

MICHIGAN TRADESMAN

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Thirty-First Year

GRAND RAPIDS, WEDNESDAY, JUNE 3, 1914

Number 1602

House Cleaning

Yes, clean your house and clean your shed,
And clean the barn in every part;
But brush the cobwebs from your head
And sweep the snowbanks from your heart.
Just when spring cleaning comes around
Bring out the duster and the broom;
But shake your foggy notions down
And sweep your dusty soul from gloom.

Shake old ideas out with the dust,
And dress your soul in newer style;
Scrape from your mind its worn-out crust
And dump it in the rubbish pile.
Sweep out the hates that burn and smart,
Bring in new loves, serene and pure;
Around the hearthstone of the heart
Place modern styles of furniture.

Clean out your moral cubby-holes,
Sweep out the dust, scrape off the scum;
'Tis cleaning time for healthy souls,
Get up and dust. The spring has come.
Clean out the corners of the brain;
Bear down with scrubbing brush and soap,
And dump all fear into the rain,
And dust a cozy chair of hope.

Clean out the brain's deep rubbish hole,
Soak every cranny, great and small,
And in the front room of the soul
Hang prettier pictures on the wall.
Scrub up the window of the mind,
Clean up and let the spring begin;
Swing open wide the dusty blind
And let the April sunshine in.

Plant flowers in the soul's front yard,
Set out new shade and blossom trees,
And let the soul once froze and hard
Sprout crocuses of new ideas.
Yes, clear your yard and clean your shed,
And clean the barn in every part;
But brush the cobwebs from your head
And sweep the snowbanks from your heart.

Sam Walter Foss.

The Little Old Town

There are fancier towns than the little old town,
There are towns that are bigger than this;
And the people who live in the tinier town
All the city contentment may miss.
There are things you can see in the wealthier town
That you can't in a town that is small—
And yet, up or down,
There is no other town
Like your own little town, after all.

It may be that the street through the heart of the town
Isn't long, isn't wide, isn't straight;
But the neighbors you know in your own little town
With a welcome your coming await.
On the glittering streets of the glittering town,
By the palace and pavement and wall,
In the midst of the throng,
You will long, you will long,
For your own little town, after all.

It is here by the stile in your own little town
Father courted your mother, a maid;
It was here in the vale in your own little town
That he builded a home in the shade.
It was here on the hill in your own little town
That the school and the book you recall—
Ev'ry step of the way,
So your memories say,
It's your own little town, after all.

For it isn't by money you measure town,
Or the miles that its border extends;
For the best things you gather, whatever the town,
Are contentment, and enjoyment, and friends.
If you live and you work and you trade in your town,
In spite of the fact it is small,
You'll find that the town,
That your own little town,
Is the best little town, after all.

Douglas Malloch.

LINGERING KISSES

A New Candy for Summer Trade

"The Taste Lingers"

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

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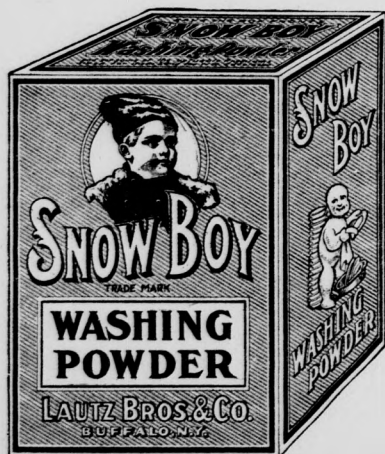
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JUDSON GROCER CO.

The Pure Foods House
Distributors

GRAND RAPIDS, MICHIGAN



SNOW BOY FREE!

For a limited time and subject to withdrawal without advance notice, we offer

SNOW BOY WASHING POWDER 24s FAMILY SIZE

through the jobber—to Retail Grocers

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

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

All Orders at above prices must be for immediate delivery.

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

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

Yours very truly,

Lautz Bros. & Co.

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

MICHIGAN TRADESMAN

Thirty-First Year

GRAND RAPIDS, WEDNESDAY, JUNE 3, 1914

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Chirpings From the Crickets.

Battle Creek, June 1.—W. J. Smith, of Hotel McElwain, Vicksburg, has spent the last two weeks up North fishing.

A sneak thief crawled into a window of Walter Cutler's residence at Nottawa last week and stole \$45 while the family slept. Walter and his brother are in business at Nottawa. He does not lay it to any of the boys who call on him, as he always comes across clean and has the good will and friendship of all the travelers. He lays it to the "good old Democratic times" that has put some poor soul to the bad.

E. E. Rodgers, formerly of Sonoma, is nicely installed in the store formerly run by F. Lovejoy at Ceresco.

M. A. Russell is home from a very successful trip into Indiana for the American Ammonia Co., of Boston. Morrice will spend another week in Indiana and then go North.

Walter S. Lawton, one of the live wires of No. 131, is in our city to-day in the interest of his house. Mr. Lawton will be at the Saginaw convention with bells on and is looking forward to a happy time.

John Verhage, of Kalamazoo, was seen on our streets to-day feeling rather ill. Too much fish over the holiday?

Oh! for the vocabulary of a Harwood and the staying qualities of a Goldstein!

Wm. Sturman, local boy who has been working in Wisconsin for the Chicago American, is back in Michigan again looking after circulation.

The ups and downs of men make a great study. After a man has gotten along in a financial way and then goes to a level below his former scale, it shows one of two things—either he was put on too high a plane by some one who thought he saw undeveloped talent or else prosperity and its accompanying charms and comforts were too much for the subject and he fell. But talent will out and the man with it will, sooner or later, get into the work he is adapted for and will then show himself in his true light. The traveling salesman should be a circulating medium of good cheer. Good cheer is contagious. The man who radiates good cheer becomes a magnet. To this magnet come admirers with their homage and, naturally, their business.

A popular magazine carrying thousands of dollars' worth of advertising and manuscript is presented to your view on the stands by attractive work, by a talented artist. The magazine, the product of a heavy capitalized corporation, must need have a cheery and winsome look to attract and sell.

A "movie" house is always lighted up like a "new church."

The popular store owes its charm to its attractive windows, its pleasant clerks and, of course, its worthy goods and prices. The same basic principle applies to a salesman. We cannot all have the good looks of a Richards, a Clark or a Riste, but we can all so think and so live that good will and square deal stuff will be very noticeable in our make-up and, believe me, it will help you with that struggle for bread. As the magazine, "movie" and store put on an attractive look to stimulate business and to beckon to see what is inside, so must you put out a sunny make-up so people will know you and give you a chance to show what you are made of. God bless the cheery and happy traveler. He will find many heavy hearts and his happy and care-free style will do more good than it is possible for him to ever realize. A person never knows the hearts he can lighten by kind words and happy smiles and often it can be brought to bear on people whom you would think should bestow it upon the bestower. An instance comes to my mind: A young salesman on the road was having no business and sure was some blue. He sat in a hotel bewailing his fate and fortune and thinking himself the poorest excuse for a success, when he happened to look across the street. His eye rested upon a cripple strapped to a little four-wheeled truck that he pushed along by blocks he had in his hands. He was whistling to his heart's content. The lesson was complete and he grabbed his grip and went out and worked his head off, thankful for all he had and the pleasure of being able to work and enjoy life. He told me he thought the poor twisted man was sent along by a Supreme Being to show him where he was wrong. Let us all try to cheer each other up. It's great stuff, but it must not be artificial. Come across with the real stuff.

Old "43" needs a press agent. Couldn't tell "131" that with "Rocky" and Keane on the job.

How are you betting on the U. C. T. ball teams? Don't overlook Jackson. We have no team as yet, but watch "253" about another summer. We are in hopes that by that time business will be so we can spare a little time for practice.

Don't bewail your lot. Get up and mow it.

Don't overestimate your patrons if they do you. Live and work up to their estimate of you.

Elmer Mills and family live in our town now. This is where they belong. They will stay, too.

Say you read it in the Tradesman. By which utterance you at once classify yourself to your credit.

That was a hard blow from Mears last week. Rather on the George Steele order.

There are men who are better (mentally) than they think they are, as well as the big army that is not as strong (mentally) as they think

they are. The first named are in the minority.

Too bad such good "scouts" as Claude De France, Bill Thompson and John Verhage have to live in Kalamazoo. But then, home is home, wherever it is. Guy Pfander.

Late News From Our Grand Rapids Correspondent.

Grand Rapids, June 3.—C. Boertje, one of the general merchants at Beaverdam, has been appointed a delegate to the General Synod of the Reformed Church of America which will be held at Asbury Park, New Jersey, this month. After attending to his duties as delegate, Mr. Boertje will go to New York City and take the Nordam of the Holland-American line to the Netherlands. Mr. Boertje will stop at Rotterdam and will visit his old home in Zuid, Beijerland, where he has a sister living, as well as several nephews and nieces. After visiting the fatherland, Mr. Boertje will make a short stop at London before returning home. Mr. Boertje's friends all wish him a pleasant voyage and an enjoyable vacation which his years of application to business justly entitle him to.

E. A. Crandall, with the Worden Grocer Co., has purchased a new home on Quigley Boulevard.

Charles C. Whitwam, who for many years traveled out of Grand Rapids selling paints, has retired from the drug business and moved to his farm near Middleville. He will continue, however, to manufacture his Balm of Almonds.

Wm. Lovelace has been keeping bachelor's hall lately. Mrs. Lovelace has been away from home on a visit.

The boys of No. 131 are not all over their schoolboy tricks. About fifty members were on hand to see Ringling Bros. unload their big show at Loyalty Park. Only a few of those present had excuses (youngsters) for being there.

Claud Lawton received an injury in an automobile accident several days ago on a drive from Fountain to Scottville. He is so far recovered as to again be able to carry his grip, a necessary qualification for membership in the Bagmen, in which order he is one of the charter members.

Abdul Guild, A. M. of B., will give a ceremonial session on Thursday at the convention at Saginaw. Detroit and other cities throughout the State will furnish applicants for a large class. The hour of the ceremonial will be announced in next week's issue.

S. E. Edmonds, who met with an accident several weeks ago, is getting along nicely.

Howard Ives is driving a new car. Congressman J. W. Fordney and S. T. Brown have leased the Hotel Fordney, at Saginaw, and Mr. Brown will take the active management of it. A number of improvements are planned on both the exterior and interior of the hotel. An artesian well has been driven and a pressure system installed to supply the building with suitable drinking water—an unusual thing, by the way, in the Saginaw Valley. Manager Brown has signified his intention of holding open house during the U. C. T. convention and will have auto service at regular intervals to the East Side. Mr. Brown makes every effort to merit the com-

mercial travelers' patronage and is deserving of success.

H. L. Benjamin has recovered from his recent accident and is back on the road for the Pittsburgh Plate Glass Co.

Katherine Beardslee, little daughter of Mr. and Mrs. F. E. Beardslee, is seriously ill with pneumonia.

Russell A. Baker, the popular young grocer of Hopkins, was married to one of the town's most charming young ladies, Miss Millie Noggle, last Thursday. The wedding took place at Mr. Baker's summer home, the Kum-on-in Cottage, at Miner Lake. Mr. Baker is a young man with a very pleasing personality. He has a sunny disposition and has a rare faculty for making friends. Although he is the youngest merchant at Hopkins, through his thrift and energy he has built up a grocery business second to none in the town. The salesmen who make Hopkins all like to call on Russell and all join in congratulating him and wishing him and his fair bride all the happiness and prosperity they so richly deserve. Will E. Sawyer.

Statement Withdrawn.

On this page of our issue of April 15, 1914, in an article reporting the case of M. C. Gumm, of Dowagiac, who had given a trust mortgage for the benefit of his creditors, and in which a list of his creditors was given we concluded by saying:

"It will be noticed that Gumm's heaviest creditor in the grocery line is the W. M. Hoyt Co., of Chicago. This affords an explanation of his non-success in the grocery business."

So far as we know, it has not been claimed nor shown that Gumm's non-success was confined to the grocery department of his business. Really, we didn't know what was the cause of his non-success, therefore our inference that he had failed to succeed in the grocery department was not justified. Neither was the inference that his non-success was due to the fact that he dealt more largely with W. M. Hoyt Co. than with any other wholesale grocer.

We regret having made the incorrect statement in question and in order to remedy, so far as is in our power, whatever adverse regard for W. M. Hoyt Co. it may have caused in the minds of those who through inacquaintance with that company might be influenced by it, we acknowledge that we were wrong in publishing such a statement and we hereby withdraw and retract it, with apologies to W. M. Hoyt Co.

The Grand Rapids Trunk Co. has been incorporated under the same style with an authorized capital stock of \$10,000, of which \$6,310 has been subscribed, and \$6,048.13 paid in in property. The stockholders and the number of shares held by each are: Thomas G. Cummings, 277 shares; Daniel C. Rauser, 177 shares and Roland Sehler, 177 shares.

The Republic Tire Co. has opened a store at 124 Division avenue in charge of George E. Moran. The product of the Republic Rubber Co., of Youngstown, Ohio, is to be handled.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, June 1.—James Ryan, one of our leading undertakers, while spending a few days at his summer cottage on Sailors Encampment last week, thought it would be good sport to have some game for dinner and, taking his shot gun with him started for a trip over the island. He discovered a new animal, and although it was dead when found it appears to be one of the greatest curiosities ever discovered. There is some doubt about the animal. It is thought to be the body of a rabbit, as it had the head of a rabbit, but its ears look like those of a squirrel. It has four perfect front legs, two in their ordinary position and two growing out above the shoulders. It has four perfect hind legs, and the body is about six inches in length. Mr. Ryan sent the animal to F. R. Vigant, the local taxidermist, to be mounted for exhibition.

According to instructions received from Washington last week the International Joint Commission has entered at New York final order of approval on the application of the Michigan Northern Power Co. for the diversion and use of water and for the construction of compensating works in St. Mary's River. This is, indeed, good news to the Sooiters and will mean the extension of the Water Power Co.'s plants and additional factories when ready.

T. McGovern, a former Soo boy, but for the past few years a resident of Detroit, has returned to this city, incidentally selling automobiles as usual. Terry reports somewhat hard times in the metropolis at present and is going to spend some little time here, as he considers the Soo one of the most active cities he has visited in the past year.

August Musielak, proprietor of the Alto Hotel, on West Portage avenue, is erecting four new electric light standards in front of his place of business, which will give it a more attractive appearance. If the Soo only had a few more men of Mr. Musielak's stamp we would soon have the best city in the State. August has certainly been energetic and successful in his career since starting in the hotel business. From a small beginning he has erected two large buildings far in advance of the times in his locality, and his hotel would be a credit to many of the larger cities with its present furnishings and up-to-date appearance.

T. Mattern, for the past year meat cutter at the Soo Co-Operative Mercantile Association, has tendered his resignation and is now Assistant Superintendent at the Belvidere Hotel, taking an active part in the affairs of the latter place.

One of the worst explosions in years happened at Fibre last week, a small place not far from Soo Junction, on the D., S. S. & A., when Doud Brothers mill was destroyed by the blowing up of the boilers on account of the safety valve refusing to work. Had it not been for the fireman, who noticed the steam gauge had registered the limit, rushing through the mill and shouting, "For God's sake get out of here," twenty men might have been blown to pieces. No one was seriously injured, although there were several narrow escapes. The damage will amount to \$2,500. The mill was completely destroyed, there being nothing left but a hole in the ground and debris. Many windows in Fibre were also broken by the force of the explosion. A boiler dome weighing 500 pounds was blown 500 feet to the Soo Line Railway tracks. This is the first explosion that Doud Bros. have ever sustained, although they have lost two mills previous to this by fire at Fibre.

Health Officer Griffin, in making

a tour of inspection through Chippewa county, finds the dairies in good condition. The trip was made unknown to the owners. This is, indeed, good news to the many consumers of milk in Cloverland. The dairies were found in first-class sanitary condition. The new rules made by the health officer a year ago have had a marked effect upon the dairy conditions in Chippewa county.

Parties interested in the new saw mill industry at the mouth of Black River are having a setback in their operations. It seems that Otis and Oscar Granum had agreed with the A. B. Klise Lumber Co., of Gilchrist, to erect and operate a sawmill at the mouth of Black River, but before the mill was completed the Klises and the Granums were badly at outs. The Klises say that the two Granums secured advances of money on the machinery under the pretense that it was clear of all encumbrance, whereas the contrary is the case. In consequence, the Klise Co. secured their arrest on a charge of obtaining money under false pretenses. The defendants appeared before Justice Reagan and gave bail in the sum of \$500. The Granums deny any false pretense, but assert that such encumbrances as were against the plant were known to the Klise Co. The case will be watched with much interest around St. Ignace.

Iron River has inaugurated a system of selling cattle by lottery. The first carload bought by Banks arrived at Iron River last week. They were pure bred cattle, purchased by the Mutual Live Stock Association, which is financed by the three banks of the district. The car was shipped from Vermont, May 17 and arrived at Iron River the following Saturday. There were eleven Jersey cows, four Jersey heifers, a Guernsey bull, and the remainder of the carload consisted of Guernseys and Holsteins. The cattle were taken to the fair grounds to be put in good condition before being offered for sale, as the long trip had a marked effect on the herd. There has been so many demands for cows that I. W. Byers, President of the Association, has decided that the only way to adequately distribute them would be by the lottery plan—put a price on each cow and number her, and let all who want to buy draw for the prizes and pay the price.

The commercial travelers are not feeling very jubilant over the D., S. S. & A. rebate rates and from present indications the case may drag along for years. Many of the traveling fraternity have a large amount of rebate slips treasured up in their vaults which they expect to cash in as soon as the courts compel the railroad to do so and many prospective purchasers of automobiles are contemplating a good time and are living in hopes of realizing on their assets, but from present indications some of the boys may now consider a "fair offer."

"He who does something at the head of one regiment surpasses him who does nothing at the head of a hundred."

James A. Douglas, one of our leading implement dealers, had the misfortune to break his leg in an auto accident the other day, which will possibly lay him up for the next two months. Mr. Douglas was taking an auto trip through the country when the machine in which he was riding skidded and, fearing it would turn turtle, he jumped to clear the machine, but fell in such a manner in the road that the machine backed up over his leg before he could get away, breaking the limb above the ankle. It was a very painful accident and happened at a bad time when his busy season is on.

The new change of time in the trains leaving here will be of much importance for a while until the general public is thoroughly posted.

Commencing May 31 South Shore train No. 7, for Marquette and Duluth will leave the Soo at 5:55 p. m., instead of 6:25, and train No. 117, with Detroit sleeper attached, will leave at 5:05 p. m. instead of 5:20, as heretofore.

Some time ago merchants at the Soo were trying to adopt a co-operative delivery system, taking in the butchers and grocers, but on account of a few of our larger stores not being in favor of it, the matter has never developed. We find that the business men of Calumet, Laurium and vicinity, with those of Hancock, Houghton and other towns of the copper country are now figuring on the co-operative delivery system in their district. The matter has been given more or less attention by various business men of the country for some time, particularly since the idea was first brought up by the Copper Country Commercial Club a few weeks ago and presented to the attention of the merchants through the press, and the co-operative delivery bids fair to be adopted and it is hoped that the merchants at the Soo will fall in line in the near future, as it would be a great saving of expense and extra work and also reduce the high cost of living to a marked degree.

The past week makes numerous changes here by the removal of Welsh & McDonald from their present location on West Spruce street to the building directly west which is now occupied by the Gilhooley Paper Co. W. F. Lipsett will move his tailor shop from 415 Ashmun street to the building vacated by Welsh & McDonald, and Mr. Lipsett's old stand will be occupied by the union barber shop. Wm. Howden, who had space in Welsh & McDonald's former place, has moved to the Connolly Harness Manufacturing Co.'s offices.

Another new store was opened at the Soo last week under the name of the "Good Luck" store, at 307 Ashmun street, next to the Star theater. Abe Freedman, of this city, has been engaged as manager for the new concern. As he is a man of much experience and a hustler, a bright future is predicted for the new store. "I will go anywhere provided that it is forward."

James B. Melody, Cloverland's soap representative for Swift & Co., arrived in the city this week, having just returned from a trip through the iron country and he reports business in all lines somewhat slow, as many of the mines are running on reduced shifts, due to the lack of demand for ore. However, there are several things which make it look as if things might brighten up before long, among those being the purchase of the Republic mine by the Cleveland-Cliffs Company. It is reported that the mines will run six days each week now instead of four as at present. In practically all other lines business is on the increase in Cloverland and development in the iron industries is all that is needed to make the Upper Peninsula the most prosperous part of the State.

The Chicago police patrolmen will have nothing on the Soo after this week, as the nobby new uniforms for the entire police force have arrived. They certainly are classy looking garments of the latest cut. Helmets will also be purchased in the near future and the white leather caps now worn by the Chicago patrolmen may also be adopted by the force here. All they lack here now is an auto patrol to accommodate the trouble makers.

The Soo contributed six victims in the sinking of the Empress of Ireland. Mrs. Otto Beauchamp was en route to Carlisle, England, to visit her parents. She was the young wife of a printer in the employ of the Evening News. She had been in delicate health for months and was taking the trip on advice of her

physician. She leaves an infant daughter, a husband and other Soo relatives. Miss Hilma Kallio was also on the Empress en route to Finland to visit her parents, having been in this country for about eight years. Willie Hamalainen, Frank Jokinen, Otto Nevalainen and John Makale, of the Canadian Soo, were also victims on the Empress en route to Finland, whither they were bound to bring their families to this country.

Mr. Taylor, the energetic manager of the Pickford telephone exchange, was at Donaldson last week, where a meeting of the citizens was held to complete arrangements for installing telephone service in that vicinity.

Newberry suffered another hotel fire last week, when the Hotel Murphy was destroyed by fire. This is the second hotel destroyed by fire within four months. The fire broke out about 3 o'clock Friday morning, driving the guests from their beds. After two hours hard work the firemen had the fire under control, but the interior of the second story and the damage caused by the water that poured in on the first floor was almost as bad as the fire itself. L. Quinlan estimates his loss between \$6,000 and \$8,000, which is partly covered by insurance. This will handicap Newberry considerably, as the village is now crippled more than ever for hotel accommodations.

"Be ambitious to be good, rather than rich."

F. Allison, traveling salesman for the Cornwell Beef Co., has been doing considerable worrying of late, but he is feeling better this week, as he received a postal card from one of his traveling companions with the following motto, "To-day is the tomorrow that we worried about yesterday and it didn't happen." Frank never thought of that before and he is all smiles again this week.

The plants of the Mashek Chemical Co. and the Stephenson Charcoal Iron Co., at Wells, will close down June 20, and it is not expected that business will be resumed for at least three months. The two concerns have in stock 1,500,000 pounds of acetate of lime and over 7,000 tons of pig iron, for which there is at present no market. Over production and absence of demand has forced both concerns to operate at a loss for many months. A readjustment of general conditions throughout the country is all that can save a number of other big concerns from closing down.

Chippewa county is noted for its sheep raising land. There are four classes of lands which will be of interest to the Western sheep men. The first is the heavy clay lands which are to be found around Ontonagon and Chippewa counties, suited to the production of grass. Second, loamy soils like those found south of Ishpeming. Then there are the hard wood loams and, fourth, the rough stony lands found along the iron and copper ranges.

Mrs. E. Homberg, of De Tour, was a city visitor this week.

It has been suggested that the management of the Chippewa Agricultural Society introduce stock judging contests for the fall fair, similar to those in vogue in other parts of the country. The plan is to organize two classes, the senior class to consist of students of any county, State or district agricultural school, and the junior class of farmers' sons or others who have never attended an agricultural school. Prizes are offered for the best judging of four classes of live stock, the reasons for the markings to be given on cards provided for the purpose. The stock to be judged consists of horses, cattle, sheep and hogs. Such contests induce boys who are more or less familiar with live stock to more carefully study the different breeds, their formation and merits, and will be educational as well as tending to arouse

greater interest in the live stock exhibit. The cards are passed upon by the official judges or a committee selected by the fair officials. This certainly will be an attractive feature and also create a greater interest in the coming fair, which is planned to be the best ever this year.

Patrolman Frank Launderville suffered a stroke of paralysis last week and is seriously ill at his home here.

H. R. A. Baughman expects to leave this week for his home in Indianapolis, where he will resume charge of his business. Mr. Baughman has been manager of the Soo Lumber Co. for several years and during his stay here has made many friends who regret his departure.

"Not wealth but the ability to meet difficult conditions is the measure of a man."

Dr. Karl Sunell, who was practicing medicine in the Soo without a license, was arrested last week and given a hearing before Judge Frederick. His bail was fixed at \$1,000, but, not having a chance to practice long enough, the doctor was unable to furnish bail and had to give up his free life and face the bars. It pays to always have your license with you.

"Economy is of itself a great revenue." William G. Tapert.

Misunderstood His Meaning.

Wm. R. Keasey, the veteran coffee salesman, having a few hour's layover in a small town, decided to dine at the village hotel. On looking over the bill-of-fare he noted that young "fry" was "special" for that meal, so he turned to the pretty little waitress and asked:

"How's the chicken?"

The young lady blushed and then answered: "Oh, I'm all right. How are you?"

Brubaker Breaks Out in a New Place.

Mears, June 2.—As I was appointed one of the delegates to the Republican-Progressive lovefeast, held in Detroit May 26. I took the opportunity to kill two stones with one bird. In the first place, the situation between the two parties was very delicate and ticklish. It took a long headed, conservative fellow like me to sit astride the safety valve, and at that, all through the speeches, I was on edge, expecting an explosion at any minute. Pat Kelly, Senator Townsend and William Alden Smith handled the situation with kid gloves in a very credible manner.

Pat made a hit with the ladies. Townsend made a hit with the ladies.

And William Alden made a hit with himself.

Apparently everyone was afraid to even think of a possible candidate for the next Presidential campaign. To relieve the strain I was going to propose the Chronic Kicker, but I was afraid that I might not be as popular with the remainder of the delegates as I am with myself. I was sure of my vote, but the others were in doubt. Then I am on the fence. Heretofore I have been a rabid anti-suffragist, but after gazing at the occupants of the gallery, at the Armory, I have partially changed my mind.

I killed the other stone by investigating the source of Goldstein's information whereby he is continually making such broad assertions in boosting Detroit, to the disparagement of Grand Rapids. I have been reading his "knocks" at Grand Rapids these many weeks, as I read every nook and corner of the Tradesman, and it has been a great wonder long ago why some of your local writers haven't taken some of the conceit out of him. Now, as I don't live in either city, I think I am an impar-

tial judge. I think it is up to him to make a partial retraction. To quote Goldstein himself, "Learn one thing about Detroit each week." Oh, well, (with a capital H) I learned all about Detroit in eighteen hours. It has taken me twenty trips to Grand Rapids to learn all I know about that city and only one trip to Detroit to learn all I know about Detroit. I will admit Detroit is larger one way and is more settled than Grand Rapids (settled down deeper in the mud); also Detroit has a lot more street cars (that need painting). They have a large Ford plant they brag about, but Grand Rapids has fords too. Detroit is all puffed up about Belle Isle. That's only one, while Grand Rapids is so full of belles that they are common. They hire them to keep books in the offices of the wholesale stores and as clerks in the retail stores. Why, they are common even in the Tradesman office. Goldstein said he would prove it to me by my own writings that Grand Rapids was a rural town and referred to a piece I wrote about the Kent County Fair "chickens" last fall. What of it. I saw a bunch of calves at the Gaiety in Detroit. No not Jerseys, an imported breed called burlesque, I believe. Jim entertained me to the Queen's taste in Detroit, but E. A. Stowe entertained me to suit the whole royal family in Grand Rapids. As Goldstein had me in tow in Detroit that may be the reason I saw it all in so short a time. We had a warm time and left a trail of smoke and the Pere Marquette depot was all afire twenty minutes after I left it. I know that within an hour after my arrival in Detroit the temperature had raised 98 degrees. I concede that Jim has a right to boost his town. Detroit is some place and would have more life if they would allow the autos to run more than 90 miles a minute in the business section. To go back to the truth, it is really aw-

ful the way they do speed in Detroit. You don't more than smell one coming, than you hear it bump over a crossing past you. I dodged buzz wagons so much that I now tango in my sleep, and I ain't known as a very conservative driver up in Oceana county, either. At least, I ain't wearing medals won in a slow race. Maybe I ought not to get mad at Jim for knocking Grand Rapids. Some day the cops will run me out of Grand Rapids and then I will begin to knock the city, too, I suppose. As to which city has the best drinking water, you can't prove that by Jim or me, as I always drink "the same" and Jim drinks so much cocoa cola that I am afraid he will turn into a coke fiend. This epistle may not be good sense, but it is good sound politics. If this epistle is the wife of an apostle, is she a suffragette?

I promised Jim—at his request—that I would write something for this week's Tradesman, but it is up to you as to whether it is printed. You will soon think that it is as hard for me to stay out of print as it is for Wilbur Burns to pass up a chance to make a speech. If you can find space for this dope enclosed, use it, as a bunch of traveling men keep asking me why I don't write oftener, but I don't think the dope I write is in its place in a sound and solid trade paper like the Tradesman. Its proper place is in the waste basket.

Here is to Detroit and Grand Rapids, but, Oh, you Mears!

Yours in fair health,

C. A. Brubaker.

(The Chronic Kicker.)

If you wait for your good qualities to be discovered there is little chance of their ever coming to notice. Advertise them.

Take a close look at the people you meet every day and rejoice that you were not born a cannibal.

You Are Not Making as Much Money as You Should---- Unless You Sell Dandelion Brand Butter Color

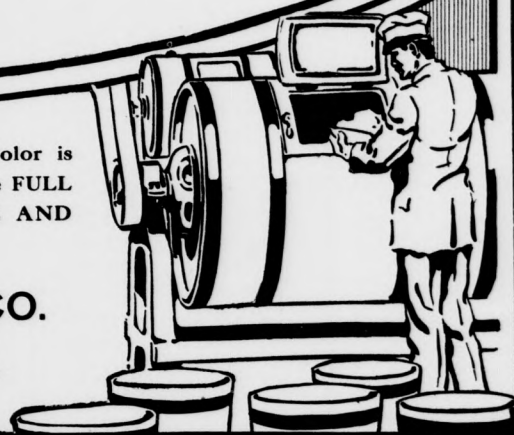
Don't lose the profits that result from its sale any longer. Start it at once.



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

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



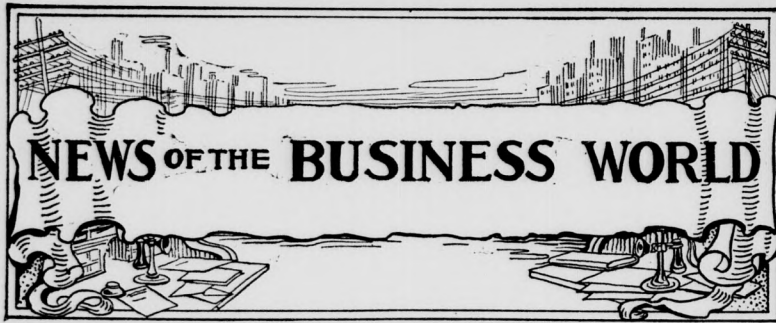
Dandelion Brand



Butter Color

The color with

the golden shade



Movements of Merchants.

Harrison—A. J. English has opened a cigar factory here.

Lyons—Geo. H. MacGillivray, druggist, is succeeded by Philo E. Hackett.

Coleman—I. J. Bowland has engaged in the boot and shoe business here.

Springport—C. G. Huntley succeeds Frederick L. Munson in the drug business.

Alpena—Edward Kramm has opened a meat market at 804 North Second avenue.

Grand Ledge—L. M. Alward & Son succeed Dalton Boyle in the restaurant business.

Lapeer—L. J. Deming has opened a cigar and confectionery store in the Eoff block.

Grandville—Lane & Shaffer are succeeded in the fuel and ice business by Lane & Leach.

Lansing—C. E. Sanders has engaged in the meat business at 1419 East Michigan avenue.

Manton—Clark Bros. are erecting a pickle salting plant and will soon engage in business.

Saginaw—The Saginaw Custom Shirt Co. has increased its capital stock from \$5,000 to \$10,000.

Woodland—Mrs. L. A. Weaver has opened an ice cream and confectionery store in the Priest building.

Hillsdale—T. D. Stone and John F. Beckman have formed a copartnership and engaged in manufacturing cigars.

Byron—Lee & Cady have been awarded a judgment against George A. Aldrich for \$321 in the Circuit Court at Corunna.

Battle Creek—B. W. Pinch, who conducts a shoe store at 247 East Main street, has opened a branch store at Washington Heights.

Kalamazoo—Henry W. Watson, formerly of Flint, has purchased the cigar and tobacco stock of the Burdick Hotel Co. and taken possession.

Topinabee—Frank Parrott has sold his stock of general merchandise to A. Bonscure, formerly of Black River, who will continue the business.

Monroe—The Peoples Laundry Co. has been organized with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed and paid in in cash.

Chicora—Fred G. Barbee and Wm. R. Rowe succeed Fred G. Barbee in the general store business. They will conduct the business under the style of Barbee & Rowe.

Capac—The Security Trust Co. of Detroit has begun suit against Paul R. Dinsmore, of this place, to com-

pel him to turn over the Stroughton Elevator property here, transferred to Dinsmore by George W. and Fred T. Moore, of the defunct Capac Bank.

Kalamazoo—Fire destroyed the Bert Downs grocery and meat stock at the corner of Main and Harrison streets June 2. The loss was partially covered by insurance.

Adrian—The George M. Tripp Co., Inc., has engaged in the jewelry business with an authorized capitalization of \$10,000, of which \$5,100 has been subscribed and paid in in cash.

Pottsville—George and Earl Gilbert have formed a copartnership and purchased the M. L. Thompson meat stock. They will continue the business under the style of Gilbert & Gilbert.

Portland—Miss Frances Case has left the employ of John A. McClelland & Son, after serving behind the counter for twenty-five consecutive years. She is succeeded by Miss Edna Rowe.

Saginaw—Al. J. Zaul, for nineteen years associated with the Mautner & Krause Co., clothiers, has opened a men's furnishing goods and clothing store at the corner of Genesee avenue and Baum street.

Owosso—The Phillips & McCabe Coal, Wood and Lumber Co. has been incorporated with an authorized capital stock of \$5,000, which has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

Munising—Oliver Shampine has purchased the interest of his partner, W. R. Burns in the meat and grocery stock of Burns & Shampine and will continue the business at the same location under his own name.

St. Joseph—John F. Duncan, who has conducted a hardware store here for many years, has sold his stock to H. F. Fichter and G. A. Achterberg, who will continue the business at the same location under the style of Richter & Achterberg.

Port Huron—Patrick H. Mahar, dealer in boots and shoes, has merged his business into a stock company under the style of the P. H. Mahar Shoe Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Calumet—Charles VanDusen has resigned from the Tamarack store, to take effect June 1. Mr. VanDusen has been manager of the dry goods department of the store for the past eleven years and has met with success in his work. He leaves to take up a position as manager of the E. F. Sutton store at Lake Linden, which he will assume on the first of next month.

Hamtramck—Negotiations are in progress for the sale of the Hamtramck State Bank to a group of officials of the People's State Bank of Detroit. The price is said to be \$200 a share, or \$50,000. The surplus is \$10,000 and the total deposits about \$275,000. The purchase will be made by the Bank officials as individuals.

Manufacturing Matters.

Elk Rapids—J. F. Monteith has opened a machine shop.

Manton—Inman & Northrup are building a shingle mill adjacent to their saw mill.

Kalamazoo—The Riverside Foundry Co. has changed its name to the Riverside Foundry & Galvanizing Co.

Shelby—C. L. Eesley has sold his flour mill to B. R. Miller, recently of Hillsdale, who will continue the business.

Whitehall—Robert Muehle, formerly of Chicago has engaged in the baking business here under the style of the White Lake Bakery.

Manistee—N. A. Nelson, who has conducted a saddlery and harness store here for the past thirty years, has closed out his stock and retired from business.

Alma—A. Hunter has sold a half interest in his plumbing and heating stock to his brother, Robert G., and the business will be continued under the style of Hunter Bros.

Iron Mountain—The Moose Mutual Cigar Co. has engaged in business with an authorized capital stock of \$6,000, of which \$1,304.50 has been subscribed and paid in in property.

Detroit—The Eclipse Interchangeable Counterbore Co. has engaged in business with an authorized capital stock of \$25,000, of which \$17,500 has been subscribed and \$2,500 paid in in cash.

L'Anse—The Zenith Lumber Co. expected to begin sawing this week. The mill has undergone extensive improvements. Work is progressing on the extension of the company's logging railroad.

Petoskey—The W. L. McManus Lumber Co. has offered \$500 reward for the arrest and conviction of parties supposed to have started the fire which consumed the company's planing mill a year ago, causing a loss of \$200,000.

Rogers City—Work has progressed rapidly on the construction of the siding of the Richardson sawmill and repairs to the mill are about completed. As soon as the steel track is laid on the siding the mill will begin sawing.

Bay City—The new plant built by W. D. Young & Co. to manufacture material for the North American Construction Co. houses is in operation. The latter company reports business active. The hardwood plant of W. D. Young & Co. has also a steady run of business.

Flint—The Flint Machine and Novelty Works is the title under which a new Flint industry begins business life. The members of the concern are George Le Clair, Ira E. Applegate and Alfred Galbraith. While

the principal purpose of the copartnership is to manufacture a sanitary top attachment for milk bottles, a general manufacturing business will be an important part of its activities.

Detroit—Zink Bros., dealers in hay, feed, etc., have merged their business into a stock company under the style of the Zink Bros. Hay & Grain Co., with an authorized capital stock of \$15,000, of which \$7,500 has been subscribed, \$800 being paid in in cash and \$6,700 in property.

Detroit—The Shurgas Manufacturing Co. has engaged in business to manufacture and deal in carburetors, vapor injectors, automobiles and all parts and accessories thereto, with an authorized capital stock of \$15,000, which has been subscribed, \$1,200 being paid in in cash and \$13,800 in property.

Ironwood—The Van's Harbor Company, which has operated a sawmill at Van's Harbor for many years, is preparing to move to this place. Work on the company's plant at this point will be started soon and it will be in operation next fall. Recently the company purchased a large new tract of timber adjacent to Ironwood. In connection with this change an interesting situation has arisen. Van's Harbor has in the last few years become a center for a prosperous farming settlement and the Van's Harbor Company's railroad line is the only connection by train which the village has with the outside world. The town voted recently to bond for \$25,000 to purchase the railroad, but the prosecuting attorney for Delta county and the Attorney General have ruled that the town can not legally bond for such a purpose and the proposition is thrown in the air. The town is now casting about for means to purchase the railroad despite the legal obstacles.

Oxford Merchants Now Organized.

President Wm. McMorris and Secretary Fred W. Fuller, of the Retail Grocers & General Merchants' Association of Michigan, were at Oxford last week and succeeded in organizing the merchants of that town. The Association will be known as the Retail Merchants' Association of Oxford. The following were elected officers:

President—G. T. Green.

