success of Mr. Joy's mission depends first on whether Mr. Joy's appearance and spirit is real or artificial and whether Mr. Joy has transferred and is utilizing his natural talent and ability on the right object. He may be carrying coal to Newcastle or trying to persuade Charles Foster to stop writing poetry or trying to stop Al. Hensler from making money or Bill Masters from being a star city salesman or trying to keep Wright in Wisconsin or keep George Steel away from one of 253's meetings, or trying to keep Johnny McIntire from working seven days a week. All given and I know taken in the spirit of fun. But the fact remains that nothing adds to this life and its results in a social and business way so much as good cheer and happy ways. You will think better,

you will eat better, you will work better, you will sleep better. You will be better all around if you will just put yourself above all the little petty things you have to wade through each day and smile.

There is not a successful business on the face of the earth to-day that did not go through a lot of rough stuff to get where it is to-day. And the men who stuck and worked and showed their metal are the men who got their rewards in fat dividends and large salaries.

Years ago a small local factory was struggling for a foothold. Times were hard and money was scarce. The stockholders who were officers and on the job each day took turns going over to Kalamazoo to mortgage their houses and lots to meet their payroll. They stuck to it. They weathered the storm. The tide turned. The business grew and developed into an immense concern with branch houses all over the continent. The hard working, persistent officers of the original small concern saw their plant grow into one of the largest of its kind in the world. They were all getting along in years and well worthy of a hard earned rest. They sold out and pocketed their millions. Moral—Stick to it and work hard. But to be able to work hard and stick, you must get the proper mental poise. You must be above petty, trivial, little grievances. You can put yourself in this frame of mind. You will not have to look far to find successful men who owe their popularity and esteem to their good nature and their cheery viewpoint of life.

Let me write a few lines about a "scout" lots of us know and admire and are always glad to see. No other than his nibs—Chas. Giddings, proprietor and manager of the Hartford House, Hartford. How often you hear of some poor soul and wife who are working their heads off in a hotel in the average small town to get a living. At \$2 per day they can't make both ends meet. They lay it to high cost of food stuffs, the help question, city competition, the decreased buying power of the country town brought about by parcel post, good roads, telephones, automobiles and mail order houses. I believe personally, running a hotel in a small town is no joke and think there is some logic to some of the above remarks, but lots of hotel people were not born hotel people and I would kiss the Bible and swear that Charles Giddings was born in Parlor A of some hotel and never knew there was any other business until he was old enough to meet the trains and wondered why some of the boys didn't get off at his station. But they come back and keep coming. It is a feast for sore eyes to look over his register. And Hartford is no big place either. It is Charles, not the town. Charles has the secret of success and its yours for the taking. Get the habit. I don't know how this reads to you. Don't think I am the subject of all this good cheer. I need a lot myself and by writing it I get some under my hat.

Lots of people advocate many things they can't do themselves. But that is no crime. C. W. Post advocated the doctrine of good health, but the poor man could not enjoy it himself.

There are this very minute men dictating sales letters who are natural sales pullers through others. The same man out on the firing line would fall down. He is stronger, mentally, through concentration alone than he would be in a group or crowd. He cannot rise above petty trivial things. He picks everything to pieces mentally. But by dictation and concentration he is at his best.

If I personally cannot follow and work out my own thoughts, I can have the satisfaction of having thought the thought and maybe help-

ing some poor "scout" who has got it into his head that he is down and out. Nothing to it. It is all in your head. Wise investors are buying I. H. Co.'s stock because crop conditions warrant the positive sale of many agricultural implements. You and I cannot buy I. H. Co.'s stock, but we can get busy and warm up to that good country trade and get our share of the forthcoming harvest. Get busy. You will not be alone, but if you are there with that good cheery cheer they should worry. Don't get too strong though. There is a limit. There is a reason. Plenty along this line of thought for now.

How about Saginaw convention?

The boys up North need some of that good old "131" spirit.

Sunny Jim's hint last week was a good one.

Charles Foster finished his reading season last week. Nothing doing along those lines for Charles until October. All new equipment and dope next fall. Bigger and brighter than ever. Charles has had a very successful season and has many clippings from papers which show the high class work he has achieved. We are all proud of his success.

Bill Masters refuses to play ball. Says arnica and bay rum cost money and he always has to use so much the day after the game.

Our annual picnic soon. Watch for the date.

Wright comes back from Wisconsin to catch.

The happy, contented and intelligent face of Jackson Council's Secretary was seen on our busy streets to-day. Must have booked Mayor Bailey for a train load of cement.

Wife getting ready for a vacation. Hurrah!

She knows I need the rest.

Next to Wilson and the railroads, it is laid to the popularity of the automobiles. I should worry. I am innocent. I have neither.

Pfander does not seem to eliminate his own personality from his writing. We Germans never could. Don't know what "eliminating personality" means. Is it something good to eat?

This article will probably be continued on the page next to the back cover working out.

Read the Tradesman

If you don't like this.

Don't forget the good cheer, C, not B, with the H dropped.

Guy Pfander.

Programme for the Saginaw Grand Council Meeting.

Saginaw Council Number Forty-Three most heartily invites

All Michigan Members

of the

United Commercial Travelers

and their wives

to attend the

Twenty-first Annual Session

of the

Grand Council of Michigan

at

SAGINAW

Friday and Saturday, June twelfth and thirteenth, nineteen hundred and fourteen.

General Information.

Guests on arrival will be escorted to headquarters, where they are required to register to secure souvenirs and badges.

Official badges must be worn to secure admission to all entertainments.

Saginaw Council will have three bands and four companies of Infantry and one battalion of Naval Reserves in parade.

Saginaw Council will esteem it a great favor to be notified of the roads upon which the visiting councils will

arrive so that the Reception Committee can make plans for meeting these trains.

Programme

Thursday evening, June 11—Banquet and reception of the Grand Council officers at the East Saginaw Club.

Friday Morning, June 12, 8 to 12—Reception for delegates and visitors.

10 Sharp to 12—Business meeting at Auditorium.

Friday Afternoon, 1:30 to 3:30—Ladies' sight seeing auto ride about city. Visit and reception at Michigan Employment Institution for the Blind. (Autos will start from headquarters).

2 to 5—Business session.

2:30—Ball games at Hoyt Park.

3:30 to 5—Ladies' reception at the East Saginaw Club.

Friday Evening, 5:30 to 8—Band concerts at leading hotels.

8 to 9—Street illumination.

8 to 9—Organ recital at Auditorium. Address: W. A. Garrett, Chief Executive officer Pere Marquette Railroad Co.

9 Sharp—Grand march.

9 to 1—Grand ball.

Saturday Morning, 9 sharp—Parade, starting from Auditorium.

10 Sharp—Ball games at Hoyt Park.

Saturday Afternoon, 1:30 sharp—Championship ball game. Prizes: First prize, cup and \$25; second prize, \$15; third prize, \$10.

Saginaw Council will contest for cup only.

Parade.

Council making best appearance in parade, \$25; council having largest percentage of membership in parade, \$25; visiting council having largest band in parade, \$25.

Saginaw Council will not enter contests.

General Committee.

General Chairman—M. S. Brown.

Secretary—M. V. Foley.

Treasurer—W. P. Warner.

Finance—A. R. Guider.

Sports—B. N. Mercer.

Registration—Mike Conaton.

Hotels—L. H. Lester.

Souvenirs and Badges—H. W. Sullivan.

Decorations—J. C. Sonnenberg.

Printing and Press—W. Hoover.

Parade—O. J. Lynch.

Entertainment—G. L. Grant.

Ladies Entertainment—Mrs. G. L. Grant.

Bus and Baggage—J. M. Benway.

Reception—W. B. McGregor.

Ladies' Reception—Mrs. W. C. Moeller.

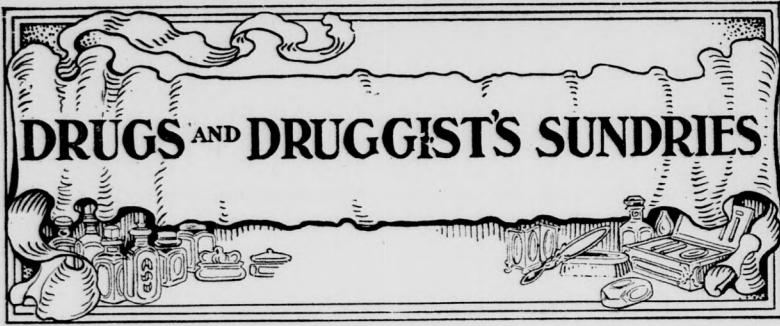
Invitation and Programme—O. H. Kessel.