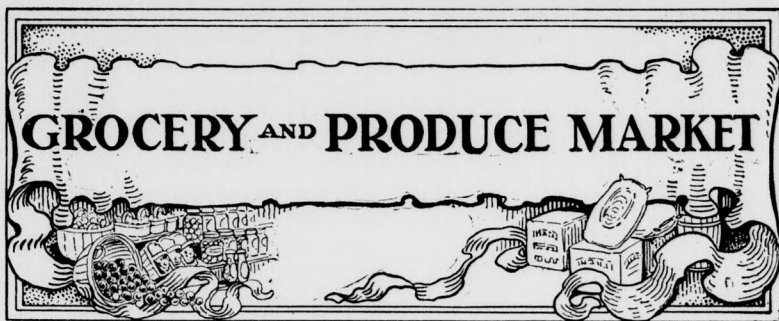
Vice-President—C. A. Merian.

Secretary—J. G. Sutherland.

Treasurer—R. W. Marshall.

The new Association expects to have every merchant in town members of the Association and they expect to do things with this Association that could not be done otherwise, because they believe it will lead up to a kind of Association of Commerce or Board of Trade, so that they can boom their town through this Association in a better and more able manner than they have been able to do heretofore. They now have a Merchants' Delivery System which is working very satisfactorily and is used by all the merchants of the town.

The supply of gold bricks exceeds the demand.



Review of the Grand Rapids Produce Market.

Asparagus—65c per doz. bunches.
Bananas—The price is steady at \$3.50 per 100 pounds. This makes the bunch price \$1.50@2.75.

Butter—The quality of butter arriving at this time is very good, the bulk of it showing the grass flavor. The quantity is increasing as the season advances. The consumptive demand is also better, and the market is firm on the present basis of quotations. Some speculative business is being accomplished and the market is likely to remain steady at unchanged prices unless we have extreme warm weather, which would probably cause shorter supply and a possible advance in price. Factory creamery is now quoted at 27@28c in tubs and 28@29c prints. Local dealers pay 18c for No. 1 dairy and 14c for packing stock.

Cabbage—\$2.25 per 100 lb. crate from Alabama.

Carrots—75c per bu.

Celery—75c per bunch or \$3.50 per crate for Florida.

Cocoanuts—\$4.25 per sack containing 100.

Cucumbers—75c per dozen for home grown hot house.

Eggs—The quality of the eggs arriving continues to be good and receipts are meeting with ready sale on arrival at prices ranging about same as last week. There are quite a lot of eggs going into cold storage, and the consumptive demand is also good. No change is expected in the egg market in the next few days. Local dealers pay 18c for strictly fresh.

Green Onions—15c for silverskins and 10c for evergreens.

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

Lemons—Californias have advanced to \$7.50 and Verdellis to \$7 per box.

Lettuce—Hot house head, \$1.50 per bu. Garden grown leaf, \$1 per bu.

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 Burmudas have advanced to \$2.40 per crate for yellow and \$2.75 for white.

Oranges—Californias are in ample supply at \$3.50@4.

Peppers—Green, 65c per small basket.

Pineapples—Both Cubans and Floridas are scarce at \$3.50 per crate. The Cuban fruit will soon be cleaned up and the trade will be relying entirely upon the Floridas.

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 stock, 75@80c per bu. Texas Triumphs, \$1.50 per bu.

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

Poultry—Local dealers now offer 12@13c for fowls; 10c for old roosters; 9c for geese; 10c 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—Missouri and Illinois berries are still in market, commanding \$3.50 per crate of 24 quarts. Home grown are beginning to come in, finding a market on the basis of \$2.25 per 16 quart crate. The Michigan crop promises to be large this season.

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

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

It is not at all unlikely that the recent sidewalk disaster on Monroe avenue, in which one life was snuffed out, was due to the pernicious activity of the labor unions. It is a matter of common knowledge that the work of repairing the Garrick Theater was in the hands of a non-union contractor and that all his employees are, therefore, free from domination of union influence. The union steel workers arrogantly demanded that they be permitted to install the steel beams going into the new structure. When they were assured by the contractor that he did not require their services, the latter was thereupon warned that trouble would ensue if he did not yield. Every indication points to the fact that the supports under the sidewalk were surreptitiously undermined and, as it is a matter of common occurrence for union men to indulge in practices of this kind, it is not at all unlikely that one more murder, along with thousands of others, may be charged to the deviltry of labor unionism.

The Michigan Hardware Co. has in preparation a 1,000 page catalogue which it expects to have ready for distribution by October 1. It will be handsomely illustrated.

George D. Stover has bought the blacksmith business of Henry Fralick at 1140 Division avenue.

James Wickham has sold his meat market at 1408 Plainfield avenue to Haverkamp & Van Dyke.

The Grocery Market.

Sugar—Eastern refineries are now in accord on the price of granulated, which they are holding at 4.20c, f. o. b. New York. The country seems able to go along without taking granulated actively, and it is expected that refiners will force it out on old contracts unless the situation changes soon. However, the season of active demand is not far off, and once the rush comes, there will be business enough for all during the summer months. When the refiners were holding their quotations at 4c the Tradesman advised its friends in the grocery trade to buy liberally. Those who did so made a handsome profit, based on the present market. The Tradesman believes that granulated will go to 4½c during the next two months. The market may go there, because the refiners can easily put it there if they wish to. The present margin between raw and refined sugar is fair, but as the refiners are working on lower-priced raws, the present prices are yielding a very good return. The consumptive demand for refined sugar is good.

Tea—New crop Japans are now being marketed in Japan and prices for the choicest qualities are from 1c to 1½c higher than last year. Later pickings are expected to hold at 1c or more advance. Arrivals here will be later than usual. Formosas are very firm, both here and for the new crop not yet in. New Congous are now coming in to the Hankow market show "better leaf but poorer cup," with prices ranging very high. The local market is quiet and only hand to mouth buying.

Coffee—There is a good demand for desirable grades of Santos coffee, but a rather poor demand for ordinary grades of Santos and Rio. Mild coffees are wanted to some extent at unchanged prices. Perhaps holders might shade a trifle for large lots. Java and Mocha grades are unchanged and quiet.

Canned Vegetables—The packing of peas in Baltimore is progressing, though packers are still hampered by lack of sufficient stock to keep their facilities in operation for a full day. Several packers, however, had a complete day's run at the end of last week, though they had to pay high for the raw stock. The goods are said to be finding a fairly ready market as soon as packed at \$1.80@2 as to quality for the fine grades, which alone seem to be packed at this time. During the past few days a good business has been done in desirable standard and fancy corn at full quoted prices. While there have been no individually large sales the quantity changing hands is said to represent a very considerable quantity. Neither buyers nor sellers seem disposed to make further commitments in futures pending crop developments. Main advices are to the effect that the weather of late has been ideal for planting and the farmers have taken advantage of the fact to get as much as possible of their acreage seeded. However, it is stated that at the best the acreage will fall far short of what

the packers desire. Tomatoes are steady. Spinach is scarce and firm.

Dried Fruits—The market for future California prunes while having an upward tendency, is still unsettled owing to the efforts of some of the lesser packers to get business. The argument is made that even with a crop equaling the highest estimates, the supply available for the coming season will fall much short of that of last year, which, the results show, was not more than enough to meet normal requirements of consumption. Nothing to speak of is being done in spot or future peaches, and the market for apricots is equally quiet. Raisins show no change. There is a very active jobbing demand for the seedless varieties, but comparatively little interest is shown in loose or seeded Muscatels for immediate or forward delivery. Prices are nominal and unchanged. Currants are steady but quiet.

Cheese—The market is firm. The make is about the same as it was a year ago and the quality is fully up to the standard for this early in the season. No change is looked for in price in the near future.

Rice—Prices are maintained for fancy head Honduras and Japans, but the cheaper quality Honduras is pressed for sale, holders in the South wish to clean up supplies. The new crop is still backward and the acreage promises to be short of last year.

Provisions — The consumptive demand for everything in the smoked meat line is increasing. Prices remain about the same as they were last week. Both pure and compound lard are steady at unchanged prices, with a normal consumptive demand. Dried beef, canned meats and barreled pork are firm at unchanged prices, with a fair consumptive demand. An advance is expected in canned meats.

The Michigan Face Brick Co. has been organized with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash. The stockholders and the number of shares held by each are: Elvin Swarthout, 20 shares; Sheridan F. Master, 20 shares and Donald G. Swarthout, 10 shares.

William Van Zytveld is engaging in the bakery business at 646 Marietta street. He has been employed by Peter Feringa as a baker for some time past.

Mrs. Anna DeGroot, who has been in the grocery business for a number of years at 108 Lyon street, is succeeded by H. & S. Hoeksema.

Joseph Stevens has sold his interest in the Economy Shoe Co. to M. J. Post, who will continue as a partner with William Vandermaas.

The L. A. McIntire Hardware Co. has engaged in the hardware business at Boyne City. The Michigan Hardware Co. furnished the stock.

R. H. Dekker has engaged in the wholesale hay business at 79 Monroe avenue under the style of the Valley Hay Co.

MEN OF MARK.

C. L. Glasgow, the Nashville Hardware Dealer.

In the early history of railroad building and the inauguration of transportation by rail the American people met the projectors of such enterprises with open hearts and hands. Nothing was too good for them; their most extravagant requests were eagerly granted, often in anticipation, with astounding prodigality. Rights of way, principalities in land concessions, exemptions from taxation, special legislation in their favor, all and more were showered upon them, and their bond issues were accepted in eager haste and with apparent disregard of probable values. They were hailed as awakeners of dormant energies and the saviors of resources that, but for them, were hopeless of development—as the advance agents of a commercial millennium. And in promises, tacit or expressed, the builders were no less prodigal, often—perhaps in the greater number of cases—in good faith, this especially to be said of pioneers of railroad construction.

But as railroad building and railroad operation developed as familiar phenomena the enthusiasm waned; distrust succeeded faith, friendship gave way to enmity. From the beginning of the unwelcome awakening, wit hregrettably few interregnums and with more or less—principally more—intensity during recent years, transportation interests and an unfortunately large part of the shipping public have been in antagonistic attitude—a house divided against itself, an exposition of inharmony violative in effect of all reasonable, common-sense business ethics. With comparatively few exceptions, absolutely interdependent interests, the greatest two in the development and the maintenance of the prosperity of this country, for generations have been actively at war or have maintained a kind of armistice when the well being of both should have constrained complete co-operation.

Following the expansion of settlement, the laying of rails in the new country and the development of natural and commercial resources this obstructive influence grew in volume and force. It has evolved and fostered two classes, fortunately a small proportion of the whole, for whose *raison d'être*, as such, no excuse lies in good business usage or tenable precedent—the unreasonable shipper and the prejudiced railroad official. The suggestion of an innovation or the hint of a criticism by either arouses at once an instinct, absurd in its lack of justification, for open and active hostilities. In such disputes, when in their judgment the causes involved warrant, the reasoning shipper is arrayed with his unreasoning brother, and in recent contentions the former has been much in evidence numerically and in obstinacy and fervor of protest. To these have been opposed some of the strongest forces of railroad officialdom, and in the estimation of the shipping class, whose

judgment it believes is strengthened by his vigorous, courageous prominence in public movements and association deliberations on the relations of shipper and carrier, the subject of this sketch is a good example of the highest dynamic energy with which they have to contend.

Cassius L. Glasgow was born on a farm near Jonesville, Hillsdale county, February 16, 1858. He is of Scotch parentage. His father came to Michigan before the railroads had entered the State. His education was received in the district schools and the Jonesville union school, finishing at Hillsdale College.

He remained on the farm until he decided to start life for himself, when he engaged to clerk in a hardware store in Jonesville. Later, getting the Western fever, he left his native State, bringing up, after several weeks of investigation, at Souix City, Iowa,

of customers won for him a host of friends and built up a large business and he is regarded as one of the brightest and best business men in Barry county.

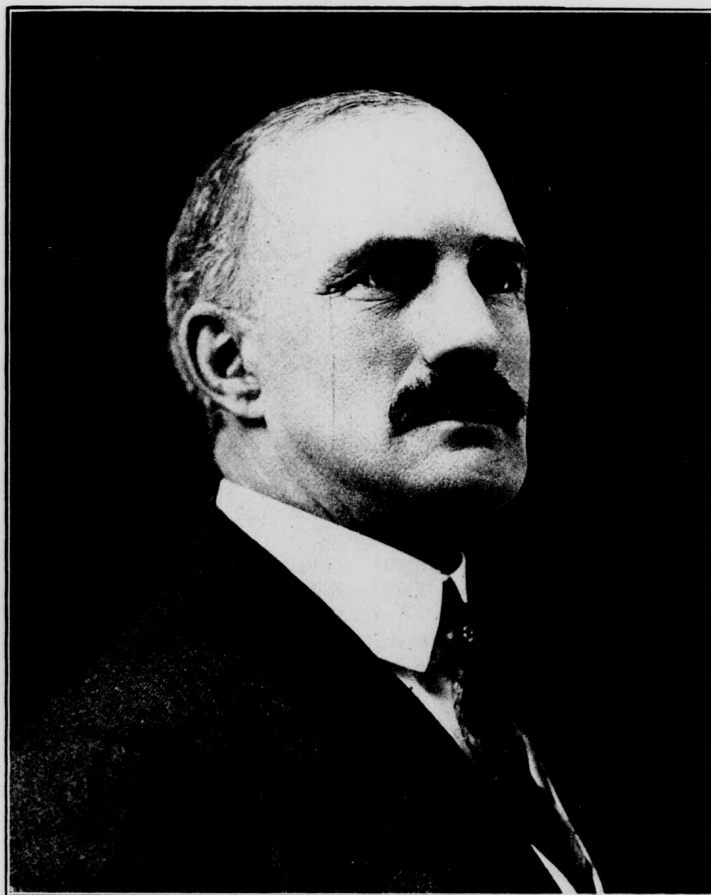
He is an active working member in both the Masonic and Knights of Pythias fraternities.

Several years ago the implement dealers of the State formed as association, but either because the proper time for such an organization had not arrived or because it was not properly officered or for some other good reason, it gave up the ghost after a career of two or three years. Later—about ten years ago, to be exact—a new association was formed in Lansing and Mr. Glasgow was asked to serve as President, which he did. He was re-elected for two successive years thereafter, making his term of service three years. He has been a director ever since and during all this

continue issuing warranties on wagons, buggies, etc., although the National Association of Vehicle Manufacturers had so decided at their convention. Like the state associations, this organization stands between the manufacturer and consumer to the end that reasonable terms, prices and warranties shall be kept in effect.

Mr. Glasgow was born and raised a Republican and has always been a willing and energetic worker for the success of his party. He enjoys the confidence of all political workers, being known as a man who works for the party's good without thought of personal reward. He has never been an office seeker in any sense of the term and up to twelve years ago never held any office at the hands of the people aside from President of the village in which he lives, once by appointment and once by election without an opposing candidate. At the Senatorial convention, held in the fall of 1902, he was the unanimous choice of the delegates as their candidate for Senator from the Fifteenth district, comprising the counties of Barry and Eaton. He made such a good record on the floor and in the committee rooms of the Senate that he was unanimously nominated two years later to succeed himself for a second term. On account of his excellent judgment and unusual tact, as well as his ability as a forceful and convincing speaker, he was elected President of the Senate, over which he presided with rare dignity and discretion, receiving the commendation and approval of every member of that body.

Prior to 1907 the office of State Railway Commissioner had always been held by a man who was simply a creature of the railroads, which contributed a fixed sum to the campaign expenses of a candidate for Governor with the distinct understanding that they would be permitted to name the Railway Commissioner. The first time Governor Warner was a candidate, he submitted to this dictation; but in his second campaign he broke away from this long-established custom and kept himself free from the domination of the railroads. For some years prior to this time the business men of the State had gradually come to the conclusion that the public had rights which should be considered as well as the railways. This agitation found expression in a popular campaign in behalf of the appointment of Mr. Glasgow, who was universally conceded to be the best qualified man in Michigan to deal with both sides at issue fairly and dispassionately. Mr. Glasgow was appointed by Governor Warner Jan. 15, 1907, and soon came to be regarded as an acknowledged authority on transportation matters. When Governor Osborn was elected he paid him the highest possible compliment he could confer by sending for him and saying, "The courts have stated that interim appointments must be confirmed and I want you to know that you are the only interim appointment of my predecessor that I desire shall remain



C. L. GLASGOW.

where he found employment in a wholesale hardware store as assistant book-keeper and billing clerk. This position he retained until called home a year later by the sickness of his mother. Being the youngest and only unmarried member of his father's family, he was persuaded to remain in Michigan. In 1881 he went to Nashville and purchased the hardware business of C. C. Wolcott, which he has conducted with marked success to the present time.

In 1896 he added a furniture department to his business, which has also proved a success, his lines now comprising hardware, furniture and farm implements.

His unquestioned honesty and frank, open manner in the treatment

time chairman of the Legislative Committee. Six years ago he was elected President of the National Federation of Retail Implement & Vehicle Dealers, and for the first time in that organization's experience was re-elected for a second term—a custom that has since been followed. This organization, as its name implies, is practically the "Supreme Lodge" of all the state organizations and does very effective work in the settlement of disputes between dealers and manufacturers, as to prices, terms, discounts, territory, warranties, etc., not by any means attempting to regulate prices, but demanding that they be uniform to all dealers. This organization insisted that carriage manufacturers should not dis-

and to that end I am going to appoint you to your position and make sure of it." He has, therefore, during his term been appointed three times and by two Governors, whether necessary or not. He assisted in drafting the bill creating the Railroad Commission some time later. He was chairman of the Commission during the six years following and during the entire time the work of the Commission was getting started and while the Legislature from session to session added to the work of the Commission by giving it jurisdiction over express, water power, electric light, telephone companies and over the issuance of stocks and bonds. The election of our present Governor made the Commission by the appointment of new members, Democratic, when he resigned the chairmanship in favor of Mr. Hemans.

Mr. Glasgow was urged to enter the Congressional race in his district two years ago, and again this year, but refused to permit his name to be used either time. The pressure may ultimately become so strong that he will have to yield. If he ever does, his friends will see to it that he is safely elected and all who know him are satisfied that he will make his mark in Congress.

Mr. Glasgow was married to Miss Matie C. Miller, of Jonesville, in 1881, after establishing himself in business at his present location.

Mr. Glasgow possesses a charming personality which naturally attracts and holds men. One cannot come in contact with him without feeling that he is in the presence of a true gentleman. His aim is to do right, to stand for the right and to be kind to all. He does not preach to others, but he sets them an example. In an unostentatious yet magnetic manner he shows them the way. "One of the best and finest of men," say all, and a man with that reputation must have earned it.

Endorses the Patriotism of Marquette Merchants.

"I admire the patriotism of Marquette businessmen in closing Decoration Day, even if it does make me lose two days' time," said James K. Martin of Duluth. Mr. Martin is a hat salesman. He came here Friday evening from the copper country, expecting to be able to leave Marquette Saturday night. He was unable to get away before Tuesday.

"Had I known it," he explained, "I could have arranged my trip so that I would be here Friday and in the copper country Saturday. There the stores were open Decoration Day. Marquette shows a spirit of patriotism that cannot be excelled. Of course it is patriotic to fly flags and hold parades, and the like, but true patriotism is shown when a man is willing to close his business house, losing money by doing it and on one of the busiest days of the week at that. But so long as Marquette people are so patriotic, I will be, too, and won't grumble because I have to lose time."—Marquette Mining Journal.

Honks From Auto City Council.

Lansing, June 1.—There is a vast difference between the suffragette of England and the coed of the M. A. C., but either will resort to hunger strike to win their point.

The Ringling circus will visit Lansing to-morrow and we know several small boys who will be unable to sleep to-night because of their anxiety for the morrow. We can remember how such occasions used to effect in a similar way boys who have now grown tall.

Don't forget the Council meeting next Saturday evening. Our ladies Auxiliary will serve another of their famous Bohemian supper at 6:30 sharp and District Deputy James F. Hammell has promised to be present. Plans and definite arrangements for the Grand Council meeting will be completed at this meeting.

E. M. Holloway, whom we reported last week as having met with an accident, is again able to make regular trips over his territory. Mr. Holloway is building a new home at Howell and, becoming somewhat ambitious (all at once) attempted to assist the carpenter by cutting off the free end of a board which projected over the newly made cistern. It so happened that Elmer stood on the wrong side of the saw when the cut was finished and, not being able to overcome the law of gravity took a hasty trip to the bottom of the cistern which, fortunately, happened to be nearly dry.

F. A. Rothlesberger, Jr., of Ford fame, reports unusual activity in the motor realm for the past week. Says he disposed of five automobiles which he had previously taken in trade and fifteen Fords in the six days.

E. M. Holley (J. M. Preston Co.) has returned from an extensive trip through the upper part of the State. F. D. Engle (American Seeding Machine Co.) is slowly improving and will probably be out again soon.

F. H. Hastings and family left last Tuesday for a week's visit with friends and relatives at Toledo, making the trip via the motor route.

Pay that assessment to-day and you will feel easy about it to-morrow. H. D. Bullen.

Poultry, Egg and Butter Men to Meet.

Saginaw, June 2.—At a meeting of the Educational Committee of the Michigan Poultry, Butter and Egg Association, which was held in Lansing, May 26, it was decided to accept the invitation of the authorities at the Michigan Agricultural College for the members and their wives to attend a summer meeting Friday, June 5, at 1 p. m. in the College Agricultural building.

The object of this meeting shall be to stimulate interest and to learn methods of procedure whereby all the members can co-operate in advancing knowledge to the producers and encourage better quality in market eggs. The following programme has been arranged:

Report of the Chairman of the Educational Committee—C. J. Chandler, Detroit.

Illustrated Egg and Poultry Lecture with lantern slides—Mr. Shoemaker, Cornell University, Ithaca, N. Y.

Lantern Lecture, Breed Types and Farm Methods—J. O. Linton, M. A. C. Poultry Department.

Co-Operative Egg Circles—Prof. C. H. Burgess, M. A. C.

Egg and Poultry Claims—F. A. Johnston, Detroit.

Iced Poultry—H. L. Williams, Howell.

Question box.

Open discussion.

Tickets will be given to the visitors assembled for a ball game and such other entertainment provided as may seem of interest. A trip about the College campus and farm buildings

will, in itself, be educational as well as interesting.

Without co-operation and a harmonious working together, the Association cannot hope to make rapid progress nor accomplish the desired results.

Please accept this invitation. Come and enjoy all the freedom of a good, clean environment and get the benefits of a good programme and a visit at this "Get Together Summer Session."

Hotter weather is coming. Bad eggs are coming. How can we get the good eggs coming? R. U. Coming? D. A. Bentley, Sec'y.

Doings in the Buckeye State.

Written for the Tradesman.

The painters and electricians are on strike at Dayton and the carpenters threaten to go out July 1 unless the demand for higher wages and shorter hours is met.

The American Tar Products Co. has awarded the contract for building a distillery at Youngstown.

The Columbus Conventions and Publicity Bureau has issued a booklet setting forth the advantages and beauties of the capital city of Ohio. During the past year Columbus secured more than 100 conventions and it is estimated the visitors spent more than a million dollars there. The city has fifty-nine hotels and the hotel men have obligated themselves, under forfeiture, to make only fair and proper charges for accommodations to convention visitors.

The Ohio Grand Council of the United Commercial Travelers will hold its silver jubilee in Akron June 11-13. At least 3,000 delegates are expected.

Youngstown will entertain the State Sunday school convention June 16-18.

The Ohio State University will open a school of homeopathic medicine next year.

Ohio may convert its 41,000 acres of delinquent tax lands into forest and game preserves, to be reforested by the State, if the plans of President Sandles, of the State Agricultural Commission are carried out. To bring about reforestation he urges that 5,000,000 trees be planted each year. Some planting is being done. The Carbondale Coal Co. has set out 100,000 trees on land from which coal has been taken, the primary object being to provide mine timber. Governor Cox is supporting the movement. Almond Griffen.

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

Buffalo, June 3.—Creamery butter, fresh 22@26c; dairy, 18@22c; poor to good, all kinds, 14@18c.

Cheese—Old fancy, 18@19c; old choice 17½@18c; new fancy, 14½@15c; new choice, 13½@14c.

Eggs—Choice, fresh 19½@21c. Poultry (live) — Turkeys, 13@15c; cox 12c; fowls, 16@18c; ducks, 16@18c; broilers, 33@35c.

Beans—Marrow, \$3@3.10; medium, \$2.30@2.35; pea, \$2.15@2.20; white kidney, \$3@3.25; red, \$3@3.35. Potatoes—78@82c per bu.

Rea & Witzig.

The store that increases its business in dull times is not the store that cuts its advertising expense in the effort to reduce the cost of doing business.

Coming Conventions To Be Held In Michigan.

June.

Michigan Dental Society, Detroit.
Knights of Columbus of Michigan, Detroit, 10.
Michigan Pioneer and Historical Society, Lansing, 9-10.
State Arbeiter Bund, Kalamazoo, 9-11.
U. C. T. Grand Council, Saginaw, 12-13.
Eagles, Holland, 15-19.
National Association Chiefs of Police, Grand Rapids, 15-19.
B. P. O. E., Petoskey.
Annual Encampment of the Michigan G. A. R., Lansing, 17-19.
Michigan State Bankers' Association, Alpena.
Michigan Unincorporated Bankers' Association, Alpena.
Michigan State Firemen's Association, Saginaw, 23-25.
League of Michigan Municipalities, Bay City, 24-25.
Michigan State Golf League, Detroit, 25-27.

July.

Michigan State Barbers' Association, Flint.
Michigan Retail Jewelers' Association, Michigan Association of Police Chiefs, Grand Rapids, 14-15.
Sheriffs and Prosecuting Attorneys, Alpena.
Michigan Association of the National Association of Stationary Engineers, Muskegon, 15-17.
Michigan Association of County Clerks, Mt. Clemens, 25-26.
Grand Circuit Races, Grand Rapids, 29-Aug. 1.

August.

Ancient Order of Hibernians, Calumet.
Michigan Association of Local Fire Insurance Agents, Grand Rapids, 4-5.
Michigan Abstractors' Association, Ann Arbor, 6-7.
Michigan Retail Clothiers' Association, Detroit.
Grand Circuit Races, Kalamazoo, 10-15.
Michigan Postmasters' Association, Grand Rapids.
Michigan Association of Workers for the Blind, Saginaw, 12-13.
Fifth Michigan Veteran Volunteer Infantry Association, Saginaw, 26.
American Pharmaceutical Association, Detroit, 24-29.
Michigan State Pharmaceutical Association, Detroit, 25-27.
Michigan Pharmaceutical Travelers' Association, Detroit, 25-27.

September.

Greater Michigan Fair, Grand Rapids, 1-7.
National Encampment of the G. A. R., Detroit, 3-6.
Middle West Association of Deaf Mutes, Lansing, 7.
Michigan Federation of Labor, Lansing.
Michigan State Humane Society, Muskegon.
Michigan State Fair, Detroit.
International Association for the Prevention of Smoke, Grand Rapids.
Michigan Association of County Superintendents of the Poor, Grand Rapids.
Michigan Constitutional Convention, Grand Rapids.

October.

Order Eastern Star, Grand Rapids, 13-15.
Michigan Poultry Association, Grand Rapids.
Michigan Annual Conference of Corrections and Charities, Grand Rapids.
Michigan State Teachers' Association, Kalamazoo, 29-30.
Women's Christian Temperance Union, Owosso.

November.

Michigan State Sunday School Association, Adrian.
Michigan Association for the Prevention and Relief of Tuberculosis, Grand Rapids.

December.

Michigan State Potato Association, Grand Rapids.
Michigan State Grange, Battle Creek.
Michigan Bricklayers, Masons and Plasterers' Association, Jackson.
Michigan Bee Keepers' Association, East Lansing.

January.

Michigan Tax Association, Detroit.

February.

Michigan State Association of County Drain Commissioners, Lansing.
Michigan Retail Hardware Dealers' Association, Saginaw.
Michigan State Rexall Club, Detroit.
Michigan Retail Grocers and General Merchants' Association, Lansing.

March.

Michigan Sheet Metal Contractors' Association, Grand Rapids.
Michigan Master Steamfitters' Association, Detroit.

April.

Michigan State Association of the Master Horseshoers National Protective Association, Grand Rapids.

May.

Michigan Camp Modern Woodmen of America, Flint.
Grand Conclave, F. & A. M., Bay City.
Michigan State Association of Post-office Clerks, Grand Rapids, 31.



(Unlike any other paper.)

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E. A. STOWE, Editor.

June 3, 1914.

SUMMER SUGGESTIONS.

For the grocer, the month of weddings represents an excellent opportunity to secure new customers. As they grow older, people are apt to settle into certain well defined business ruts and to deal steadily and regularly at certain stores. But the newly married couple will not necessarily deal where the parents of bride or groom have always dealt. The alert grocer will use his best endeavors to secure their allegiance.

It is usually a difficult matter to make a personal canvass for such business; but a window display, or a series of window displays, especially designed to appeal to this class of customers will usually answer the purpose almost as well.

"Suggestions for the June Bride"—"Are You Starting Housekeeping?"—these, or similar show card slogans, may be used to furnish the keynote to the display. Furthermore, it can be helped by an appropriate background—perhaps a bridal arch of green stuff, trimmed with roses and hung with a wedding bell. Where dummy figures can be secured to stand under the arch, they may prove helpful. Care should be taken, however, not to exaggerate or to over-emphasize the occasion. A mere touch of the appropriate in background or setting is often as effective as a very elaborate display.

The display proper should include such lines as will interest young people just starting housekeeping. House cleaning lines, for instance, can be appropriately featured—soap, cleaners, ammonia powder and laundry goods and appliances. Kitchen utensils of all sorts can profitably be featured.

Then, too, ready-to-eat foods of all sorts will fit nicely into such a display. The grocery stock includes many lines of breakfast foods, cereals and the like, jams, jellies, preserves and canned goods. Fancy biscuits, jelly and custard powders and other articles of food which can be quickly and easily prepared are bound to appeal. For, be she ever so good a cook, the June bride—or any other bride for that matter—is, as a rule, decidedly timid about venturing upon difficult culinary experiments. The grocer whose window suggests help-

ful expedients will secure a good share of her trade for the time being and will stand an excellent chance of making her a permanent customer.

For this very reason, the provision department should also receive prominence in connection with such displays. Cooked ham, cooked meats of all sorts, butter, eggs and the like are essential.

While such displays appeal particularly to the June bride, they have a still wider appeal; for with the arrival of warmer weather, ninety housewives out of every 100 are interested in meals which can be prepared with the minimum of heat and effort. Hence the grocer may feature these lines, either as "Hints to June Brides" or "Easy Meals for Hot Weather." Or "Meals Prepared in Five Minutes" forms a catchy slogan for a display of this nature.

One grocer hit upon a decidedly appealing idea when he ran a series of "Hot Weather Menu Windows." Each window was divided into three department, ranged like a series of steps. The lowest step, marked "Breakfast," showed offerings in cereals, fresh fruits and coffee. A step higher came "Dinner" with a varied menu of canned soups, cooked meats, canned goods of various sorts and custard and other preparations. For "Supper" the suggestion included fancy biscuits, fruits again, cheese and similar lines. The various menus were changed from day to day and considerable ingenuity shown in devising new and attractive combinations.

"Meals Fit for a King" would make a good feature line for a series of single-meal displays. These should be, preferably, dinner menus. In the first place, a wider variety of food stuffs can be shown. In the second place, most homes now use ready-to-eat foods for breakfast and supper during the summer months; and the grocer's work of education should be largely devoted to convincing the customer that the hot dinner isn't necessary when the grocery store can supply a better meal with a tithe of the effort and discomfort.

Where systematic circularizing is carried on or where a store paper is published, these lines will, naturally, be given prominence by the wide-awake merchant; while, of course, a good share of his newspaper advertising space will be devoted to pushing them.

The preserving season, starting a little earlier with orange mamalades and pineapple preserves, will, before the end of June, see home grown strawberries coming in. Hence, it is essentially timely for the grocer to look to his preserving trade. Fruit, sugar and fruit jars can now be given a little profitable prominence. The grocer who makes a regular feature every year of supplying strawberries and later fruits to his customers will find this helpful in securing the trade in accessories. In this connection, many good customers can be reached by telephone. It is an easy matter, when a supply of fruit is coming in, to call up regular customers and so-

licit their orders for berries, and at the same time push the sale of preserving supplies. Nor will the grocer who does this be thought too forward; on the contrary his customers will appreciate his thoughtfulness for them.

Soft drinks are eminently seasonable and usually yield a good profit; while in some places it is feasible to open an ice cream parlor in connection with the store. The ice cream business gives a good margin, but it requires, as a rule, some extra help and a practical knowledge of the business.

The tourist season, too, will shortly be opening up, with the closing of the schools; and those of the grocer's customers who do not go camping will be constantly coming and going on excursions. Where the popular summer resort is just out of town it is frequently found profitable to arrange for the delivery of goods there. The picnic trade should also be appealed to in advertising and window display and suggestions for hampers and lunch baskets are perfectly in order. The merchant who can suggest new and appetizing things and who gives the impression of taking a personal interest in seeing that his customer is well served and satisfied is bound to find his business growing.

It is essential that the store be kept bright and clean—and this applies, not merely to the store proper, but to its adjunct, the delivery rig. If the rig has not been painted and brightened up this year, now is the time to give it attention. As for the store, special precautions are needed to prevent the influx of flies. Business-like and energetic methods of fly-fighting in the store create a good impression on the average customer. Screen doors and windows should be used. It pays, also, to make generous use of netting in order to keep the insects off of exposed food stuffs. On Saturday nights draw down the blinds to within a few inches of the bottom of the window and behind them place fly paper. This will prove effective in clearing out what flies may accumulate and by Monday morning there will have been a holocaust.

The tendency with the advent of hot weather is to let things go slack. This tendency is essentially human, but the grocer who is worth while will fight against it resolutely. If his business is to be a success, there is no time for slackness. Every moment of the business day and every business day of the year, he must be on the job. That may look like a big order, with the thermometer hovering between 90 and 100 in the shade; but after all, it is by far the easiest way. The merchant who never permits himself to go slack will never have to do extra work to make up for lost time, to go over the half finished task or to sadly count the profits which he might have won and which he missed through failure to put forth his best efforts.

There are several undesirable brands of trust, but trusting to luck is as unsatisfactory as any.

WHEAT CROP PROPHETS.

Prophecies as to the wheat crop's final out-turn are becoming numerous and varied. Among others, the Department of Agriculture has departed from its habitual conservatism of prediction, and, in its Farmers' Bulletin, estimates the spring wheat yield at 250,000,000 bushels, taking the average for the past five years. This, with 630,000,000 bushels of winter wheat, would make a crop of 880,000,000 bushels. It is the first time that the Department has made any estimate in advance of the issuance of an acreage and condition report on any crop, and it has little value except as reflecting possibilities.

The private experts are inclined to take the ground that last week's mid-summer temperatures over the leading winter wheat states, accompanied by dry weather east of the Missouri River, have lowered the crop's condition. The drought was partly broken later in the week by good rains where needed, but Missouri and Illinois have suffered losses from drought and Hessian fly, which have curtailed their brilliant prospects of a month ago, and will do well to raise an average crop.

On the other hand, the rains in Kansas and Oklahoma saved the crop of those States from injury by excessive heat last week, and have practically "made" it. The only thing that can hurt the Kansas and Oklahoma crop is hot winds during the next two weeks, or too much rain at harvest time. It is not believed, however, that there will be much if any damage from hot winds in that section, for they seldom come when Texas is water soaked, as it has been this season.

On the whole, it is the belief of the best-posted men in the grain trade that, with favorable weather during the next thirty days, Oklahoma and Kansas will harvest by far the largest wheat crop ever raised. Nebraska also has been favored with rains of late. The damage from fly and bugs in these States has been light, and scattered over a wide territory. A loss of 7 points on the Government basis, which is 19.5 bushels per acre for winter wheat, with a condition of 90, against 95.9 in the May report, would give a crop of 621,000,000 bushels, while maintenance of the May condition would promise 662,000,000 bushels. Last year's harvest was 523,000,000 bushels.

There is a good deal to be learned before a man can step behind the counter and sell a customer something that does not suit at first sight.

The harm in being a man of one idea is in not recognizing the fact and buying from others the ideas you can not originate yourself.

What is the advantage of a good business-getting idea if you file it away to use "some time?" Why not try it out right now?

When you make a new resolution, don't make it with the idea of living up to it "some day." Begin living up to it to-day.

SLOGAN SHOULD BE SERVICE.

Why the Merchant Should Be in Politics.

It is a part of being a man, of being what a man should be, and what a merchant should be. I believe all will agree with me when I say that. I believe there is a readjustment of political and religious thought going on in this country, radical changes are taking place, and a final resting place will not be found during your time or my time, because we are bound to the past by certain prejudices, both in religious and political matters, but the next generation or two will find a solid resting place wherein they will grasp the problems of the age and solve them, free from any of the prejudices that we have. This is an age where the people are asking and working for a chance for the better. It is to be noted now there is a growing tendency on the part of the men responsible for the education of the young people, the presidents of colleges and institutions of learning to speak on conditions of which they have little knowledge. Business of to-day is of such kind that it is necessary for a man to have experience in order to give the intelligent remedy for the evils that exist, and we find Congress appointing committees for investigating big business, men who have but little business experience, men who are not educated in business, who have no idea of what conditions should be in business life, going out to investigate, with the hope of curing the ills of people.

There is a growing tendency on the part of the people to ask of our lawmakers that they make such laws as will protect us from what we term "unfair competition." I do not believe we are looking to the right place for that remedy.

The other day I had a story related to me of a man who was moving into a new home and desired to put in new furniture throughout. He had but little knowledge of furniture, but knew a man in the community who was thoroughly acquainted with its manufacture, and went to him saying: "I am going to buy new furniture for my home, and I want your services; you have a knowledge of furniture, and I want to pay you for your assistance in helping me select it."

The expert went with him and aided him in his selection. After his house was finished and the family had moved into it the neighbors came in and, admiring the furniture, asked where it was purchased. "I engaged the services of so and so to help me select it, because he had expert knowledge of furniture," the man replied. The neighbors, seeing the excellent results of this plan, secured the services of this expert when they wanted anything along this line, and in a short time so many people were demanding his help that his entire time was taken up.

A little later an advertisement written by this expert came out in one of the papers stating that there had been such a demand for his services

by people that he had rented a room and placed in that room furniture for them to buy. They could now come to his place of business and get that kind of furniture and have the benefit of his expert knowledge, the same as they had secured in the past.

Now, this story gets down to the underlying philosophy that I am trying to bring out. If you want to be relieved from dishonest competition, if you want to be relieved from conditions that plague you, the remedy lies in "Giving Service." Our Savior said, "We should render ourselves as servants." Now, I do not mean we should be servants in the coachman or janitor class; I mean it in broadest sense, we should "render service."

Perhaps you can recall persons in your town, men or women, intelligent people, but no one seems to like them, and they are not popular. I know of such a person, and no one seems to care for him. I have tried to analyze why that person was not popular, and I discovered the reason because he never does anything for anybody else. That is the trouble. If you want to succeed in politics or business it will be necessary to "render service."

I have in mind some instances of success on the part of public men, prominent in affairs of the country, who rendered service. There are others who did a splendid job of promising, and the people thought they were going to get service. The trouble in the political life of this country is that men seek that avenue as an easy way to live. If we are going to give the people what they are entitled to, and we are to succeed in politics or in business, we must give them "service."

I want to encourage you business men to lead a broader life. I want you to take greater interest in the affairs of your country. Success is not to be measured by the dollars you make. The making of dollars is only that you may live in a greater degree of comfort.

The message that I bring to you is that you lead a broader life and determine that you will be a bigger man in the community where you live, and aid in all things, and I believe if you will do this, if you lead a broader life, do as you ought to do as men of morals, success will come easily. You should not confine your entire efforts to the selling of goods; you can often try too hard to sell goods; you lose by it. If you make a greater effort to "render service" in your business, the dollars will come easier.

If you expect the passage of a law changing the present exemption laws regarding extending of credit and collecting of debts, you will be sadly disappointed. The man who trusts and extends credit will win. In my opinion the first step of success in granting credit is to meet the man you are going to trust; let him know it is strictly a business matter. He should expect that when he goes into your place of business and asks to buy a suit of

clothes, that you will ask him, "When do you intend to pay for this suit?"

If he makes the statement, "I will pay for it the first of March," you should put in your filing cabinet a statement to this effect. If business closes the night of March 1 and that man has not paid, he should receive a statement and a letter notifying him that he has overlooked the obligation. This plan should be followed up, not only to get the money, but to impress upon that man that you are a business man, and the obligation he assumes when he buys that suit of you must be made good, just as promptly as the obligation he assumes at the bank.

If you hope to see legislation enacted at Washington, as advocated by some of the merchants, which will help you get the better of mail order competition; if you hope to see a law made which will relieve you of the responsibility of giving greater service in order to retain your business, you will find that when that law is made and becomes operative that it will not relieve you of what is your duty and should always be your duty to the public.

If you intend to keep the progressive business man who lives at a distance from getting business, you will have to give to the people greater service than he gives, and you are not entitled to the trade unless you can give them as good or better than the business house at a distance.

It is time the retail merchants stop and ask of themselves, "Does not the trouble rest right with us?" Is there not a remedy? Is there anything wrong with the conditions of trade that cannot be remedied by our own efforts and the laws that we have?

The tendency of all people is to spend money where they get service. If you can convince the people of your community that you can render service, that your store is not merely a place to spend their money, but where you can aid them in the purchasing of merchandise, where you can render such services that will mean something more to them than simply the suit they buy, then you are on the right road to success. The great periodicals of the country contain splendid advertisements of clothing. These concerns have spent millions in National advertising. They have made it so that all people are better informed as to styles. They have educated people to be better dressed, to buy more clothing, but there are many merchants in this country who have failed to keep pace with the times.

The merchants engaged in the retail clothing industry should be better informed as to styles and how men should be clothed. If you go into a man's place of business and buy a suit and his personal appearance is such that you don't care for his advice in the matter of dress, you are not likely to continue trading there. But, on the other hand, if you have an opportunity to trade at a place where well-dressed experts in men's apparel have selected the proper garments for you to select from, you are likely to become a per-

manent customer. You must not look for someone else to bear your burdens, to bear your responsibilities—that is for you. I think you can recall men you have known who never made a success, and I think you will find they were always ready to place their burden upon someone else. Let us make a closer study of our own business and problems. It is possible for us to conduct our various stores so that every man within our trading radius will say, "Why should I send my money away when right here in our own town we have a place of business that eliminates the element of chance and risk in trade."

It is possible for you to conduct that kind of business. I do not believe that a business founded on anything else but honest integrity and the desire to serve people will succeed.

I hope in your advertising you will be careful and you will endeavor to convince the people, through the proper publications, that your place of business is one that is for the purpose of "rendering service."

Now, this has a distinct bearing upon government. If you want to get into the political game, I advise you to get into it. I once was influenced to run for office. I served two years as Mayor of the town in which I lived. I never lost sight of that one idea of giving service to the people, and it was gratifying to me, when I finished my term, that there was a greater demand for my services than before. It was an experience that led me to firmly believe that success in business, success in politics and the remedy for the things we complain of can be secured by the instruments we hold in our hands, and our slogan should be "Service."

H. G. Larimer.

A Foolish Fable.

Once upon a time a merchant sat by the roadside with a tremendous stock of his particular wares surrounding him. To every one who passed him he held up a sample, endeavoring to interest them in his goods. But they all went on.

At sundown another merchant came by.

"What success, neighbor?" he enquired of the weary competitor.

The latter shook his head.

"Nobody," said he, "nobody in the world wants to buy. And even when I tried to give my wares away, as the shadows grew longer, they smiled and passed by. It's a hard world!"

The second merchant nodded. "The reason," said he, "is that no one wants to buy wares he makes himself."

Whereupon the first merchant gathered up his goods, filling a bag with them, and retired into the forest never to emerge again.

He had been trying to sell Experience.

Harry Had the Start.

"Mamma," said four year old June, "Harry wants the biggest piece of pie and I think I ought to have it."

"Why, dear?" asked the mother.

"Cause," replied June, "he was eating pie two years before I was born."

GETTING TOGETHER.

Mercantile Stunt That Invariably Makes Good.

Written for the Tradesman.

Some merchants are very much "from Missouri" when it comes to organization talk. They want to be shown just where it benefits them to belong to the local Commercial Club, or the Retail Merchants' Association, or whatever the organization may be which expresses the gregarious spirit of the community in their town. And if they have had experience with a dead organization—there are dead ones as well as live ones, of course—it may be that they are justified in asking evidence. Here is some evidence, furnished by a good many cities of varying sorts and sizes.

In one of these cities, to take a good example to start with, the merchants decided one spring, only a year or so ago, that it would be a good idea to pool their resources, as it were, and see what the result would be. It was customary, of course, for a certain number of the merchants, usually in the clothing lines, to have formal openings, this being especially true of those who dealt in ready-to-wear goods for women, or millinery; but the idea this time was to make it a little broader.

At first, when the matter was taken up in the Retail Merchants' Association, the plan was to have a general fashion display, which would be of interest to nearly everybody; but before they got through discussing the matter, they had decided to make it not only a fashion show, but a show of goods of every sort, from hardware to underwear; and that was the way it was finally arranged.

The date for the beginning of the festivities was made to coincide with that usually selected, or already selected, by some of the leading merchants for their individual openings. The difference was that instead of each trying to get a little ahead of the other, so as to take the wind out of his sails, and each advertising his opening independently, as a separate attraction, all combined to feature the fact that on a certain day there would be a grand general opening, in which all of the stores would participate, and lasting for a week, instead of for a day or so, or for some vague, indefinite period, fixed by nobody, and dragging along with the dragging interest of the public.

The idea was taken up enthusiastically by the newspapers, not only because they saw in it the certain prospect for some unusually good advertising, but because newspapers are always ready to take up and boost to the uttermost limit any plan which is calculated to help business along. It may be merely enlightened selfishness, but it is undoubtedly the fact; and the movement referred to, and others like it, benefited from the unanimous support of the press.

Aside from the general interest which was immediately shown in the idea of a week's fashion and merchandise display, even greater and

more direct interest was made certain by a cleverly-arranged contest, in which prizes were offered to the merchant with the most attractive window, and to those with the second and third best. This plan worked two ways—it made every merchant make an effort to win a prize, by devoting extraordinary care to the work of getting up an interesting and unusual window, and it made certain the careful inspection of the windows by the public, every person desiring to ascertain for himself, of course, which was the best—in order to be able to criticize the decision of the committee of judges.

The crowd which turned out on the opening night—the display opened the night before the merchandising openings were held—was nothing short of amazing. It jammed the downtown streets, and made traffic all but impossible. It seemed that the whole city, and everybody for miles around, had come to see what the merchants had to show; and the merchants in their turn, had outdone themselves in their displays, and in the special illuminations provided to set them off to their best advantage.

The formal openings of the next day were attended fully as well, the crowds being many times as large, not only in one store, but in every store, as had ever before attended spring openings. Many of course, came merely to look, for the displays were well worth looking at; but many came to buy, and the way they bought showed the merchants that there is a drawing power in a big attraction which is entirely lacking in a relatively small one. They knew this before, or would have said they did; but it had never before occurred to them to use the idea in just that way.

The stores selling clothing were undoubtedly the chief gainers by the plan, and of these, the ones dealing in women's garments and millinery were far and away the best patronized; but all of the merchants, without a single exception, handled more business in that one week than in any other single week which they had ever recorded. That was the unanimous evidence. And the peculiar thing about it, from a merchandising standpoint, was that it had cost very nearly nothing in addition to the usual advertising of openings by the several merchants. It looked very much like business from nowhere, but, as a matter of fact, the free publicity given by the newspapers, and the vastly greater interest excited by the general participation in the affair by all of the merchants, were advertising of the most effective sort, and fully accounted for the success of the plan.

Another city, something like five times the size of the one referred to, utilized the same general idea—that of getting together in a fashion and merchandise display—last fall, at the opening of the season. The greater size of the city made it unnecessary to attempt to bring in all of the merchants, as was done in the other case,

and the large number of men in the ready-to-wear trade, on the other hand, guaranteed the participation of enough stores to make it interesting for the feminine portion of the population.

The matter involved no extra expense on the part of the merchants other than that involved in making the unusually attractive displays which their pride called for, and these, of course, were very much worth while as business-getters. The papers gave ample publicity to the "style exposition," as they called it, for exactly the same reasons which animated those in the smaller city—they were quite willing to help along anything which helped business along, and they got the advertising incident to the openings.

And, as in the other instance cited, all of the merchants did a much better business than had followed any ordinary opening, simply by reason of the much larger crowds which turned out to view the displays, giving just that many more people to draw business from. There is nothing mysterious about the matter. Where there are plenty of people there is plenty of business; and the interest created by the advertising and press comments relating to the big style show brought in plenty of people, the business naturally and inevitably resulting.

Let it be argued by the merchant in the smaller city, or in the town which does not even claim to be a city, that it takes a big place to pull off anything of this sort, let it be stated at once that the towns of only a few thousand have already followed the example of the two cities referred to, and held style shows, business expositions, and similar affairs involving the united efforts of all of the merchants, with similar success. The size of the town has nothing to do with it—it is the size of the "get-together" spirit, and of the merchants' brains, which count.

And if it be said that it requires no particular organization to effect these results, other than one for that purpose only, this may be admitted without controversy; the only trouble is that merchants do not get together for this express purpose unless they have already seen the wisdom of getting together for other purposes. And this is the only reason why commercial organizations have been referred to in this connection. The important thing is not how the getting-together is accomplished, but that the thing is done. There is profit in it.

G. D. Crain, Jr.

Religion but No Chickens.

Old Mammy Mary Persimmons called one day on the village lawyer.

"Well, old lady," he said, "what can I do for you?"

"Ah wants toe divo'ce mah husband," said Aunt Marv.

"Divorce your Uncle Bill?" cried the lawyer. "Good gracious, why?"

"Bekase he's done got religion, dat's why," said Aunt Mary: "an' we ain't had a chicken en de table fo' six weeks."

The Telephone That Earned Its Keep.

In one of the average Indiana towns I found a retailer who knows how to make use of opportunities to increase his business.

Like his competitors, all operating general stores, he had to maintain a couple of delivery wagons. He employed the same kind of young fellows and young women. He did some advertising in the local papers. He had his windows trimmed in fairly effective manner. But in all this he didn't seem to have any shade on any of his competitors, and I didn't at first understand, how it came that he could sell so much more fresh fruit than the other retailers, until one morning when I happened to drop in, while one of the clerks was using the telephone, and this was what I heard: "Central 207, please. Good morning. Is this Mrs. Jones? This is Gardner's. Mrs. Jones, we have just had a lot of fine sweet oranges delivered. They are the navel kind. No seeds, you know, and they are extra big and we are selling them at 35 cents a dozen. I thought you might want some of them. * * * Yes. * * * Half a dozen? * * * Yes, thank you. * * * A pound of 30-cent coffee, and a pound of cheese * * * The 25-cent kind, and sharp, sure * * * " Could you use some new potatoes. We can let you have a peck for 40 cents. * * * All right. We will send it all up this forenoon. Thank you."

That phone was kept busy for the better part of two hours in the same way. In fact, Mr. Gardner had two phones—one to use for calling customers and the other for incoming calls, although at times both were in service on outgoing calls.

Mr. Gardner told me that he figured the one phone was worth a good clerk's wages because of the additional sales of perishable stuff that he made.

"Sometimes," he said, "I am a little too liberal in my estimate of what we ought to sell and when the regular trade has been in and the regular orders been filled, I find that quite a lot of celery or lettuce, or fruit that might spoil over night, is left over, so I get busy with the phone and call up a number of housewives, boarding housekeepers, and the like and offer the stuff to them at a little cut in price, and usually the deck is cleared before we close. If it wasn't for that phone we would often stand to lose quite a bit, especially in the fresh fruit department."

A. Geo. Pedersen.

No Drinkers to Receive Promotion.

The Carnegie Company has issued the following order signed by Thomas McDonald, general superintendent and A. C. Dinkey, President:

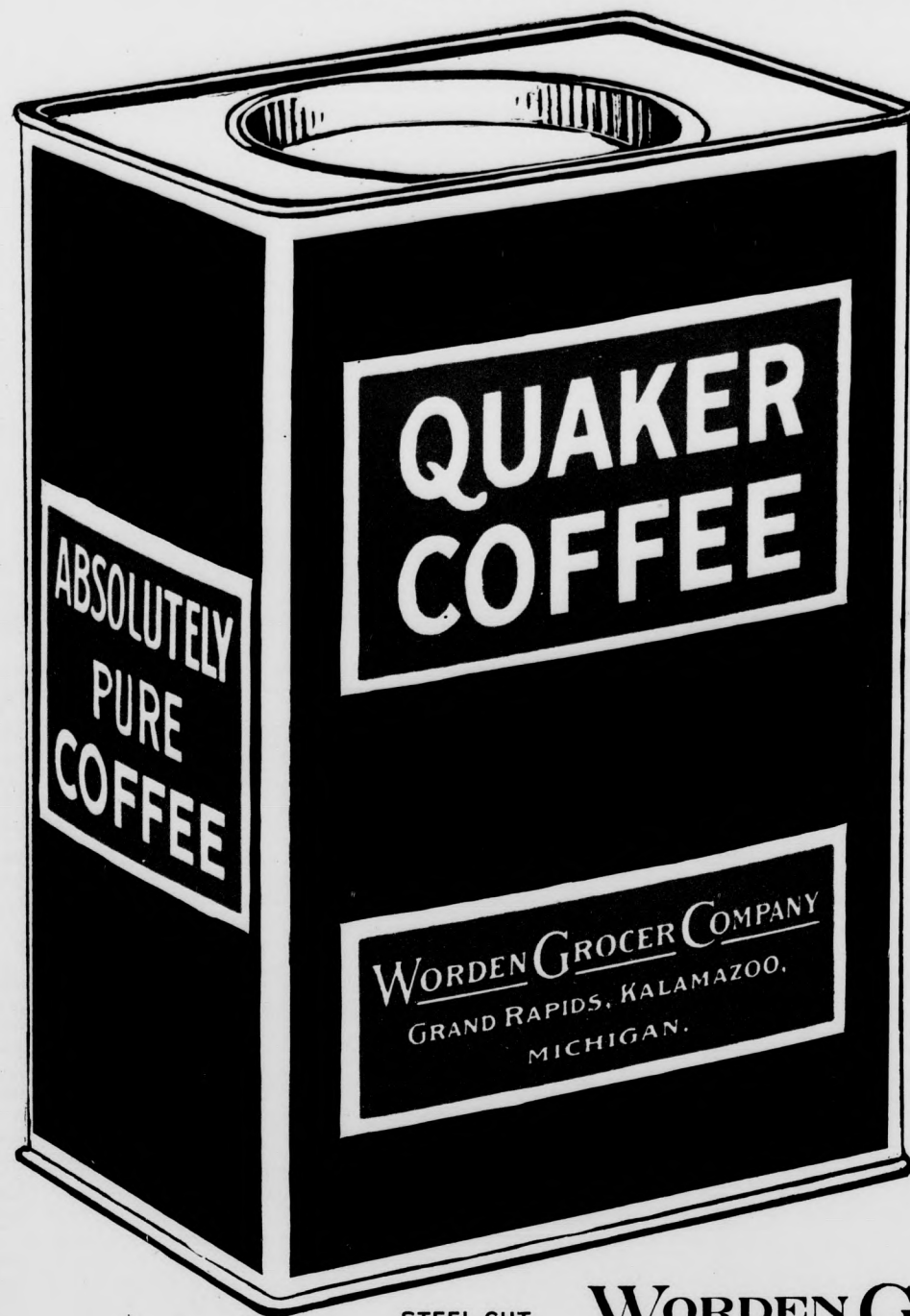
"Hereafter all promotions of whatever character will be made only from the ranks of those who do not indulge in intoxicating drink. The heads of the departments and their foremen will be expected to observe this rule in advancing their men."

This order will oblige fully 65 per cent of the men in these mills to become total abstainers or to relinquish all hope of promotion.

The Old Member

The Quaker Family

The New Member



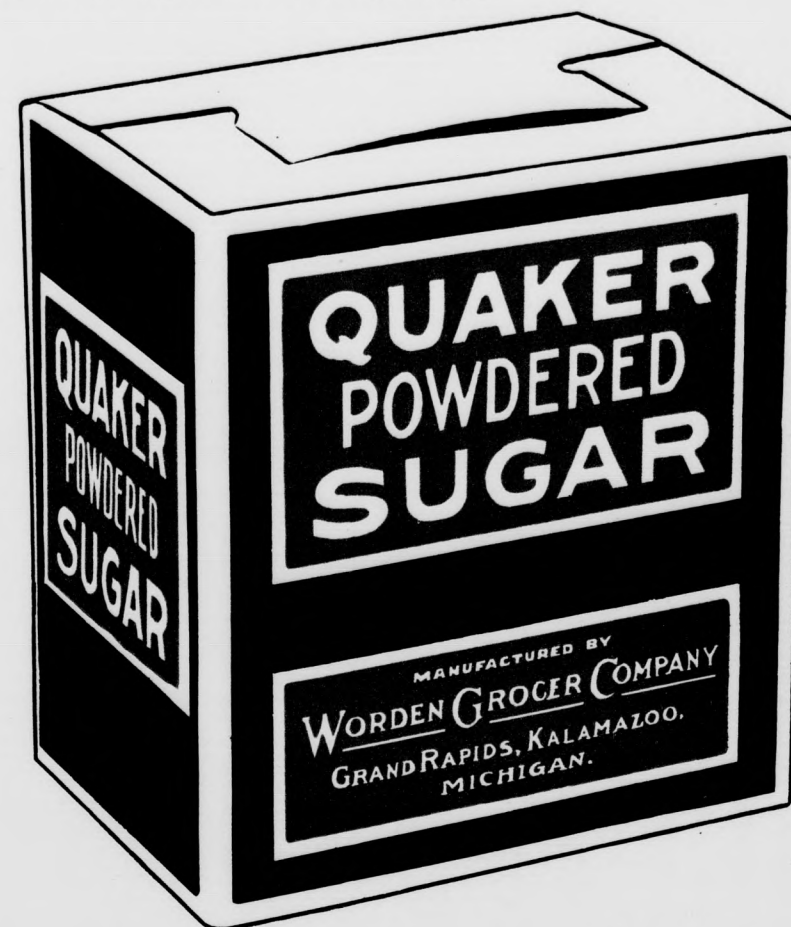
STEEL CUT

WORDEN GROCER COMPANY

WHOLESALE GROCERS

The Prompt Shippers

We have been making our own powdered sugar for several years and we are now prepared to put it up for the trade in one pound cartons. The accompanying illustration shows the exact size of the package.



Ground daily by our own process. Super dried and never cakes. Satisfies the customer, saves your time and labor and pays a fair profit.

Grand Rapids--Kalamazoo



Application for authority to organize Detroit's new National Bank under the name of the Merchants' National, with a capital of \$1,000,000, is announced by the Treasury Department at Washington. The organization committee consists of O. S. Hawes, David M. Gray, John Endicott, J. P. Hemmeyer, Frank W. Blair and Luman W. Goodenough. Mr. Goodenough is acting as attorney in the preliminaries and will be a director and stockholder. The stock is practically all subscribed, according to Mr. Hawes. The consolidation of the First and Old Detroit National Banks reduced the number of National banking institutions in that city to two. The Merchants' National will make three. John Ballantyne, formerly Vice-President of the Old Detroit National, is slated for the Presidency of the new Bank. Most of the work of promotion has been done by him.

In accordance with a recommendation of the directors, the stockholders of the Highland Park State Bank (Detroit) have voted to increase the capital stock from \$250,000 to \$500,000. The new stock will be offered to the present stockholders pro rata at \$150 a share, and if there remains any of the new issue on which the stockholders may waive their right, it will be offered to the public at \$185. James Couzens (Ford Motor Co.) is President and W. L. Dunham is Cashier.

City Controller George C. Warren (Saginaw) has in his possession a frayed and tattered bit of currency which, in these days when banks are not permitted to issue banknotes in denominations lower than \$5 is a decided oddity. It is a \$1 note issued by the First National Bank of Bay City, is signed by B. E. Warren as Cashier and bears date of June 23, 1865. The Federal banking and currency laws now prohibit the issuance of banknotes of the minor denominations and it has been many years since any of the \$1 and \$2 banknotes have been in circulation.

The new East End branch of the Union Bank of Jackson has been located at the corner of East Main and Orange streets, formerly the home of George M. Bryant. The new building will be a three store two-story building. Besides the quarters of the Bank on the first floor will be two other stores, all having a frontage of 21 feet, with a depth of 90 feet. The second floor will be devoted to offices, and there is being con-

sidered the reservation of space enough for a good hall. Work will begin about July 1, or as soon as possession can be obtained. The experiment is fully justifying the faith which caused the establishment of the branch, and with the home for the institution which the new building will represent even better results are anticipated.

Asa Van Kleeck, a resident of Howell for sixty years, died last Wednesday at the age of 83 years. Mr. Van Kleeck located at Howell in the early fifties and has lived there ever since. He was a contractor by trade and erected many of the early residences of this city. When the First State and Savings Bank of Howell was organized in 1890 Mr. Van Kleeck was elected one of the directors and in 1904 he was elected Vice-President, which position he held until his death.

The State Savings Bank of Ann Arbor has increased its capital from \$50,000 to \$100,000.

The Old State Bank of Fremont has increased its capital stock from \$35,000 to \$50,000.

The stockholders of the Culver State Bank at Brooklyn met immediately after the destruction of its building by fire and appointed a building committee which will proceed at once to reconstruct the Bank building on the old site. Meanwhile the Bank has secured temporary quarters in the Cook block.

French bankers, aroused by many recent robberies, have adopted steel-clad motors for conveying bullion, currency and other valuables through the streets of Paris, as well as distributing money to out-lying banks.

The one certain fact in the situation of the moment is, that the good news from the farming districts has inspired the business community with new hope. Making all allowance for such offsets as the trouble with Hessian fly, crop indications continue far above the average. Some spots have suffered from recent lack of rain, but these are only incidents. The general agricultural outlook is highly stimulating, and if the immediate future were to be judged by farm prospects alone, the outlook would be altogether bright.

Yet it must be admitted that this prospect is not yet being discounted in tangible trade revival. Commerce is but little better here than

Fourth National Bank

Savings
Deposits

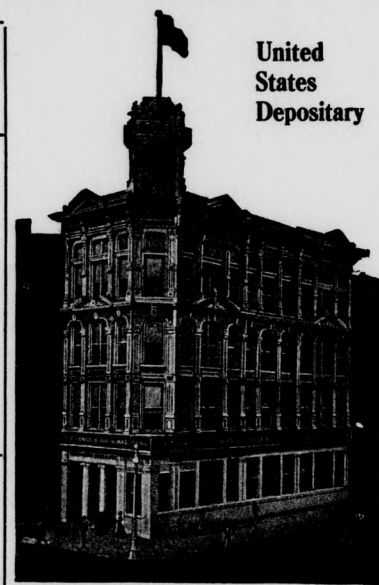
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

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

United
States
Depository



Commercial
Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Capital Stock
and Surplus
\$580,000

GRAND RAPIDS TRUST COMPANY

Authorized Capital and Surplus - \$450,000.00

Trust Department

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

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

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in the East and West. The margin of prosperity which the South and West may have is attributable entirely to the fact that the territory is devoted largely to agriculture, as well as the manufacturing industry. What vigor there is in conditions in the direct result of good times, or comparatively good times, on the farm, and not of prosperous general trade. Frankness necessitates the admission that commerce is afflicted with the same fundamental trouble, which, except for intervals, has held prosperity in check for several years—the debility of industry and transportation, and a minimized purchasing power.

Economists differ, as they usually do, in their analysis of causes. Some charge the commercial dullness to the weak state of the railroads. Others say that "muck-raking" is the cause. Still others maintain that the lethargy is due to investment. Close study of business leads to the conclusion that all of these causes are operative. The fundamental trouble, however, seems to be the limited buying power. For want of funds, the transportation lines are not making improvements or buying equipment. The same influences are felt adversely in mines, mills, and foundries, and consequently the buying power of industrial workmen and mechanics is reduced at the retail stores, and the purchasing of the retail stores from jobbers is decreased. The number of new enterprises launched is not as large as it should be, although new capital is going steadily into new and old ventures of a strictly commercial enterprise. Capital is wary, and it is not taking risks as it did a few years ago. The effects of capital's indifference are obvious in all kinds of constructive and developmental operations.

To at least some extent, the trouble has come from the process of adjusting commercial policies and methods to new ideals and conditions. This readjustment inevitably followed the 1907 panic. Banking policies, too, have been readjusted, and they will be worked out more fully with the new Federal banking law in application. But capital has not yet accommodated itself to the changes of the period and this may be because capital is not certain whether the readjustment is complete, from the standpoints of the Federal and state Governments. What the whole business community would like to know, is whether the next important move of Government cannot be to try to give some assurance to capital, and to settle the uncertainties which surround investment.

All branches of activity are interdependent. Prosperity on the farm is not alone sufficient, as we of this section see it; and, in fact, prosperity cannot maintain full measure on the farm without reciprocal prosperity in mine, mill, and factory, or without optimistic tendencies in the transportation industry. Prosperity in all directions is the Nation's business, and

this is what seems to be essential for general trade betterment. The hope of Michigan is that the railroads will, through the Interstate Commerce Commission's forthcoming rate decision, be put in position to make improvements and buy material, and that capital will be able then to see far enough ahead to resume the work of construction and development.

Lessons for Kickers.

Agreeable things are the pleasantest to hear, but they are not always the most improving. Every knock may do you good, if you do not let it prove fatal by going down for the count.

In the best regulated stores some things might be bettered, and the merchant may, as likely as not, let them go unobserved until eternity if they are not called to his attention by some one who suffers by the mismanagement.

Here is where the kicker comes in. When he gets up on his hind feet and howls somebody has to listen.

Your friendly, mild-manner customer comes into the store, is not treated properly by some one and goes off to suffer in silence rather than enter a protest. He does not like to get another person into trouble, and so says nothing.

This is kind-heartedness, but the lack of efficiency, whatever it may be, goes uncorrected because it is not brought to the attention of the merchant. And the customer himself

goes away not to return, fearing a repetition of what has offended him.

Not so the kicker. He fills a different place in the world. It is his province to stir things up. Little does he care who gets hurt.

The trouble with him is that he is just as likely as not to find fault where he himself is to blame. For that reason it is not wise to assume in every case that he is right any more than to take it for granted that he is wrong.

Simply give him a hearing. He is a self-appointed critic of the universe, but some good comes from his incessant turning of the world upside down. He may annoy and anger you but just the same he may give you some valuable pointers.

He is like the bad pain in your body that tells you something is wrong in time for its correction before disease proves fatal.

There are no freckles on the good opinion a man has of himself.

6% BONDS Tax Free in Michigan

You can invest
\$100.00 or any amount more.
We recommend them
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The Michigan Trust Co.

Ask for our Coupon Certificates of Deposit

Assets over \$4,000,000

GRAND RAPIDS SAVINGS BANK



Kent State Bank

Main Office Fountain St.
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Capital - - - \$500,000
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Resources

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Largest State and Savings Bank
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United Light & Railways Co.

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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.

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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

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GRAND RAPIDS, MICH



Sanitary vs. Insanitary Grocery Stores.

The sanitary and insanitary grocery store occupied the center of the stage at the National Child's Welfare Exhibit in the Toledo Museum of Art in May, in that the homelife was intimately associated with the character of food dispensed in the retail establishments. Promoters of this Exhibit felt that all the stress laid upon the presentation of good and bad grocery methods were well worth the attention of the thousands of people who visited the Exhibit daily.

The insanitary grocery store was shown as one in which foods were left uncovered to the assault of flies or floating contamination in the air; in which the cat was allowed to repose around upon anything that offered a comfortable resting place for it; in which methods were sloppy and careless, the floor was dirty and little attention paid to the cleaning of cases and refrigerators.

The sanitary grocery store was shown as one where all food that could be so kept was stored under glass, or in sanitary clean refriger-

ators and cases. No small animals were allowed in the place. The store was clean and neat in every particular, and the methods in use were sensible as well as sanitary.

Considerable stress was laid upon the character of packages put out in these different establishments. The wooden dish, made from sugar maple, was exhibited as a strictly sanitary container, and was shown in the sanitary grocery store as the carrier of all foods not sold in factory prepared packages.

Dishes made from chemically treated pulps, rags, waste papers, dishes which were highly absorbent, and which were greased or coated with questionable substances, were displayed in the insanitary store as the container which this grocery used to the menace of patrons. The Exhibit paid especial attention to the protection which containers afforded food which was placed into them.

A great many local retailers visited the Exhibit with considerable interest. Prior to the Exhibit representatives from the societies promoting the Exhibit visited all local gro-

cery stores and there observed the actual conditions, which they later displayed in the Exhibit in the Art Museum.

Action and Appearance.

How often you have heard it said that actions speak louder than words. At least some actions speak louder than some words.

The statement might be made more understandable if changed just a little. It might be better to say that actions make a more forcible impression than words.

Talk is cheap. Tell a man you are his friend and he believes you or not, as he chooses. Go to him, when he is in trouble, help him out when all others have forsaken him and he is convinced.

Tell a girl you love her and maybe she thinks the statement true. Send her candy at Christmas, flowers at Easter and show her various attentions in the meantime and you will cinch your standing.

Make a practical application. Advertise the most attractive stock of merchandise in your town and consumers may swallow the statement.

Show your store to be what you claim for it by progressive management shining in every department and watch the crowds coming your way.

Appearances are powerful. They make or destroy the merchant's business. They talk so loud no slanderous criticism of a competitor can avail against them if they are attractive. No possible amount of explanation can satisfactorily excuse them if they are repulsive.

If your face is dirty, and you have self-respect, you wash it. You do not go about telling people you are too busy to keep clean or too poor to buy soap.

If your store is disorderly or dusty, tidy it up and give it a housecleaning. It is your business to do so, and failure in this respect proves your incompetence.

If you neglect these things you have no right to expect trade. You don't deserve it. You probably wouldn't deal at such a store yourself, and the clean people of the town are more particular than yourself.

Don't be a cheap guy, dealing only in talk. Be a good actor.

The True Clerk Is Born, Not Made. Written for the Tradesman.

Do you believe that, gentle reader on the business road of life?

As for myself I am satisfied that this is true. From the standpoint of a layman I long ago discovered that the man "cut out for the job" was the one who raked in the shekels.

On entering a store the born clerk attracts your attention at once, providing of course, there is such a person in the place. Not all establishments have them. Fortunate is the merchant who can count born clerks among the waiters behind his counters.

What is the reason so-and-so has succeeded? That question pops up now and then among people who have wondered at the magnificent growth of some mercantile firm. The answer is easy. The head of the house is a reader of men. Like General Grant, he knows how to pick the right men for the work he employs them to do.

The general who has the knack of picking the right kind of subordinates is the man who wins victory; the merchant who has this same natural gift is the successful trader. It is so now, has ever been so, and is destined to be so to the end of time.

Right here then is the explanation of so many failures and so few successes.

Why does the boy leave the farm? A thousand times has that query been put, as many times perhaps answered, and almost invariably answered contrary to facts. The boy leaves the farm for the same reason that his father quit the New England hills to seek a wider field of operations in the boundless West. He isn't suited to the farm. Divers answers have been given, few if any of them correct.

Lack of social life has been pointed out. The dull, lonesomeness of the farm, a hand to mouth existence, with no intellectual enjoyments are among the explanations, none of which are true. The boy who goes out into the world, far from the old farm, is he who aspires to something different from land culture, something that suits his tastes, no matter if it be nothing higher than sawing slabs in a sawmill.

Every child is born into the world with a certain taste for labor, be it of the brain or hand. The mechanic is born not made. So with the farmer, shop-keeper, lawyer, doctor, statesman, general. We each have a niche to fill in the great world of creation. Yes, some are born clod-hoppers,

hewers of wood and drawers of water, and such fact is no detriment to these latter individuals either. There is a place for every one and every one in his place.

This is not saying, however, that every person fills the niche intended by nature for him to occupy. Many a heroic soul plods behind the plow while others innumerable follow lines quite the opposite of those nature intended. Such of course, are misfits in the great plan. These misfits disarrange the proper order of things and bring about much of the sorrow and life failures we see.

I went into a store once to purchase a small doll's head. Simple thing in itself, yet it opened my eyes to the eternal fitness of things. Strange as it may appear my simple want was almost flouted in the first store I entered. The indifference of the clerk who deigned to wait on me sent a chill over my spirit, although I was thinking of the little girl to be made happy with the simple present.

The brusque indifference of the counter waiter sent me out to look elsewhere. I was in something of a hurry at that. I was passing one of the city's big department stores, far too big it seemed to me to take note

of so small a thing as a doll's head. Nevertheless my steps were somehow turned into the mammoth store, the reputation of which had gone out to the four points of the compass.

"Toy department, fourth floor; take the elevator at the rear." The man spoke kindly, smiling as though I had been a possible purchaser of a thousand dollar ladies' cloak.

On the fourth floor I found a surprise. The middle-aged lady who waited on me was graciousness itself. I was shown a myriad of doll heads, the gentle voice of the clerk offering suggestions that took me by storm. I purchased the doll's head and half a dozen other things not thought of before, but which were called to my attention by the friendly woman clerk.

I went from there feeling good, at peace with myself and all the world. I tell you the treatment I received from that clerk in the millionaire's department store gave me an understanding of things that had never been suggested to me before. Here was the answer to "How did So-and-so make his fortune?" Being himself heart and soul in the business, choosing born clerks. Old Timer.

Before daring to love your neighbor as yourself be sure she's single.



BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, April 29—A special meeting of the creditors in the matter of Guy C. Longcor was held this date. The claims of all creditors who had heretofore received a 50 per cent. payment of their claims as a preference and who, at the request of the trustee, paid the sum received into the estate assets, were allowed in full. The trustee's first report and account, showing total cash receipts from the sale of a portion of the assets, \$364.25; receipts of sums paid to certain of the creditors of the bankrupt as a preference before adjudication and returned to the trustee, \$886.04; total, \$1,250.29; and disbursements for administration expenses, including feed for livestock, etc., \$113.64, and a balance on hand of \$1,236.65, was considered and allowed, and a first dividend of 10 per cent. was declared and ordered paid to creditors whose claims have been proved. The matter of the commencement of suit to recover claimed equity in the bankrupt's real estate and the matter of suit against one Lieffers under the Sales in Bulk Law were referred to the trustee to investigate and report. It is very likely that such suits will be instituted by the trustee. The estate will pay further dividends.

May 4—In the matter of G. W. Bisbee & Co., of Fremont, the first meeting of creditors was held this date. Claims were allowed. Creditors failing to elect a trustee, the referee appointed Charles H. Lillie, Grand Rapids, and fixed his bond at \$100. The assets had been sold under execution sale just prior to bankruptcy and the purchaser and sheriff making the sale have been notified that they will be held accountable to the court for the assets, which it is alleged were sold as a preference. The fund derived from the sale will, no doubt, be turned into the estate assets. The estate is very small and the dividend, if any, for general creditors will be a very small one.

William H. Oviatt, now residing at Lapeer, but formerly in the bakery business at Big Rapids, has filed a voluntary petition in bankruptcy. The adjudication was made and the matter referred to Referee Wicks for administration. Elbert E. Jenkins, of Big Rapids, has been appointed custodian and is now in charge of the assets. The first meeting of creditors has been called for May 19, at which time the creditors of the bankrupt may appear, elect a trustee, if desired, prove claims and transact such other business as may come before the meeting. The schedules of the bankrupt on file in this office reveal the following: Liabilities \$1,238.66; assets in the neighborhood of \$900.00.

The following are listed as creditors:

Robert Oviatt, Grand Rapids	\$ 6.00
Robert Noonan, Reed City	11.00
S. Neville, Big Rapids	2.75
Big Rapids Electric Co.	50.00
Geo. Messer, Imlay City	50.00
Benj. F. Reed, Lapeer	250.00
Darrah Miling Co., Big Rapids	118.00
G. H. Acker, Big Rapids	42.50
Bertram Almoth Co., Big Rapids	42.50
E. J. Darling, Big Rapids	6.00
Lardner & Co., Big Rapids	4.00
Ward Lbr. Co., Big Rapids	6.50
E. J. Sloss Coal Co., Big Rapids	8.00
D. R. Stephens, Big Rapids	9.00
R. L. Hammond, Big Rapids	4.00
W. L. Hopkins, Big Rapids	75.00
Big Rapids Gas Co.	4.00
Valley Sweet Cand Co., Saginaw	22.75
Armour & Co., Chicago	52.00
Washburn Crosby Co., Chicago	47.50
American Dea Malt Co., Cincinnati	19.17
Chapman & Smith, Chicago	42.43
A. D. Sidell & Son, Chicago	25.25
Kalamazoo Oil Co.	1.75
Republic Paint Co., Cleveland	11.20
Home Grocery Co., Muskegon	77.00
Parker Webb & Co., Detroit	15.75
E. B. Gallagher & Co., Detroit	28.63
Wolverine Spice Co., Grand Rapids	54.55
Watson-Higgins Co., Grand Rapids	71.82
Roy Baker, Grand Rapids	33.11
Red Star Yeast Co., Detroit	4.50
Clayton Oviatt, Midland	35.00
Fred Brack & Co., Big Rapids	7.00

In the matter of Hans J. Fisher, bankrupt, Grand Rapids, the trustee has filed his final report and account and the final meeting of the creditors of the bankrupt has been called for May 15. The final report and account shows the following: Balance on hand, as per first report and account, \$858.98; additional receipts, \$15; disbursements for administration expenses, bankrupts exemptions, etc., \$375.70; a balance on hand for distribution, \$498.28. The creditors of this bankrupt will receive a small dividend, the amount of which is uncertain at this time. In addition to the cash on hand, as shown by the account, the trustee reports a compromise of the litigation against Henry Holkeboer et al of \$50, subject to approval of creditors at the final meeting. If this is accepted, an additional sum of \$50 will come into the estate.