Automobile—E. Black.

Reception to Grand Council Officers—O. D. Gilbert.

Band and Mardi Gras—E. E. Putnam.

The California Rochdale Company, a co-operative concern operating eleven stores in Central California, has failed, according to a Coast report, and the creditors are said to have settled on a basis of 50 cents on the dollar. An analysis showed the concern to be insolvent, having lost \$47,000 in three months.



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.

Quantity Buying for Discount.. Does It Pay?

I take it that this query is intended to apply to quantity discounts as referred to the average retail drug store, and in my opinion of all the most ruinous, insidious and deceptive things that are offered to retailers none have caused more embarrassment, more anxiety and loss than the availing themselves of quantity discounts, especially where the capital is limited and the demand about the same. The usual retail drug store carries a stock, approximating \$3,000 divided in drugs, medicines, proprietaries, toilet articles, sundries, etc. Little or no discount is given in quantities of less than \$25, and to get a quantity that affords any appreciable difference between dozen prices and best prices, the average would be \$100. Considering the number of items into which a druggist's stock is divided and the demand that he has for any particular one or more of them, even the best sellers, is it prudent or good business policy to invest such a large proportion of his capital in any one item? My experience, as well as my observation, has convinced me that in the long run quantity buying to secure the best discounts is a deception and a snare. If one has capital in excess of the usual demands for his business, it would be wiser to invest the surplus in some safe, good paying securities, than to tie up this money in an overstock of merchandise that he might sell in a reasonable time or might not. Take the patent and proprietary remedies. Many of you will remember the time when purchases of two, three or six dozen of a certain medicine might have been profitable, but conditions have changed, and as a result, as soon as the advertising stops,

just that soon the demand falls off, and if one is so unfortunate as to have a quantity then he must hustle to get rid of it, no matter what the loss. A little personal experience might not be uninteresting especially as it is illustrative of the position that I take. A good many years ago a friend of mine, a retail druggist, with the speculative turn of mind, conceived the idea that good money could be made by the purchase of several hundred ounces of quinine, a reasonable discount being allowed for the quantity. My friend had more experience in the business than I had and at his earnest solicitation I went into the deal. The quinine came, was delivered and paid for. In the course of a few weeks an advance of a few cents per ounce occurred, but his judgment was to hold for a better market, he being sure of a considerable advance. We held the stock for nearly a year. We did not care to peddle it out in small quantities. Efforts to sell locally were not successful, and finally, to get our money out with the least possible loss, we sold for less than manufacturer's price. I feel confident that this experience has been duplicated by many who will read this article. During the past year I have been able to purchase half-dozen and dozens of some of the leading patent medicines at the largest discount for quantities. The retailer being attracted by the discount, never thinking of how long it would take to dispose of it and then finally being compelled to sell in any quantity at best price in order to meet his obligations. True, there are some stores that do avail themselves of quantity prices and at a profit, but in these instances they are places that have an unusually large outlet for quantities of goods of all kinds. It is sometimes a paying proposition for a number of retailers to pool their purchases and divide the quantity; and this is no doubt profitable; but for the average retailer and for his own demand no one thing has caused greater loss than buying large quantities to get discounts, tying up capital that could be used more profitably in other lines. There is a concern in an adjoining state that exchanges glassware, corks, etc, for patent medicines or anything else in the drug line; they take the latter at full retail prices for one-half of the amount of the invoice for the glassware, the difference payable in cash. This firm receives in exchange hundreds of dollars' worth of goods, salable in some portion of this country, gleaned from overstocks of retailers who bought quantities at best

prices, only to carry them in stock for years until interest and expense eat up all of the profit and some of the original investment. In a retail business the capital should be turned over three or four times a year in order to be profitable, and if any appreciable proportion of it is tied up in quantities of merchandise that can not be moved within a reasonable time, then so much less profitable will be the business. A well-assorted stock, even if purchased at the long price and in small quantities, will in the end yield a larger return in profit than quantity purchases at lowest prices that can not be moved with a certain rapidity.

This has been my observation, and I might add my experience on several occasions, and in my opinion, quantity discounts for the average retailer is a delusion when it comes to being considered profitable.

Simon N. Jones.

Selling Goods in Case Lots.

The druggist in the past has too often been content to do a retail business, accepting such custom as came to him, and letting it go at that. But the present generation of druggists, we are glad to say, has broadened out wonderfully, and the results are very apparent. There used to be an old saying to the effect that one seldom sees a rich druggist or a dead mule. That passed current forty years ago, but there are plenty of rich druggists in evidence now, and we want to see even more of them.

There are two ways of building business: You can go after new customers, or you can try to sell more stuff to the old customers. It is well to combine both plans, not overlooking either. New customers are plentiful in some localities, scarce in others. The man who has few of them must try to sell more goods to the old. Now the people at large have been getting broader and are ready for bigger propositions than they were a generation ago. There ought to be a field in working up business in certain lines in case lots. The brewers have no trouble in selling beer in case lots. Nobody calls up the brewer for two bottles of beer. Why can't the druggist sell malt in case lots? He can. It is only necessary to go after your public.

The grocer sells ginger ale in case lots, and the druggist can do it just as well. Look at grape juice. It is wide-

ly used, is endorsed in high quarters under the present administration, and selling in larger quantities every year. There should be no difficulty in getting rid of this refreshing commodity in case lots. Mineral waters and bottled table waters offer a field of their own, and no small one at that. There are plenty of things to feature. Now here is a chance to work up some really big business. Clear out a window and make a display of case goods. Fix up your prices, your inducements to order in quantity, and your placards.

Order a Case Delivered To-Day.

So runs the placard. Have five or six sealed cases piled up and one or two open cases to show the goods. This gives you a window display which creates the impression that you are handling goods in quantity and therefore must be a big dealer. Such displays are always good for business. People figure that if you buy in quantity you must get low prices, which you are consequently able to pass on to them. Besides, everybody likes to buy from a big dealer and go where the crowd goes. Displaying goods in quantity is a fundamental point in advertising.

The cases do not always have to be full. The manufacturer will assist you in getting up displays, furnish you with cartons, lithographs, placards, and no end of stuff. Remember, a man needn't tie up too much capital if he makes a bold front. A great deal may be accomplished by talking to your customers, as opportunity offers, and merely suggesting case lots. There ought to be a field here for working up business.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid.	Asked.
Am. Light & Trac. Co., Com.	337	342
Am. Light & Trac. Co., Pfd.	105	107
Am. Public Utilities, Pfd.	71	74
Am. Public Utilities, Com.	45	49
Cities Service Co., Com.	87	89
Cities Service Co., Pfd.	72	74
Citizens Telephone Co.	77	79
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., Pfd.	74	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	215	218
Fourth National Bank	215	220
G. R. National City Bank	174	178
G. R. Savings Bank	255	265
Kent State Bank	255	265
Peoples Savings Bank	250	
May 27, 1914.		