In the matter of John E. Truman, bankrupt, Manton, the trustee has filed his report showing offers for the remainder of the real estate of the bankrupt in the sum of \$345 and an order has been entered directing the creditors

to show cause why the sales should not be made in accordance with the offers received. The hearing has been set for May 18. If this sale is made, it is possible that a dividend may be declared.

May 5—John Haller, of Pentwater, has this day filed a voluntary petition in bankruptcy and the adjudication made in the absence of the district judge by the referee. The first meeting of creditors has been called for May 21, at which time creditors may appear, prove their claims, elect a trustee, if desired, and transact such other business as may come before the meeting. The schedules do not reveal any asset not claimed to be exempt. The only creditor listed is the McConnellville State Bank, McConnellville, Ohio, whose claim is \$903.33.

Homar E. Ranes, of Eaton Rapids, has this day filed a voluntary petition in bankruptcy and the adjudication was made by the referee in the absence of the judge from the district. The first meeting of creditors has been called for May 25, at which time creditors may appear, prove their claims, elect a trustee and transact such other business as may come before the meeting. The bankrupt's schedules on file in this office show assets of \$1,750 and liabilities \$2,334.89. The following are listed as creditors of the bankrupt:

Secured by Trust Chattel Mortgage.

Lee, Wolf & Bros., Dayton	\$141.37
Ballstein-Klopper Co., Cleveland	135.62
Symons Bros. Co., Saginaw	58.50
Butler Bros., Chicago	253.83
D. Arbough & Son, New York City	64.67
Weixelbaum Bros. Co., Lima	20.00

Unsecured.

Vogel & Deming, Toledo	9.30
Northrop, Robertson & Carrier, Lansing	.60
Lee Wolf & Bros., Dayton	84.61
Roykross Chemical Co., Whitehall	3.50
Grand Rapids Stationery Co.	59.30
Empire Whip Co., Windsor, N. Y.	11.00
Baumgardner & Co., Toledo	100.51
Wright & Wessley, Detroit	39.85
S. A. Weller, Zanesville	18.60
Union Match Co., Chicago	4.00
Roberts & Lydick, Chicago	129.48
The Hersch Co., Toledo	5.42
Herrin Supply Co., Herrin, Ill.	9.00
I. Breadbhart Co., New York	33.14
Reading Saddle & Mfg. Co., Reading, Pa.	13.10
Pyrography Art Co., Forrester, O.	27.13
Hollweg & Reese, Indianapolis	38.30
Allen Pharmaceutical Co., Plainfield, N. J.	22.08
Winsted Silk Co., Chicago	40.19
International Flouncing Co., N. Y.	43.80
Beinhauer Bros., New York	151.01
New York Book Co.	21.71
Central Com. Co., Indianapolis	16.25
Geo. Wittbold Co., Chicago	7.00
G. S. Ressler Son, Lansing	1.50
United Novelty Co., Carrollton, O.	16.26
Carrollton Novelty Co.	10.50
Tipp Novelty Co., Tippecanoe, O.	22.17
Gramlick Chemical Co., Detroit	5.00
Indiana Moulding Co., Indianapolis	24.66
W. End Pottery Co., E. Liverpool	28.02
Sibley Lindsay & Carr Co., Rochester	100.00
Albert C. Stayart, Chicago	10.98
Chope-Stevens Paper Co., Detroit	14.71
Martins Mercantile Co., Chicago	3.00
National Art Novelty Co., Chicago	45.77
Mason Mfg. Co., Portland, Me.	6.80
Takito Ogawa Co., Chicago	60.10
H. J. Ransburg Co., Indianapolis	19.90
Greenstein & Peltz, New York	107.44
Taylor Made Candy Co., Battle Creek	18.95
Runkle Candy Co., Kingston, O.	27.43
H. Leonard & Son, City	80.12
A. C. Dietsche, Detroit	6.19
J. J. & D. G. Vaughn, Eaton Rapids	25.00
Imperial Glass Co., New York	41.53
Monagah Glass Co., Fairmount, W. V.	50.79
Will P. Canaan Co., Grand Rapids	37.40
J. B. Blessing, Jackson	109.00

May 8—In the matter of the Rogers Iron Manufacturing Co., of Muskegon, the trustee has filed his final report and account and the final meeting of creditors has been called for May 22. The report shows: Total receipts, \$9,231.65; disbursements for administration expenses, first dividend, preferred claims, etc., \$6,746.36; balance on hand for distribution, \$2,485.29. This estate has heretofore paid a dividend of 20 per cent. and it is safe to say that a further dividend of about 10 per cent. may be expected in the matter.

In the matter of Benjamin Van Raalte, Holland, hearing held this date. Testimony was taken and the matter has been further adjourned to May 22. An effort is being made in this matter to show that the bankrupt has assigned real estate in fraud of creditors.

In the matter of Edward J. Carroll, of Manton, the adjourned final meeting of creditors has been held. The trustee's supplemental final report and account was approved and allowed and order for distribution entered. A final dividend of 12 per cent. has been declared and ordered paid in the matter. A previous dividend of 10 per cent. has been paid in this matter, making the total dividend to creditors, 22 per cent. Distribution will be made at the end of ten days from the date of the order in case no appeal is taken from the final order of distribution.

May 9—In the matter of the Simpson Automobile Supply Co., the trustee has

filed his final report and account which shows the following: Total receipts to date, \$6,133.63; total disbursements, \$3,036.65. The disbursements include the sum of \$2,485 paid by the trustee of this estate to the trustee of the estate of Edw. W. Simpson, by order of the court because of illegal transfer under the Michigan Sales in Bulk law. The final meeting of creditors will be called for some time in May and the estate bids fair to pay a dividend in the neighborhood of 15 per cent.

The trustee of the estate of Francis J. Heany, bankrupt, residing at Ionia, has filed his first report and account which shows total receipts of \$330.21 and disbursements of \$98.27, leaving a balance on hand of \$231.94. No distribution will be made at this time for the reason that the estate is too small to pay two dividends and the time for filing claims has not yet elapsed.

Lura Gardner, Grand Rapids, operating a millinery store in that city, has been adjudged a voluntary bankrupt by Referee Wicks in the absence of the district judge from the district. The stock is all covered by a chattel mortgage held by Corl, Knott & Co., and it is not believed there will be any assets for general creditors in the matter. The first meeting of creditors has not yet been called and is being held pending investigation of the chattel mortgage by the referee.

May 8—In the matter of the Interchangeable Fixtures Co., a special meeting of creditors was held to-day to determine whether or not the compromise offer of E. A. Stowe for settlement of suit by the trustee of this estate against him should be accepted. By vote of creditors present and represented it was decided that such offer should be not accepted and the trustee was directed to proceed in the matter.

May 11—In the matter of Edward F. Northup, of Boyne City, the trustee has filed his first report and account and a special meeting of creditors has been called for May 26, at which time the first dividend will be declared and ordered paid. The account shows: Total receipts, \$2,075.54; disbursements, \$310.75; balance on hand for distribution, \$1,764.79. A dividend of 10 per cent. may be reasonably expected at this time.

In the matter of Brautigam Bros., Kingsley, the final meeting of creditors was held to-day. Claims were allowed and the final report and account of the trustee approved and allowed. The matter of declaring the first and final dividend was held up pending settlement of claim against the estate for rent. A small dividend may possibly be paid in the matter.

In the matter of the Van-L Commercial Car Co., the trustee has this day been given authority to institute suit against the Commercial Service Truck Co. for the purchase price of the assets.

St. Joseph Referee.

St. Joseph, April 30—In the matter of the Michigan Buggy Co., bankrupt, of Kalamazoo, in the reclamation proceedings of the Kalamazoo Spring & Axle Co., to secure the return of some \$3,000 worth of buggy springs, a certificate was made by the referee, granting the petition of the latter company for a petition for review of the referee's order denying its right to reclaim the springs.

May 1—In the matter of Victor L. Palmer, bankrupt, of Kalamazoo, the Michigan Trust Co., trustee, filed its first report and account showing a total of assets of \$1,393.79. The liabilities of the bankrupt are over \$1,500,000. The trustee also filed its report of exempted property, allowing the bankrupt among the exemptions his personal property.

May 2—In the matter of Herman Veten, bankrupt, of Kalamazoo, no cause having been shown to the contrary, an order was made by the referee confirming the sale of the bankrupt stock and fixtures to James Van Male, of Kalamazoo, for \$2,500.

In the matter of William H. Evans, bankrupt, of St. Joseph, an order was entered by the referee calling a final meeting of creditors at his office on May 11 for the purpose of declaring a dividend and closing the estate. Creditors were directed to show cause why certain administration expenses should not be paid and why a certificate favorable to the bankrupt's discharge should not be made by the referee.

May 4—In the matter of Herman Veten, bankrupt, of Kalamazoo, an adjourned first meeting of creditors was held at the referee's office and certain claims allowed. A first dividend of 5 per cent. was declared and ordered paid on all claims allowed to date. The trustee was directed to pay certain administration expenses and tax claims and the meeting was then adjourned for three months.

May 6—In the matter of Frederick W. Hinrichs, bankrupt, of Kalamazoo, a trustee filed a petition requesting that he be authorized to sell the real estate of the bankrupt. The petition was considered and an order entered by the referee directing the trustee to dispose of the real estate at public sale in Kalamazoo upon giving ten days notice to all creditors.

May 8—In the matter of the Mohn Wine Co., bankrupt, of Bertrand town-

ship, Berrien county, the trustee filed his final report and account showing total assets of \$155 and disbursements of \$6.60, with request that a final meeting of creditors be called. The report was considered and an order made by the referee calling a final meeting of creditors at his office on May 25 for the purpose of considering the final report and account of the trustee, the payment of certain administration expenses and closing the estate. Creditors were directed to show cause why certain expenses should not be paid and why a certificate favorable to the bankrupt's discharge should not be made by the referee. There are not enough funds in the estate to pay all the administration expenses.

May 9—In the matter of James Ingersoll Day, bankrupt, of Decatur, the bankrupt has filed an amendment to his schedules, including the First State Bank of Decatur as one of his creditors with a claim of \$968.

May 11—In the matter of Frank S. Shannon, bankrupt, of Leonidas township, St. Joseph county, the first meeting of creditors was held at the referee's office. No creditors were present or represented, and no claims were proved and allowed. The bankrupt was sworn and examined by the referee without a reporter and his examination disclosed no assets in the estate, whereupon an order was made that no trustee be appointed; also that the bankrupt be allowed his exemptions as claimed. The first meeting was then adjourned without day.

May 25—In the matter of the Mohn Wine Co., bankrupt, of Bertrand township, Berrien county, the final meeting of creditors was held at the referee's office. No dividend was declared, as there were not sufficient assets in the estate to even pay the administration expenses. Creditors having been directed to show cause why a certificate recommending the bankrupt's discharge should not be made by the referee, and no cause having been shown, it was determined that such favorable certificate be made. The referee entered the final order of distribution, and the meeting adjourned without day.

Fine Store Fixtures For Sale

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

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

The Ventilation of School Rooms Is a State Law Requirement

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

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

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

Steam and Water Heating with everything in a material line.

Correspondence solicited.

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Make Out Your Bills THE EASIEST WAY

Save Time and Errors.

Send for Samples and Circular—Free.

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STANDARD TIRE REPAIR CO.
15 Library St. Rear Majestic Theatre
Grand Rapids, Mich.

Strawberry Shortcake

Is now with us and it is good to remember that if it is to be the real thing, the crust must be "short."

Not short in quantity, but "short" in texture. Meaning tender, flaky, "melt-in-the-mouth" shortness.

That's the kind of crust Lily White makes, and when you eat it note the wonderfully good flavor.

One good bite tastes like more and then more and more. Then comes the feeling of having dined well and the world looks bright and rosy.

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Lily White is made especially for domestic baking and is particularly adapted for those things which women can make quickly and easily.

It is sold by grocers—never by canvassers or agents. No premiums of any kind are given. You pay only for flour when you buy Lily White.

VALLEY CITY MILLING CO.
GRAND RAPIDS, MICH.



CLOTHING

Parcel Post vs. Express in Handling Clothing.

"Tailors to the trade have discovered," said a prominent factor in that industry, "that the parcel post method of sending suits is unsatisfactory, because no receipts for goods are given by the postoffice, with the result that there is no way of detecting the whereabouts of merchandise which does not reach its destination."

Another difficulty mentioned in the trade is the fact that when shipping by parcel post the goods are not called for from the manufacturer, as is the case when merchandise goes by express, and the necessity of delivering it to the postoffice causes extra expense, and often delay.

Still another adverse point is that by sending goods by parcel post, and having the same insured, the total cost is as great or greater than express in every zone except one, and even when insured there is no receipt given for the goods.

Probably one of the most serious defects of the new system, so far as the clothing trade is concerned, is the fact that if a retailer wants to send anything back to the manufacturer for correction he is not allowed to pin any ticket of instructions on the garment if he sends it by parcel post.

Many instances have been reported where goods returned for alteration by parcel post have been opened by postoffice officials, and they, finding instructions in writing, have forced the payment of first-class postage, amounting on a suit shipment to between 80c and \$1. This, of course, brings the shipping cost way in excess of express.

While upon the subject of objections made by the tailors to the trade to the use of parcel post, it might be well to consider some other general objections which have been advanced against this method of transporting merchandise.

Parcel post from New York, for instance, to practically every zone, has been shown to be more costly than express after one adds the cost of insurance to the regular parcel post charges. As no receipt is required in sending goods by this system, it is claimed that in some cases employees along the route, knowing this fact, help themselves to merchandise, and it never reaches its destination. Then the retailer, who has been depending upon receiving the merchandise on a certain date for a waiting customer, is disappointed, and trouble ensues. By express it is urged that a package can always be traced,

and usually reaches its destination on time.

When a retailer wants to return goods to the manufacturer, for alteration or some other reason, he often attaches instructions of one kind or another to the article returned, showing exactly where the alterations are to be made, or giving reasons for return of the merchandise. This is against the parcel post rules, as has been pointed out earlier in this article.

Most of the foregoing objections are not without some foundation, but one should take into consideration the fact that this system of sending merchandise by mail might be said to have grown up in a night, for only a short time ago the system had not been even given serious consideration by the postal department of the Government.

On the other hand, we find that express companies have for many years been operating and perfecting their system of carrying merchandise, profiting by their mistakes and those of their competitors, so that by the time the parcel post system became an institution, and had been put in operation, these corporations had been many years on the way toward a more perfectly developed system for carrying merchandise throughout the country.

One thing the parcel post did accomplish at the outset, and which the corporations referred to had not accomplished during their many years of operations, was to bring about a general reduction of carrying charges. For this the public is indebted to the new system, and it may reasonably be expected that as it progresses along the lines in which it has been progressing, it will solve the problems which confront it, one by one, until, like our regular system of mail delivery, it will have gained the highest degree of usefulness to the shipping public.

A writer for an Eastern daily recently voiced some of the objections to the parcel post system, and, taking these as a basis for the following observations, a few improvements to increase its facilities may be suggested:

A pick-up service might be installed.

A greater degree of safety to merchandise should be provided for.

Indemnity for loss or damage to merchandise may be an added feature.

Provision may be made for handling a wider range of commodities.

Valuable packages which under present rules cannot be as securely closed as deemed necessary should be given greater security.

Just as the C. O. D. provision has been added, so it may be expected that the parcel post system will adapt itself to all the needs and requirements of the business communities.

During a recent discussion of the insurance clause one prominent manufacturer made the statement that his company insured all its merchandise, collecting from the customer the regular rate of insurance, which had not only covered all the losses which had accrued since he had put this plan into operation, but had yielded him a profit besides.

It has been suggested in these columns from time to time that the retail merchant might well utilize the parcel post system in the extension of his clientele. There appear to be no good reasons why the retail merchant who operates a local delivery system at a certain cost to deliver merchandise to his customers at their homes within the community in which he does business might not by means of the parcel post system, which in the rural postoffice has a depot for delivery of merchandise in every hamlet, arrange to deliver merchandise beyond the confines of his local community, and thus enlarge his number of customers. With the added advantages now afforded and to

be afforded as the system extends its scope of operations, there is no reason for the complaint that one's field is limited.

Pending, however, such developments, it is well that the retail merchant know the limitations of the parcel post system, and thus avoid making some of the mistakes which have proven costly to others.—Apparel Gazette.

Running Business into the Ground.

Some day there may be carved upon gravestones such inscriptions as these:

"Here lies Thomas Bussington. The great Bussington cocktail was named for him."

"Sacred to the memory of William Dillworth. He was the maker of the famous 'Dillworth Dip,' the greatest five-cent cigar ever placed on the market."

"Francis Green. He was the distiller of Green Glorious bottled rye. The slick (est)."

"Here lie the honored remains of Adam Fosdike, the inventor of Fosdike's Famous Breakfast Food. The business is being carried on by Adam Fosdike's Sons & Co., Inc. Beware of imitators."



A Good, Strong,
Medium-Priced Line

Buffalo Trunk Mfg. Co.

MANUFACTURERS OF

TRUNKS, BAGS, SUIT CASES

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JULIUS R. LIEBERMANN
Michigan Sales Agent
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Write for Catalogue



**MEN'S
STRAW
HATS!**

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

NEWLAND HAT CO.

166 JEFFERSON
DETROIT

HATS, CAPS, STRAW GOODS, GLOVES AND UMBRELLAS

HELPLESSNESS OF FRIENDS.

It Is Not Good for Man to Be Alone.

How impressive are these lines from Emerson's writings: "My friends have come to me unsought. The great God gave them to me."

There are many persons who follow a very peculiar sport which we might designate friend-hunting. They are not so popular as they would like to be, so they start forth armored in all the pleasant smiles they possess, carrying a large and varied store of flattery and sweet saying with which to bring down the same.

Such a pursuit is a fool's errand.

Friends are not made to order, nor will the wary fly be drawn into the parlor of the deceitful spider.

A smooth tongue may be able to talk people into a momentary compliance with some favor asked, but, friendship, to deserve the name, must be lasting, and requires not a verbal call to draw it to the assistance of its friend.

A politician may jolly you into voting for him, and make you many fair promises to accomplish this, but he straightway goes away and thinks no more about you until the time comes around when he finds your suffrage convenient and necessary again.

Original Booby Prize.

The merchant may represent that he is offering you this or that rare bargain solely on account of his kindness of feeling for you, which prompts him to seek to serve your interests, and then chuckle to himself over the shrewdness with which he outwitted you into the purchase of a shopworn article worth less than one-half the price you paid.

Such persons look upon you not as a friend, but a dupe, a legitimate booby prize to be won by their sharpness.

But the friend is the man or woman to whom you can turn in the hour of need for help, sympathy or consolation, and are sure of finding that for which you seek. Only a hint is necessary as to your condition, and they are ready to give you all they have, and do it cheerfully and delicately.

They are to be prized, appreciated and preserved. But they can never be won by force. It is the magnetic influence of a steadfast, pure and amiable character leading an upright, honorable life which draws into its circle the friendly homage of those whose friendship is desirable.

Enemies Will Come.

Shakespeare, in "Much Ado About Nothing," makes Beatrice say: "I had rather hear my dog bark at a crow than a man swear he loves me."

There is an old adage which asserts that of two disputants the one who gets most heated in discussion is sure to be wrong. This we must dispute, as there is a righteous indignation; but it is a fact that the persons who makes the most vehement protestations of friendship is the one you wish to watch the most and honor with the least confidence.

Something is wrong with the life of one who has to seek for friends. They come as naturally to the deserving as waves to the shore, borne on a tide that is resistless.

It cannot be asserted, however, that the leading of a correct and earnest life following the rules of morality, integrity, charity and Christianity will insure you the friendship of everybody. Not so. Every person who has positive views will make enemies of narrow-minded people who cannot be disagreed with and be civil.

A man who has no enemies is a man without character. But a man with a broad and amiable disposition has more friends than enemies, and that without the seeking.

Buffeting Stormy Winds.

Cultivate your friends. Cherish friendship. It is the sweetness of life, the pillow upon which the heart rests, the nerve and sinew of existence.

The knowledge that a big, kind heart is beating away for you, and throbbing with interest in you, even though it may be separated from you by many miles of space, will strengthen your arm for many a blow it might not otherwise have had the courage to strike.

Our friends are beacon lights placed here and there among the rocks and shoals of time, and toward them we can steer when buffeted by the winds of the storms of life. They cannot be valued too highly or treated with too much care.

And "iron shapeneth iron." What we would have our friends be to us we must be to them. An exchange of courtesy must be given. What is worth having is worth paying for. You cannot get something for nothing.

That Awful Loneliness.

The world without friendship would be a dreary place. Occasionally you hear some one say he trusts no one. You know, if you reflect, that this statement is false, for such a manner of living would entail an agony of loneliness that would be unbearable.

Better to be deceived than not to have faith in anybody. "Better to have loved and lost than never to have loved at all." Humanity is not created for loneliness, and solitude is unnatural. What solitude so deep, so dark and so profound as living in a world of fellow creatures yet destitute of friends.

Did you ever go into a big city where you knew absolutely no one? If so, how did you feel at night? It is not so bad in the day time, when there are strange sights to entertain. But the night. The awfulness of sitting at the hotel window and watching the hurrying throngs go past with not one in all that crowd to care whether or not you go to your room and blow out the gas.

It is far less lonely to go out into the woods where there is not a human being within call. Then at least you do not feel neglected. There is nothing to emphasize the fact that you are all by yourself, while other happy mortals have friends.

The Bone and the Dog.

Such is the loneliness of a big

world without friendship. You may not think you are going to need them. You may swell around in the mistaken pride of independence. But look out. No matter if you possess all the gold of Sheba, and have everything your heart could wish for and are blessed with perfect health, you will be miserably unhappy lacking true friends.

The miser has his gold. He has nothing else. The poor man has health and friends. He needs nothing else. He can gain all other things for himself. Strength of body is the gift of providence. Strength of heart is the outgrowth of friendship.

Did you ever notice how a dog with a bone will pick it up and carry it over near another dog just to attract his attention and start a scrap. He is unhappy if left in peace. A little genuine disagreement with a real friend will add spice to life, and give us new angles of vision.

In any event it is not good for a man to be alone. Robert L. King.

Nothing is more satisfactory than some people's opinion of themselves.

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 Treasurer—William Moore, Detroit.

Systematic Method of Computing Overhead Expense.

1. What is the cost of doing business or overhead expense and how do you arrive at this item?

In most lines of business as we understand it there are only two items that we spend money for; one is merchandise, goods bought for sale, and expense, that is there is only two in connection with the running of the business.

We may make outside investments out of our surplus; in the business this should be carried on Investment Account, and has nothing to do with the business.

In connection with the business we first buy goods; to the purchase price of the goods should be added the freight and drayage or insurance on goods in transit, if we have any, but not insurance on goods after delivered in the house, the purchase price then plus the freight, drayage and insurance in transit equals the cost of goods, and while the accounts of merchandise as per invoice, freight and drayage may be and probably should be carried as separate accounts, they ultimately go into one account, namely, merchandise.

All other items then must go to expense account or overhead cost of doing business, that is in a general merchandise business.

In our business it is somewhat different or, so with any other manufacturing business.

As our business is a manufacturing business we have to or should in our opinion carry three accounts, or items; first Merchandise, second Productive Labor and third Expense or Cost of Doing Business, as our productive labor, that is all labor that we charge time for is really the same as merchandise and enters into the manufacturing of the article, then our business would be merchandise plus freight plus drayage equals merchandise account; then productive labor, then expense account composed of all items, and taken from our own books for the past several years include the following:

Salary, members of the firm.
 Salary, book-keeper.
 Salary, stenographer.
 Salary, wagon driver.
 Old wagons replaced by new.
 Donations to charity, etc.
 Express on plans, etc., not chargeable to any job.
 Shop rent.
 Water rent.

Lights.
 Fuel for office and shop.
 Ice.
 Telephones.
 Expired insurance.
 Postoffice box rent.
 Postage.
 Stationery.
 State, county and city taxes.
 Notary and attorney fee.
 Exchange on checks.
 Subscription to trade papers.
 Dues to associations and business organizations.
 Feed for horses.
 Repair to harness.
 Blacksmith repairs.
 Railroad fair, not chargeable to any job.
 Telegrams, not chargeable to any job.
 Telephone calls, not chargeable to any job.
 Car fare, not chargeable to any job.
 Brooms for shop.
 City directory.
 Electric light globes and repairs to lights.
 Repairs on tools.
 Oil for tools.
 Photographs of work.
 Hauling or drayage not chargeable to any job.
 Board for workmen out of town.
 Rent on horse, regular one out of commission.
 Bad work account, work having to be done over. General work account work not chargeable to any job, foreman's time giving instructions, etc.
 Now if all of our people will adopt the policy of making an entry on their books of every nickel received or paid out, and what for, it will be an easy matter for them to determine at the end of the year just how much it has cost them to do business, and what amount they should add to the cost of labor and material, or merchandise to find the true cost of the piece of work.
 And I want to impress on your minds the importance of doing business in this way.
 No matter if you are in a business by yourself and it is all yours to do as you please you should be able when you make a figure on a piece of work to know just how low you can go and not lose, unless you keep these records you cannot.
 Get a book and keep a cash account, balance it every night. If your cash does not balance, see why, do not pay out money haphazard, and not get a record of it, know where your money goes. Keep your money in the bank, pay all bills by check; it gives you a double check and receipt.
 Carry your bank balance on your

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check stub, carry it down with every check given.

Know at a glance what your bank account is, or how much you have left in the bank, give no checks unless you have the money in the bank to meet it.

It will pay you, it will make you prosper.

Have only one check book, keep it in the office, pay no bills on the street, never collect money without giving a receipt.

Have a receipt book for this purpose, make receipt stub also.

So much for keeping records to enable you to find the cost.

Next when you find the cost of doing business or overhead expense, how shall you provide for this?

There are two ways, one by adding a given per cent. to the cost of labor and material, another by adding a given per cent. to the productive labor.

Which of these shall you use?

And how much shall you add if your running expense is 25 per cent. of your gross business?

In other words, if you do ten thousand dollars' worth of business in a year and you find your expense or overhead cost has been twenty-five hundred dollars, which would be 25 per cent. of your gross business.

If you do a piece of work that the labor and material cost you one hundred dollars, how much shall you charge for the job to take care of the running expense and make a profit of 10 per cent?

Possibly you might say as many do, "why I would charge one hundred and thirty-five dollars, of course." Not so, you would have to charge one hundred and fifty-three dollars and eighty-four cents. Why so?

Let us see, your overhead expense is 25 per cent. of your gross business not on the cost of labor and material, 25 per cent on the charges you make for all work done during the year, then 25 per cent of \$153.84 equals \$38.46, that would be your running expense, then labor and material cost \$100.00 plus running expense \$38.46 equals \$138.46 plus 10 per cent selling price for profit, equals \$153.84.

So you will see with a 25 per cent. overhead expense to get 10 per cent profit you have to add to the cost of labor and material 54c on every dollar or \$54. on every hundred.

This is what has kept our people poor, not adding enough to cost of labor and material to take care of expense of doing business. Another thing with our people in the smaller places, they do not take into consideration the time they lose.

They may work one day and make ten dollars, the next day do nothing, then they get only five dollars per day and their lost time comes in the overhead expense.

A man loses \$25 one week, the next week he makes \$100, then he has only made \$37.50 per week, in other words, it is a case of a larger per cent. of a smaller amount, is a small per cent. of a larger amount; 25 per cent. added to \$100 cost of labor and material is only 20 per cent of the \$125 charged for the job, so instead of getting

25 per cent for your running expense you get only 20 per cent. So much for figuring the amount to charge by adding a given per cent. to the labor and material.

Now let us see about adding a given per cent to the productive labor to cover overhead expense, and only put the profit on the material.

Incidentally, I will state that my firm is adding all expense to the productive labor. Why? Because we think that it is the most just and equitable way to handle it.

If you add 50 per cent. to the material in a tin roof, using tin costing \$24 per box, you of course add \$12. If you add 50 per cent. to tin costing \$10 per box you add \$5, making the customer getting the best tin pay \$7 more than the one getting the tin costing \$10 per box.

Is this right? The labor, coal, solder, etc., are the same on the two jobs. If you are figuring 10 per cent. net profit, you are entitled to 10 per cent. on the additional investment of the \$14, equals \$1.40, then you are charging the customer getting the better tin \$5.60 too much, if you put all your running expense on the productive labor, that is add it to the cost of the men's time doing the work you then take this cost and your profit and each man pays for what he gets. Suppose you have a job using \$1,000 material and \$200 labor and one using \$200 material \$1,000 labor, will you complete the one with so much more labor in the same time you will take the one with the smaller amount of labor?

I hardly think so; then expense is based on time and should be charged on the basis of the time to do the work and not on the material; take copper and galvanized iron cornice, the labor would be about the same, but the cost of the material in copper much more, then are you going to make the man wanting to use the better material pay too much? We found on investigating that adding a per cent. to the labor and material was making us lose the better and larger jobs, lose money on small jobs, not taking much material and coming out about right on work taking an equal amount of labor and material.

The next thing is what per cent. shall you add to the productive labor to take care of this overhead expense? We are adding 100 per cent. or for every dollar we pay out for productive labor, we add one for expense, then the cost of material, then the profit.

In the past three years we find our expense has run from 48 per cent. to 96 per cent. on the productive labor, including nothing for depreciation or investment and items that we feel we have not yet provided for, we hold 100 per cent and are able to get it, 50 per cent on the productive labor being used by our National Association; we did better on the higher overhead per cent. than we did on the lower, as we were doing too much volume at too cheap price.

The smaller business concerns running higher than 100 per cent. in many cases, for example labor cost actual \$2.50 plus 100 per cent, \$2.50 equals

\$5, coal 50c, solder, \$1.50, tin 75c, equals \$5 plus 50c, plus \$1.50, plus 75c, equals \$7.75 plus 10 per cent profit; 77½c equals \$8.52½ as charge should be made. The exact amount for each man's business must be determined by himself from his own

records, and we hope this will cause each to begin now and ascertain from his own records what his overhead expense is. W. C. Torbett.

A man's conceit looks suspiciously like wisdom—from his point of view.

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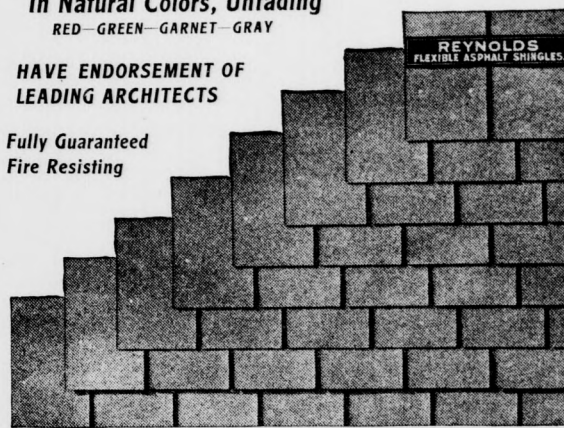
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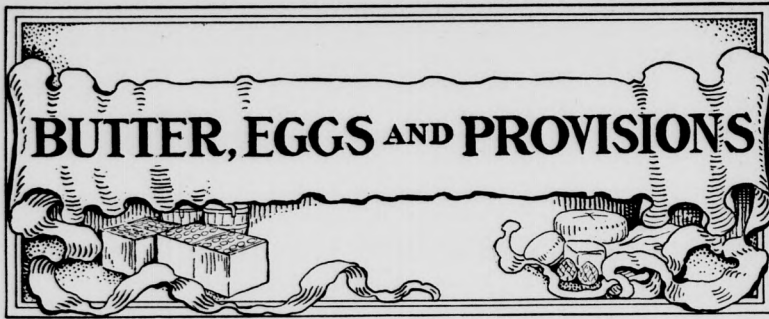
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Michigan Poultry, Butter and Egg Association.

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Secretary and Treasurer—D. A. Bentley, Saginaw.
Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

The Color Line Between Butter and Oleomargarine.

At Washington, D. C., under date of Dec. 30, 1873, patent No. 146012 was granted to one Hyppolyte Mege for the manufacture of butter substitutes, which the patentee even at that time termed oleomargarine.

After describing the various processes of manufacture, the patentee says: "I have also found it expedient to mix with the cream or milk, in the first case above described, before agitating, a 50th part of the mammary tissue, which is the udder of the cow, minced fine, a 100th part of bicarbonate of soda, and some coloring matter."

Since that time numerous patents have been issued for butter substitutes or substances imitating butter, most of them based on the idea of Mege and with very little, if any, improvement in the ingredients of flavor of the products of the first patentee, except that the cost of the production has been materially lowered by the use of machinery.

Almost without exception, however, it has been found expedient by manufacturers of oleomargarine to select animal fats, vegetable oils, or both, with the sole purpose of placing upon the market a finished product which would so closely resemble butter in color that the consumer is not able to distinguish the imitation or spurious substitute from the genuine product of the creamery or dairy.

That they have succeeded in this and other methods, the records of the courts of both Government and state bear eloquent testimony. That such methods have been profitable, notwithstanding the imposition of heavy fines and penalties, is proved by the numerous violations of the law that occur from year to year in the history of oleomargarine. That the undiscovered violations are far greater numerically than the cases brought to bar is a foregone conclusion, and from that source alone the profits must be enormous.

Color, and color alone, has been and will continue to be the instrument for deception and fraud until a line of demarcation is established by act of Congress, beyond which it will be unlawful for the manufacturer of oleomargarine to go.

Most foreign countries have passed through the conditions which now

prevail in this country, and, because of extensive fraud and deceptions have laws which prohibit the manufacture or sale of oleomargarine that is in imitation of butter, and these laws in all cases established a color line. Needless to say, violations are few and far between for the reason that punishment and publicity quickly follow.

That the present National law is wholly inadequate to control the sale of oleomargarine is obvious to anyone who has given the subject intelligent consideration. Manufacturers and their agents have testified in numerous cases that their product would be unsalable if void of color resembling butter. What are the facts? It can be proven that the reverse is true. More oleomargarine is sold in France now than at any previous time in its history. It is also true of Denmark, the greatest co-operative products producing country on the globe. Turning to this country, in Pennsylvania, where only colored (white) oleomargarine is permitted to be sold, Commissioner Foust informed the writer that oleomargarine has had the largest sales during the past year within its history, and gave as a reason that the consumer knew at a glance what he was purchasing and was not in fear of being deceived; and for the further reason that the product was of better quality and sold at a lower price than the yellow.

In view of the above facts, it would seem that, if the manufacturers of oleomargarine desired to escape the charge of deception and fraud which clings to their yellow product, their interests as well as those of the consumer would best be served by the total elimination of fats and oils which are consciously selected to produce a yellow color.

If one had time to look up the history of oleomargarine, he would find some amazing features in the promoting of the sale of that product. In illustration I will refer to just one instance: During the month of November, 1893, a packing company sought to enjoin Berndt Anderson, then Dairy and Food Commissioner of Minnesota, from interfering with the sale of their oleomargarine. One W. M. Montgomery, agent of the packing company, made affidavit, in part, as follows:

"That in the State of Minnesota the sales of oleomargarine have been large for several years, but the demand for same as an article of food has greatly increased during the past few months for the reason that a large portion of the population of the State has learned that it is superior

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SHIP YOUR

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References:
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DETROIT, MICH.

to most of the butter in the market, and that they can procure the same at a less price than is ordinarily asked for butter, and they have gladly bought and used the same as a substitute for butter.

"That oleomargarine is a patented article of commerce, and it has always commercially been made with an artificially yellow color as patented.

"That annatto and cottonseed oil are and have been used by the manufacturers of oleomargarine to color the same and it is this coloring preparation that gives it its fine yellow color.

"That the same substance is now used by the manufacturers of butter, to color their butter, but the manufacturers of oleomargarine used this color preparation for coloring their oleomargarine long before the manufacturers of butter used the same for coloring butter.

"That this affiant has been for several years last past acquainted with the manufacture of butter, and the process of its manufacture, and the preparation used to color the same, and to-day nearly all the butter sold in the markets of the State of Minnesota is artificially colored with annatto and cottonseed oil, and for several years last past the butter sold in the markets and stores of Minnesota has been colored in imitation of oleomargarine made by the complainant and by all the leading manufacturers thereof."

The above may be found in its entirety in the Biennial Report of the Dairy and Food Commissioner for 1893, pages 16-18.

The Dairy and Food Commissioner was restrained on that and other evidence equally false and absurd.

The Commissioner, in his report to the Governor, comments on said affidavit in part as follows:

"It is certainly news to the dairy-men and others of this State to learn from this affiant that butter is made in imitation of oleomargarine, as it has always been supposed that the opposite was the case, but when this statement comes from so high an authority as an agent of a packing house we have no other recourse than to accept it as a fact.

"In his statement regarding the composition of oleo, he says it is composed of neutral lard (probably meant entrail lard), oleo oil and butter. He did not occupy any time telling the court that a great portion of the oleo oil was obtained from city rendering establishments, where horses and other animals are reduced to oil. He would rather not have his patrons know anything about these things.

"Regarding the color, which he state to be annatto, we have this to say, that we have analyzed a great many samples of brands of oleomargarine, and have yet to discover the first sample colored with annatto; the coloring matter that they have used has been found to be methyl orange, which is made from aniline so commonly used as a dye. He also states that for the past few months the sales of oleomargarine have great-

ly increased, owing to its superiority over butter. This must certainly be cheering news to the dairymen of the State, who pride themselves on the high standard of their product. If such is the case, I ask why do the manufacturers of oleo brand their stuff 'Kansas Dairy,' 'Kansas Creamery;' if such is the case, this action on their part give the lie to the whole matter."

It may be said that the courts can and should decide these matters. Well, they do. In one state they decide in favor of oleomargarine; in an adjoining state against it, not because of different laws, but because of the different men who construe the laws. Courts, after all, are only men and do not easily escape their environment. A corporation lawyer, who later becomes "His Honor," may have a fine perspective of the packing house and the rights of the corporation, and at the same time fail to note the natural and inherent rights of one hundred thousands farmers in the same state. If one studies the history and enormous litigation incident to oleomargarine since its first appearance in this country as an article of food, he will find, as before stated, that color and color alone is the bone of contention around which the litigants assemble their forces to battle for supremacy. The finger of logic points with unerring certainty to the necessity for an act of Congress that will eliminate such color as renders oleomargarine an instrument of deception and fraud, no matter from what source or by what method the color may be obtained. Then, and not until then, will the question be settled right and litigation cease.

If further proof be needed as to the character of oleomargarine as an article of deception and fraud, the records of the United States Commissioner of Internal Revenue are available. If they fail to establish the contention of the dairy interests of this country as to the merits of their case, it is difficult to conceive of what would.

John McCabe.

The Moral Twilight.

The man who wins the genuine respect of his fellows is he who makes it plain, in matters of principle, exactly where he stands. With him there can be no taint of hypocrisy nor odious insistence upon his high motives; nor does he rub it in that his conduct is above reproach.

He is not over-ready to offer his unsolicited opinion, but in any moral crisis he does not sit down to a selfish calculation of profits and losses; he takes his place quietly and promptly with those who are ranged upon the side of right against wrong, and the truth against a lie.

In the twilight zone is a large company of persons who are waiting to see what the issue of the battle will be before they take sides. They are afraid to stand up and be counted, afraid to be seen and known, afraid to sign their names.

It is to a man's credit if he take thought before he decide, and act in

accordance with his deliberate judgment; but he deserves no praise if he declines to act through a pusillanimous reluctance to emerge from the shadow into the open day.—Optimist.

Dodging Sunday.

Dr. Parkhurst at a dinner in New York said of Sabbath observance:

"There are too many of us who are like the Hempstead woman.

"This woman said to her little boy the other day:

"'You mustn't roll your hoop in the front garden, dear, It's Sunday. Go and roll it in the back garden.'

"'Isn't it Sunday in the back garden, too, mamma?' the little boy asked."

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

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

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

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New Ideas in Veils.

The trade is not complaining as the demand for veilings is most encouraging from both the quantity and variety offered. The small sized hats require small designs and the manufacturers have settled upon floral and insect effects. These are made up on hexagonal and octagonal meshes with tiny bunches of velvet dots which are held in check by curved lines or scrolls.

Some of these small ideas are called cubists as the scrolls and figures are odd in effect. Narrow bound veils are being made again by some exclusive American manufacturers. Bunches of ladies' beauty dots are in different shades, keeping them quite conservative in effect.

The small hat requires less yardage but the smart dresser of to-day needs many changes of veils, ditto hats. White meshes and black figures are among the choice ideas.

Harem veils now have the lower part embroidered, leaving the upper part free over the eyes. Velvet stars and crescents, even tiny birds are used for the corner of the eyes or mouth. New Shetland veils are perfectly plain with a plain edge.

Even a bat and ball design appears for the league admirers. Two-inch long snakes, lizards, beetles, etc., straggle over the cheek and while rather repulsive as a general effect such designs are selling. They first appeared in Paris which accounts for their vogue.

One improvement on figured veils is that of leaving the space around the eyes clear. Regular veils are made smaller as the class hats of the season never need over a yard, many take less. Very sheer meshes are of the hexagon order and there are adorable kinds of trailing blossoms hardly heavier than the mesh. Craqueles are very fine, sheerness rules the day.

Extreme varieties show lady bugs, butterflies, etc., in "true to nature" colors; others are of high shades irrespective of nature's colorings. A neat design selling in 25-cent to \$1 qualities has for its figure double lines of tiny velvet dots, each line an inch in length, scattered over the surface and keeping sufficiently apart to give ample space for the eyes.

Why Do People Buy Goods?

If any proof were necessary that "price" is not the chief consideration in selling or buying merchandise, the mail order houses furnish this proof, in the most convincing manner.

For instance, on page 48 of the latest catalogue of the People's Outfit-

ting Co., of Detroit, which claims to sell more carpets and rugs than any other concern selling to consumers, an all wool art square, No. 27N277, is offered at \$10.40, for the 9x12 size, while the same grade is advertised by Sears, Roebuck & Co., on page 584 of catalogue 127, at \$8.10, for the 9x12 size.

On page 49 of their catalogue the People's Outfitting Co. offer a 36x72 "Constantinople" Axminster rug for \$4.70, which is their highest price for such rugs. Sears, Roebuck & Co. offer on page 583 of catalogue 127 "Bestgrade" Axminster rug, 36x72, for \$3.50. The wholesale price on this is between \$2.50 and \$2.75, so there shouldn't be any trouble in competing on this item—even if price were the chief consideration.

When it comes to mattresses, the People's Outfitting Co., advertise, on page 160 of their catalogue, a 50 lb. mattress, made with "the finest grade of pure white, long fibre cotton" and covered with "best quality heavy Gobelin art ticking," at \$9.65, for the 54x76 size. Sears, Roebuck & Co., offer, on page 1067, a 50 lb. mattress, size 54x76, at \$11.95. The filling is of "pure white cotton," the covering is "mercerized French art pattern ticking." Both have the "Imperial rolled edge."

How would it be possible for Sears to sell this mattress in competition with the People's Outfitting Co., if "price" were all there was to it?

As a matter of fact, any retail furniture man can sell the mattress for the price asked by the People's Outfitting Co. with the freight added.

But in order to do so, the furniture dealer must show the mattress—by illustration—so that people may form an idea of how it looks; he must describe it—using the same forms of expression as when he tells about it, face to face with the customer—in order that those to whom he wishes to sell it may imagine its comfort, and all the other good points; he must quote his price, so that the prospective customer may compare all the advantages with the cost.

In other words, he must advertise the mattress. People buy Sears' mattress, because they read their advertisement. They buy the People's Outfitting Co.'s mattress, because they read their advertisement. They will buy your mattress—if you advertise it.

A. Geo. Pedersen.

Thus spake the miser of his money: "This is what I've sighed for, even cried for, often lied for and nearly died for. What should I let it slide for?"

Universal Talkfest.

This is the age of speechmakers. Men who would never have believed themselves capable of standing before an audience and "making a few remarks" some years ago, now pose as orators. Slinging sentences full of windy words has become a fad.

The one great ambition of every man seems to be to get into the great international gabfest. Modesty is down and out, while egotism is in the saddle.

What is the result? The atmosphere reeks with nonsensical utterances, and a few good, reliable words from the dictionary are made to be partakers in a revel of idiocy.

Go to any meeting of almost any kind and hear the hot air purveyors belch forth foolishness. Tongues are

thrust out and words scraped off of them with the hoe of imbecility. Just so the man can go off among his companions and say "I made a speech," he is satisfied.

He may think he "made a speech," but the chances are he made a fool of himself. If people would only talk when they had something to say, the waste pipes of society would not be so everlastingly clogged with vocabularies, and very limited ones at that.

Whenever you hear anyone say that

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

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

Summer Time---Hammock Time

And we are ready for "Hammock Time" with the most splendid stocks and best values that it has been our fortune to offer.

A score or more of styles in woven hammocks at \$9.00, \$10.50, \$15.00, \$18.00, \$24.00, \$36.00, \$40.00 and \$48.00.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Bed Spreads

We are showing a strong line of White Bed Spreads in cheap and medium grades, hemmed, fringed and scalloped.

We are also agents for the well known colored Mitcheline Bed Spread. These are stocked in pink, light blue, yellow, Nile and medium blue, scalloped and cut corners.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

GRAND RAPIDS, MICHIGAN

he is "a man of few words," you may believe him. But you will find he says those few words over and over again in a most tiresome manner.

It would not be so bad except for the fact that there are generally even bigger fools in the audience to accept misshapen epigrams as the real thing.

When you hear a speaker say something that applies to you or your business do not accept it as reliable just because he has the gift of gab to put it across impressively. Weigh what you hear in the balances of common sense, and try it out before accepting it as new gospel.

Look out for the so-called orator who is always after an opportunity to "speak in public." He may have a message for you, but the chances are you would be better off if you hung up the receiver.

There is too much "speechmaking" by craftsmen not familiar with the trade.

The "tongue is an unruly evil, full of deadly poison." It also contains much of the syrup of nausea.

The Ghost of the City.

A modern writer of verses calls the fog "the gray ghost of the town."

Let's see, don't they have fogs in the country?

Whether they do or not, there is something worth while in the simile between the ghost and fog for those who are not used to the ways of the city. It is a place of bewilderment for those who are not accustomed to it.

There is attraction for the farmer boy, and the country-bred lad in city life. He hears so much about it that his blood is set on fire with a great anxiety to get within its limits.

Having allowed his desires to reach the climatic condition of determination he starts upon his quest of fortune. If he comes early enough in life to get acclimated to new conditions, and has the character to resist manifold temptations, he may get through all right.

But, first of all, he must be tried with fire. He learns the truth of the assertion that "in the world we shall have tribulations. He is considered legitimate prey by those harpies who live off of the inexperience and ignorance of others.

Furthermore, he finds that he has to fight single-handed more certainly among the crowd than where there are fewer people. Selfishness prevails to so great an extent that no one stops to consider the stranger within the gates.

It is not the intention here to discourage those who have the energy and the will power to fight the battle of life against all obstacles, but he needs to be strong who tries it.

Many of the great ones of this nation have struggled upward in the midst of unknown dangers, but they have had to suffer hardships and trial mingled with temptation which have been as disconcerting as the fog which settles down obscuring the surroundings.

Just as the traveler through the mist gropes his way to his destina-

tion, so must the newcomer find his path through the perils of the city. Fortunate indeed is he if he escapes accident. He may strike his head against obstacles which will stun him, or he may be run down.

In either event his spirit may be torn from him.

Let him that decides to adopt the city as his abode consider. Above all, let him arm himself with strength of purpose to maintain his manhood.

Are There Such Merchants?

Isn't it awful when someone has the temerity to walk right into the office of the editor of a trade paper and tell him that his subscribers do not read the publication?

Says they do not take the wrappers off the journal, but just let it lie unopened on the desk.

A charge of that kind is an accusation of inefficiency. No advertiser need use that as a reason for not buying space in trade papers.

If there is a subscriber who does not read the paper, and consequently does not see the advertising, the advertiser is better off without his trade.

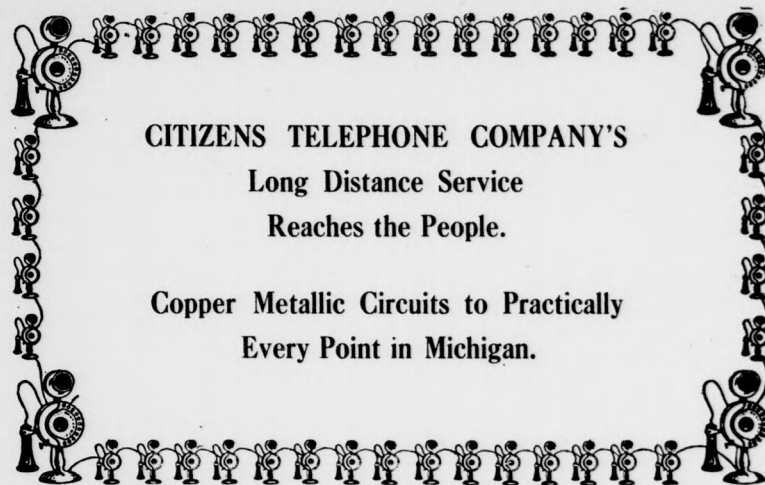
In the first place the retail merchant who does not carefully look through the pages of a trade publication is a back number. He is so far behind the times he will never catch up, and is too ignorant to instruct. He is probably conceited enough to think he knows it all, and that kind of pride is the sure forerunner of a most fearful tumble.

But, if the man referred to as not reading is a subscriber who does not get the benefit of what he has paid for he is doubly inefficient. He not only lacks the insight which tells him to improve himself all he can by contact with other minds through his trade paper, but he is guilty of spending his money without getting value received.

What would you think of customers who came regularly to your store, bought merchandise, paid for it in good money and then went out without either taking the purchases with them or telling you where to have them sent?

Of such mental infirmity is the retailer who pays for what he does not read.

Herein also is foolishness: To feather one's nest with borrowed plumes.



CITIZENS TELEPHONE COMPANY'S
Long Distance Service
Reaches the People.

Copper Metallic Circuits to Practically
Every Point in Michigan.

MACAULEY SAID

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

USE THE BELL

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

AT ONCE

Your personality is miles away.

Every Bell Telephone is
a long distance station.



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

IMPERIAL BRAND

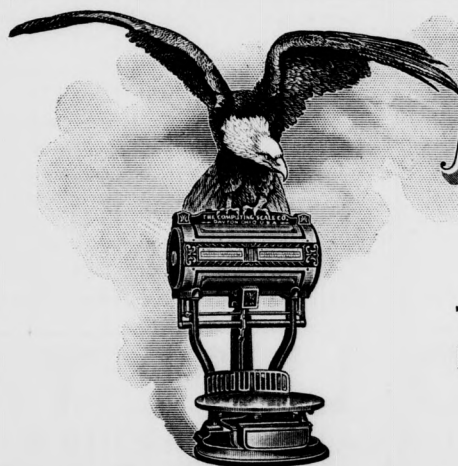
Spraying
Largest Line



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.



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

THE FIRST AND FOREMOST
BUILDERS OF COMPUTING SCALES

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

TEN DOLLARS A YEAR.

How a Merchant Can Become a Live Wire.

Written for the Tradesman.

At equal distances, in opposite directions from a good-sized city on the Central Railroad, there are two towns which ten years ago were of about 3,000 population.

These two towns were doing business under practically identical conditions. Neither had much in the way of local manufacturing enterprises. Both depended largely on the farming trade of the same class of prosperous farmers. The stores in Ayville resembled the stores in Beeville as the peas in a pod resemble one another. The merchants in one town were the twins of the merchants in the other. The intervening city gave them both the same competition.

If you had been offered your choice of the two towns as a gift you would not have turned over your hand in favor of either and you would have declined them both. If you were a traveling man you would have dubbed them both dead ones.

A Washington Irving picture of the typical sleepy town would have fitted either community like the peel of an apple. There was a very good volume of business transacted in each town, but the people who transacted it did it in their sleep.

But that was ten years ago. And now look at these two towns! The ten-year-old description still fits Ayville perfectly. The grass still grows between the flagstones in the sidewalk and the state road passes by six miles away. The hotel flag-pole has rotted off at the base, and there are five more broken panes in the store fronts along Main street, otherwise Ayville needs no change of identification tag.

But Beeville: well, what has happened there anyway? I ran out there from the near-by city the other day, and when I got off in front of the new brick station and climbed in the waiting motor bus that serves as a transfer to each of the hotels my first impulse was to go back and look at the name on the depot and see if I had made a mistake.

As we rolled up the main street over a good macadam road I asked the traveling man next to me what had started the Beeville bee buzzing.

"I don't know where they got the bug," he answered, "but this is sure some live little burg. I've only been coming here a few months, but it's got any town of its size backed right off the map. Why, their hotel here is a better place to spend Sunday than down in the city."

The whole thing looked like one of life's little mysteries, and I determined to investigate.

I dropped into the nearest drug store after dinner and bought a cigar out of a patent humidor case and lighted it with a neat little electric lighter, and received along with my change a cash register check, on which I read, "Beeville, a

good town to live in." On the other side of the check I read, "Beeville, a good place to do business." I suspected the truth of both statements by this time.

"What has made Beeville such a good place to live in and do business?" I asked the druggist.

"Oh, we kind o' got a hypodermic injection of ginger here a few years ago," said the pharmacist, as he wiped his glasses. "This town used to be a business cemetery."

"I know that, and that's why I am so astonished now. You have as modern a drug store as I've seen in the state."

"They do tell me this is a pretty good looking little joint," he acknowledged modestly. "Well you'll find all the stores in town are right up to the minute. Why, there's Johnny Corcoran's grocery right next door. He's got seven computing scales, patent bins for all his stock, floor show-cases, Kawneer store front, multiple draw cash register, cheese cutter; I don't know what all he has got, and he hasn't got much on the rest of us at that. Go down and see the Burns Dry Goods Store if you want to see something that's just a little bit of all right. It isn't as big as the city stores, but it's got it all over most of them for convenience. You couldn't get a farmer around here to go down to the city to trade if you offered him fare both ways and dinner besides."

The druggist was called away then and I did not get the secret of the ginger hypodermic injection from him, so I went out and paused in front of Johnny Corcoran's all glass front. Well, I might have thought I was looking at the window of the best fancy grocery in New York or Chicago as far as cleanliness and class of window display went. It was a sanitary grocery all right and no mistake. I went in.

"Is Mr. Corcoran busy?" I inquired of a clerk whose apron was as spotless as the linen in the dining room back at the hotel.

I supposed he would take me for a traveling man and put me off, but whatever he thought he did not put me off, and neither did Mr. Corcoran. But Johnny Corcoran was the busiest man I have seen in a long while, and the best I could do was to slip in a word edgewise now and then, and I didn't even get a chance to ask him who put the Bee in Beeville.

But when I get curious about a thing I can't stop until my curiosity is satisfied. I meandered along looking into the candy store, which looked lighter and brighter inside than it was out on the street in the sunshine (almost); past a shoe store that had two window displays that looked as if they had climbed right out of the pages of a trade journal; past a lunch room that made me hungry, although it was just after dinner.

Everywhere I saw all the conveniences and fixtures, the advertisements of which in the trade journals were every day diet with me. The town was cer-

tainly up to the minute in methods and equipment. It was up to the minute in stock, too. I saw in a hardware window display goods with the manufacturer's cut-outs and show cards just as I had seen them first announced in a trade paper two weeks before. I went in and asked the man how he came to know about that display and the goods so soon. Sure enough, he had seen the same advertisement I saw and had wired (mind you, wired!) for it at once. "Why," said he, "you've got to use the quickest method if you get anything in this town ahead of your competitors. Every man Jack is Johnny-on-the-spot. "Beeville didn't use to be like this," I said. "What happened?"

"Bit by the Ginger-Bug," said he, as a farmer drove up in front and beckoned him to come out.

Ginger hypodermics! Ginger-bug! I couldn't wait for the hardware man to roll out the barbed wire the farmer wanted. I must hurry to some other store and find out about this ginger thing.

Right next door was Burns' Dry Goods Store. Four beautiful windows in front, with two entrances. A special sale of rugs from samples was going on inside, and rest of the store was busy, too. I wanted to see what Mr. Burns would say about ginger, but there seemed little likelihood of my getting to him. Across the street was the only place I could see that did not appear to be busy. It was a little one-story building with an office in it, a "Real Estate" sign in the window. A man sat in the doorway quietly smoking. Perhaps he could tell me who had made the Beevillians into live wires.

"How's business?" I asked him.

"Bullish," said he, "but I can't get anything to sell."

"Everybody holding on to property for a rise?"

"No; everybody's holding on to it because they need it in their business. The town isn't growing so much, but everybody is making money. It used to be that every one wanted to sell and no one wanted to buy. Now, every few days somebody comes along and wants to buy or rent to get into business here, but there's nothing to be had but vacant lots out of the business section."

"Well," said I, "I've got you down here where you can't get away. Now I want to know what has hit this town. It used to be as dead as a motor with the 'gas' all gone."

"Do you see that sign down the street there, 'Excelsior Press?'"

"Yes."

"That's where you'll find the man who invented the 'Live Wire Pledge.'"

"Is this 'Live Wire Pledge' anything like the Ginger-Bug? I've already been told the town was bit by the Ginger-Bug and that it has had a hypodermic of ginger."

"It does sound a little mixed," said the real estate man, as he snipped the end from a cigar and offered me its

Are Your Net Profits Satisfactory?

Probably not, if you are like nine out of ten merchants.

Your trouble probably is (1) you have too much of some items; (2) not enough items.

If you will buy the "many lines in one bill" offered by our monthly catalogue of General Merchandise, you easily can apply the remedy.

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



CHICAGO BOATS

Graham & Morton
Line

Every Night

For Sale

Four cylinder Franklin touring car, 1911 model. Has run only 11,000 miles. In good condition. Enquire Michigan Tradesman office.

S O D A F O U N T A I N S
AND ALL FOUNTAIN SUPPLIES
WILL P. CANAAN COMPANY

mate. "But it is simple enough after all. Why, this young Salisbury came to town and bought the Excelsior Press and the newspaper it publishes. Everybody thought he must be crazy to pay real money for that business in such a dead town. I'm not yet sure he wasn't and isn't a monomaniac. He began to call on the merchants and ask them what was the matter with them. Finally he told them so often there was something the matter they began to believe it. He preached at them in his paper and wherever he saw them, and finally he got them all together, every mother's son of them, and I'll be darned if he isn't the king of spellbinders! He told them they were a hundred years behind the times and they believed it. He told them their stores were filled with junk and they had to admit it. He told them their methods were those of their grandfathers, and they knew he told them the truth. He swore they would all turn to mummies if they didn't get rid of the hook-worm and the sleeping sickness and a few other trifling complaints, and they began to get pale around the gills. Then, when he had them eating out of his hand, he told them only one thing would save them. Every man in that room, he said, must sign a Live Wire Pledge before he would be allowed to go home. Then he unrolled a sheet of paper as big as a barn door and hung it on the wall, and it read: 'I hereby agree to spend ten dollars within the next six months for trade journals about my business. Failing to do this, I acknowledge that I am dead to the world and might as well

quit.' Did they sign it? Not a man in the room flinched! And that's all."

"Do you mean to say," I asked, "that the signing of that pledge by the local business men has made Beeville what it now is?"

"Perhaps not signing the pledge, but living up to it. At least there we were, a community where you couldn't see the people for the cobwebs, and now, here we are so full of life a third-rail would melt if it touched us."

"That must have been a while ago. Do these business men keep on buying business literature?"

"They formed an organization and incorporated it, and the first rule in the book of by-laws is that every member has to spend ten dollars a year for trade papers. And they do it, too, and, by George, you don't have to walk down the street but once to see the results in every business, from blacksmith to banker."

Frank Farrington.

Just Ask Yourself.

Have I found a way to cut expense?
Have I cleaned up any of the old stickers?

Have I used enough for leaders?
Have I marked all the new—and old—good plain figures?

Have I done anything to get new people into the store?

Have I given my advertising in show windows proper attention?

Have I overstocked on any article?

Have I explained the talking points of the goods to the salespeople?

Have I made plans for a better day to-morrow.

One Millions Dollars for Animal Study.

With the \$1,000,000 gift of John D. Rockefeller and the \$50,000 pledge of James J. Hill to be devoted to the purpose of studying animal diseases and discovering remedial and preventing measures for them, the Rockefeller Institute for Medical Research will establish immediately an experimental station in New Jersey, where the researchers will conduct all the animal work in the hope of saving to the country each year many times the amount of the donations.

Announcement of the Rockefeller gift was made simultaneously in New York and at Trenton. At the New Jersey capital Starr J. Murphy and Henry James, Jr., counsel and manager of the Rockefeller Foundation Fund, went to the State House and discussed with several legislators the details of establishing the new station.

The donation met with hearty favor there, and Senator Colgate will shortly introduce a bill permitting the institution to establish its station, and proceed with its work. Senator Ackley declared that, aside from the financial benefit to the country accruing from prevention or cure of animal diseases, the danger of impure meats being served to the people would be greatly diminished.

According to statistics in possession of the Rockefeller investigators no less than \$60,000,000 were lost during the last year because of the prevalence of hog cholera in the Northwest section of the country alone.

Similar heavy losses were experienced in other sections.

The only thing standing in the way of the early establishment of the station in New Jersey is the "animal act," which permits only incorporated medical authorities in that State. It is believed that this will promptly be changed.

The announcement made in New York was, in part, as follows:

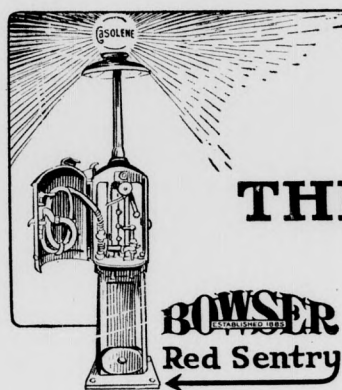
The Rockefeller Institute has heretofore confined its investigations to the study of fundamental problems of biological science.

The loss to the country entailed by animal diseases is to be calculated not only in terms of animals destroyed, but with reference to the indirect influence of such losses on the cost of living and to the discouraging effects on enterprise in animal husbandry which such epidemics as the recent epidemic in hog cholera always exert.

In the history of medical science the work of Pasteur on anthrax and the more recent observations in this country on Texas fever in cattle, which opened the door to the present knowledge concerning insect carriers of malaria, yellow fever and other diseases, are conspicuous illustrations.

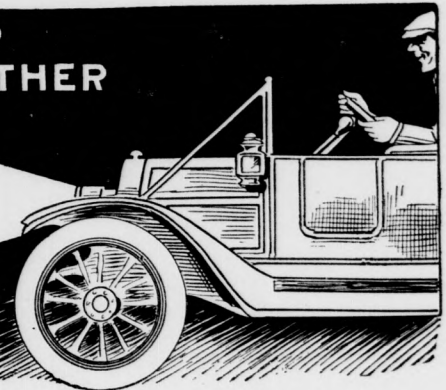
The Rockefeller Institute has accordingly decided to extend its work.

Can you think of any advantage in having an untidy store or dusty goods? I can; it saves labor in caring for stock and it saves more labor in selling stock.



THE BOWSER SIGN ESTABLISHED 1885 SELLS GASOLENE

LOOKING FOR
EACH OTHER



The Bowser Red Sentry Pump means Pure Gasolene for the motorist and More Business for the grocer. We've taught the motorist to look for the Red Sentry and we've made a Red Sentry with electric bulb that will show a red light at night and look for the motorist. An automobile is like a wagon load of money rolling along and paying some out to each enterprising merchant. Get yours! We'll show you! A

BOWSER
ESTABLISHED 1885

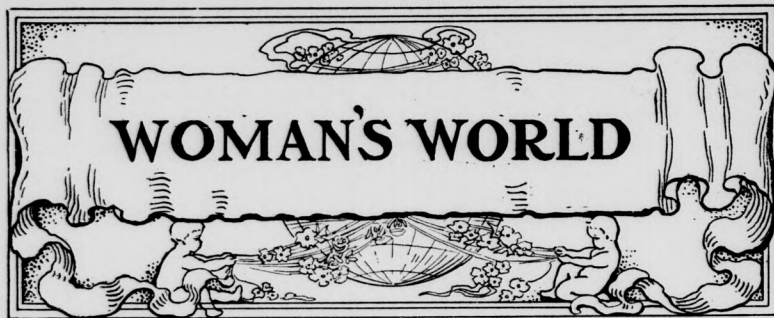
Outfit in your store means *increased sales* of gasolene and kerosene *accurately measured*; it cuts out the "guess" and keeps in the profit. It keeps your store clean and saves soiling your hands with measure and funnel, it measures gallons, half-gallons, quarts, pints and half-pints, and shows the price, it shows how much to give for "five cents worth," how much to charge when you "please fill this can." Bowser and Oil Profits go together. Write for booklet "For Your Store." No obligation incurred.

Sales Offices in all Centers and
Representatives Everywhere

S. F. BOWSER & COMPANY, Inc.

Engineers and Manufacturers of
Oil Handling Devices

Home Plant and General Offices
Box 2089, Fort Wayne, Indiana, U. S. A.



A Woman's Duty to Her Home Merchants.

Written for the Tradesman.

I suspect my readers often get tired of hearing about their duties. I do not wonder that they do. Of the periodicals that are published especially for women, those that have the widest circulation and wield the greatest influence are replete from cover to cover with the verb Ought, heavily underscored and spelled with a big O. A woman's duty to her husband, her children, her church, her club, the poor, the sick, the sorrowing, the unfortunate, to society, to the community, to the state and indeed to what not—all these are the themes for countless homilies and dissertations. Women surely are surfeited with ethical literature.

So I should prefer to name this article "The Pleasure of Buying of Your Home Dealers," but I know that in the opinion of very many of my readers, pleasure lies rather in buying away from home. I know also that if this little plea for the claims of the home merchant shall effect anything, it will be from its appeal to that duty-doing, obligation-performing conscience of women, a conscience which certainly is remarkably strong in all the better and more intelligent of the sex, albeit overworked and weary in consequence.

Women, even the very superior class of women who constitute the readers of this Woman's Department of the Tradesman, need some suggestions along this line of spending their money in their home towns. Rather, they need to have pointed out to them the consequences of their spending it away. Once the results of their patronizing the big city stores or the mail order houses instead of their home dealers are made clear to them, they have the brains to make the application themselves.

Some months ago it was suggested in the Tradesman that it would be well for the merchants of a town to club together and have a printer strike off copies of such catchy slogans as "Buy at Home," "Here I Live and Here I Buy," and "The Dollar I Spend at Home Works for the Community in Which I Live," to be displayed in conspicuous places in their stores. The idea is a good one. It would be even better if these terse, pithy mottoes could be posted up in the kitchens of the town instead of in the stores. If Madame's mind can be led to consider the claims of her home dealers while she is frying the steak and peeling the potatoes and washing the dishes, her home

dealers will receive greater and more substantial favor at her hands.

Women are to a very great extent the Nation's spenders. Throughout the length and breadth of the land, by far and away the greater part of all disbursements for food, clothing, household furnishings, fancy and ornamental articles, art goods—in short about everything that makes for the comfort and welfare of the human creature—the greater part of all such disbursements, considered in a retail way, are made by women. Men's ready-made wearing apparel is something of an exception to this rule, although even in this line the purchases of women cut a heavy figure. Many a wife selects her husband's suits, shirts and underwear, while many more have a deciding voice as to what his lordship shall buy and where.

Some of my readers are obliged to shop at home, willy nilly. We will suppose your husband is a hardware merchant, perhaps handling also sash, doors, paints, and the like, and Mr. Stewart, the dry goods Dealer, is building a new house and is buying all his supplies in that line at your husband's store. There is nothing for it but for you to purchase your suits and blouses and gowns, or the material for them, at Stewart's. Anything else would not be decent.

But not all readers of this Woman's World are situated in a way that precludes choice as to where they will do their buying. A great many are saleswomen or the wives of salesmen. Beyond patronizing in its particular line the store that furnishes employment, all these are free to shop where they please. Quite a number of readers belong to families at one time in business but now retired. Others, while business is the vocation of their men folks and furnishes the income that supplies their tables and wardrobes, still the business is such that they are independent—they can go to the city and do their buying in certain lines without causing any lessening of profits where they are directly interested.

I take it that not many Tradesman readers patronize the mail order houses. It is not the bulky catalogues from Chicago that lure them from the home town shops. Rather it is the big stores in the big city only thirty or forty miles away, easily reached by a short, pleasant, low-priced ride on the electric road.

And don't you, every mother's daughter of you, like to start out on a fine morning for the city, to shop, with your purse well filled with the

needful of course? I know you do, for I like that sort of a trip immensely myself. The delights of seeing all the new and beautiful and chic and charming things in those big stores, even if your purchases do not include any of the latest and most expensive offerings, the sheer pleasure of going to one store after another, half a dozen if you want to, where not a soul knows you, and pricing and comparing and finding out just where you can buy what suits you best for the least money—to any normally constituted woman all this is as much like a foretaste of heaven as often is vouchsafed to mortals here below. And if spending your money away from your home town where it was made, is not quite the right thing to do, still it is such an indirect and unintentional and wholly pleasurable form of wickedness, that no one can censure you for it very severely.

But what is fun for the boys is death to the frogs. It is such expeditions as I have described that ruin business in the small towns. When a large number of women take their patronage to the city, then the people who would like to conduct businesses of their own in the small towns, which they would help build up and where they would be useful and honored members of society, are forced to remain factors of some big business in the big city. A few moments thought will show you just how it all works out. It will also make clear to you that the effect of city shopping is cumulative—the more you do of it the more you must, for when the women of a village or town take to making their more important purchases in the city, the home merchants have to cut their stocks down so as to include only the most staple and common articles.

It has been said that a man will rob the baby's bank in order to boost the home town, while a woman is interested chiefly in getting the best value for her money. This is not because women are by nature less loyal and less patriotic than men, but because their minds necessarily are directed, not so much to the conditions that produce local prosperity, as to securing the best results for their households for the money, the spending of which is an important part of their work in life.

Any intelligent woman can see the position in which the home dealers are placed. She can foresee what will be the result if she and any considerable number of the other influential women living in her town throw their patronage into the engulfing maw of the big city stores. Is it too much to ask, is it not rather her plain duty, that in all her buying she give the preference to the home dealer, insofar as this is compatible with the even more binding obligation to do as well as she can with the money entrusted to her to spend?

There is a feeling very widespread among bright and sensitive women, that for their own good and the profit of their local dealers they would do well to rid themselves of. That

is the dislike of going into a store where they are well known and enquiring about any article, looking at it, asking the price, investigating it, unless they are sure they will purchase. They feel they ought not to buy without knowing that they are getting the right thing, still they fear to make a nuisance of themselves by taking the time of a salesperson, and they think that the dealer is likely to feel sore if, once having looked at what he has to offer, they do not buy of him. Anything that they feel obliged to study into and compare the various kinds, they prefer to buy away from home.

"I'm going to buy a refrigerator soon," a lady remarked in my hearing recently, "and I really should like to see that kind that Mr. Hornman is selling. But the Hornmans are my near neighbors, and I'd rather take a licking than go in their store and bother the clerks and let Mr. Hornman know that I'm thinking of purchasing, when maybe I shall decide that after all I'd rather have some other style of refrigerator."

This feeling is foolish and in its results unjust. The position which a sensible woman should take as to dealing with her home merchant may be summed up in about these words: "I am ready and willing to buy at home so far as is practicable. I want to give the home dealers the preference. But I can not buy costly articles without thought and study and comparison. I shall like to see what you have Mr. Smith, but if Mr. Jones, your competitor, has something that pleases me better, then I shall buy of Mr. Jones. If I can't find what I want in my own town, I shall go or send away to get it. I know it is some bother to show goods, and I can't buy everything I ask to see, but when I consistently can, I desire to leave my money in my home town."

Any reasonable merchant will appreciate this attitude of mind, and be ready to meet you half way. Moreover, any fair-minded man will be far less likely to feel sore, if you give him the chance to sell what he can, thereby allowing him the profits on a share of your patronage, than if you fail to see what your home town has to offer, and coolly take your money and go to the city to spend it.

As to getting better values in the city, that is largely a delusion fostered by elegant displays and clever advertising. Except on those rare occasions when you strike a genuine bargain at a clearance or other unusual sale, after you get home and size everything up with the glamorous light of the big shops removed from your purchases, do you not find that you have gotten no better, no finer, no more tasteful goods than you could have bought right in your home town for the same or less money, and saved your car fare?

Quillo.

For making first-class bread use the best materials, make straight doughs, use plenty of yeast and short fermentation.

Williams
Beautiful Queen
Olives
They are Best
Just That
Get That!
 Direct Importation
The Williams Bros. Co.
 THREE SIZES GLASS of Detroit ALSO IN BULK

Coast College of Lettering

Germain Building
 LOS ANGELES, CALIFORNIA

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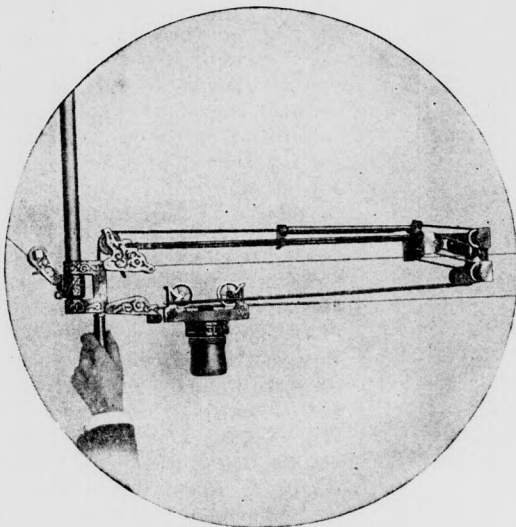
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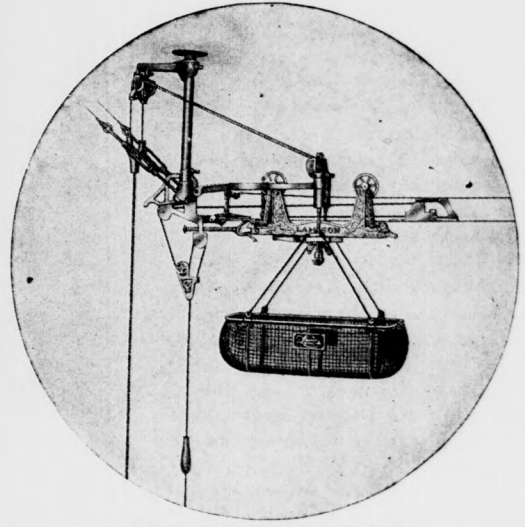


LAMSON CASH CARRIER

Keep Clerks Busy Making Sales

The time of your salesclerks is valuable only as they use it for waiting on customers.

Every step they take to make change from a local till costs you money that could be saved.



LAMSON PARCEL CARRIER

A Lamson centralizing system for handling cash at one main desk—

- 1—Gives clerks more time to make sales.
- 2—Relieves them of the responsibility of handling your money.
- 3—Makes one person responsible for your cash—the cashier.
- 4—Prevents mistakes and losses, and removes temptation caused by money scattered in different parts of your store.
- 5—Makes it easy to judge the value of your clerks solely by the sales they make.

These are the good results accomplished by means of a Lamson Centralized System.

More than sixty thousand merchants are saving time and money by using Lamson Carriers, and you can do the same.

See our nearest representative or write us for more information.

We make Wire, Cable, Tube, Belt and Pick-Up Carriers for handling money and merchandise.

The Lamson Company

Representatives in all principal cities

Boston, U. S. A.

Ask Your Neighbor.

SCHOOL SAVINGS BANKS.

How the System Has Developed in This City.

In eighteen hundred ninety-four after two or three years' of agitation the School Board of this city hesitatingly agreed to allow the Grand Rapids Savings Bank to start the experiment of school savings in four of the ward schools. This was at the beginning of the school year in September. The success of these four schools, which was due largely to the enthusiasm and intelligent interest of the four principals, was phenomenal and made such an impression upon the members of the School Board that they unanimously agreed that the Bank should have the privilege of introducing the system into all the schools of the city as rapidly as it could conveniently make the installation. The growth of the School Savings Bank has never been characterized by a boom, but from the date of installation until the present time it has been steady and without any check. We were among the earliest cities to take hold of the system. Only Pittsburg and Toledo have outstripped us in the volume of business coming through this channel.

It has been a source of education along practical business lines to the children who have become depositors and the Bank has taken a great deal of pains to make it attractive to the boys and girls and to give them such attention as would lead them to be happy in the exhibition of thrifty habits in promulgating the plan. We have never advocated saving money for the sake of acquiring a large bank account, but have kept to the front the idea that the saving should be for some definite purpose, and when that purpose could be subserved, the money should be drawn out and used. In none of the literature we have distributed have we been guilty of saying anything that would awaken the criticism that we were teaching the children to be stingy. We have coupled with the urgent desire for these little bank accounts lessons of the best methods of acquiring money through personal effort. Boys and girls who first became depositors and learned to do business at the children's window are now business men and women, scattered over a wide range of country, and they often have expressed to us sincere gratitude for the lessons of thrift which we taught in connection with these early deposits.