IMPERIAL BRAND

Spraying
Largest Line



Compounds
Superior Quality

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

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



Tanglefoot

THE SANITARY FLY DESTROYER—NON-POISONOUS

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

POISONS ARE DANGEROUS

WHOLESALE DRUG PRICE CURRENT

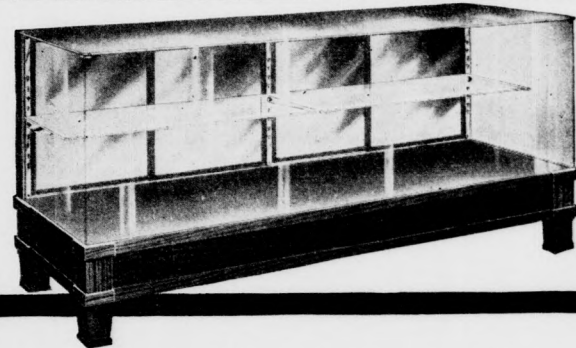
Acids	Cubebs	@4 50	Digitalis	@ 60
Acetic	Erigeron	@2 50	Gentian	@ 60
Boric	Eucalyptus	75@ 85	Ginger	@ 95
Carbolic	Hemlock, pure ..	@1 00	Guaiaac	@1 95
Citric	Juniper Berries ..	@1 25	Guaiaac Ammon.	@ 80
Muriatic	Juniper Wood ..	40@ 59	Iodine	@1 25
Nitric	Lard, extra	85@1 09	Iodine, Colorless	@1 25
Oxalic	Lard, No. 1	75@ 90	Ipecac	@ 75
Sulphuric	Laven'r Flowers 4	50@5 00	Iron, clo.	@ 60
Tartaric	Lavender, Garden	85@1 00	Kino	@ 80
	Lemon	2 75@3 00	Myrrh	@1 05
	Linseed, boiled, bbl.	@ 33	Nux Vomica	@2 00
	Linseed, bdi. less	58@ 62	Opium	@2 00
	Linseed, raw, bbls.	@ 32	Opium Camph. ..	@ 65
	Linseed, raw, less	57@ 61	Opium, Deodor'd	@2 25
	Mustard, true ..	4 50@5 00	Rhubarb	@ 70
	Mustard, artif'l	2 75@3 00		
	Neatsfoot	80@ 85	Paints	
	Olive, pure	2 50@3 50	Lead, red dry ..	7 @ 8
	Olive, Malaga,		Lead, white dry	7 @ 8
	yellow	1 30@1 50	Lead, white oil	7 @ 8
	Olive, Malaga,		Ochre, yellow bbl.	1 @ 1 1/4
	green	1 30@1 50	Ochre yellow less	2 @ 5
	Orange, sweet ..	3 25@3 50	Putty	2 1/2 @ 5
	Organum, pure ..	1 25@1 50	Red Venet n bbl.	1 @ 1 1/2
	Origanum, com'l	50@ 75	Red Venet'n less	2 @ 5
	Pennyroyal	2 25@2 50	Shaker, Prepr'd	1 40@1 50
	Peppermint	5 00@5 50	Vermillion, Eng.	90@1 00
	Rose, pure	16 00@18 00	Vermillion, Amer.	15@ 20
	Rosemary Flowers	90@1 00	Whiting, bbl....	1@ 1 1/2
	Sandalwood, E.		Whiting	2@ 5
	I	6 25@6 50		
	Sassafras, true	80@ 90	Insecticides	
	Sassafras, artif'l	45@ 53	Arsenic	5@ 10
	Spearment	5 50@6 00	Blue Vitrol, bbl.	@ 5 1/2
	Sperm	90@1 00	Blue Vitrol less	7@ 10
	Tansy	5 00@5 50	Bordeaux Mix Pst	8@ 15
	Tar, USP	30@ 40	Hellebore, White	
	Turpentine, bbls.	@ 55	powdered	15@ 20
	Turpentine, less	60@ 65	Insect Powder ..	20@ 35
	Wintergreen, true	@ 5 00	Lead Arsenate ..	8@ 16
	Wintergreen, sweet		Lime and Sulphur	
	birch	2 00@2 25	Solution, gal....	15@ 25
	Wintergreen, art'l	50@ 60	Paris Green ..	15 1/2@ 20
	Wormseed	3 50@4 00		
	Wormwood	6 00@6 50	Miscellaneous	
			Acetanalid	30@ 35
			Alum	@ 5
			Alum, powdered and	
			ground	5@ 7
			Bismuth, Subnitrate	2 10@2 25
			powdered	6@ 12
			Borax xtal or	
			powdered	2 50@2 75
			Cantharades po.	50@1 00
			Calomel	95@1 00
			Capsicum	20@ 25
			Carmine	@3 50
			Cassia Buds	@ 40
			Cloves	30@ 35
			Chalk Prepared	6@ 8 1/2
			Chalk Precipitated	7@ 10
			Chloroform	32@ 42
			Chloral Hydrate	55@ 75
			Cocaine	4 10@4 40
			Cocoa Butter ..	50@ 60
			Corks, list, less 70%	
			Copperas, bbls. ..	@ 90
			Copperas, less ..	2@ 5
			Copperas, powd.	4@ 6
			Corrosive Sublm.	85@ 90
			Cream Tartar ..	30@ 35
			Cuttlebone	25@ 35
			Dextrine	7@ 10
			Dover's Powder	2 00@2 25
			Emery, all Nos.	6@ 10
			Emery, powdered	5@ 8
			Epsom Salts, bbls	@ 1 1/2
			Ergot	1 50@1 75
			Ergot, powdered	1 80@2 00
			Flake White	12@ 15
			Formaldehyde lb.	10@ 15
			Gambier	7@ 10
			Gelatine	35@ 45
			Glassware, full cases	80%
			Glassware, less 70	& 10%
			Glauber Salts bbl.	@ 1 1/4
			Glauber Salts less	2@ 5
			Glue, brown	11@ 15
			Glue, brown grd.	10@ 15
			Glue, white	15@ 25
			Glue, white grd.	15@ 20
			Glycerine	23@ 30
			Hops	50@ 80
			Indigo	85@1 00
			Iodine	4 35@4 60
			Iodoform	5 40@5 60
			Lead Acetate	12@ 18
			Lycopodium	55@ 65
			Mace	80@ 90
			Mace, powdered	90@1 00
			Menthol	4 25@4 50
			Mercury	75@ 85
			Morphine all brd	5 05@5 30
			Nux Vomica	@ 15
			Nux Vomica pow	@ 25
			Pepper, black pow	20@ 25
			Pepper, white ..	30@ 35
			Pitch, Burgundy	10@ 15
			Quassia	10@ 15
			Quinine, all brds	29@ 40
			Rochelle Salts ..	23@ 30
			Saccharine	1 50@1 75
			Salt Peter	7 1/2@ 12
			Seidlitz Mixture	20@ 25
			Soap, green	15@ 20
			Soap, mott castile	10@ 15
			Soap, white castile	@ 6 25
			case	@ 6 25
			Soap, white castile	
			less, per bar ..	@ 68
			Soda Ash	1 1/4@ 5
			Soda Bicarbonate	1 1/2@ 5
			Soda, Sal	1@ 4
			Spirits Camphor.	@ 75
			Sulphur roll	2 1/4@ 5
			Sulphur Subl.	2 1/4@ 5
			Tamarinds	10@ 15
			Tartar Emetic ..	40@ 50
			Turpentine Venice	40@ 50
			Vanilla Ex. pure	1 00@1 50
			Witch Hazel	65@1 00
			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.

ADVANCED

- Alaska Salmon
- Flour
- Quaker Oats

DECLINED

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1

AMMONIA	Doz.	Doz.
12 oz. ovals	2 doz. box	75
AXLE GREASE		
Frazer's.		
11b. wood boxes,	4 doz.	3 00
11b. tin boxes,	3 doz.	2 50
3 1/2 lb. tin boxes,	2 dz.	4 25
10lb. pails,	per doz.	6 00
15lb. pails,	per doz.	7 20
25lb. pails,	per doz.	12 00
BAKED BEANS		
No. 1, per doz.	45@	90
No. 2, per doz.	75@	1 40
No. 3, per doz.	85@	1 75
BATH BRICK		
English	95	
BLUING		
Jennings'.		
Condensed Pearl	Bluing	
Small C P	Bluing, doz.	45
Large C P	Bluing, doz.	75
BREAKFAST FOODS		
Apetizo, Biscuits	3 00	
Bear Food, Pettijohns	1 95	
Cracked Wheat, 24-2	2 50	
Cream of Wheat, 36-2	4 50	
Cream of Rye, 24-2	3 00	
Posts Toasties, T.		
No. 2	2 80	
No. 3	2 80	
Farinose, 24-2	2 70	
Grape Nuts	2 70	
Grape Sugar Flakes	2 50	
Sugar Corn Flakes	2 50	
Hardy Wheat Food	2 25	
Postma's Dutch Cook	2 75	
Holland Rusk	2 50	
Kellogg's Toasted Rice		
Biscuit	3 30	
Kellogg's Toasted Rice		
Flakes	2 80	
Kellogg's Toasted Wheat		
Biscuit	3 30	
Kellogg's Krumbles	3 30	
Krinkle Corn Flakes	1 75	
Mapl-Wheat Flakes,		
3 doz.	2 85	
Mapl-Wheat Flakes,		
3 doz.	2 80	
Mapl-Corn Flakes	2 80	
Minn. Wheat Cereal	3 75	
Algrain Food	4 25	
Rakston Wheat Food	4 50	
Rakston Whit Food	1 45	
Saxon Wheat Food	2 60	
Shred Wheat Biscuit	3 60	
'Riscuit, 18	4 25	
Pillsbury's Best Cerl	1 80	
Post Tavern Special	2 80	
Quaker Puffed Rice	4 25	
Quaker Puffed Wheat	2 85	
Quaker Brkfst Biscuit	1 90	
Quaker Corn Flakes	1 75	
Victor Corn Flakes	2 20	
Washington Crisps	1 85	
Wheat Hearts	1 90	
Wheatena	4 50	
Evapor'd Sugar Corn	90	
BROOMS		
Fancy Parlor, 25 lb.	4 25	
Parlor, 5 String, 25 lb.	4 00	
Standard Parlor, 23 lb.	3 50	
Common, 23 lb.	3 25	
Special, 23 lb.	2 75	
Warehouse, 33 lb.	4 25	
Common Whisk	1 00	
Fancy Whisk	1 25	
BRUSHES		

6

Graham Crackers Red Label, 10c size ... 1 00
Lemon Snaps ... 50
Oysterettes ... 50
Premium Sodas ... 1 00
Royal Toast ... 1 00
Saratoga Flakes ... 1 00
Social Tea Biscuit ... 1 00
Uneda Biscuit ... 1 00
Uneda Ginger Wafer ... 1 00
Vanilla Wafers ... 1 00
Water Thin Biscuit ... 1 00
Zu Zu Ginger Snaps ... 50
Zwieback ... 1 00

Other Package Goods
Barnum's Animals ... 50
Chocolate Tokens ... 2 50
Butter Crackers NBC Family Package ... 2 50
Soda Crackers NBC Family Package ... 2 50
Fruit Cake ... 3 00

In Special Tin Packages
Adora, 10c size ... 1 00
Festino ... 2 50
Nabisco, 10c ... 1 00
Nabisco in bulk, per tin ... 1 75
Festino ... 1 50
Bent's Water Crackers ... 1 40

CREAM TARTAR
Barrels or drums ... 33
Boxes ... 36
Square Cans ... 34
Fancy Caddies ... 41

DRIED FRUITS
Apples
Evapor'd Choice blk 10 1/2
Evapor'd Fancy pkg.
California Apricots ... 15@17
Corsican Citron ... 16

Currants
Imported 1lb. pkg. ... 8 1/2
Imported, bulk ... 8 1/4

Peaches
Muir's-Choice, 25lb. ... 7 1/2
Muir's-Fancy, 25lb. ... 8 1/2
Fancy, Peeled, 25lb. ... 15

Peel
Lemon, American ... 12 1/2
Orange, American ... 12 1/2

Raisins
Cluster, 20 cartons ... 2 25
Loose Muscatels, 4 Cr. ... 7 1/2
Loose Muscatels, 3 Cr. ... 7 1/2
L. M. Seeded, 1 lb. ... 9@9 1/4

California Prunes
90-100 25lb. boxes ... 7 1/2
80-90 25lb. boxes ... 8 1/4
70-80 25lb. boxes ... 9 1/4
60-70 25lb. boxes ... 10
50-60 25lb. boxes ... 11
40-50 25lb. boxes ... 12

FARINACEOUS GOODS
Beans
California Limas ... 8 1/2
Med. Hand Picked ... 2 40
Brown Holland ... 2 00

Farina
25 1 lb. packages ... 1 50
Bk. per 100 lbs. ... 4 00
Original Holland Rusk
Packed 12 rolls to container
3 containers (40) rolls ... 3 20

Hominy
Pearl, 100 lb. sack ... 2 25
Maccaroni and Vermicelli
Domestic, 10 lb. box ... 60
Imported, 25 lb. box ... 2 50

Pearl Barley
Chester ... 3 15
Empire ... 3 15

Peas
Green, Wisconsin, bu. ... 1 45
Green, Scotch, bu. ... 1 45
Split, lb. ... 04

Sago
East India ... 4 1/2
German, sacks ... 4 1/2
German, broken pkg.
Tapioca
Flake, 100 lb. sacks ... 4 1/2
Pearl, 100 lb. sacks ... 4 1/2
Pearl, 36 pkgs. ... 2 25
Minute, 36 pkgs. ... 2 75

7

FLAVORING EXTRACTS

Jennings D C Brand
Extract Lemon Terpeneless
Extract Vanilla Mexican
both at the same price
No. 1, F box 7/8 oz. ... 85
No. 2, F box, 1 1/4 oz. ... 1 20
No. 4, F box, 2 1/4 oz. ... 2 00
No. 3, 2 1/4 oz. Taper ... 2 00
No. 2, 1 1/4 oz. flat ... 1 75

FLOUR AND FEED
Grand Rapids Grain & Milling Co.
Winter Wheat
Purity Patent ... 5 00
Sunburst ... 4 80
Wizard Flour ... 4 60
Wizard Graham ... 4 80
Matchless ... 4 70
Wizard, Gran. Meal ... 4 40
Wizard Buckwh't cwt ... 3 40
Rye ... 4 40
Valley City Milling Co.
Lily White ... 5 15
Light Loaf ... 4 65
Graham ... 2 15
Granena Health ... 2 25
Gran. Meal ... 2 00
Bolted Med. ... 1 90

Voigt Milling Co.
Graham ... 4 20
Voigt's Crescent ... 5 15
Voigt's Flourloigt ... 5 15
Voigt's Hygienic ... 4 20
Voigt's Royal ... 5 55
Watson-Higgins Milling Co.
Perfection Buckwheat
Flour ... 6 00
Perfection Flour ... 5 00
Tip Top Flour ... 4 60
Golden Sheaf Flour ... 4 20
Marshall's Best Flour ... 4 75
Worden Grocer Co.
Quaker, paper ... 4 60
Quaker, cloth ... 4 70
Graham Buckwh't bbl ... 4 40

Kansas Hard Wheat
Voigt Milling Co.
Calla Lily ... 4 70
Worden Grocer Co.
American Eagle, 1/8s ... 5 20
American Eagle, 1/4s ... 5 10
American Eagle, 1/2s ... 5 00

Spring Wheat
Judson Grocer Co.
Ceresota, 1/8s ... 5 60
Ceresota, 1/4s ... 5 70
Ceresota, 1/2s ... 5 80
Voigt Milling Co.
Columbian ... 5 25

Roy Baker.
Golden Horn, family ... 4 95
Golden Horn, bakers ... 4 85
Wisconsin Rye ... 3 55
Bohemian Rye ... 3 60
Worden Grocer Co.
Wingold, 1/8s cloth ... 5 75
Wingold, 1/4s cloth ... 5 65
Wingold, 1/2s cloth ... 5 55
Wingold, 3/8s paper ... 5 60
Wingold, 1/2s paper ... 5 55

Wykes & Co.
Sleepy Eye, 1/8s cloth ... 5 50
Sleepy Eye, 1/4s cloth ... 5 40
Sleepy Eye, 1/2s cloth ... 5 30
Sleepy Eye, 3/8s paper ... 5 30
Sleepy Eye, 1/2s paper ... 5 30

Meal
Bolted ... 4 20
Golden Granulated ... 4 40
Wheat
New Red ... 93
New White ... 93

Oats
Michigan carlots ... 44
Less than carlots ... 40
Corn
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Less than carlots ... 75

Hay
Carlots ... 16 00
Less than carlots ... 18 00

Feed
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No. 1 Corn & Oat Feed ... 28
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Mason, pts., per gro. ... 4 25
Mason, qts., per gro. ... 4 55
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Mason, can tops, gro. ... 1 30

GELATINE
Cox's, 1 doz. large ... 1 45
Cox's, 1 doz. small ... 90
Knox's Sparkling, doz. ... 1 25
Knox's Sparkling, gr. ... 14 00
Knox's Acidu'd doz. ... 1 25
Nelson's ... 1 50
Oxford ... 75
Plymouth Rock, Phos. ... 1 25
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Cured, No. 2 ... 12 1/2

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Calfskin, green, No. 2 ... 13 1/2
Calfskin, cured, No. 1 ... 16
Calfskin, cured, No. 2 ... 14 1/2