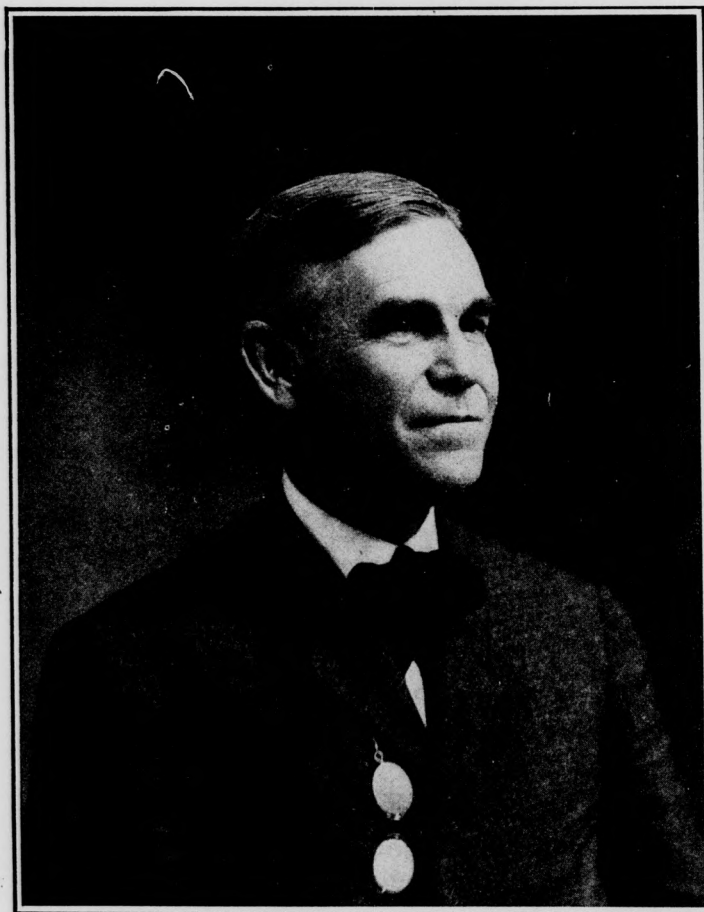
The School Savings Bank has never been a direct source of income to the Bank. The volume of business is not large enough in its aggregate amount to give us any margin above the cost of carrying on the work. We have to-day over 8,000 of these accounts, and it means a lot of business. Still the aggregate amount in the Bank, in this department, is only \$70,000, upon which we pay 3 per cent. interest. Yet in the face of this fact we are as enthusiastic about the venture as if it had been a direct financial success to us.

The indirect results have been large

and greatly in our favor, because these boys and girls, when they have gone into business for themselves, have made our Bank their home and the volume of business indirectly acquired emphasizes the value of the School Savings Bank as a method of advertising. There is another factor that makes a deep impression upon us and that is the value to the community and to the banks of the city of educating children in habits of thrift and intelligent business methods.

At the outset we were presented with all sorts of objections on the part of those who would have the immediate responsibility of carrying on the Savings Bank in the schools. Already the teachers were burdened with many new things coming into the curriculum and they did not all welcome heartily anything else which would add to their work. Because of this lack of interest on the part

stamps are charged up to them. They sell the stamps upon certain definite days and hours, usually set for each school according to the hour when the collector for the Bank will visit the school, as the teachers do not desire to hold the money after it has been collected for any length of time. The collector visits each school once a week, and gathers in the pennies, returning to the teachers the same amount that is collected, in stamps, so that the teacher has continuously on hand the same volume of stamps. The children are taught to put these stamps neatly into the folder, and when a folder is filled the child comes to the Bank and either gets his money or uses this folder to start a savings account in his own name. As fast as he acquires folders he has the same privilege, and in this manner the children's accounts grow and become a source of pride to them.



CHARLES W. GARFIELD

of the teaching force, which was induced by the addition of undesirable duties, we began to evolve a method which would reduce the care and expense of the teachers to the lowest terms. We adopted the "stamp system," and have never regretted making this a distinctive feature of the School Savings Bank. We now print our stamps by the million and have them all of one denomination, one cent stamps.

We furnish folders to the teachers, each folder having spaces for fifty stamps. These folders are arranged with reference to the identification of all pupils holding them, and the teachers are furnished, at the beginning of the year, with a definite number of stamps, usually \$5 worth, and these

We issue very careful instructions in printed form to the teachers, appropriate blanks for keeping the records and reports for the Bank. From time to time we distribute savings literature through the school. The School Board has always given us every opportunity for the liberal use of the schools in furnishing this information to the families represented by the school children. We never once regretted having been instrumental in starting the School Savings Bank in Grand Rapids, even in the face of a good deal of criticism and some open opposition. We have shouldered almost the entire expense connected with carrying on the business and the Bank has become known as "The Children's Bank."

Among other things which we have done has been the offering of prizes for essays on saving by the school children, asking them to give practical illustrations of the working of the School Savings Bank for the benefit of those who availed themselves of its privileges. In these essays we gathered a large number of illustrations from real life of the values which had grown out of the Children's Savings Bank, and it is a source of great satisfaction to us to learn almost daily of instances of success in life, based upon the first deposit in the School Savings Bank.

While the system is appreciated as an intrinsic factor in the school curriculum, it has not been utilized as thoroughly as it might be in connection with regular tuition in matters of thrift and practical business. We face the fact that a large proportion of the pupils who attend the public schools drop with the eighth grade and that these boys and girls enter immediately the business of life. Getting a living is their main thought and this emphasizes the importance of giving tuition concerning business habits and methods, which will be of use to them in starting out in a business career, at a period in their lives when they really ought, for their own good, to be in school, and acquiring a broader foundation for future usefulness. We would like to have every child complete a high school course. Inasmuch, however, as so large a proportion leave before the high school course is begun, the responsibility devolves upon us to arrange the course of study in a way to be of the largest benefit to these boys and girls who leave the schools and enter upon their life work so early. This situation compels us to urge that a system of training in practical business methods should be connected directly with the School Savings Bank and made a subject of sufficient importance to impress the child's mind with its value. Charles W. Garfield.

Ignorant of Engines.

A friend of Mr. Edison, who, by the way, is very fond of children, tells of an occasion when, while visiting a Brooklyn family, the great man endeavored to amuse the seven-year-old son by drawing him pictures of various objects. Finally, the youngster desired that Edison should draw an engine, a request that was promptly met. Thinking that it would please the child to have an elaborate design, Edison added two or three smokestacks and several imaginary parts.

The boy examined the production very critically, not to say scornfully. He returned it with this statement:

"I'm afraid you don't know very much about engines, Mr. Edison. Engines may have been that way in your time, but they've changed a whole lot since."

Essential to Her Existence.

"She's head over heels in love with him."

"That so?"

"Yes, she's got to the point where she can't see how she can possibly live without the automobile he owns."

Retailers Safe in Buying From In-Stock Departments.

The manufacturer's in-stock department is a feature of the shoe trade that has come to stay, and has been proved a necessity by the style question. If retailers would just consider for a moment, and use the manufacturer's in-stock department as it is intended to be used, they would see, as many others are now seeing, the great advantage to them of a stock department.

The manufacturer's in-stock shoes, in the first place, must not be compared with a jobbing line. There is no comparison as to the value of a jobbing shoe compared with a shoe made to order. The factory made-to-order shoe contains, without any middleman's profit, the fullest value that can be offered. There is no excuse for any retailer buying shoes which are more or less daily in demand from middlemen, when he can buy direct and have the shoes made to his order, getting fresh materials, the best of workmanship at the lowest possible cost. With such shoes the demand is not of the instant, and time can well be given to manufacture.

The style question again is a different matter. New creations which appeal to the public come up sometimes very quickly; some new creations offered by different manufacturers, tempting the retailer, but proving less attractive to the consumer, have been expensive to the retailers. In other words, the style question has kept them thoroughly undecided. If they would use their own judgment sometimes on a style they would be disappointed, and again, if they passed up a style which afterward proved a big seller and they were not supplied, that would be disappointing.

All this is now changed by the manner in which the up-to-date manufacturers' stock departments are now handled, and that is, catering to the stylish creations as fast as they may prove their selling qualities, which makes it a wonderfully fair guess that the shoes carried would prove good sellers in a very large percentage of the retail stores of the country for such styles are not put into the stylish manufacturers' in-stock department only without the very best evidence of the same being almost sure to be in big demand.

There can only be confusion in what to buy from disregarding the lead of those who know. Take the average retail store and what can be more probable than placing direct to the factory your order for your staple shoes, goods that your business is built up on, and for which customers will come back and ask time and time again for. By re-ordering sizes as the line becomes broken thereon, because such customers will wait for these particular shoes and by leaving all novelties alone until the season's demand plainly shows itself, the stylish-in-stock department tells you the rest.

Buy a few of the styles regardless of what they are, or how they may appeal to you, knowing they are the

sellers and have proved themselves such. If you find them salable you have a large in-stock department to carry them for you, buy them as you sell them, then your capital is not invested in a lot of shoes you thought would sell and did not.

The stock department, used in connection with the factory to-day gives a retailer the opportunity to conduct a successful, up-to-date shoe business with about one-half the capital it used to take, if he will only try. This solves that time-worn answer to the salesman's offerings: "I don't know what to buy." He knows you should buy the shoes you are selling. Of course if you are not selling any shoes you cannot buy, and that's the only condition that should prevent buying goods far enough ahead to obtain the advantage of factory made goods at first direct cost. George Gregory.

Speaking of premiums, there is one premium that costs you nothing and always pleases the customer—that is cheerful smile.



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and growing more so

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should be in all
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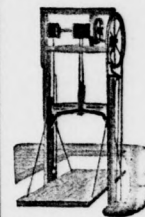
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To the Large Merchant

S. B. CHARTERS GROCERY CO.
WHOLESALE AND RETAIL GROCERIES, MEATS AND PRODUCE
THIRD AVENUE AND GRANT STREET

The McCaskey Register Co.,

Pittsburgh, Pa., April 10, 1914.

Dear Sirs:—In reply to your inquiry as to our opinion of the McCaskey System for taking care of credit accounts, it gives us pleasure to say that about the strongest testimonial we can give of the efficiency of your System is the fact that we installed a 3060 account register the latter part of November, 1913, and have since purchased a 440 account, making a total of 3500 accounts in use.

We handle our entire credit business through the register and do it more rapidly and with less expense, also in a much more satisfactory manner than before installing the System. Three girls take care of the register and by its use we expect to save many times its cost.

To the merchant who thinks his business is too large to be handled on a McCaskey Register, I wish to say this System is eminently successful with the large dealer; this fact is demonstrated every day at our main store through which all credit orders go. We operate five branch cash stores in and around the city but all credit sales are put through the register, making a "one writing" transaction. We have a cable system for credit as well as cash sales, all cash sales go to one place and credit sales and money paid on account go to another part of the store where the registers are placed. Every account is totalled to date and ready for settlement at any minute.

We find it indispensable, filling all requirements and gladly recommend it to merchants, particularly those who have a large number of accounts. It saves money by saving time and labor, is a collector and effectually ties up the loose ends of a merchant's business. We were slow to awaken to the merits of the System and feel now that we were ten years behind the times before installing it, but trust the foregoing gives some idea of how highly we consider it.

SBC-E

Respectfully,

S. B. Charters
Pres

The above concern had 328 employees, and did more than
\$1,750,000 worth of business during 1913.

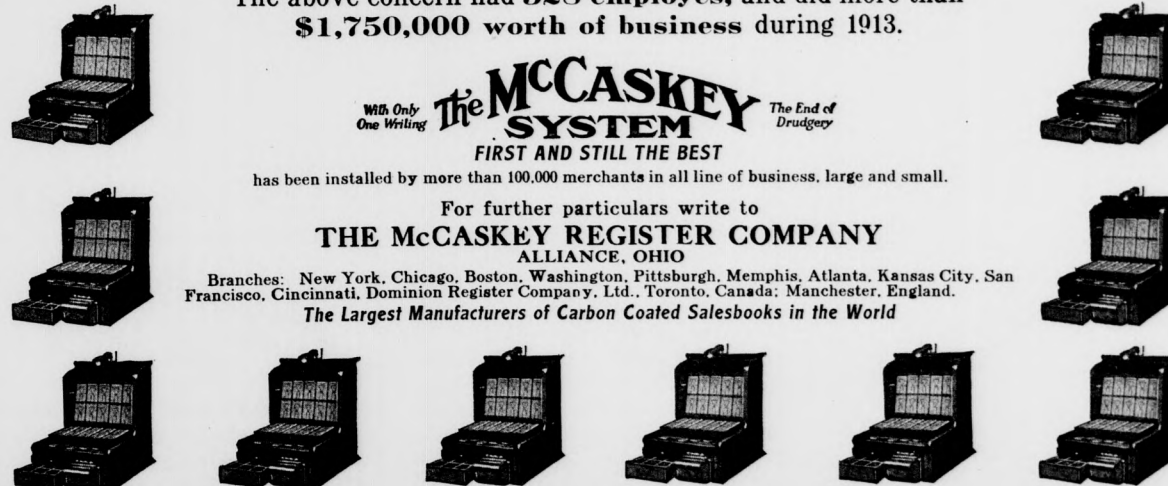
With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery
FIRST AND STILL THE BEST

has been installed by more than 100,000 merchants in all line of business, large and small.

For further particulars write to
THE McCASKEY REGISTER COMPANY
ALLIANCE, OHIO

Branches: New York, Chicago, Boston, Washington, Pittsburgh, Memphis, Atlanta, Kansas City, San Francisco, Cincinnati, Dominion Register Company, Ltd., Toronto, Canada; Manchester, England.

The Largest Manufacturers of Carbon Coated Salesbooks in the World



THE MEAT MARKET

Prepare for the Hot Weather and Fly Time.

The summer season is rapidly approaching, and if you have not as yet attended to your ice box, to see that everything is in order, you should do so at once, so that when the hot weather comes, you will have perfect refrigeration with the least cost possible for ice. Be especially careful to see that any defect which allows the cold air to escape is remedied at once.

If there are any cracked pains of glass in the windows of the box, see that new ones are put in, for this is the most economical way, stopping, as it does, the cold air from escaping.

If the hinges of the door are worn, and I see a good many of them that way as I get around through the butcher shops, they should be replaced at once by new ones, so that the door will close properly, and tightly as well. When the hinges are worn the door always sags a bit, leaving slight cracks between itself and the sill, which allows the cold air to escape. This condition, if it is left alone, grows steadily worse, the constant opening and closing of the door grinding away at the sill and frame, until a large-sized crevice develops. If you put your hand on the edges you will find that there is quite a strong current of cold air escaping, and this continues indefinitely, causing quite a difference in the temperature of the box and a loss of ice.

Another thing which is often found in the average butcher shop, is that the butcher neglects to trap the drain pipe from his box. This may look like a very small thing, but its neglect will add a good many dollars to your ice bill during the course of a summer. A great deal of cold air follows that drip, and when it escapes it must be replaced by the warmer air in the shop. This, of course, melts ice, and increases the temperature of the box, thereby reducing the efficiency of your refrigeration.

A simple and inexpensive way to avoid this waste is to have the rubber hose drip into a can which fills up before it overflows into the sink. When this is done be sure that the end of the hose does not rest on the bottom of the can, so that the dirt which is carried off from the ice will not clog your pipe, and thereby stop the drip from flowing. Otherwise your box will be flooded.

About once a week will be enough to wash the dirt out of the can. This acts as a trap and certainly prevents the cold air from escaping. It also

costs you nothing, as any old can will do so long as it is big enough. This summer, especially, the butcher who allows flies to be in his shop all the time is going to lose trade. Even the children in school are being taught how dangerous the fly is, and to avoid all food stuffs which have been touched by them. Overhaul your screens in time and put them in perfect order so that you will be ready.

A great scientist, having nothing better to do, recently figured out that a pair of flies allowed to live would breed to many millions, that if they all survived they would occupy a space equal to nineteen cubic miles. That's certainly some flies. I don't know how correct his figures are, but I do know that they multiply very fast if let alone.

Long before they become numerous, every shop should be supplied by traps and swatters. The fly killed at this time of the year may mean a million flies less in July or August. So if you see one buzzing around now, get him before he has a chance to get real busy. A female fly lays 120 eggs at a time, and does that so often that nothing else living can keep up with her. Besides that, she becomes a grandmother in six weeks, so do your own figuring.

One thing is sure, your customers will object to the fly. So besides swatting, and trapping them, keep your place free from rubbish and dirt, especially the back room, if you have one. Flies can only breed in dirt. A dirty sawdust barrel or a fat can is a paradise for a fly. Those are the things which are required for a female fly to lay those 120 eggs. Then you have the maggots and in a short time a cloud of young flies.

Country butchers, especially, should keep the ground around their places free from all rubbish, and remember that the manure heap, if left exposed, is the finest place in the world for breeding flies.—Butchers' Advocate.

Still Another Source of Meat Supply.

Dr. W. T. Grenfell, who has done a great deal towards improving sanitation, building hospitals, and introducing industries into Labrador, gave a lecture to the members of the Royal Scottish Geographical Society, Edinburgh, Scotland, last month. Dr. Grenfell, whose subject was "The Lure of Labrador," said the country could form a very material source of meat supply. Labrador could supply an enormous amount of reindeer meat because it was essentially a country from its present condition that showed a great capacity for deer. From their herd at Labrador they had sold

about 150, they had killed about 150, they had lost about 250, and they had about 1,000 left. The Government had subsidized the Alaskan herd, and the Labrador herd had never been subsidized, except to a small extent by the Canadian Government, and they were anxious that the Government should do something to make it of much more value than it was. He was sure it could be made really a matter of imperial value. Dr. Grenfell spoke of the future of the country and its many attractions for settlers, described the people and their occupations, habits, and mode of life, and recounted some of his adventures and experiences during the twenty-two years he has worked among the people of Labrador. The lecture was enhanced by a splendid series of lantern illustrations.

Causes of High Meat Prices in Germany.

At the beginning of 1914 the Imperial Office of the Interior at Berlin instituted an enquiry as to the causes of the high prices that now prevail for meat in Germany. Nearly 200 persons from all branches of trade and industry were interrogated. The main fact ascertained with some degree of clearness is that the butchers and cattle dealers are not to be blamed, as supposed, for the high prices, but that these arise from inadequate supplies.

During the investigation it was brought out that in the interval between 1907 and 1912 horned cattle in Germany decreased by 500,000 head and in Prussia alone by 160,000 sheep declined from 25,000,000 to 5,800,000; and that while the production of swine in the last forty years has increased threefold, nevertheless there is to be noted a decrease at the beginning of 1912 of 360,000 head of hogs as compared with 1907.

Antwerp Butchers Want English Horses.

According to the London Meat Trades Journal, the Incorporation of Horse Flesh Butchers of Antwerp, Belgium, has addressed a letter to a local paper declaring that the prohibition of the importation of English horses, as is contemplated by a bill now before the English House of Commons, would involve a crisis in the household life of the working classes in that city. They point out that the Belgium government will endeavor to find a solution safeguarding the interests of the horseflesh butchers and the working classes. They also call the attention of the local authorities of Antwerp to the matter.

Match Price List

NON-POISONOUS

Strike Anywhere Safety Matches

	Price for 5 cases and over per case	Price for less than 5 cases per case
SAFE HOME		
No. 5 size—5 boxes to package, 20 packages, (100 boxes) to case	\$3.50	\$3.60
BIRD'S-EYE		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.40	3.50
BLACK DIAMOND		
No. 5 size—packed 5 boxes in package, 20 packages (100 boxes) in case	3.25	3.40
MARGUERITE		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
SEARCH LIGHT		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.40	4.65
BLUE BIRD		
No. 5 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case	4.10	4.35
CRESCENT		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	4.00	4.25
SWIFT & COURTNEY		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.85	4.10
BLACK SWAN		
No. 5 size—packed 12 boxes in package, 12 packages (144 boxes) in case	3.70	3.85
BEST AND CHEAPEST		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
RED DIAMOND		
No. 2 size—packed 12 boxes in package, 12 packages (144 boxes) in case	1.60	1.70
ANCHOR		
No. 2 size—packed 1 doz. boxes in package, 12 packages (144 boxes) in case	2.70	2.85
GLOBE		
No. 1 size—packed 12 boxes in package, 36 packages (432 boxes) in case	2.70	2.85
STRIKE ON BOX MATCHES		
RED TOP		
B Size—12 boxes to package, 60 packages (720 boxes) to case	\$2.50	\$2.75
ALUMINUM		
AL Size box—12 boxes in package, 60 packages (720 boxes) in case. Per case	1.90	2.00
boxes) in case	1.40	1.50

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

**Walter Baker & Co.'s
Chocolate
and Cocoa**



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

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

53 Highest Awards in
Europe and America
Walter Baker & Co. Ltd.
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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.

SEASONABLE GOODS.

Some Lines the Grocer Should Feature for June.

Written for the Tradesman.

The merchant who wishes to capture his share of the seasonable trade cannot afford to wait for business to come to him—he must go after it energetically and intelligently. Every avenue of appeal—newspaper advertising, window and counter display, personal suggestion—should be persistently followed up in the effort to push seasonable goods.

April has given the spring trade a good start. There will be, in the earlier part of May, still some trade to be done in housecleaning lines. With the approach of the last days of the spring housecleaning, it behooves the merchant to clean out any excess of such goods. Tubs, pails, brushes, clothes-line, mops, soap, soda, bluing, clothes baskets, polishes—these and kindred lines should be pushed energetically, for, while they are in more or less demand all the year round, sales are far more readily made in season than other times.

Incidentally, the merchant should look after his own housecleaning, if he has not already done so. This is particularly true in stores where foodstuffs are handled. It is not too late to paint and brighten up the dingy spots. Then, too, the warm weather is approaching. Anything in the nature of dirt becomes increasingly dangerous with the advent of summer heat. A clean store—a store that is inwardly as well as outwardly clean—appeals to the women folks, and the women folks in most stores do the greater part of the buying.

If preparation has not already been made, care should be given to the methods of handling perishable goods. The keeping of butter, cheese, eggs and similar articles is a perplexing problem in hot weather; the time to solve the problem is now, before the really hot weather arrives. The wide-awake merchant will from the very beginning put these lines in a cool refrigerator or case where they can be viewed without being removed. The refrigerator is especially important to the merchant who makes a feature of his provision and cooked meat counter; and cleanliness is vital in the profitable and satisfactory handling of this department.

In the meantime, there is a ready demand for fresh vegetables and fruits. The advent of warm weather seems to stimulate a demand for green stuff. Many grocers find it advantageous at this season to devote one window regularly to fruits and vegetables. The first rhubarb, the earliest strawberries, make attractive features. People are looking for such things, and the merchant who is handling them will find that window display helps materially to move out the perishables. Incidentally, where there is good service, a fountain device is very helpful in keeping early lettuce and similar vegetables crisp and fresh. Properly handled and carefully bought, vegetables and fruits can be turned over quickly and with a minimum of damage.

Where they are available, fresh flowers add to the attractiveness of window displays. In the average place, florists rarely have down town shops, and are usually glad to arrange with merchants to handle plants and cut flowers on a commission basis. A wealth of bloom attracts attention to any window. "Everything fresh" is a striking caption for a fruit, flower and vegetable window at this season; and the three lines can be worked together very advantageously. In addition to handling cut flowers and flowering plants, the merchant can push seeds of all sorts; and can also take orders for vines, roses, tomato, cabbage, celery and other plants. Usually these goods can be secured on a commission basis so that no risk is involved, nor is there any capital tied up.

Similarly, cakes, fancy baking and like lines can be taken on a commission basis. The warmer weather stimulates in the average housewife a keen desire to dispense with as much cooking as possible. Hence, there is a natural desire for ready-to-eat foods. This, in turn, means a profitable vogue for the fancy cooking, provision and allied departments. Canned goods of many kinds, dried fruits and similar goods sell readily.

The confectionery season is not as good as in the colder weather; but particularly in towns where there is now and then an influx of visitors, confectionery sells readily. A good margin of profit can be secured on such lines. Though the demand is less than at the Christmas season, the girl who likes chocolates will eat them just as readily in May as in December. The main essential is to let her know that you have them in stock.

Display is essential to the successful handling of seasonable lines. It does not pay the merchant to give prominence to staples which people will buy anyway and to crowd the seasonable stuff into the background. Every week is not too often to change the window arrangements; some merchants find it excellent policy to adopt the "moving picture window" idea, putting together displays in several sections and changing one of these each day. This is a good policy to follow where fresh fruits and vegetables are featured regularly in one of the windows. Give prominence to a new feature each day; or, at least, to a different feature.

There is a growing demand for imported fruits for preserving purposes. Pineapples make excellent preserves; oranges and grape fruit are good for marmalade. A good many grocers have orange slicers and lend them to customers who purchase oranges and similar fruits for marmalade purposes. Not merely is there a market for the fruit, but there is coincidentally a demand for sugar, preserving jars and bottles, rubbers and incidental accessories.

The rearrangement of the display windows for the purpose of featuring seasonable lines should be accompanied by a rearrangement of the interior. Of course, each line of stock has its definite place in every

well ordered store; but it is not a difficult matter to push the seasonable stuff into prominence. The merchant should keep an eye on the seasonable goods, and push them energetically at every opportunity.

For instance, most housewives will appreciate a personal suggestion from the grocer regarding the advisability of preserving pineapples (which, in many places, is still something of a novelty for the average housewife). Personal suggestion is a powerful factor in making sales.

William Edward Park.

Can You Compete Successfully?

If only we would keep ourselves posted on the prices asked by mail order houses, we would have no trouble in convincing ourselves, that we can sell our own merchandise in competition with these concerns.

And with this conviction, our work to "keep trade at home" would become much easier, for we would put more vim into our efforts to convince the mail order buyers, that their money will buy more at our store than from outside concerns.

Here is a sample of what the Chicago mail order houses ask for articles which have no "established" value, but which can be recognized by their description and the illustrations used.

On page 328 of Montgomery Ward's catalogue No. 82 a boy's steel wagon is offered under number 4LP5009 with the following description: "Wrought steel gear. Thoroughly braced. Beaded steel body with wooden bottom, bolted to frame.

Wheels are steel with steel tires. Body 13x26, front wheels 10-inch; rear wheels 13-inch, shipping weight 25 lbs., \$1.50."

On page 949 of Sears, Roebuck & Co.'s catalogue No. 127, the same wagon is described and illustrated, with a price of \$1.53.

Any retailer with established rating can buy this wagon in lots of two or three, at not over \$10 a dozen, so that even with a profit of 50 per cent. it can be retailed at \$1.25, which is from 40 to 60 cents lower than the cost to the mail order buyer, when the freight is figured in.

The only reason why the mail order houses sell these wagons is that they advertise them.

If you will advertise your wagon properly—with an illustration; with a real description that tells about the wagon and the careful way it is put together; with a definite price—you will sell your wagons, and every one you sell will mean just one less chance for the mail order houses to sell theirs. A. Geo. Pedersen.

A Nice Baby.

"I understand that you have a very fine new baby brother," said the minister.

"Yes, sir," replied young Percy. "He is a nice baby."

"And," continued the minister, "I hope he is a good baby."

"Oh, I guess he is," said Percy dubiously. "He don't smoke or drink any, but sometimes he seems to me to swear some."



Continuously
—And—
Persistently
Desirable

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

Music Pen ABCDEFGHIJKLMNOPQRSTUVWXYZ &
 abcdefghijklmnopqrstuvwxyz & 1234567890

Fourth of Course of Lessons in Show Card Writing.

With this lesson we shall try to initiate the student into pen lettering, or, more strictly speaking, into a few styles of pen lettering that are especially adapted to show card work.

For making small letters, say everything from the tiniest used up to half inch, or in the case of capitals, somewhat more than half an inch in height, the pen is a better and quicker working tool than the brush. Letters considerably taller than half-inch can be made with the broad-nibbed pens, but for the present the student probably will prefer to use the more flexible brush for the larger work.

For making small price tickets and labels the pen is indispensable; while for executing the subordinate portions of large cards on which a considerable amount of matter must be placed, it comes in very handy. The featured parts of these latter cards are made with the brush.

For the show card work of the average store, the student will be likely to use the brush much more than the pen; but since pen lettering is coming into more extended use, and since practice with the broad pens

renders the student just that much more familiar with the forms of the letters and the manner of making them, and so helps in brush work also, the pupil is urged to apply himself diligently to this lesson.

It is assumed that he already has practiced with the brush on making the Coast College alphabet, the Roman and the Marking, until he has attained considerable dexterity in all three of these styles of letters. Such being the case, he will have little trouble in forming the same alphabets with the pen, once he gets the hang of using his tool.

For a penholder, one with the cork enlargement at the shank so that the fingers can grasp it more easily, is best. It is most convenient to have a separate holder for each size of broad-nibbed pen, but this is not absolutely necessary.

Before using, dip your broad pens into an acid ink—ordinary writing fluid is good for the purpose—to get off the thin coating of grease with which every new steel pen is covered. From not knowing this simple thing, some give up in despair before ever succeeding in making a stroke with a broad-nibbed pen.

Taking a part of the temper out of pens sometimes is recommended. To do this, hold the pen in the flame of a match a few seconds, then dip very quickly into water. I never have found it necessary to do this, but if the student is bothered with his pens seeming too stiff, he may do well to try it.

For practice on the Coast College alphabet, rule alignment lines three-eighths of an inch apart for the lower case letters and half an inch apart for capitals. Let the letters extend somewhat above the upper guide line, just as they do in this alphabet when made with the brush. Practice a while with the No. 1 pen and then try the No. 1½. If the letters look too slender when made with the No. 1½, make alignment lines closer together. If too stout made with the No. 1, then increase the space between the guide lines.

For color, use the same as for brush work, only thinner. In making this alphabet the position of the pen is the same as the brush, the broad end formed by the two nibs at an angle of 45 degrees to the vertical, and this whether making the heavy downward vertical strokes or the hair lines seen

in parts of the curved strokes. Let your penholder be more nearly upright than for ordinary writing, and bear on fairly hard, being especially careful to have the two nibs squarely and evenly on the paper or cardboard.

To keep the pen working, it must be washed off frequently. This can best be done by having a wet sponge or cloth handy on which to rub it. Especially as you come to work with white color, regarding which no instruction has as yet been given, it is imperative that the pen be washed free of color frequently.

In broad-nib pen practice the student is likely to have little trouble in forming the letters, during the rare intervals when he can make his pen work properly. For reasons he can not understand, often it forms a tiny hair line when he wants a full stroke, sometimes it makes no mark at all. After a time, however, his fingers will acquire a certain sensitiveness. Then perhaps unconsciously to himself, he will feel whether the pen nibs are squarely on the paper as they should be.

For practice on the Roman and Marking alphabets, rule alignment lines three-eighths of an inch apart

**ABCDEFGHIJKLMN
 OPQRSTUVWXYZ & & \$
 1234567890**

POTTER

Bulletin or Egyptian Thick and thin.

for small letters and half an inch apart for capitals. Also make some lines closer together, say one fourth inch and three eighths. Practice both alphabets in both the larger and smaller sizes. You will likely find your No. 2 pen best for the larger and the No. 2½ better adapted to the smaller.

With the Roman and Marking alphabets, let the letters extend just from one alignment line to the other, except such (mostly of the lower case) as are of extra height.

For the Marking alphabet and the straight downward strokes of the Roman, use same position of pen as for the Coast College—the end placed at an angle of 45 degrees to the vertical. For other strokes of the Roman, use the pen in whatever way serves best.

The student finds that the time-consuming process of spurring Roman letters with the brush can be shortened in pen work. Often a neat spurring can be made simply by setting the end of the pen down in a way that soon suggests itself to the learner.

The students will do well to make other sizes both larger and smaller than those indicated. However, the sizes given are among the most available for common use. He likely will find the Roman and Marking alphabets better for very small work than

the Coast College. If he wishes to make smaller than quarter inch letters, he will need to get smaller than No. 2½ pens. The student by a little experimenting finds out for himself what size of pen he can best use for a given size of letter.

There is a pen now much in use called the Music pen, which some card writers who have become expert with it find especially good for making Roman. It has the advantage that the same pen will make both heavy

strokes and fine strokes, so different sizes of letters can be made with it. A cut shows the Roman alphabet executed with a music pen, white color being used on black cardboard. Music pens sell for but little more than ordinary writing pens, so the student easily can try them. However, if he finds them more difficult of manipulation than the broad-nibbed pens, for the present he would perhaps do best to confine his efforts to the latter, for unless he is so situated that

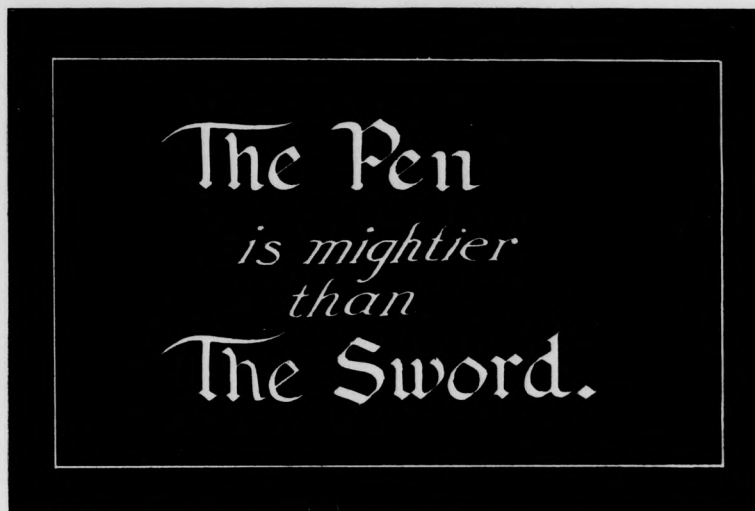
he will want to use a great deal of pen work, the more easily controlled broad-nibbed pens will be sufficient for his needs.

Pen work is quite largely used by jewelers and pawnbrokers, and indeed wherever a small, neat, daintily executed card is the thing required.

The group of price tickets shown in the cut illustrates the use of the pen for store work. On some of the jewelry tickets it will be seen that a space has been left for placing a ring, stick pin or brooch, on about the center of the ticket.

Should the student, after practicing for a time with his pens, wish to do some work with them for actual use in a store, he may find it best to add a little extra mucilage to his color to prevent its rubbing off. Too much "binder" is a hindrance with brush work, for it pulls the ends of the brush together; but a little extra does no harm with the pen.

For your work so far you have needed only a No. 11 brush, but for the next two lessons a No. 14 will be found very available and more speedy to use; as the alphabets of these lessons are used mainly in the capitals and sometimes in large sizes. Also it is good practice to make the three alphabets you have had in small sizes



(not as small as with the pen), and for this a No. 9 is useful. These should be square end red sable rigger brushes, the same as your No. 11. You will find both the No. 14 and the No. 9 indispensable as you get into practical work. For a fuller equipment you may also get a No. 10 and a No. 12, and a No. 8 is useful in small work and for fine spurring. A flat black sable, $\frac{3}{8}$ inch wide, is a good brush for large work but flat brushes will not answer for as many purposes as the round-shanked rigger brushes.

Directions for washing the brushes were given in the first lesson, but as it is an important matter I will repeat briefly.

Always wash after using. The best way is to swash gently in a dish of water or hold under a tap for a few minutes, rubbing carefully between thumb and finger if the color has dried in the heel of the brush. When clean, wipe off the water and lay flat to dry—never stand the brush on end, as this crooks the hair. If the brushes are properly cleaned each time, they will wear much longer and always be in good shape to use.

Ella W. Rogers.

Address, 227 Orziba Ave.
Long Beach, California.

A Conscientious Cop.

There was a trusty of a penitentiary whose name happened to be the same as the President. He was a mechanic and drove the warden's auto.

A party drove into California and lost their number plate off the auto and were arrested for riding in that State without a license. Gov. Oddie explained to the policeman that he was Gov. Oddie and his companions were ex-Governor Dickerson and Mr. Maxwell, former warden, and were on official business. The policeman was then satisfied.

As the trusty was cranking up the auto the policeman asked him his name.

"Woodrow Wilson," was the reply. "Here," shouted the policeman, "you fellows come along to the judge, you can't fool me any longer." And he took them in.

Merchants Should Watch Times and Act Accordingly.

Written for the Tradesman.

When scant times come (they do occasionally), be ready to stand by your guns, meet all emergencies, hold your own, never give up, and you'll come out on top at the end of the year.

Now and then we read of failures in the mercantile world, even in the best of times; in times like those now upon us failures will multiply several fold. The wise merchant will trim his sails and cut his cloth according to the needs of time.

The merchant who is slack in his business methods, who never gives personal attention to detail, who is expensive in his habits, giving less thought to the affairs of the store than to his personal pleasures, is the one who will go to the wall in time of stress.

I am no calamity howler. There is nothing gained by crying "wolf, wolf," when there is no wolf, but the merchant who has failed to notice the trend of the times during the past year is a dullard indeed and deserves his fate if he goes down in bankruptcy.

The times are not what they ought to be. The tendency of prices are downward. He who buys continuously on a falling market is up against a serious proposition, one that it behooves him to look squarely in the face. There is nothing gained by sneering at calamity prophets. They do some harm perhaps but more good in warning the wise merchant to be on his guard lest he makes the mistake of buying himself into the bankruptcy court.

Cut corners, watch the markets, keep an eye out to windward. Go slow if you would hold your nose above the waters of adversity. Make no promises you cannot fulfill. Be careful in your purchases; don't load up on goods the market price of which is on the decline, and this just now includes everything salable, even to real estate.

Potter Palmer, of Chicago, laid the foundation of an immense fortune at the beginning of the Civil War. He invested every cent he

could rake and scrape and borrow in merchandise the market price of which was mounting upward every day. That was good business sagacity. It set him on the road to a successful career. Now, had the times been as they are to-day such a course would have resulted disastrously. People who have been through the mill know about these things.

Even with everything going down in price, with a prospect of several lean years to come, we read of men who, having spent nearly a lifetime on the farm or in some business remote from the field of merchandising, sell everything and invest in a stock of goods, set up store-keeping with the crazy idea that they are soon to enter upon a flowery road leading to an independent fortune.

Once in a thousand times such a course might play to the god success, but you will admit that taking poor policy for the independent farmer. "Go slow and learn to peddle" one chance in a thousand is mighty is an old saw that comes in apt at the present time. Any man who has a business that is paying an honest living had best think twice before venturing in a new field.

I read a few days ago, in the columns of a newspaper, the announcement of a manufacturer that his workmen must submit to a 20 per cent. reduction in wages, otherwise he should close his factory. I watched for the outcome with considerable interest. It came a day or two later in the walkout of the employees. At the beginning of prosperous times such a course might be justifiable, but now—well, it seems to me that if I had a good job it would take a bigger pry than 20 per cent. reduction to shove me loose from it.

The Pennsylvania Railroad has laid off 25,000 men; has discontinued sixty railway trains. Does this mean nothing? Is it calamity howling to take notice of these facts and act accordingly? Does any sane man imagine for a moment that a great railroad system like the Pennsylvania would cut down expenses in this way for the sake of a personal feeling of injury at the hands of the Govern-

ment? Preposterous. Then let sane men take heed and make preparation for a cut in expenses.

A cut in prices must needs be followed by a corresponding cut in expenses else disaster is sure to follow. The merchant should think of these things. Even the farmer must look less longingly toward the purchase of that promised automobile, content himself with the old span of horses until more prosperous times. The latter, however, is supposed to be in better shape to meet depression than men in other occupations.

The trend of prices have been downward for the past six months. That trend still continues. The merchant must take heed of this if he would look the world in the face and continue in business. Buy little at a time and as often as is required is the advice I would give. Being an old merchant I can call to mind the times before the Civil War. They were close enough then. When the war came prices began to boom. After the war, say about 1867-8, the price of things were at their highest. Common print, such as fetches 5 and 6 cents now, sold then for 50 cents a yard and other things in proportion. Afterward, when the inevitable decline came, many fortunes made on the rising tide were engulfed in ruin.

The merchant who takes heed, who reads the hand writing on the wall and acts accordingly, is the one who will continue to ride safely through the breakers to a port of safety.

Old Timer.

No Man is a Failure

When he loves his work for itself as well as what it brings.

When he has confidence in his employer as well as himself.

When he sees that work does more than give him his daily bread.

When he puts ideas and ideals into his work.

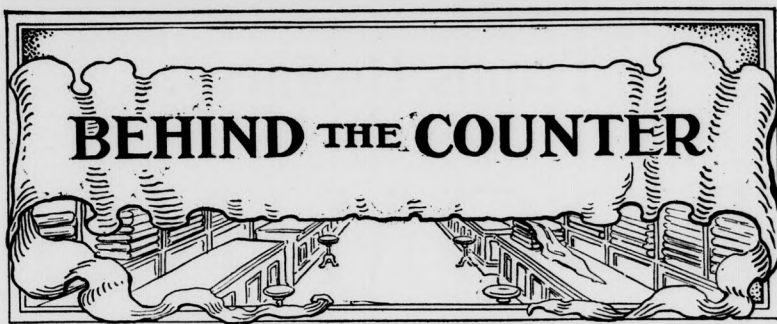
When he can put a little humor into his work.

When he helps his fellow-workers up instead of pushing them down.

When he finds time for the right kind of recreation.

When he can look any man in the eye and give him a hearty handshake.

1 2 3 4 5 6 7 8 9 10 ~ a b c d e f g h i j k l m n o p q r s t u v w x y z &
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Right Kind of Employer and Employee.

There is a great deal said in the trade journals about the kind of employee the retailer wants, how to get this kind, how to treat them so they will want to stay and do their best, how to make over a poor employee so he will be a good one, etc., etc. But we do not very often see the tables reversed and the employer, the retailer himself, told how to be the right kind of employer. We do not often see the employee told how to know a good employer, when seeking one and how to get the most help out of him.

Of course, it is no less important that the employee have the right kind of men to work for than that the employer have the right kind of men working for him. In a way the employer is the servant of the employee and is accountable to him for many things. The proposition is anything but a one-sided one.

There are many things for the employee to consider in picking out a man for whom to work. There are unappreciative employers, grouchy employers, suspicious employers, dishonest employers, helpful and encouraging employers, easy going employers, and rough-shod employers.

It is up to the employer to consider what qualities his prospective and his actual employees require. It is perfectly plain that the employer who has a good reputation among the employee class is the employer who is going to get the cream of the help supply. Men and women, boys and girls, are going to want to work for him, especially the ones who are anxious to amount to something in the business world.

The better the employee the more careful he is going to be about picking out an employer. There are too many of the inferior grade of employees who have little or no interest in what sort of a man they work for so long as he is the easy going kind and lets them work in an easy going way. These people don't want to work for anyone who will try to improve them because it is too much trouble to be improved that way.

But there are also too many of the kind of employers who are, to say the least, inferior in the matter of handling their help. It is up to every merchant to find out how he stands as an employer, to find out what his employees think of him. Is it usually an easy or is it a difficult matter for you to get good help when you need it? That is the determining answer to the query regarding your standing as an employer.

Store managers are fond of telling employees there is a good deal more to working in a store than the mere pay for the labor, that the workers ought to be interested in the work as well as in what it brings them. The store manager who talks like that should consider what he is giving to his employees beside their money return.

They are entitled first of all to an honest employer who will remember all the time that there is one rule that holds in all business transactions and that rule is the Golden Rule. Employees are entitled to a good example, to one that will serve to make better business men of them if they follow it. They are entitled to work for a man who treats them as fellow men, as equals.

In all probability the employee who comes into your service comes with a preconceived opinion of your character. He probably knows pretty well what kind of a man you are. If there is anything you like a new employee to have when he comes, it is a favorable opinion of the place to which he is coming. This cannot be if you are not making it a part of your business to be the right kind of an employer. There is going to be no half-way business with your reputation. You are known as honest or dishonest, square or tricky, and the people whom you may want to get into your employ are well informed on the subject.

The cheap employer will attract the cheap class of help and he will not be able to get any others. If a cheap employer does get hold of a good employee, that good employee will soon either leave him or degenerate into his class. The cheap, third rate employer will inevitably have a store filled with third rate help and he will do a third rate business. His customers will be like his help. Thus an employer's own class determines the success or failure of his business.

The cheap employer—the men who cannot keep good help—will fare badly at the hands of his competitors, for they will get the good help and the good customers while he will have to take the leavings.

It is not uncommon for a merchant to say that it is none of his business what his employees do when they are out of the store, that he has no control over their actions outside of the business. Neither is it uncommon for clerks to say that it is none of their employer's business what they do after they have done their day's work.

Both these classes are wrong if the

employee does not conduct himself as a good citizen should when out of the store. The employee who dissipates after business hours will not be able to earn his pay during business hours. High class service calls for a straight, honest life all the time, not merely when on the job. And just here a good many employers fall down. They find it easier to let their help go their own way nights and Sundays than it is to try to help them go the right way. An employer assumes a certain responsibility when he hires help, especially when the help is young and inexperienced. He ought to make it his business to keep his help straight, as far as he can, in business hours and out. This is a responsibility that cannot be thrown down honestly. It belongs to a man to carry it.

A lack of personal interest in the people who work for a man will surely be followed by a lack of their interest in his business and in its success. If you consider your clerks, your salespeople, mere cogs in your business wheels, you will be very likely to find that they are mere cogs and probably not very good cogs at that.

When you have an employee who seems to be interested in nothing but what is coming to him Saturday night in his pay envelope, instead of allowing yourself to be disgusted at the lack of ambition displayed, see what you can do to develop an ambition. Set the employee at some special work with plenty of encouragement to do it well and then pass out words of appreciation as care and intelligence are shown. A genuine appreciation of an employee's work is worth more sometimes than an advance in wages. It will certainly do more to make a better employee than an increase in wages will do.

Nagging is a common and an awful fault of employers. They are eternally finding faults, petty faults, insignificant mistakes. Of course employees make mistakes. All humanity does, but to walk rough-shod over one for the trivial error will not leave a good feeling. It is not the making of mistakes that is important. It is the remaking of them, the making of the same mistakes again. Of course help needs to be corrected and, perhaps, even disciplined, but nagging and petty disciplining will spoil the best of men or women.

Employees like a store where there is a chance for them to get ahead. They like a boss who recognizes ability and rewards it without being asked to. They like a store too where wages are forthcoming every pay day without any delays.

The employer who cannot pay out wages without acting as if it hurt him somewhere to part with the money will never be a favorite with his help. A clerk's pay belongs to him on pay day and it ought to be given him cheerfully if he is to be expected to give his services cheerfully.

The suspicious employer is always an unpopular employer. Probably employees expect their employer to be careful to see that no one robs him and that he gets all that is coming

to him, but there are different ways of accomplishing that end. To spy upon employees is to gain their ill will when discovered.

Of course the store ought to have a cash system that will make it unnecessary to play the private detective all the time. Then when there is an inkling of anything being wrong the matter should be taken up at once and discussed in a manner open and above-board without waiting for suspicions to develop.

No honest man takes exception to open investigation of the cause of a loss and the dishonest certainly have no reason to find fault if they are brought to book for their dishonesty.

Treat your help as you would like to be treated before you became a boss yourself. If you follow this plan there is no question as to your being a successful employer.

Frank Farrington.

If we can let out a hearty laugh once an hour we'll never be troubled with indigestion.

SUNBEAM Horse Collars



As manufacturers of this line we are pioneers and have always been LEADERS, and the imprint "SUNBEAM" on a Horse Collar stands for the best product possible, both in quality of materials and in honest workmanship.

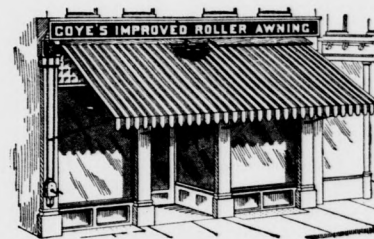
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Brown & Sehler Co.

Home of Sunbeam Goods

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AWNINGS

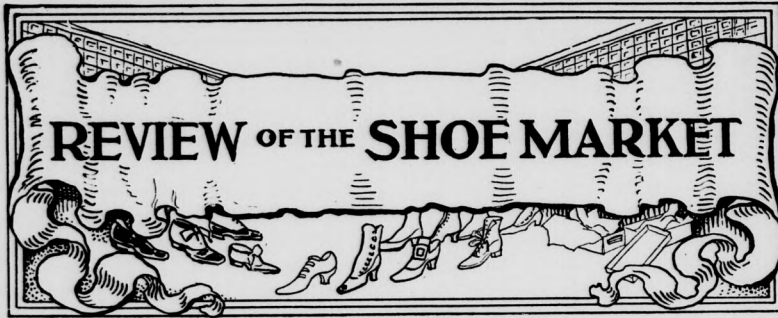


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Written for the Tradesman.

It is not putting it too strong to say that no other article of wear has more to do with personal comfort in hot weather than shoes.

No matter how fitly and comfortably the rest of the person may be clothed, if one's feet are cramped in hot, stuffy shoes, "suffocated," reeking in perspiration, and shot through and through with more or less pronounced sensations of ill comfort—the whole body emphatically is not, and cannot be, full of comfort.

While the so-called "uncomely members" cannot frame their grievances in words of protest and hurl them at the offending head, it is a well known fact that suffering feet have a way of making it known that all is not well with them.

A well disposed nervous system, endurance, and general fitness and efficiency, as well as comfort, depend in a large measure, upon the health and comfort of the feet; and, inasmuch as nearly all foot troubles and discomforts are aggravated by hot weather, it behooves sensible people to give their feet all the rest and comfort and health they can during the hot weather.

Irritability, nervousness, depression of spirits, "that tired feeling," and many other familiar symptoms incident to hot weather ailments, proclaim the fact that something is out of kilter; for normally, people ought not to be troubled with such conditions. And in every instance there is a reason. In many cases the fruitful cause of physical suffering and mental unfitness may be traced to the sufferer's feet. The shoes don't fit, or they are not adapted to the requirements of summer wear, or they fail to provide adequate ventilation for the feet, or the same pair of shoes is worn too many hours during the day or the feet are not given the care and attention due them on account of their sensitiveness and vital relation to the whole matter of physical fitness and comfort. Thus it comes about that dimes spent with shoe dealers for the simple accessories of summer footwear would save dollars paid to doctors and specialists. But all this sounds so simple and elementary to some people, they'll perhaps wonder that I have thought it worth while to repeat them here. I am hoping my reason for so doing will become increasingly apparent as I proceed.

Recent Achievement.

To begin with, we should remember that the distinctively summer

shoe is, comparatively, a recent achievement. Time was—and it hasn't been so very long ago—when shoes for winter and shoes for summer wear were very much alike in material, construction, weight, etc. But the day of the specifically and emphatically summer shoe has arrived. And it's a very different thing from the fall and winter shoe. It differs also from the shoe designed and built for spring wear. It's a hot weather commodity; and built primarily to provide foot protection and foot comfort for hot, sizzling days and close, sweltering nights.

And yet—owing largely no doubt to the fact that men and women are not creatures of habit—many people know almost nothing about the summer shoe and how to look after the feet in hot weather so as to get through the heated term with the maximum of foot comfort.

If you have ever interested yourself at all in educational processes, you have probably discovered the following: first, education on any subject is causing people to know things pertaining to that subject; and, in the second place, you hardly ever make the mistake of going back too far and beginning with the most elemental things.

Well informed shoe dealers are in the possession of so much specialized information about leather, shoes, shoemaking, the care of the feet, the care of shoes, and all kindred matters, it is pardonably natural that they should suppose the average customer knows far more about such matters than he actually does. Therefore the average shoe dealer assumes that the average man or woman knows there is such a thing as a summer shoe, and that it possesses certain well known qualities that make it a desirable thing for summer wear. All of which, in many, many cases, is an unwarranted assumption. True, most people that get about at all, or look at shoe store displays, or read shoe store advertisements in the papers, do know that there is a so-called summer shoe; but how many of them know why? Many of them, I dare say, are inclined to suppose that the main reason for exploiting summer footwear is to extract a few extra dollars from the public purse by prevailing on people to discard their old spring and winter shoes, and buy a pair of summer ones, before the old shoes are worn out!

No single individual is in a position to say to what extent verbal and personal salesmanship in the shoe stores throughout the country is helping to educate the general public as to the

Tennis Business Is BOOMING 43 Styles in Stock

The best way is to get our
Special Tennis Catalogue

Here is one of our specialties.

The only Tennis with a
pneumatic heel.

As comfortable as a shoe.



Men's White Lenox Oxford.....\$1.00
Men's White Lenox Bal..... 1.10

GET INTO THE GAME

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

Men's Elkskin Bikes

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

IN STOCK
FOR
IMMEDIATE
SHIPMENT



ORDERS
SOLICITED

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

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

HEROLD-BERTSCH SHOE CO.

Mfrs. of Serviceable Footwear

Grand Rapids, Michigan

nature and value of summer footwear, but it is evidently true that many a retail shoe advertiser is overlooking a fat opportunity for handing out substantial and profitable information on this subject. Most of them talk style and shout price, but it's the rarest thing that the newspaper shoe advertisement describes to the reader substantial comforts and the enduring benefits of easing into a pair of shoes, on such and such a last, built specifically in harmony with the best accredited principles of heat-resisting footwear construction. What's price compared with comfort and health and productiveness? Style is well enough in its way, but with most people—and especially in hot weather—style is subordinate to comfort and health and efficiency. Why, not, then make it so in the announcement?

As I see the matter, the average advertiser of the summer shoe is missing his biggest opportunity. He appeals to one, or several, of the less important motives, leaving the biggest motive of all almost untouched.

If the People Only Knew.

I have contended right along—and I have never been more enthusiastic than now in my contention—that the people would buy more summer shoes, if they knew how necessary they are. You will notice I use a strong word—"necessary." But the word isn't too strong. Summer shoes are necessary in the summer time—necessary to the health and comfort of one's feet, necessary to good nerves and good digestion, necessary to an equable disposition and refreshing sleep, necessary to physical fitness and general efficiency.

Now in a time of apparent and astounding prosperity, when there's money for everything—even down to the most frivolous and unimportant things in the matter of amusement, pleasure, luxury and adornment—surely the public purse will not shut up like a clam in the face of a bona fide need! Not by a long shot! Convince your customer of the desirability of a personality-commodity; make him understand that it is specifically designed and made to meet a definite requirement—cause him to know that it actually does contribute to his comfort, well-being and health—and you immediately lay your finger on the strongest sort of a motive.

And right here, it seems to me, is the retail shoe dealer's biggest and best opportunity for increasing the sales of summer footwear—exploiting it aggressively and intelligently for what it is—something assuredly in the real thing needful to bodily comfort and personal efficiency.

But this subject of summer footwear and its possibilities is manifestly so large and so far-reaching, I cannot do any sort of justice to it in a single discussion. There are a good many things that I had hoped to touch upon that I haven't been able to state in the briefest form in this article. These must be reserved until another time. Cid McKay.

The way of the transgressor is doubly hard when he has to convert boulders into small pebbles.

Chrome Sole Leather.

Sole leather, tanned by the chrome process, is rapidly increasing in popularity, an indication of the marked tendencies of the day, namely the desire of manufacturers of fine shoes to increase the wear and efficiency of their product, even at the additional expense involved. The system of chrome tanning has two distinct advantages over vegetable tannages, namely, its increased wear and its waterproof quality. These properties were first demonstrated in the tanning of goat skins, and then in other skins for upper leather, and then applied to sole leather.

At first some difficulties were encountered, owing to the bulkiness of the raw material, and the longer time needed for thorough permeability of the chemical processes, but study and experiment overcame these troubles, and to-day chrome sole leather is produced which in many ways is superior in appearance, durability, and in nonabsorbent qualities is valued very highly by shoe manufacturers generally.

The value of this leather for light soles is one of its practical advantages, inasmuch as it is so durable that even if slight thickness it has sufficient wear to outlast the average upper, thus giving ease to the wearer through light weight and flexibility, while affording commensurate service.

The color and appearance of several makes of chrome sole commend themselves to the manufacturers and to the consumer alike. To the manufacturer a saving is made in the finishing of the sole, while the color and "feel" of the same are pleasing to the buyer.

A Bar to Religion.

A certain farmer deacon was one of the best of men, but by nature very irascible. A cow was so disorderly, as the deacon was attempting to milk her one morning, that the old Adam got the better of him and he vented his excited feeling in a volley of execrations. At this moment the good deacon's pastor appeared on the scene, and said:

"Why, deacon! can it be! Are you swearing?"

"Well, parson," replied the deacon, "I didn't think of anyone being near me; but the truth is, I never shall enjoy religion as long as I keep this cow."

His Mining Profession.

"I believe you said, Rastus, that you had a brother in the mining business in the west."

"Yeh, boss, that's right."

"What kind of mining—gold minings, silver mining, or copper mining?"

"Kalsomining, sah."

Mayer
**HONORBILT
SHOES**

Well known
among con-
sumers. The
line that's easy
to sell.

The Latest Creation



Baby Doll and Mary Jane Pumps.

We have them in turns and McKays at \$1.50, \$1.75, and Goodyear Welts at \$2.00.

We also have the latest in Colonial Pumps, at popular prices.

Send for Catalog.

Mail orders given prompt attention.

HIRTH-KRAUSE COMPANY

Tanners and Shoe Manufacturers
GRAND RAPIDS, MICH.

Outing Bals and Bluchers

For General Service Wear

Our experience making this line of shoes has been progressive and the result is shown in their neat appearance.

List these stock numbers for your immediate use or future reference:

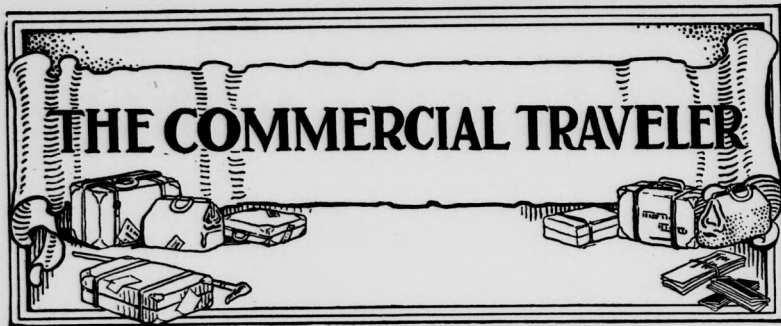
	PRICE
No. 3—Men's Brown "All-Weather-Wear" Olympic Outing Bal.....	\$1.85
No. 4—Men's Black "All-Weather-Wear" Olympic Outing Bal.....	1.85
No. 13—Men's Black Olympic Elk Outing Bal, seconds	1.90
No. 56—Men's Black Zebu Outing Blucher, 8 inch cuff	2.25
No. 56½—Men's Brown Zebu Outing Blucher, 8 inch cuff	2.25
No. 5—Men's Brown Olympic Elk Bal.....	2.10

Our salesman will be glad to call



Rindge, Kalmbach, Logie Company

Everwear Shoe Manufacturers
GRAND RAPIDS, MICHIGAN



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. Thompson, 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.

Gabby Gleanings From Grand Rapids

Grand Rapids, June 1.—The new degree team of the A. M. of B. is doing some very good work. Mr. Lawton, Mr. Mellinger and Mr. Martin are particularly fine. At the last meeting four candidates became acquainted with the ancient mysteries. They are George H. Clark, Edward L. Laskey, Wm. C. Ingram and Homer R. Bradfield. The charter will be closed in July, after which the fee will be \$10, instead of the present amount, \$5. All members in good standing in the U. C. T. are cordially invited to join under the open charter.

The hotel reservations for the convention at Saginaw are being rapidly taken. If you want good accommodations, you should get into communication at once with Chairman John D. Martin, of the Hotel and Transportation Committee.

In this age of frenzied finance, instead of tilling the soil, there are many soiling the till.

The final meeting of the U. C. T. dance committee has been held. The members are not disposed at this time to give a detailed financial report. However, they do advise all members who have been looking to this committee to furnish transportation to Saginaw to make other plans. Better sell your old automobile tires, boys.

The tribes which inhabit the seats in the cars furnished by the Grand Rapids Street Railway Co. are but as a handful compared with the teeming millions hanging onto the straps.

Mr. and Mrs. Fred C. Richter, of Traverse City, were here to attend the funeral of Mrs. Richter's mother last Wednesday.

If you see Homer R. Bradfield walking down town from his home and he tells you he is doing so under instructions from his doctor, that is not the fact. If you see him out on the road walking from the hotel to the depot in place of taking the bus (the paid bus) and he tells you the exercise is good for his rheumatism, that is not the case. The real reason you can find by going up on the avenue, walking by Homer's home and

taking a good look at the elegant new veranda around the front and sides of Homer's home. It sure is a dandy and the real reason for his pedestrian activities is because of his anxiety to conserve his finances until the improvement is paid for.

The U. C. T. wrecking crew was called out for the first time not long ago on a Saturday afternoon to readjust a building or two on the farm of Secretary-Treasurer Hydorn which had been upset by a small cyclone which played some pranks in that neighborhood a few days previous. Damages were small, but there was no insurance.

A progressive movement has hit the village of South Boardman in the form of a new park opposite the G. R. & I. depot. New cement water tank and a bubbling drinking fountain are also some of the results. A movement is also on foot to install street lights.

E. E. Aldridge, of South Boardman, expects to move into his new store building about June 10.

J. A. Seiting, the popular landlord of the Hotel Seiting, at Kalkaska, has sold out to C. W. Swaverly, of that place, who is planning on several new improvements.

It is reported that Walter Ryder has had a good deal of luck fishing at Pentwater. He recently succeeded in catching one that was at least five inches long.

Learn one thing about Detroit this week: A recent newspaper item stated: "Blazing celluloid nearly cost the lives of 150 persons in Detroit." By and bye the safety first movement will lead Detroiters to abandon the use of celluloid collars.

John Cummins, the popular salesman for the Judson Grocer Co., who has called on the trade for the last twenty-five years for his house, has returned from his Shriners trip to Atlanta, Ga., and the interesting points along the route. While on the trip Mr. Cummins visited Chattanooga, Lookout Mountain and several of the historic battle fields. While in the South he visited several wholesale groceries and came home filled with pride at the superiority of the Northern wholesale houses, as compared with their Southern neighbors. John said this trip was the most enjoyable one of his life. He was greatly pleased at the Southern hospitality he met at every stop. Will E. Sawyer.

Boomlets From Bay City.

Bay City, June 1.—A small cyclone swept through a section of country about ten miles north of our city last Wednesday. Several barns were wrecked and the material of which they were constructed was scattered over a large area. Another severe storm swooped down upon Bay City and Northeastern Michigan May 29 and considerable damage was done. The rain, which fell in torrents, was badly needed, but it would have been more welcome without its accompaniment of wind.

Mrs. W. E. Bouchy has been removed to her home from the Bay City hospital.

Thomas Walsh, one of our leading merchants, has received a letter from Mrs. Warren Egler, his daughter, residing at Aberdeen, Washington,

which contains the information that she has been drawn for jury service during the next term of court and the docket includes three murder cases and a number of other criminal cases. The statement contained in this letter indicates that while equal suffrage confers greater privileges, it also brings added responsibilities.

The writer was in Northern Michigan last week and learned that nothing will cause a more severe case of insomnia than mosquitoes. He spent one night in a room the window of which was minus a screen and the battle that was fought during the night was an unequal one, because on one side there was only one man, and on the other there were thousands of well-trained mosquitoes. The man won the fight, but victory was not easy because Northern Michigan mosquitoes have the fighting qualities of a Mexican rebel and are extremely large, many of them weighing several pounds. Just as the last mosquito in sight was killed the landlord of the hotel rapped on the door and stated that it was time to get up for the early train. It is needless to add that the writer was already up.

Bay City will soon have the distinction of being the only city in the State of Michigan having an aviation school. The school will be under the direction of L. H. De Remer, of our city, and ten pupils have already been enrolled and a number have signified their intention to enroll. Mr. De Remer is a professional aviator and has made many daring flights in a Wright machine.

Representatives of the Department of Commerce of the United States have been in this city several days obtaining information regarding the sugar industry. The object they have in view is to learn how much protection the sugar industry needs.

The Rechlin block has been remodeled and the Rechlin Hardware Co. held an opening May 28. This company has been for many years one of Bay City's most popular stores. In addition to a general line of hardware, furniture and specialties are carried in stock. The founder of this business was Gustav A. Rechlin, father of Fred A., Walter C. and Arthur J. Rechlin, three of the present owners.

Decoration day was observed in a commendable manner by our city and the old soldiers. Both living and dead were duly honored. Compared with the number who formerly joined in the Memorial parade, the veteran band was remarkably small. The thousand became one hundred, then ten and soon there will be only one.

Pub. Com.

Mighty Madcaps From Muskegon.

Muskegon, June 1.—We are sixty-one strong. Sixteen more members will give us two delegates at the 1915 Grand Council, whose expenses will be paid. We can do it by all working together. Get busy, boys.

George Dixon, with the Badger Candy Co., of Milwaukee, reports good business from the North.

Harold Rosen, son of Isaac Rosen, of Rosen Bros. clothing store, spent a few days in Muskegon visiting his friends. He says Muskegon is the best town on the map. Although Detroit is fine, it is too far from Muskegon to amount to much.

C. Brubaker, of Mears, spent a few days in Detroit last week. No wonder he is a good writer when he goes to Detroit and takes lessons from Jim Goldstein.

Anderson Bros., of Hart, have sold out to Sayles & Co., who will conduct a first-class grocery store.

J. Redder, of Olive Center, sold out to Mr. Hendricks, of Zeeland. Mr. Hendricks will take possession June 15.

The Walker Candy Co. is going to build a two-story addition to the factory to take care of its increasing business. Who said candy men don't work.

Bert Waalkes has completed his one and one-half story bungalow at 41 Catawba street, where he will move next week. The glad hand and sunny Bert's smile will always welcome his friends at the above address.

In four days fourteen boats left for Chicago from Muskegon. They were none too many for the traffic either.

Read the Tradesman and be happy.
 Milton Steindler.

Cleaner Food on the Lakes.

Retail grocers along the Great Lakes who furnish lake vessels with food supplies have just received circular letters from the Lake Carriers' Association outlining a standard of cleanliness which they are asked henceforth to observe. Among other things the circular states: "Meats are to be kept in the refrigerator and away from flies and shall not be exposed to handling by prospective customers. Milk must be pure and cannot be transferred from one can to another until the cans have been thoroughly sterilized. Ice must under no circumstances come into contact with food."

Exaggeration may make a sale today, but will it bring the customer back to-morrow for more goods or to complain?

A Salesman's Salary

depends entirely upon his selling ability—ability to actually close sales.

Such ability is far more valuable than the ability to manufacture.

It makes no difference what you are selling, you need to understand the laws that govern salesmanship—the laws that teach you:

How to meet men.

How to arouse interest.

How to create desire.

How to close the sale.

Know these laws, follow them and you can successfully sell anything from tooth picks to locomotives.

No theories, no guess work, just straight talks on the laws of salesmanship.

It is simply a series of heart-to-heart talks by salesmen who have spent their lives selling goods—successful salesmen.

Give it a little of your spare time.

It will make good.

It will help YOU to make good.

It appears from week to week on this page of the Michigan Tradesman.

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

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

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, June 1.—Learn one thing each week about Detroit: Detroit is the oldest fur post in the West and produces more good fur than any city west of New York.

Non-important news: We moved this week and coincident to the moving, we are compelled to remark that even though Doc Cook prevaricated about discovering the pole, he is the essence of pure unadulterated honesty as compared to the fellow who says it is cheaper to move than pay rent.

Important news: Bert McDermid, all round happy dispositioned big town merchant from a small town (Columbiaville), was a Detroit visitor last week. Accompanying Mr. McDermid was "Hank," known as Henry Clay Whipple when signing legal documents and his children's school report cards, also manager of Mr. McDermid's general store. Hank is in the market looking for an automobile (auto salesmen take notice) and inspected several (machines) while in the city.

More sad news for the calamity howlers: News reports state that several factories in East St. Louis are planning large extensions.

Mrs. Jessie Lahey, for many years proprietor of a millinery store at 26 Broadway, after a few days' illness, died at Harper hospital Sunday. Mrs. Lahey was one of the best known milliners in the city, where she has resided for over twenty-five years, coming to this city from Ogdensburg, N. Y. She is survived by two sisters, two brothers, a daughter and her mother, Mrs. C. Hall. The funeral was held Tuesday at the family home, 15 Labrosse street.

R. R. Thomas, of Champion, paid Detroit a visit last week in the interest of his general store.

D. A. Jolliffe, of Plymouth, was a business visitor in the city last week. Our new address is 202 Montclair avenue; telephone, Hickory 1675 W. Now for some news items.

Over 700 Michigan avenue merchants have arranged for a great celebration in August to bring to the attention of the city at large the many business improvements accomplished on the street during the past three years. To give an idea of what proportions the celebration will be, ten bands with over 200 pieces have been secured to furnish the music. A parade with over 200 floats will be given in the afternoon and music will be heard the entire day. Between \$10,000 and \$15,000 will be spent for decorations alone. The arc lights which extend the length of the avenue will be connected by long strings of incandescent lights, making a brilliantly lighted thoroughfare for a distance of nearly four miles. It was through the efforts of the Association that the present splendid system of lighting was installed. A general committee has been appointed, with William C. Regan as chairman; John C. Nagel, Treasurer; Louis Sass, Financial Secretary and G. R. Treanor, Secretary. William Heimbuch, Max Schlemtz, G. L. Blackburn, Henry H. Sarbinowski, C. D. McCauley, S. Silberstein and Isaac Schorr complete the committee. The advertising committee is composed of S. Silberstein, C. D. McCauley and G. L. Blackburn. I. Schorr will look after the music and bands. What is good for Michigan avenue is good for every town in Michigan. A celebration that will bring the farmers and residents of surrounding towns, where they can come in contact with the live merchants and their places of business, is bound to prove beneficial to all concerned.

G. F. Richard, of the J. L. Barden furniture store, Ithaca, was a business visitor in Detroit last week. Coming to Detroit is but one of the many

good bits of judgment used by Mr. Richard.

The fellow who tries to eat his steak in two bites is like the merchant who sells his goods without sufficient profit to pay expenses—he bites off more than he can chew.

The following letter was sent to us by a salesman who read our criticism of a Michigan hotel recently: "I instructed my men to cut out the ———— and only wish more men would wake up and refuse to stand for the impositions of some of the hotels. The rates charged by some of them are way out of proportion to the service they should give. Why don't the traveling men or, at least, the United Commercial Travelers organization get together to find some relief from the vexing hotel question? I enjoyed your criticisms of the ———— hotel very much."

Who is willing to give up \$1.75 for 50 cents' worth of hotel life?

And some of those same traveling men who are lavish with their (firm's) tips and never murmur when they are held up by some of the hoggish hotel managers will make their wives walk seventeen blocks to save 2 cents on a pound of butter.

Alderman Otto Reinhardt, manager of the local branch of the Hubmark Rubber Co., is again able to be around, after being confined to his home by illness.

Nobody home. We are unable to sign full recommendations to the following until sufficient news items are received:

Bill Freleigh.
Tom Burton,
Orla Jennings.
Guy Caverly.

Allen Cotton, general merchant at Hart, was in Detroit on a combined pleasure and business trip last week. He was a delegate to the Republican joy fest held in the city on Tuesday. Allen is one of the few ex-traveling men who are in business and know how to use a traveling man in the correct manner. He represented an Ionia concern on the road several years ago.

Eighty-two per cent. of the traveling men are married. About 3 per cent. are willing to admit it on the road.

John Fowler, one of Pontiac's live druggists, was in Detroit last week on business.

Sol Gittleman, who has been located in Lakeview for the past twenty years, where he has conducted a dry goods and clothing store has moved his family to Detroit. He will represent an Eastern neckwear manufacturer and will have an office and sample room in the Avenue theater building.

"Tom" Griffith, former department manager for Burnham, Stoepel & Co., and now a successful merchant in Mt. Clemens, is again able to be out and around after sustaining severe bruises received in a fall a few weeks ago. According to our informant, Mr. Griffith's face—which by the way, was always fair to gaze up—has again regained its normal shape.

According to Leslie Runner, the Shelby merchant and champion food dispatcher, singing is a wail with a college education.

The Pere Marquette, in following up its advertising and educational campaign, has issued a booklet describing the many fine vacation places situated along its route. The booklet shows beautiful views and points of interest. Maps also identify the location of the resorts and connecting lines of railroad.

He laughs best who has his home in Detroit.

Ed Allen, general merchant at Bradley, with a company of friends, attended the Republican rally last week.

A vacant store in the Liggett building has been donated for the purpose of maintaining a grocery store on Blue Star day, June 6, the proceeds to be

given to the tuberculosis sanitarium. The groceries will be sold at market prices. Members of the Tuberculosis Society will use their automobiles for delivery purposes. All goods unsold will be given to the tuberculosis sanitarium.

Mr. Powell, manager of the clothing and furnishing goods store of G. W. Carpenter of Lapeer, was in Detroit on a business trip Monday.

Some people will tell you that a millionaire is to be pitied more than envied and will then proceed to work twenty hours a day to get rich.

H. J. Meyer, Redford druggist, was in Detroit last week on business.

George M. Beemer, of Corunna, was in Detroit last week in the interest of his dry goods store.

From the hotel business to the dry goods business is, to use the slang expression, "some jump." But to take on a run-down stock of dry goods and a worse run-down business with absolutely no experience whatever is a still greater feat. Such was the record of William Maurer, who conducts a store at the corner of Fourteenth and Michigan avenues. Before coming to Detroit, about eight years ago, "Bill" Maurer was located in Adrian, at the Lawrence House, but desiring to take his family to a place where there were greater educational advantages, he did the only logical thing a man of keen judgment could do—he came to Detroit and purchased the stock of goods at his present location. With his pleasing personality, coupled with a natural business acumen, he built up the present paying business he now controls.

F. R. Smith, who owns a general store in Somerset, was in Detroit last week in the interest of his store.

We wish to place on the honor roll for their kindly assistance in furnishing news items for these columns during the month just closed:

John McMahon.
Elmer Brevitz.
Jack Blitz.
A. G. McEachron.
Charles Reattoir.

At the meeting held by Cadillac and No. 9 Councils Saturday night, final arrangements were made for the trip to Saginaw, which will be made by trolley. Four candidates were initiated, but owing to the nervous condition of the household and telephones brought about by transferring our household effects from thither to hither, we did not receive the names in time for this week's publication.

M. H. Webb, of the exclusive dry goods firm of Nissley, Webb & Marrs, Ypsilanti, was a Detroit business visitor last week.

A dead-beat may be ever so clever, but not so much so that he can eventually cheat the undertaker out of a job.

Mr. Bentley, of Bentley Bros., Elm, made a business trip to Detroit last week.

Frank Schneider, the happy representative for the J. F. Hartz Co., celebrated his birthday a few days ago. Just to show that there was no partiality to be shown any particular line of business, he had the following different lines of merchants assist in a real double-barreled celebration: Undertakers, saloonists, contractors, physicians, traveling men and, last but not least, the merchant prince of Snuff Junction—George Netschke—and their wives.

Mr. Fisher, of Fisher Bros., Millington, well-known in Detroit among the local jobbing houses, was in Detroit last week on business.

The auto races held in Indianapolis last week were rather disappointing to the public—there wasn't a person killed.

Despite the alarming reports of business conditions by some of the alarmist newspapers, every now and then we find where some firm or other manages to show a volume of business equal or better than that of a year

ago. The Acme White Lead & Color Works declared the usual 1½ per cent. quarterly dividend last week. It also reports business equal to that of last year at this time.

Welcome to our midst Milton Steindler, of Muskegon. In taking the pencil where Mr. Munroe left it, he has a good example to follow. Mr. Munroe was a clever writer.

F. W. A. Vesper, assistant general salesman for the Buick Motor Co., at Flint, has tendered his resignation and will make his future home in St. Louis, Mo.

F. C. Larsen, of Manistee, who recently suffered the loss of his large department store by fire, was in Detroit for a few days this week on a business trip.

H. M. Hamburger, 154 St. Aubin avenue, has leased the store building next door to his present place of business and will move into it as soon as it is remodeled. The new building, which is on the corner, will give Mr. Hamburger much needed room, necessitated by the rapidly increasing business.

A. E. Kent has hied himself on his craftily planned Northern trip. Not wishing to cast any aspersions on Seabury & Johnson's able representative, we are loath to remark that a trip to Northern Michigan at this time of the year is delightfully pleasant.

J. W. Bird, of Pontiac, and well-known throughout the State as one of Pontiac's successful veteran clothing merchants, has been confined to his home with a severe attack of stomach trouble, but at this writing is again able to be about. The firm which Mr. Bird founded is now known as Bird & St. Louis, the son, Lester, stepping into the place his father vacated.

Insects and tree diseases do yearly \$50,000,000 worth of damage in the United States. No wonder people go "bugs."

Harry Neely, clothing merchant of St. Johns, visited Detroit last week.

Harry D. Allgeo, Wayland's popular druggist, was a Detroit visitor last week.

Tom Jones, former advertising manager of the R-C-H Corporation, has accepted a like position with the Empire Automobile Co. of Indianapolis. Mr. Jones left Detroit to accept a position as advertising manager of the Marion Co. of Indianapolis.

B. E. Post, general merchant of Belleville, was in Detroit on business last week.

You cannot tell by looking at a horse how fast it can run, neither can you tell how much a salesman can sell by the amount of hot air he emits.

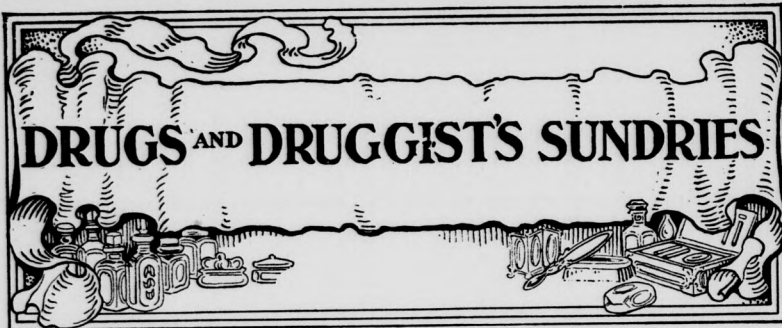
Governor Ferris will accompany the Board of Commerce on its cruise to Duluth, June 18 to 22 and is booked for a speech the first night out. Former Governor Chase S. Osborn and Attorney General Grant Fellows are the latest recruits booked for the trip. The "cruisers" will be welcomed at Duluth by Governor Eberhardt. Saturday will be devoted to stretching their "sea legs" and doing Duluth. Mayor Marx will accompany the party on the trip.

"Nick" Schweinfurth, for thirty-five years department manager in Cook & Feldher's department store, Jackson, proprietor of the famous Highland poultry farm and author of different articles relating to the furtherance of the poultry business, was in Detroit last week on business for his department. Mr. Schweinfurth is a member of the firm. He would be pleased to correspond with anyone interested in the poultry business.

Eighty-five marriage licenses were issued and thirty-three divorces were granted in Detroit on June 1. Who is to blame June, anyway?

Ed. Moyers, city salesman for Edson, Moore & Co., is suffering from old age. Ed. attributes his suffering to rheumatism.

George B. Uht, dealer in furniture (Continued on Page 48.)



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.

Value of Regular Custom in the Drug Business.