Pelts
Old Wool ... 60@1 25
Lambs ... 10@ 25
Shearlings ... 10@ 15

Tallow
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No. 2 ... @ 4

Wool
Unwashed, med. ... @18
Unwashed, fine ... @13

HORSE RADISH
Per doz. ... 90

Jelly
5lb. pails, per doz. ... 2 40
15lb. pails, per pail ... 55
30lb. pails, per pail ... 1 00

JELLY GLASSES
1/2 pt. in bbls., per doz. ... 15
1/2 pt. in bbls., per doz. ... 16
8 oz. capped in bbls. ... 18
per doz. ... 18

MAPLEINE
2 oz. bottles, per doz. ... 3 00
1 oz. bottles, per doz. ... 1 75

MINCE MEAT
Per case ... 2 85

MOLASSES
New Orleans
Fancy Open Kettle ... 42
Choice ... 35
Good ... 22
Fair ... 20

Half barrels 2c extra
Red Hen, No. 2 1/2 ... 1 75
Red Hen, No. 5 ... 1 75
Red Hen, No. 10 ... 1 65

MUSTARD
1/2 lb. 6 lb. box ... 16

OLIVES
Bulk, 1 gal. kegs 1 00@1 10
Bulk, 2 gal. kegs 95@1 05
Bulk, 5 gal. kegs 90@1 00

Stuffed, 5 oz. ... 90
Stuffed, 8 oz. ... 1 25
Stuffed, 14 oz. ... 2 25
Pitted (not stuffed)
14 oz. ... 2 25
Manzanilla, 8 oz. ... 90
Lunch, 10 oz. ... 1 35
Lunch, 16 oz. ... 2 25
Queen, Mammoth, 19 oz. ... 4 25
Queen, Mammoth, 28 oz. ... 5 75
Olive Chow, 2 doz. cs. per doz. ... 2 25

PICKLES
Medium
Barrels, 1,200 count ... 7 75
Half bbls., 600 count ... 4 38
5 gallon kegs ... 1 90

Small
Barrels ... 9 50
Half barrels ... 5 25
5 gallon kegs ... 2 25

9

Sausages
Bologna ... 12 @12 1/2
Liver ... 9 1/2 @14
Frankfort ... 13 @13 1/2
Pork ... 13 @14
Veal ... 11
Tongue ... 11
Headcheese ... 10

Beef
Boneless ... 20 00@20 50
Rump, new ... 24 00@24 50

Pig's Feet
1/4 bbls. ... 1 05
3/4 bbls., 40 lbs. ... 2 10
1/2 bbls. ... 4 25
1 bbl. ... 8 50

Tripe
Kits, 15 lbs. ... 90
1/4 bbls., 40 lbs. ... 1 50
3/4 bbls., 80 lbs. ... 3 00

Casings
Hogs, per 1/2 ... 35
Beef, rounds, set ... 18@20
Beef, middles, set ... 80@85
Sheep, per bundle ... 85

Uncolored Butterine
Solid Dairy ... 12 @16
Country Rolls ... 12 1/2@18

Canned Meats
Corned beef, 2 lb. ... 4 65
Corned beef, 1 lb. ... 2 40
Roast beef, 2 lb. ... 4 65
Roast beef, 1 lb. ... 2 40

Potted Meat, Ham
Flavor, 1/4s ... 55
Potted Meat, Ham
Flavor, 1/4s ... 95
Deviled Meat, Ham
Flavor, 1/4s ... 55
Deviled Meat, Ham
Flavor, 1/4s ... 95
Potted Tongue, 1/4s ... 55
Potted Tongue, 1/2s ... 95

RICE
Fancy ... 6 1/2@7
Japan Style ... 5 @5 1/4
Broken ... 3 1/4@4 1/4

ROLLED OATS
Rolled Avena, bbls. ... 5 00
Steel Cut, 100 lb. sks. ... 2 50
Monarch, bbls. ... 4 75
Monarch, 90 lb. sks. ... 2 25
Quaker, 18 Regular ... 1 45
Quaker, 20 Family ... 4 25

SALAD DRESSING
Columbia, 1/2 pt. ... 2 25
Columbia, 1 pint ... 4 00
Durkee's, large 1 doz. ... 4 50
Durkee's, small, 2 doz. ... 5 25
Snider's, large, 1 doz. ... 2 35
Snider's small, 2 doz. ... 1 35

SALERATUS
Packed 60 lbs. in box
Arm and Hammer ... 3 00
Wyandotte, 100 1/4s ... 3 00

SAL SODA
Granulated, bbls. ... 80
Granulated, 100 lbs. cs. ... 90
Granulated, 36 pkgs. ... 1 25

SALT
Common Grades
100 3 lb. sacks ... 2 60
70 4 lb. sacks ... 2 40
60 5 lb. sacks ... 2 40
28 10 lb. sacks ... 2 25
56 lb. sacks ... 20
28 lb. sacks ... 20

Warsaw
56 lb. sacks ... 26
28 lb. dairy in drill bags ... 20
Solar Rock
56 lb. sacks ... 26

Common
Granulated, Fine ... 1 05
Medium, Fine ... 1 10

10

SEEDS
Anise ... 14
Canary, Smyrna ... 7 1/2
Caraway ... 10
Cardomom, Malabar ... 1 20
Celery ... 50
Hemp, Russian ... 5
Mixed Bird ... 5
Mustard, white ... 8
Poppy ... 9
Rape ... 5 1/2

SHOE BLACKING
Handy Box, large 3 dz. ... 3 50
Handy Box, small ... 1 25
Bixby's Royal Polish ... 85
Miller's Crown Polish ... 85

SNUFF
Scotch, in bladders ... 37
Maccaboy, in jars ... 35
French Rapple in jars ... 43

SODA
Boxes ... 5 1/2
Kegs, English ... 4 1/4

SPICES
Whole Spices
Allspice, Jamaica ... 9@10
Allspice, lg Garden ... @11
Cloves, Zanzibar ... @22
Cassia, Canton ... 14@15
Ginger, African ... @ 9 1/2
Ginger, Cochin ... @14 1/2
Mace, Penang ... @75
Mixed, No. 1 ... @17
Mixed, No. 2 ... @16
Mixed, 5c pkgs. dz. ... @45
Nutmegs, 70180 ... @30
Nutmegs, 105-110 ... @25
Pepper, Black ... @15
Pepper, White ... @25
Pepper, Cayenne ... @22
Paprika, Hungarian

Pure Ground in Bulk
Allspice, Jamaica ... @14
Cloves, Zanzibar ... @29
Cassia, Canton ... @20
Ginger, African ... @17
Mace, Penang ... @75
Nutmegs ... @35
Pepper, Black ... @19
Pepper, White ... @27
Pepper, Cayenne ... @24
Paprika, Hungarian ... @45

STARCH
Corn
Kingsford, 40 bs. ... 7 1/4
Muzzy, 20 lb. pkgs. ... 5 1/4

Muzzy
48 lb. packages ... 5
18 3lb. packages ... 4 78
12 6lb. packages ... 6
50lb. boxes ... 3

SYRUPS
Corn
Barrels ... 27
Half barrels ... 29
Blue Karo, 2 lb. ... 1 80
Blue Karo, 2 1/2 lb. ... 2 30
Blue Karo, 5 lb. ... 2 25
Blue Karo, 10 lb. ... 2 15
Red Karo, 1 1/2 lb. ... 3 60
Red Karo, 2 lb. ... 2 15
Red Karo, 2 1/2 lb. ... 2 55
Red Karo, 5 lb. ... 2 50
Red Karo, 10 lb. ... 2 40

Pure Cane
Fair ... 16
Good ... 20
Choice ... 25

TABLE SAUCES
Halford, large ... 3 75
Halford, small ... 2 25

TEA
Uncolored Japan
Medium ... 20@25
Choice ... 28@33
Fancy ... 36@45
Basket-fired Med'm ... 28@30
Basket-fired, Choice ... 35@37
Basket-fired, Fancy ... 38@45
No. 1 Nibs ... 30@32
Siftings, bulk ... 9@10
Siftings, 1 lb. pkgs. ... 12@14

Gunpowder
Moynie, Medium ... 28@33
Moynie, Choice ... 35@40
Moynie, Fancy ... 50@60
Ping Suey, Medium ... 25@30
Ping Suey, Choice ... 35@40
Ping Suey, Fancy ... 45@50

Young Hyson
Choice ... 28@30
Fancy ... 45@55

Oolong
Formosa, Medium ... 25@28
Formosa, Choice ... 32@35
Formosa, Fancy ... 50@60

English Breakfast
Congou, Medium ... 25@30
Congou, Choice ... 30@35
Congou, Fancy ... 40@60
Congou, Ex. Fancy ... 60@80

11

TOBACCO

Fine Cut
Blot ... 1 45
Bugle, 16 oz. ... 3 84
Bugle, 10c ... 11 00
Dan Patch, 8 and 16 oz. ... 32
Dan Patch, 4 oz. ... 11 52
Dan Patch, 2 oz. ... 5 76
Fast Mail, 16 oz. ... 7 80
Hiawatha, 16 oz. ... 60
Hiawatha, 5c ... 5 40
May Flower, 16 oz. ... 9 36
No Limit, 8 oz. ... 1 80
No Limit, 16 oz. ... 3 60
Ojibwa, 8 and 16 oz. ... 40
Ojibwa, 10c ... 11 10
Ojibwa, 5c ... 1 85
Petoskey Chief, 7 oz. ... 2 00
Petoskey Chief, 14 oz. ... 4 00
Peach and Honey, 5c ... 5 76
Red Bell, 16 oz. ... 3 96
Red Bell, 8 foil ... 1 98
Sterling, L & D 5c ... 5 76
Sweet Cuba, canister ... 9 16
Sweet Cuba, 5c ... 5 76
Sweet Cuba, 10c ... 95
Sweet Cuba, 1 lb. tin ... 4 50
Sweet Cuba, 1/2 lb. foil ... 2 25
Sweet Burley, 5c L&D ... 5 76
Sweet Burley, 8 oz. ... 2 45
Sweet Burley, 16 oz. ... 4 90
Sweet Mist, 1/2 gro. ... 5 70
Sweet Mist, 8 oz. ... 11 10
Telegram, 5c ... 5 76
Tiger, 5c ... 6 00
Tiger, 25c cans ... 2 40
Uncle Daniel, 1 lb. ... 5 60
Uncle Daniel, 1 oz. ... 5 22

Plug
Am. Navy, 16 oz. ... 32
App. 10 lb. butt ... 38
Drummond Nat. Leaf, 2 and 5 lb. ... 60
Drummond Nat. Leaf per doz. ... 95
Battle Ax ... 32
Bracer, 6 and 12 lb. ... 30
Big Four, 6 and 16 lb. ... 32
Boot Jack, 2 lb. ... 90
Boot Jack, per doz. ... 96
Bullion, 16 oz. ... 46
Climax Golden Twins ... 48
Climax, 14 1/2 oz. ... 44
Climax, 7 oz. ... 47
Days' Work, 7 & 14 lb. ... 37
Crepe de Menthe, lb. ... 62
Derby, 5 lb. boxes ... 28
5 Bros., 4 lb. ... 66
Four Roses, 10c ... 90
Gilt Edge, 2 lb. ... 58
Gold Rope, 6 & 12 lb. ... 50
Gold Rope, 4 & 8 lb. ... 58
G. O. P., 12 & 24 lb. ... 40
Granger Twist, 6 lb. ... 46
G. T. W., 10 lb. & 21 lb. ... 36
Horse Shoe, 6 & 12 lb. ... 43
Honey Dip Twist, 5&10 ... 45
Jolly Tar, 5 & 8 lb. ... 40
J. T., 5 1/2 & 11 lb. ... 40
J. T., 5 1/2 & 11 lb. ... 35
Keystone Twist, 6 lb. ... 45
Kismet, 6 lb. ... 48
Maple Dip, 20 oz. ... 28
Merry Widow, 12 lb. ... 32
Nobby Spun Roll 6 & 3 ... 58
Parrot, 12 lb. ... 93
Patterson's Nat. Leaf ... 93
Peachey, 6-12 & 24 lb. ... 41
Picnic Twist, 5 lb. ... 45
Piper Heidsick, 4 & 7 lb. ... 69
Piper Heidsick, per doz. ... 96
Polo, 3 doz., per doz. ... 38
Redicut, 1 1/2 oz. ... 38
Scrapple, 2 & 4 doz. ... 48
Sherry Cobbler, 8 oz. ... 32
Spear Head, 12 oz. ... 44
Spear Head, 14 1/2 oz. ... 47
Spear Head, 7 oz. ... 44
Sq. Deal, 7, 14 & 28 lb. ... 30
Star, 6, 12 & 24 lb. ... 43
Standard Navy, 7 1/2, 15 & 30 lb. ... 34
Ten Penny, 6 & 12 lb. ... 35
Town Talk, 14 oz. ... 31
Yankee Girl, 12 & 24 lb. ... 31

Scotch, in bladders ... 37
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English Breakfast
Congou, Medium ... 25@30
Congou, Choice ... 30@35
Congou, Fancy ... 40@60
Congou, Ex. Fancy ... 60@80

SPECIAL PRICE CURRENT

12

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

13

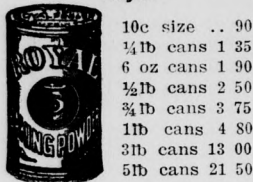
Table with 2 columns: Item Name and Price. Includes categories like Pilot, Buck Horn, and various tobacco products.

14

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

15

BAKING POWDER



Royal 10c size .90, 1/4 lb cans 1.35, 6 oz cans 1.90, 1/2 lb cans 2.50, 3/4 lb cans 3.75, 1 lb cans 4.80, 3 lb cans 13.00, 5 lb cans 21.50

CIGARS

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

Worden Grocer Co. Brands Canadian Club Londres, 50s, wood 35, Londres, 25s tins 35, Londres, 300 lots 10

COFFEE

Roasted Dwinell-Wright Co.'s E'ds



White House, 1 lb. White House, 2 lb. Excelsior, Blend, 1 lb. Excelsior, Blend, 2 lb. Tip Top, Blend, 1 lb. Royal Blend Superior Blend Boston Combination

Conservative Investors Patronize Tradesman Advertisers



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

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

American Steel Sanitary Desks

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

Motion Picture Theatre Seating

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

Lodge Furniture

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



American Seating Company

14 E. Jackson Blvd., Chicago

Grand Rapids New York Boston Philadelphia

16

OLD MASTER COFFEE

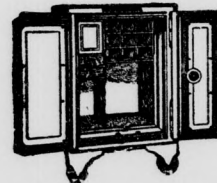


Old Master Coffee 31, San Marto Coffee



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

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

17

SOAP

Lautz Bros. & Co. Acme, 30 bars 4 00, Acme, 25 bars, 75 lbs. 4 00, Acme, 25 bars, 70 lbs. 3 80, Acme, 100 cakes 3 20, Big Master, 100 blocks 4 00, Cream Borax, 100 cks 3 85, German Mottled 3 15, German Mottled, 5bx. 3 15, German Mottled, 25 b. 3 10, Lautz Naphtha 100 ck. 3 85, Marseilles, 100 cakes 6 00, Marseilles, 100 cks. 5c 4 00, Marseilles, 100 ck. toll 4 30, Marseilles, 1/2 bx toll 2 10, Proctor & Gamble Co. Lenox 3 20, Ivory, 6 oz. 4 00, Ivory, 10 oz. 6 75, Star 3 35, Swift & Company Swift's Pride 3 15, White Laundry 3 75, Wool, 6 oz. bars 4 00, Wool, 10 oz. bars 6 65, Tradesman Co.'s Brand Black Hawk, one box 2 50, Black Hawk, five bxs 2 40, Black Hawk, ten bxs 2 25, A. B. Wrisley Good Cheer 4 00, Old Country 2 40

Scouring Sapollo, gross lots 9 50, Sapollo, half gro. lots 4 85, Sapollo, single boxes 2 40, Sapollo, hand 2 40, Scourine, 50 cakes 1 80, Scourine, 100 cakes 3 50

Soap Compounds Johnson's Fine, 48 2 25, Johnson's XXX 100 5c 4 00, Rub-No-More 3 85, Nine O'clock 3 50

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



The only 5c Cleanser Guaranteed to equal the best 10c kinds 80 - CANS - \$2.80



MICA AXLE GREASE 1 lb. boxes, per gross 9 00, 3 lb. boxes, per gross 24 00

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

QUICK RETURNS!

From our high grade **Special Sales** with no bad after effects. Sales of every description scientifically conducted by our Expert Sales Managers who succeed by Original Methods approved by the largest wholesale houses of Chicago and the leading Merchants of the country. Write us to-day.

MERCHANTS NATIONAL SERVICE CO.
105 So. Dearborn St., Chicago.

For Sale Cheap—Set of second-hand drug store wall fixtures and prescription case, equipped with labeled drawers. Address C. E. Nelson, Coopersville, Michigan. 256

For Sale—General store in small live town, Southern Michigan. Post office located in store. Big resort trade in summer. Ice harvest in winter. Clean up-to-date stock, doing \$24,000 yearly. Located 150 ft. from station. Good store building, house, barn and sheds. Stock and fixtures about \$6,000. Real Estate, \$2,500. Failure of health makes sale necessary. Act quickly. Address C. E. Richmond, Devils Lake, Mich. 255

For Sale—A good paying meat market, doing \$30 a day, in a town of 1,000. The best location in town, rent cheap. Ice goes with shop. Enough work for two good men. Good reason for selling. Address No. 254, care Michigan Tradesman. 254

For Sale—Drug store, population 6,000. Full prices. Average cash daily sales 1913, \$48. Invoices \$8,250. Will sell for \$8,000. A first-class opportunity. Address No. 253, care Tradesman. 253

For Sale or Exchange—For small farm, feed mill, good building, new machinery. Well located in thriving town of 1,800, surrounded by good farming country. Address No. 252, care Tradesman. 252

For Sale—A small stock of clothing, shoes and gents' furnishings, good trade established; nice clean stock, splendid opening for a live merchant. No trades considered. Low rent, good room, good town. Address Lock Box 12, Milford Center, Ohio. 251

Wanted—To manage general store in live Michigan town, by man and wife. Good references given. Address 250, care Tradesman. 250

Furniture Store For Sale—Dr. J. A. Deane is now offering his commodious furniture store for sale. It has been used as such for more than 75 years and has done a thriving business, and in connection with it undertaking has also prospered. The floor space represents 7,600 feet and the location is most desirable. For further information address him at 267 Main St., Catskill, N. Y. 249

For Sale—Good brick hotel in thriving county seat of 2,000 inhabitants. Newly papered and overhauled. Priced right. Address Lock Box 124, Ithaca, Mich. 247

Farms, city property and stocks of goods wanted in exchange for Kansas, Missouri, Oklahoma and Arkansas lands. Kiblinger & Ball, Oswego, Kan. 245

Barber Shop—Shelby, Ohio, three chairs, well equipped, good location; will sell cheap. Address W. A. Reis, Shelby, Ohio. 246

Furniture stores for sale, doing principally installment business. Nice, clean, complete stocks, good locations in some of the best cities of the South. Can arrange for terms on part if desired. Address P. O. Box 223, Houston, Texas. 244

For Sale—Excellent chance to buy resort with hotel, only one on the best lake in Michigan. Fully equipped with boats, plenty of ice, chickens, cow and pigs and enough garden space to raise all vegetables needed. Owner is forced to sell on account of ill health and will sacrifice for cash. Address The Morrison Lake House, Chas. F. W. Biermann, Prop., Saranac, Michigan. 242

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

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

For Sale—In good Southern Michigan town, with or without good buildings, living rooms and barn, clean stock of groceries, crockery, ten cent and quite a number of other money making lines of goods. Stocks and fixtures about \$3,000. Owner wants to go West. A good opportunity. Investigate this. Address H. E. C., care Tradesman. 243

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

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

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

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, tinner's 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

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 excepted. 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

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

We buy for cash merchandise of all kinds. Discontinued lines or whole stocks. Seasonable or not seasonable. Salesmen's samples, broken lines, stickers, etc. Price the only consideration. Send us the goods by freight prepaid and we will make you an immediate cash offer. If same is not satisfactory, we will return goods and pay freight going back. Correspondence invited. E. Fantus Brothers, 525 So. Dearborn St., Chicago. 48

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

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

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

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 Kupperberg, 52 Lispenard St., New York City. 187

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. Autopress, Wayland, Mich. 65

For Sale—Two-story brick building with five year lease at good rental, located in city of 8,000. Will sell cheap or exchange for stock of shoes. Address Star, 900 Grandville Ave, Grand Rapids. 162

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

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

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

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

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

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

HELP WANTED.

Wanted—Registered druggist to work in connection with general store. Board and room, with salary. State salary. Address No. 186, care Tradesman. 186

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

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

"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

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

THE THUMB COUNTRY.

Salient Features of Four Flourishing Towns.

Vassar, May 25.—Caro, the county seat of Tuscola county, is thirty-two miles southeast of Bay City and 100 miles northwest of Detroit. It was settled in 1867 and incorporated as a village in 1871. It is lighted by electricity, having cluster post lights along the principal streets, has an excellent system of water works, a volunteer fire department, churches of the leading religious denominations and one of the finest schools in the State, from which graduates are admitted to the State University. Its industries consist of the largest beet sugar factory in the State, steel horse collar and steel range factory, marble works, boiler compound factory, bottling works, flour mills, elevators, etc. Caro has one of the best hotels in the State, the Hotel Montague, under the very able management of S. Montague & Son. The following business men have excellent stocks and are readers of the Tradesman:

E. O. Spaulding & Son, general merchandise.

Coad Bros., drugs.
Frank G. Jayne, groceries,
Wm. Kindle, meats.
Albert J. Van Sickle, flour and feed.
W. H. Bechtel, bakery.
C. M. Pierce & Son, meats.
Commercial Savings Bank.
Cochrane & Honeywell, flour mills.
Walter H. Cooper, farm implements
Henry S. Faust, furniture.
Donald M. Graham, groceries.
Nicholas Hamilton, shoes.
J. H. Hudson, notions.
Caro Elevator Co., grain.
Daniel L. Lazelle, groceries.
Meredith & Schultz, groceries.
Wm. E. Owen, groceries.
LeRoy Palmanteer, racket store.
Purdy Bros., hardware.
Robert J. Putnam, groceries.
J. St. Mary, clothing.
State Savings Bank.
Webb Bros., clothing and shoes.
Watrous Hardware Co.
Frank Carson, groceries.
S. B. Westcott, shoes.
H. R. Howell, hardware.
W. A. Calbeck, shoes.
Zemke Bros., dry goods.
Palmers Drug Store.
Michigan Sugar Co.

Mark A. Joslin, department store.
Johnston-Slocum Co., manufacturers of steel horse collars and ranges.
Hub Clothing Co.
Tuscola Elevator Co., grain.
Gansell & Maier, furniture.
Henry Herman, clothing.
L. A. Hooper, drugs.
S. Montague & Son, Hotel Montague.

Unionville, originally settled in 1855 and incorporated as a village in 1879, is located in Tuscola county, six miles from the shore of Saginaw Bay, fifteen miles north of Caro, the county seat, and thirty-one northeast of Saginaw. It has four churches, a union school, a bank and a weekly newspaper. The merchants are progressive, carry excellent stocks and the Tradesman is a welcome visitor to the following business houses:

J. H. Kemp & Co., general merchandise.
Kolb & Son, general merchandise.
C. F. Sees & Son, furniture.
John Eckfield, general merchandise.
H. G. Spring, drugs and jewelry.
Fred Korte, meats.
Omar Pregitzer, general merchandise.

Unionville Milling Co.
E. O. Babcock, farm implements.
State Savings Bank.

Sebawaing, dating its settlement from 1835 and incorporated in 1879, is a hustling village and also, by reason of its beautiful location and environs, a popular summer resort, situated on Saginaw Bay at the mouth of the Sebawaing River, twenty-six miles southwest of Bad Axe, the county seat, and thirty-seven miles northeast of Saginaw. It is a pic-

turesque village of substantial homes, beautiful and well cultivated gardens and smooth lawns, paved streets and fine shade trees. There are five churches, excellent schools, etc. It has a number of flourishing industries, flour mills, pressed brick factory, lumber mills, a brewery, foundry and machine shop, beet sugar refinery, grain elevator, stave and heading mill, cooperage, brick and tile works, etc. Several vineyards are located in the immediate vicinity, from which large quantities of the finest grapes in the State are raised. Large and well assorted stocks are carried by the merchants and the Tradesman is read by the following:

John Rummel & Co., general merchandise.

Myers & Riedel Co., general merchandise.

J. Liken & Co., general merchandise.

J. J. Bauer, furniture.
Sebawaing State Bank.

C. A. Weaverling & Co., meats.
D. D. Finkbeiner, shoes.

Sutton's Drug Store.
Pigeon, settled in 1887, is located on a river of the same name and on the P. M. and G. T., fifteen miles west of Bad Axe, the county seat, has five churches, a graded public school, a bank, a flour mill, a planing mill, grain elevators, a flax mill and three creameries. The principal shipments are wheat, cattle, hay, sugar beets and flax. The Hotel Heasty conducted by Geo. S. Farrar, is first-class in every respect. Large, well assorted stocks of merchandise are carried by the merchants and the following read the Tradesman:

Leipprandt Bros., general merchandise.

A. Hirschberg & Son, general merchandise.

W. J. Brown, general merchandise.
Geo. C. Muentener, groceries.

Wm. L. Sutton, druggist.
W. A. Schuber, furniture.

T. L. Thiel, general merchandise.
J. A. McLean, hardware.

J. E. Cramer, groceries.
Pigeon State Bank.

Pigeon Elevator Co., grain.
E. T. Hess, clothing.

E. Paul, hardware.
Geo. S. Farrar, Hotel Heasty.

W. R. Wagers.

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BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

St. Joseph, May 12.—In the matter of the National Gas Light Co., bankrupt, of Kalamazoo, a special meeting was held at the latter place for the purpose of settling objections to certain claims. The claims of the Kalamazoo National Bank for \$10,159.39 and for \$3,000 were considered and witnesses sworn, also the claim of Oscar Gumbinsky for \$10,159.39. Attorneys for the claims were instructed to file briefs with the referee, and upon receiving the same, the referee will make his decision.

May 13.—In the matter of the Michigan Buggy Company, bankrupt, the adjourned examination of the officers of the bankrupt and others was continued at Kalamazoo. M. Henry Lane, Victor L. Palmer and Frank B. Lay, Sr., were further examined, the examination disclosing the early financial deals of the bankrupt. After a two days' session, the hearing was further continued for thirty days.

May 15.—In the matter of the Sanitary Laundry Co., bankrupt, of Kalamazoo, the trustee has filed his supplemental final report and vouchers, showing distribution of all the assets of the estate and has requested that an order be made closing the estate and discharging him as trustee.

May 16.—In the matter of Abel Schipper, bankrupt, of Kalamazoo, no cause to the contrary having been shown, an order was entered by the referee confirming the trustee's report of exempted property.

In the matter of Herman Vetten, bankrupt, of Kalamazoo, the trustee's report recommending that the bankrupt be allowed \$163.94 in lieu of his personal property exemptions of \$250, was approved and allowed by the referee.

May 18.—In the matter of William H. Evans, bankrupt, of St. Joseph, a final meeting of creditors was held at the referee's office. The trustee's report and account, showing total assets of \$530 and disbursements of \$69 was approved and allowed. Attorney fees and administration expenses to the amount of \$180 were allowed and ordered paid. A dividend of 25% per cent. was declared and ordered paid on the claims filed and allowed, and the final order of distribution entered by the referee. Creditors having been directed to show cause why a certificate recommending the bankrupt's discharge should not be made by the referee, and cause having been shown why such certificate should not be made, it was determined that no such favorable certificate be made. Final meeting of creditors then adjourned, without day.

May 20.—In the matter of Herman Vetten, bankrupt, of Kalamazoo, upon recommendation of the trustee, an order was entered allowing the Wilmarth Show Case Co., of Grand Rapids, to reclaim certain show cases sold to the bankrupt on a conditional sale contract.

May 22.—In the matter of August Peters, bankrupt, of Benton Harbor, the trustee filed his final report and account, showing total assets of \$1,310.19 and disbursements of \$124.80, leaving a balance on hand of \$1,185.39 for the purpose of paying administration expenses and declaring a dividend. It is expected that creditors will receive a dividend of about 5 per cent.

May 23.—In the matter of Abel Schipper, bankrupt, of Kalamazoo, an order was entered by the referee calling a final meeting of creditors at his office on June 8 for the purpose of passing upon the trustee's final report and account, showing no assets, no receipts of any kind and no disbursements. Creditors were directed to show cause at the meeting why a certificate favorable to the bankrupt's discharge should not be made by the referee.

In the matter of August Peters, bankrupt, of Benton Harbor, an order was made by the referee calling a final meeting of creditors at his office on the afternoon of June 8 for the purpose of passing upon the trustee's final report and account, the declaration and payment of a dividend, and the payment of administration expenses. Creditors were directed to show cause, if any they have, why a certificate recommending the bankrupt's discharge should not be made by the referee.

Charles Dowd, grocer at 633 North Ottawa avenue, will soon remove to 701 North Ottawa avenue, occupying the stand recently vacated by H. G. Bromley, who has sold his grocery stock and discontinued business.

Jepson & Mason are now operating the restaurant at 11 Division avenue and using the style of Niagara Cafe. This place was formerly conducted by Solomon Jacobs.

The death of Ira Van Valkenburg, the East End hardware man, is directly traceable to that of his father, Daniel Van Valkenburg, a pioneer Battle Creek grocer, who died there May 6. The younger Van Valkenburg contracted a cold while standing bareheaded at his father's grave during the funeral, and pneumonia, the disease that killed the father, developed.

The Alt-Batsche Manufacturing Co. has been organized to manufacture and deal in all kinds of furniture, with an authorized capital stock of \$10,000, of which \$8,400 has been subscribed and \$5,400 paid in in cash. The stockholders and the number of shares held by each are: Nicholas J. Alt, 25 shares; Ignatz H. Batsche, 25 shares, and Frank J. Wilmes, 10 shares.

The Grand Rapids Sheraton Furniture Co. has filed notice with the Secretary of State, reducing its capitalization from \$8,000 to \$5,500.

Barney Sikkema has opened up a grocery store on Eastern avenue. The Worden Grocer Co. furnished the stock.

R. Kinney has engaged in the grocery business at Fruitport. The stock was furnished by the Worden Grocer Co.

J. Meacham, of Boyne City, has gone into the grocery business, buying his stock of the Worden Grocer Co.

BUSINESS CHANCES.

We need a bank, a general store, a grocery store, a lumber yard and a steam laundry. Address A. M. Grosvenor, Casselton, N. D. 257

For Sale—Grocery stock, Muskegon, Michigan. A bargain. Established 20 years. Exceptionally clean stock. Good business. Good reason for selling. Worden Grocer Co., Grand Rapids. 248

For Sale—Moving picture theater, city six thousand, summer resort, 340 seats, two machines, stage, swell lobby, fine location and ventilation. Good lease. Write Lyceum Film Exchange, South Bend, Indiana. 259

For Sale or Trade—For house and lot or 40 acre farm, stock groceries, dry goods and bazaar. Retiring account death of wife. M. C. Lathrop, Flushing, Michigan. 258

For Sale

Four cylinder Franklin touring car, 1911 model. Has run only 11,000 miles. In good condition. Enquire Michigan Tradesman office.

WANTED AT ONCE

First class Calciner for fine, two-kettle plaster plant. Highest wages paid. Write or wire

THE IONA GYPSUM CO. LIMITED
SYDNEY, NOVA SCOTIA

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

W. R. ROACH & CO., HART, MICH.

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.

**Every
Passer-by a
Prospective
Customer**



20 MULE TEAM BORAX

Should be used with soap wherever soap is used.

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

20 MULE TEAM BORAX

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

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

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

The Pacific Coast Borax Co.
McCormick Building, CHICAGO.



KINGSFORD'S CORN STARCH

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

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

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

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



National Starch Company
NEW YORK

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.

Not Sold by Weight



The nutritive value of a prepared food is not determined by weight. The purity and food value of

Shredded Wheat

are in the shredding process—the best process ever discovered for preparing the whole wheat grain in a digestible form. We are not selling the raw wheat at so much per pound. Considering its high nutritive value Shredded Wheat is the cheapest food on earth. It is the one universal staple breakfast cereal, always clean, always pure, always the same price.

TRISCUIT is the Shredded Wheat wafer—a crisp, tasty whole wheat toast—delicious with butter, cheese or marmalades.

Shredded Wheat Biscuit is packed in odorless spruce wood cases which may be readily sold for ten or fifteen cents, thereby adding to the grocer's profits.



MADE ONLY BY

The Shredded Wheat Company
NIAGARA FALLS, N. Y.