The older a man grows in business experiences, the better he will realize the fact that it pays to be wise in the beginning, or at least to do his best thinking before any action is taken. There are any number of excellent opportunities which we have been compelled to pass, through either a real or imaginary lacking of the some-one-thing or another necessary to bring about a complete success of the opportunity offered. It may be a lack of capital, courage or court plaster, and it is sometimes a very difficult matter to tell just which would prove the best. Perhaps in some cases all three would be necessary and even preferable.

But, in plain business language, it pays to think before you act in every business transaction, provided your thoughts move fast enough. Especially is this true in the matter of embarking in a new business or in performing a new business transaction of any kind. Try to see it from the most sensible point of view. Endeavor to find out why it will pay to make the venture, where the possibilities of success really lie, and what may comprise the chances of failure.

Try, above all things, to weave into your drug business as much regular dependable custom as you possibly can, remembering that it is the regular income that can be depended upon and not the transient drug orders. Of course in some cases a business will be productive of good results during a certain season when the goods are in demand, but have little trade after the season is over. This cannot be prevented, and the only thing to do is to get all the business possible during that particular season.

In order to provide for a regular in-

come it will be necessary for you to take every possible care of all new custom and endeavor to hold it for future sales. There should be some form of drug advertising matter sent to all of the customers on your books at least once a month. Present to old customers every new remedy you have to offer which will interest them in any way. This continued solicitation will soon produce an income for you that can be depended upon, and will enable you to determine about how much advertising you can afford to do each month.

If you issue a catalogue, you will find that a few supplements to it, printed and sent at different intervals, will pay. Call particular attention to the goods in the supplement in a circular letter and ask for a renewal order.

The quality of your advertising matter must be considered as regards the stock used by the printer. For ordinary purposes a good white paper will answer, but for high-class work you will need one of hundreds of styles of high-priced printer's papers, sample of which any printer will show you. Select carefully and in keeping with the drugs you advertise.

In all your advertising matter talk straight from the shoulder, and say about the same thing as you would if you met your customer face to face. Be square, frank and truthful.

Do not dwell at great length upon minor points, but be careful that all of the strong and vital points have received adequate attention.

Color effects in advertising matter should be chosen wisely or not at all. Select colors that blend nicely without giving the cheap, gaudy effect of so much color work.

Again, do not order in too large quantities. It is very often the case that a piece of literature will be found to need some slight changes after your first lot has been printed; then the evil may be remedied in your second order. However, your order should always be large enough to save you money, for printing comes much cheaper in large quantities.

Catarrh Inhalant.

Oil pinus sylvestris 2 drs.
 Menthol 15 grs.
 Thymol 15 grs.
 Camphor ½ dr.
 Eucalyptol 5 drs.

Mix and dissolve.

Fifteen drops of this mixture put into a pint or more of boiling water and the vapor inhaled is recommended to clear the nostrils and soothe the throat and relieve cold or catarrh in the head.

Maintain a Mailing List.

In these days of extensive advertising it is good business policy for every druggist to maintain a mailing list of names and addresses. The trouble of getting up such a list is not great, and after you have it in shape, a very little effort will suffice to keep it down to date. Its value is unquestioned. It gives you a list of substantial people to whom you can mail booklets, circulars, and price lists, and this is much better than selecting names at random every time you have any advertising matter to send out. Druggists who have no regular lists are forced to compile a list every time they send out a bunch of advertising matter. It may be that they do this work four or five times a year, thus putting themselves to a great deal of extra trouble. It would be much better to maintain a standing list.

A good way to compile a mailing list is to procure a substantial blank book, one large enough to allow plenty of room for alterations and additions. If you keep at it, your list is bound to grow, and of course there will be changes of address from time to time. A book with projecting index tags is well adapted to the purpose. Allow four or five pages for each letter of the alphabet if the book is large. It may be that you will need to allow more if you are using a small book. Letters like I, Q, U, V, X and Z will not need so much space as the others. Allow for plenty of room. If you have too much space it will make no difference. If you have too little, you will have to start a new book before very long.

Manufacturers, jobbers and agents are constantly offering to distribute calendars, almanacs, price lists, blotters, and samples of all kinds for the benefit of druggists who will furnish them with mailing lists. The printed matter thus offered for distribution is often very attractive and the distributors are willing to go to considerable expense and trouble, printing the druggist's name and business card,

and looking after all details. All that the druggist is required to do is to furnish the mailing list. Some valuable samples are frequently offered for distribution in this manner, including soaps, face powders, candies, perfumery, toilet preparations, not to mention the numerous medical samples constantly coming to hand. These offers are often well worth accepting, and if judiciously handled will give you some excellent advertising.

To build up a mailing list, you will find it as d oadod odaohm find it advisable to utilize many sources of information. As a starter, of course, you will note the addresses of all customers who order goods delivered. Then you can supplement this by consulting the directory, the telephone book, and by frankly asking for addresses as opportunity offers. Plenty of people like to receive samples and this affords an excuse for asking for addresses. It is not a bad plan to jot down any data that crops up about people who are interested and with all hands working together you will soon have an extensive mailing list. You will find it valuable in many directions.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid.	Asked.
Am. Light & Trac Co., Com.	337	341
Am. Light & Trac Co., Pfd.	107	109
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.	58¾	59¾
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.	74	76
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.	100	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	
Kent State Bank	255	265
Peoples Savings Bank	250	

June 3, 1914.
 After you have accomplished a really good thing get busy again.

RAMONA RESORT

Among the special features of the summer season which attract visitors to Grand Rapids are—

Ramona Theater, with comprehensive vaudeville programmes twice daily.

The Wonderful Derby Racer, which affords a thrilling ride.

Two big new free picnic pavilions in the New Family Picnic Grove.

Ramona Dancing Casino, where all the new dances prevail.

Rejuvenated Ramona is ready for your enjoyment and a hearty welcome awaits you at all times.

WHOLESALE DRUG PRICE CURRENT

Acids		Cupbebs		Digitalis	
Acetic	6 @ 8	4 25@4 50		@ 60	
Boric	10 @ 15	Erigeron	@ 2 50	Gentian	@ 60
Carbolic	16 @ 20	Eucalyptus	@ 85	Ginger	@ 95
Citric	73 @ 80	Hemlock, pure	@ 1 00	Guaiaac	@ 1 05
Muriatic	1 1/4 @ 5	Juniper Berries	@ 1 50	Guaiaac Ammon.	@ 80
Nitric	5 1/2 @ 10	Juniper Wood	40 @ 50	Iodine	@ 1 25
Oxalic	13 @ 16	Lard, extra	85 @ 1 00	Iodine, Colorless	@ 1 25
Sulphuric	1 1/4 @ 5	Lard, No. 1	75 @ 90	Ipecac	@ 75
Tartaric	38 @ 45	Laven'r Flowers	@ 6 00	Iron, clo.	@ 60
Ammonia		Lavender, Garden	85 @ 1 00	Kino	@ 80
Water, 26 deg.	6 1/2 @ 10	Lemon	3 00 @ 3 25	Myrrh	@ 1 05
Water, 18 deg.	4 1/4 @ 8	Linseed, boiled, bbl.	@ 53	Nux Vomica	@ 70
Water, 14 deg.	3 1/2 @ 6	Linseed, bdi. less	58 @ 62	Opium	@ 2 00
Carbonate	13 @ 16	Linseed, raw, bbls.	@ 52	Opium Camph.	@ 65
Chloride	12 @ 15	Linseed, raw, less	57 @ 61	Opium, Deodorz'd	@ 2 25
Balsams		Mustard, true	5 00 @ 5 25	Rhubarb	@ 70
Copaiba	75 @ 1 00	Mustard, artifi'l	2 75 @ 3 00	Paints	
Fir (Canada)	1 75 @ 2 00	Neatsfoot	80 @ 85	Lead, red dry	7 @ 8
Fir (Oregon)	40 @ 50	Olive, pure	2 50 @ 3 50	Lead, white dry	7 @ 8
Peru	2 00 @ 2 25	Olive, Malaga,		Lead, white oil	7 @ 8
Tolu	1 00 @ 1 25	olive, yellow	1 30 @ 1 50	Ochre, yellow bbl.	1 @ 1 1/4
Berries		Olive, Malaga,		Ochre yellow less	2 @ 5
Cubeb	65 @ 75	green	1 30 @ 1 50	Putty	2 1/2 @ 5
Fish	15 @ 20	Orange sweet	@ 4 50	Red Venet'n bbl.	1 @ 1 1/2
Juniper	7 @ 10	Organum, pure	1 25 @ 1 50	Red Venet'n less	2 @ 5
Prickley Ash	@ 50	Organum, com'l	50 @ 75	Shaker, Prepr'd	1 40 @ 1 50
Barks		Pennyroyal	2 25 @ 2 50	Vermillion, Eng.	90 @ 1 00
Cassia (ordinary)	25	Peppermint	5 50 @ 5 75	Vermillion, Amer.	15 @ 20
Cassia (Saigon)	65 @ 75	Rose, pure	16 00 @ 18 00	Whiting, bbl.	1 @ 1 1/2
Elm (powd. 25c)	25 @ 30	Rosemary Flowers	@ 1 35	Whiting	2 @ 5
Sassafras (pow. 30c)	@ 25	Sandalwood, E.		Insecticides	
Soap Cut (powd. 25c)	15 @ 20	I.	@ 7 00	Arsenic	6 @ 10
Extracts		Sassafras, true	@ 1 10	Blue Vitrol, bbl.	@ 5 1/2
Licorice	24 @ 28	Sassafras, artifi'l	@ 60	Blue Vitrol less	7 @ 10
Licorice powdered	25 @ 30	Spearmint	5 50 @ 6 00	Bordeaux Mix Pst	8 @ 15
Flowers		Sperm	90 @ 1 00	Hellebore, White	
Arnica	18 @ 25	Tansy	@ 5 75	powdered	15 @ 20
Chamomile (Ger.)	25 @ 35	Tar, USP	30 @ 40	Insect Powder	20 @ 35
Chamomile (Rom)	40 @ 50	Turpentine, bbls.	@ 53 1/4	Lead Arsenate	8 @ 16
Gums		Turpentine, less	60 @ 65	Lime and Sulphur	
Acacia, 1st	40 @ 50	Wintergreen, true	@ 5 00	Solution, gal.	15 @ 25
Acacia, 2nd	35 @ 40	Wintergreen, sweet	@ 2 50	Paris Green	15 1/4 @ 20
Acacia, 3d	30 @ 35	birch	@ 2 50	Miscellaneous	
Acacia, Sorts	@ 20	Wintergreen, art'l	@ 50	Acetanalid	30 @ 35
Acacia, Powdered	35 @ 40	Wormseed	3 50 @ 4 00	Alum	3 @ 5
Aloes (Barb. Pow.)	22 @ 25	Wormwood	6 00 @ 6 50	Alum, powdered and	
Aloes (Cape Pow.)	20 @ 25	Potassium		ground	5 @ 7
Aloes (Soc. Pow.)	40 @ 50	Bicarbonate	15 @ 18	Bismuth, Subni-	
Asafoetida	@ 50	Bichromate	13 @ 16	trate	2 10 @ 2 25
Asafoetida, Powd.		Bromide	45 @ 55	Borax xtal or	
Pure	@ 75	Carbonate	12 @ 15	powdered	6 @ 12
U. S. P. Powd.	@ 1 00	Chlorate, xtal and	12 @ 16	Cantharades po.	2 50 @ 2 75
Camphor	55 @ 60	powdered	16 @ 20	Calomel	95 @ 1 00
Guaiaac	35 @ 40	Chlorate, granular	30 @ 40	Capsicum	20 @ 25
Guaiaac, Powdered	50 @ 60	Cyanide	30 @ 40	Carmine	@ 3 50
Kino	@ 45	Iodide	3 20 @ 3 40	Cassia Buds	@ 40
Kino, powdered	@ 50	Permanganate	15 @ 30	Cloves	30 @ 35
Myrrh	@ 40	Prussiate, yellow	30 @ 35	Chalk Prepared	6 @ 8 1/2
Myrrh, Powdered	@ 50	Prussiate, red	50 @ 60	Chalk Precipitated	7 @ 10
Opium	7 75 @ 8 00	Sulphate	15 @ 20	Chloroform	32 @ 42
Opium, Powd.	9 25 @ 9 50	Roots		Chloral Hydrate	55 @ 75
Opium, Gran.	9 25 @ 9 50	Alkanet	15 @ 20	Cocaine	4 10 @ 4 40
Shellac	28 @ 35	Blood, powdered	20 @ 25	Cocoa Butter	50 @ 60
Shellac, Bleached	30 @ 35	Calamus	35 @ 40	Corks, list, less 70%	
Tragacanth		Elecampane, pwd.	15 @ 20	Copperas, bbls.	@ 90
No. 1	1 40 @ 1 50	Gentian, powd.	12 @ 16	Copperas, less	2 @ 5
Tragacanth, Pow	75 @ 85	Ginger, African,		Copperas, powd.	4 @ 6
Turpentine	10 @ 15	powdered	15 @ 20	Corrosive Sublim.	85 @ 95
Leaves		Ginger, Jamaica	22 @ 25	Cream Tartar	30 @ 35
Buchu	1 85 @ 2 00	Ginger, Jamaica,		Cuttlebone	25 @ 35
Buchu, Powd.	2 00 @ 2 25	powdered	22 @ 28	Dextrine	7 @ 10
Sage, bulk	18 @ 25	Goldenseal pow.	7 00 @ 7 50	Dover's Powder	2 00 @ 2 25
Sage, 1/2 Loose	20 @ 25	Ipecac, powd.	2 75 @ 3 00	Emery, all Nos.	6 @ 10
Sage, Powdered	25 @ 30	Licorice, powd.	14 @ 15	Emery, powdered	5 @ 8
Senna, Alex	45 @ 50	Licorice, powd.	12 @ 15	Epsom Salts, bbls	@ 1 1/2
Senna, Tinn.	15 @ 20	Orris, powdered	25 @ 30	Epsom Salts, less 2 1/2%	
Senna, Tinn, Pow.	20 @ 25	Poke, powdered	20 @ 25	Ergot	1 50 @ 1 75
Uva Ursi	10 @ 15	Rhubarb	75 @ 1 00	Ergot, powdered	1 80 @ 2 00
Oils		Rhubarb, powd.	75 @ 1 25	Flake White	12 @ 15
Almonds, Bitter,		Rosinweed, powd.	25 @ 30	Formaldehyde lb.	10 @ 15
true	6 00 @ 6 50	Sarsaparilla, Hond.		Gambier	7 @ 10
Almonds, Bitter,		ground	@ 65	Gelatine	35 @ 45
artificial	@ 1 00	Sarsaparilla Mexican,		Glassware, full cases	80 %
Almonds, Sweet,		ground	50 @ 55	Glassware, less 70 & 10 %	
true	90 @ 1 05	Squills	20 @ 35	Glauber Salts bbl.	@ 1 1/4
Almonds, Sweet,		Squills, powdered	40 @ 60	Glauber Salts less	2 @ 5
imitation	40 @ 50	Tumeric, powd.	12 @ 15	Glue, brown	11 @ 15
Amber, crude	25 @ 30	Valerian, powd.	25 @ 30	Glue, brown grd.	10 @ 15
Amber, rectified	40 @ 50	Seeds		Glue, white	15 @ 25
Anise	2 50 @ 2 75	Anise	15 @ 20	Glue, white grd.	15 @ 20
Bergamont	@ 8 00	Anise, powdered	22 @ 25	Glycerine	23 @ 30
Cajeput	@ 85	Bird, ls	8 @ 10	Hops	50 @ 80
Cassia	@ 2 00	Canary	9 @ 12	Indigo	85 @ 1 00
Castor, bbls. and		Caraway	12 @ 18	Iodine	4 35 @ 4 60
cans	12 1/2 @ 15	Cardamon	1 85 @ 2 00	Iodoform	5 40 @ 5 60
Cedar Leaf	90 @ 1 00	Celery	12 @ 18	Lead Acetate	12 @ 18
Citronella	75 @ 85	Chili	25 @ 30	Lycopodium	55 @ 65
Cloves	@ 1 75	Pennell	@ 30	Mace	80 @ 90
Cocoonut	20 @ 25	Flax	4 1/4 @ 8	Mace, powdered	90 @ 1 00
Cod Liver	1 10 @ 1 25	Flax, ground	4 1/4 @ 8	Menthol	4 25 @ 4 50
Cotton Seed	80 @ 1 00	Foenugreek, pow.	@ 10	Mercury	75 @ 85
Croton	@ 1 00	Hemp	5 @ 7	Morphine all brd	5 05 @ 5 30
Tinctures		Lobelia	@ 50	Nux Vomica	@ 10
Aconite	@ 75	Mustard, yellow	9 @ 12	Nux Vomica pow	@ 15
Aloes	@ 65	Mustard, black	9 @ 12	Pepper, black pow	20 @ 25
Arnica	@ 60	Poppy	15 @ 20	Pepper, white	30 @ 35
Asafoetida	@ 1 00	Quince	75 @ 1 00	Pitch, Burgundy	10 @ 15
Belladonna	@ 60	Rape	6 @ 10	Quassa	10 @ 15
Benzoin	@ 90	Sabadilla	25 @ 33	Quinine, all brds	23 @ 40
Benzoin Compo'd	@ 90	Sabadilla, powd	35 @ 45	Rochelle Salts	23 @ 30
Buchu	@ 1 00	Sunflower	5 @ 8	Saccharine	1 50 @ 1 75
Cantharides	@ 1 00	Worm American	15 @ 20	Salt Peter	7 1/4 @ 12
Capsicum	@ 90	Worm Levant	50 @ 60	Seidlitz Mixture	20 @ 25
Cardamon	@ 1 20	Tinctures		Soap, green	15 @ 20
Cardamon, Comp.	@ 80	Aconite	@ 75	Soap, mott castile	10 @ 15
Catechu	@ 60	Aloes	@ 65	Soap, white castile	@ 6 25
Cinchona	@ 1 05	Arnica	@ 60	less, per bar	@ 68
Cinchicum	@ 60	Asafoetida	@ 1 00	Soda Ash	1 1/4 @ 5
Cubebs	@ 1 20	Belladonna	@ 60	Soda Bicarbonate	1 1/4 @ 5
		Benzoin	@ 90	Soda, Sal	1 @ 4
		Benzoin Compo'd	@ 90	Spirits Camphor	@ 75
		Buchu	@ 1 00	Sulphur roll.	2 1/2 @ 5
		Cantharides	@ 1 00	Sulphur Subl.	2 1/2 @ 5
		Capsicum	@ 90	Tamarinds	10 @ 15
		Cardamon	@ 1 20	Tartar Emetic	40 @ 55
		Cardamon, Comp.	@ 80	Turpentine Venice	40 @ 55
		Catechu	@ 60	Vanilla Ex. pure	1 00 @ 1 50
		Cinchona	@ 1 05	Witch Hazel	65 @ 1 00
		Cinchicum	@ 60	Zinc Sulphate	7 @ 10

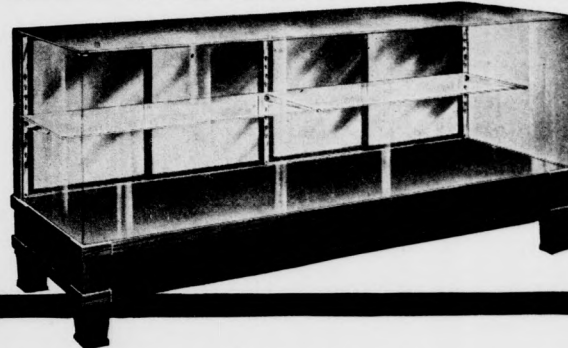
1914
Seasonable Goods

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		DECLINED	
Flour		Cheese	
Meal			
Index to Markets			
By Columns			
A		1	
Ammonia	1	Ammonia	1
Axle Grease	1	Axle Grease	1
B		2	
Baked Beans	1	Baked Beans	1
Bath Brick	1	Bath Brick	1
Bluing	1	Bluing	1
Breakfast Food	1	Breakfast Food	1
Brooms	1	Brooms	1
Brushes	1	Brushes	1
Butter Color	1	Butter Color	1
C		3	
Candles	1	Candles	1
Canned Goods	1-2	Canned Goods	1-2
Carbon Oils	2	Carbon Oils	2
Catsup	2	Catsup	2
Cheese	3	Cheese	3
Chewing Gum	3	Chewing Gum	3
Chicory	3	Chicory	3
Chocolate	3	Chocolate	3
Clothes Lines	3	Clothes Lines	3
Cocoa	3	Cocoa	3
Cocoanut	3	Cocoanut	3
Coffee	3	Coffee	3
Confections	3	Confections	3
Cracked Wheat	3	Cracked Wheat	3
Crackers	5	Crackers	5
Cream Tartar	6	Cream Tartar	6
D		4	
Dried Fruits	6	Dried Fruits	6
F		5	
Farinaceous Goods	6	Farinaceous Goods	6
Fishing Tackle	6	Fishing Tackle	6
Flavoring Extracts	7	Flavoring Extracts	7
Flour and Feed	7	Flour and Feed	7
Fruit Jars	7	Fruit Jars	7
G		6	
Gelatine	7	Gelatine	7
Grain Bags	7	Grain Bags	7
H		7	
Herbs	7	Herbs	7
Hides and Pelts	8	Hides and Pelts	8
Horse Radish	8	Horse Radish	8
J		8	
Jelly	8	Jelly	8
Jelly Glasses	8	Jelly Glasses	8
M		9	
Macaroni	8	Macaroni	8
Mapleline	8	Mapleline	8
Meats, Canned	8	Meats, Canned	8
Mince Meat	8	Mince Meat	8
Molasses	8	Molasses	8
Mustard	8	Mustard	8
N		9	
Nuts	4	Nuts	4
O		10	
Olives	8	Olives	8
P		11	
Pickles	8	Pickles	8
Pipes	8	Pipes	8
Playing Cards	8	Playing Cards	8
Potash	8	Potash	8
Provisions	8	Provisions	8
R		12	
Rice	9	Rice	9
Roiled Oats	9	Roiled Oats	9
S		13	
Salad Dressing	9	Salad Dressing	9
Saleratus	9	Saleratus	9
Salt Soda	9	Salt Soda	9
Salt	9	Salt	9
Salt Fish	9	Salt Fish	9
Seeds	10	Seeds	10
Shoe Blacking	10	Shoe Blacking	10
Snuff	10	Snuff	10
Soap	17	Soap	17
Soda	10	Soda	10
Spices	10	Spices	10
Starch	10	Starch	10
Syrups	10	Syrups	10
T		14	
Table Sauces	10	Table Sauces	10
Tea	10	Tea	10
Tobacco	11, 12,	Tobacco	11, 12,
Twine	13	Twine	13
V		15	
Vinegar	13	Vinegar	13
W		16	
Wicking	13	Wicking	13
Woodenware	13	Woodenware	13
Wrapping Paper	14	Wrapping Paper	14
Y		17	
Yeast Cake	14	Yeast Cake	14

3		4		5	
CHEESE		Mocha		Chestnuts, New York	
Acme	@16	Short Bean	25@27	State, per bu.
Bloomington	@16	Long Bean	24@25	Shelled
Carson City	@16	H. L. O. G.	26@28	No. 1 Spanish Shelled
Hopkins	@16	Bogota	Peanuts, New 11	@11½
Brick	@15	Fair	24	Ex. Lg. Va. Shelled
Leiden	@15½	Fancy	26	Peanuts	11½@12
Limburger	@15½	Exchange Market, Steady	Pecan Halves	@10
Pineapple	40 @60	Spot Market, Strong	Walnut Halves	40@42
Edam	@85	Package	Filbert Meats	@30
Sap Sago	@18	New York Basis	Alicant Almonds	@55
Swiss, domestic	@20	Arbuckle	19 00	Jordan Almonds	@60
CHEWING GUM		McLaughlin's XXXX		Peanuts	
Adams Black Jack	55	McLaughlin's XXXX sold	Fancy H P Suns Raw	@6½
Adams Sappota	55	to retailers only. Mail all	Roasted	@7½
Beeman's Pepsin	60	orders direct to W. F.	H. P. Jumbo, Raw	@8½
Beechnut	60	McLaughlin & Co., Chicago	Roasted	@9½
Chiclets	1 25	Extracts	CRACKERS	
Colgan Violet Chips	60	Holland, ½ gro. bxs.	95	National Biscuit Company	
Colgan Mint Chips	60	Felix, ½ gross	1 15	Brands	
Dentyne	1 10	Hummel's foil, ½ gro.	35	Butter	
Flag Spruce	55	Hummel's tin, ½ gro.	1 43	Boxes	
Juicy Fruit	55	CONFECTIONERY	Excelsior Butters	8
Red Robin	55	Stick Candy	NBC Square Butters	6½
Sen Sen (Jars 80 pkgs.	55	Horehound	8	Seymour Round	6½
\$2.20)	55	Standard	8	Soda	
Spearmint, Wrigleys	60	Standard, small	8½	NBC Sodas	6½
Spearmint, 5 box jars	3 00	Twist, small	9	Premium Sodas	7½
Spearmint, 3 box jars	1 80	Jumbo	8	Select Sodas	8½
Trunk Spruce	55	Jumbo, small	8½	Saratoga Flakes	13
Yucatan	55	Big Stick	8½	Saltines	13
Zeno	60	Best Cream	13	Oyster	
CHICORY		Mixed Candy		NBC Picnic Oysters	6½
Bulk	5	Broken	8	Gem Oysters	6½
Red	7	Cameo	12	Shell	8
Eagle	5	Cut Leaf	9	Sweet Goods	
Frank's	7	Fancy	10½	Cans and boxes
Scheuer's	6	French Cream	9	Animals	10
Red Standards	1 60	Grocers	6½	Atlantics Also Asstd.	12
White	1 60	Kindergarten	11	Avena Fruit Cakes	12
CHOCOLATE		Leader	8½	Bonnie Doon Cookies	10
Walter Baker & Co.	22	Majestic	9	Bonnie Lassies	10
German's Sweet	22	Monarch	8½	Cameo Biscuit	25
Premium	22	Novelty	10	Cartwheels Asstd.	8½
Caracas	28	Paris Creams	10	Cecelia Biscuit	16
Walter M. Lowney Co.	29	Premio Creams	14	Cheese Tid Bits	20
Premium, ¼s	29	Royal	7½	Chocolate Bar (cans)	18
Premium, ½s	29	Special	8½	Chocolate Drops	17
CLOTHES LINE		Valley Creams	12	Choc. Drop Centers	16
Per doz.	X L O	7	Choc. Honey Fingers	18
No. 40 Twisted Cotton	95	Specialties		Cracknels	16
No. 50 Twisted Cotton	1 30	Auto Kisses (baskets)	13	Cream Fingers	14
No. 60 Twisted Cotton	1 70	Bonnie Butter Bites	16	Cocoanut Taffy Bar	13
No. 80 Twisted Cotton	2 00	Butter Cream Corn	16	Cocoanut Drops	12
No. 50 Braided Cotton	1 00	Candy Crackers (bsk)	15	Cocoanut Macaroons	18
No. 60 Braided Cotton	1 25	Caramel Dice	13	Cocant Honey Fingers	12
No. 80 Braided Cotton	2 25	Cocoanut Kraut	14	Cocant Honey Jumbles	12
No. 50 Sash Cord	1 75	Cocoanut Waffles	14	Coffee Cakes Iced	12
No. 60 Sash Cord	2 00	Cocoanut Macaroons	16	Dixie Sugar	9
No. 60 Jute	90	Coffy Toffy	15	Family Cookies	8½
No. 72 Jute	1 00	Dainty Mints 7 lb. tin	15	Fig Cakes Asstd.	12
No. 60 Sisal	90	Empire Fudge	14	Firestone Print Jumbo	10
GALVANIZED WIRE		Fudge, Pineapple	13	Fluted Colt Bar	11
No. 20, each 100ft. long	1 90	Fudge, Walnut	13	Frosted Creams	8½
No. 19, each 100ft. long	2 10	Fudge, Filbert	13	Frosted Ginger Cook.	8½
No. 20, each 100ft. long	1 00	Fudge, Choco. Peanut	12	Fruit Lunch Iced	10
No. 19, each 100ft. long	2 10	Fudge, Honey Moon	13	Ginger Drops	13
COCOA		Fudge, Toasted Cocoa-	13	Ginger Gems Plain	8½
Baker's	37	nut	13	Ginger Gems Iced	9½
Cleveland	41	Fudge, Cherry	14	Graham Crackers	8
Colonial, ¼s	35	Fudge, Cocoanut	13	Ginger Snaps Family	8½
Colonial, ½s	33	Honeycomb Candy	15	Ginger Snaps R'd	8
Epps	42	Kokays	14	Household Cookies	8
Hershey's, ¼s	30	Iced Maroons	14	Household Cks. Iced	9
Hershey's, ½s	28	Iced Gems	15	Hippodrome Bar	12
Huyler	36	Iced Orange Jellies	13	Honey Fingers	12
Lowney, ¼s	34	Italian Bon Bons	13	Honey Flakes	14
Lowney, ½s	33	Lozenges, Pep.	10	Honey Jumbles	12
Lowney, 5 lb. cans	33	Lozenges, Pink	10	Imperial	8½
Van Houten, ¼s	12	Manchus	13	Jubilee Mixed	10
Van Houten, ½s	18	Molasses Kisses, 10	13	Kaiser Jumbles	10
Van Houten, 1s	65	lb. box	13	Lady Fingers Sponge	30
Van-Bta	36	Nut Butter Puffs	13	Leap Year Jumbles	20
Webb	33	Salted Peanuts	13	Lemon Biscuit Square	9
Wilber, ¼s	33	Chocolates		Lemon Wafers	17
Wilber, ½s	32	Assorted Choc.	15	Lemona	8½
COCOANUT		Amazon Caramels	15	Mace Cakes	8
Dunham's per lb.	Champion	11	Mary Ann	8½
¼s, 5lb. case	30	Choc. Chips, Eureka	18	Marshmallow Coffee	13
¼s, 5lb. case	29	Climax	13	Cake	13
¼s, 15lb. case	29	Eclipse, Assorted	16	Marshmallow Pecans	18
¼s, 15lb. case	28	Eureka Chocolates	16	Marshmallow Walnts	18
1s, 15lb. case	27	Favorite	16	Medora	8
¼s & ½s 15lb. case	28	Ideal Chocolates	13	NBC Honey Cakes	12
Scalloped Gems	16	Klondike Chocolates	18	Oranial Crackers	8
¼s & ½s pails	16	Nabobs	18	Orange Gems	8½
Bulk, pails	13	Nibble Sticks	25	Penny Assorted	8½
Bulk, barrels	12	Nut Wafers	18	Peanut Gems	9
Baker's Brazil Shredded	12	Ocoro Choc. Caramels	17	Picnic Mixed	12
10 5c pkgs., per case	2 60	Peanut Clusters	22	Pineapple Cakes	16
26 10c pkgs., per case	2 60	Pyramids	14	Raisin Gems	11
16 10c and 33 5c pkgs.	2 60	Quintette	16	Raspberry Dessert	17
per case	2 60	Regina	10	Reveres Asstd.	15
COFFEES ROASTED		Star Chocolates	13	Saltines	13
Rio	Superior Choc. (light)	18	Seafom	18
Common	19	Pop Corn Goods	Spiced Ginger Cakes	10
Fair	19½	Without prizes.	Iced	10
Choice	20	Cracker Jack	3 25	Sugar Fingers	12
Fancy	21	Giggles, 5c pkg. cs.	3 50	Sugar Crimp	8½
Peaberry	23	Oh My 100s	3 50	Sultana Fruit Biscuit	16
Santos		Cough Drops		Sweethearts	25
Common	20	Putnam Menthol	1 00	Triumph Cakes	16
Fair	20½	Smith Bros.	1 25	Vanilla Wafers	18
Choice	21	NUTS—Whole		In-er-Seal Trade Mark	
Fancy	23	Almonds, Tarragona	Goods	
Peaberry	23	Almonds, California	Baronet Biscuit	1 00
Maracalbo		soft shell	Bremners Btr Wafs.	1 00
Fair	24	Brazils	14@16	Cameo Biscuit	1 50
Choice	25	Filberts	@13½	Cheese Sandwich	1 00
Mexican		Cal. No. 1	Chocolate Wafers	1 00
Choice	25	Walnuts soft shell	@19	Excelsior Butters	1 00
Fancy	26	Walnuts, Chilli	@16	Hickory Nuts, per bu.
Guatemala		Table nuts, fancy	14@16	Five O'Clock Tea Bct	1 00
Fair	25	Pecans, medium	@13	Ginger Snaps NBC	1 00
Fancy	28	Pecans, ex. large	@15		
Java		Hickory Nuts, per bu.		
Private Growth	26@30	Ohio		
Mandling	31@35	Cocoanuts		
Aukola	30@32				

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	50
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
in bulk, per tin	
Nabisco	1 75
Festino	1 50
Bent's Water Crackers	1 40

CREAM TARTAR

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

DRIED FRUITS

Apples	
Evapor'd Choice blk	10 1/2
Evapor'd Fancy pkg.	
California	15@17
Citron	
Corsican	16
Currants	
Imported 1lb. pkg.	8 1/2
Imported, bulk	8 1/4
Peaches	
Mulrs—Choice, 25lb.	7 1/2
Mulrs—Fancy, 25lb.	8 1/2
Fancy, Peeled, 25lb.	15
Pear	
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
Bulk, per 100 lbs.	4 00
Original Holland Rusk	
Packed 12 rolls to container	
3 containers (40) rolls	3 20
Hominy	
Pearl, 100 lb. sack	2 25
Maccaroni and Vermicelli	
Domestic, 10 lb. box	60
Imported, 25 lb. box	2 50
Pearl Barley	
Chester	3 15
Empire	
Peas	
Green, Wisconsin, bu.	1 45
Green, Scotch, bu.	1 45
Split, lb.	04
Sago	
East India	4 1/2
German, sacks	4 1/2
German, broken pkg.	
Tapioca	
Flake, 100 lb. sacks	4 1/2
Pearl, 100 lb. sacks	4 1/2
Pearl, 36 pkgs.	2 25
Minute, 36 pkgs.	2 75

FISHING TACKLE

1/2 to 1 in.	6
1 1/2 to 2 in.	7
2 to 2 1/2 in.	9
2 1/2 to 3 in.	11
3 in.	15
Cotton Lines	
No. 1, 10 feet	5
No. 2, 15 feet	7
No. 3, 15 feet	9
No. 4, 15 feet	10
No. 5, 15 feet	11
No. 6, 15 feet	12
No. 7, 15 feet	15
No. 8, 15 feet	18
No. 9, 15 feet	20
Linen Lines	
Small	20
Medium	26
Large	34

Poles

Bamboo, 14 ft., per doz.	55
Bamboo, 16 ft., per doz.	60
Bamboo, 18 ft., per doz.	80

7

FLAVORING EXTRACTS

Jennings D C Brand

Extract Lemon Terpeneless

Extract Vanilla Mexican

both at the same price

No. 1, F box 1/2 oz. 35

No. 2, F box, 1 1/4 oz. 1 20

No. 4, F box, 2 1/4 oz. 2 00

No. 3, 2 1/4 oz. Taper 2 00

No. 2, 1 1/2 oz. flat 1 75

FLOUR AND FEED

Grand Rapids Grain & Milling Co.

Winter Wheat

Purity Patent

Sunburst

Wizard Flour

Wizard Graham

Matchless

Wizard, Gran. Meal

Wizard Buckwh't cwt

Rye

Valley City Milling Co.

Lily White

Light Loaf

Graham

Granana Health

Gran. Meal

Bolted Med.

Voigt Milling Co.

Graham

Voigt's Crescent

Voigt's Flour

Voigt's Hygienic

Voigt's Royal

Watson-Higgins Milling Co.

Perfection Flour

Flour

Tip Top Flour

Golden Sheaf Flour

Marshall's Best Flour

Worden Grocer Co.

Quaker, paper

Quaker, cloth

Graham Buckwh't bbl

Kansas Hard Wheat

Voigt Milling Co.

Calla Lily

Worden Grocer Co.

American Eagle, 1/2s

American Eagle, 1/4s

American Eagle, 1/8s

Spring Wheat

Judson Grocer Co.

Ceresota, 1/2s

Ceresota, 1/4s

Ceresota, 1/8s

Voigt Milling Co.

Columbian

Roy Baker.

Nazetta

Golden Horn, bakers

Wisconsin Rye

Bohemian Rye

Worden Grocer Co.

Wingold, 1/2s cloth

Wingold, 1/4s cloth

Wingold, 1/2s cloth

Wingold, 1/4s paper

Wingold, 1/2s paper

Wingold, 1/4s paper

Wykes & Co.

Sleepy Eye, 1/2s cloth

Sleepy Eye, 1/4s cloth

Sleepy Eye, 1/2s cloth

Sleepy Eye, 1/4s paper

Sleepy Eye, 1/2s paper

Meal

Bolted

Golden Granulated

Wheat

New Red

New White

Oats

Michigan carlots

Less than carlots

Corn

Carlots

Less than carlots

Hay

Carlots

Less than carlots

Feed

Street Car Feed

No. 1 Corn & Oat Feed

Cracked Corn

Coarse Corn Meal

FRUIT JARS

Mason, pts., per gro.

Mason, qts., per gro.

Mason, 1/2 gal. per gro.

Mason, can tops, gro.

GELATINE

Cox's, 1 doz. large

Cox's, 1 doz. small

Knox's Sparkling, doz.

Knox's Sparkling, gr.

Knox's Acidu'd doz.

Nelson's

Oxford

Plymouth Rock, Phos.

Plymouth Rock, Plain

GRAIN BAGS

Broad Gauge

Amoskeag

Herbs

Sage

Hops

Laurel Leaves

Senna Leaves

HIDES AND PELTS

Hides

Green, No. 1

Green, No. 2

Cured, No. 1

Cured, No. 2

8

Calfskin, green, No. 1	15
Calfskin, green, No. 2	13 1/2
Calfskin, cured, No. 1	16
Calfskin, cured, No. 2	14 1/2

Pelts

Old Wool

Lambs

Shearlings

Tallow

No. 1

No. 2

Wool

Unwashed, med.

Unwashed, fine

HORSE RADISH

Per doz.

Jelly

5lb. pails, per doz.

15lb. pails, per doz.

30lb. pails, per doz.

JELLY GLASSES

1/2 pt. in bbls., per doz.

1/2 pt. in bbls., per doz.

8 oz. capped in bbls.

per doz.

MAPLEINE

2 oz. bottles, per doz.

1 oz. bottles, per doz.

MINCE MEAT

Per case

MOLASSES

New Orleans

Fancy Open Kettle

Choice

Good

Fair

Half barrels 2c extra

Red Hen, No. 2 1/2

Red Hen, No. 5

Red Hen, No. 10

MUSTARD

1/2 lb. 6 lb. box

OLIVES

Bulk, 1 gal. kegs

Bulk, 2 gal. kegs

Bulk, 5 gal. kegs

Stuffed, 5 oz.

Stuffed, 8 oz.

Stuffed, 14 oz.

Pitted (not stuffed)

14 oz.

Manzanilla, 8 oz.

Lunch, 10 oz.

Lunch, 16 oz.

Queen, Mammoth, 19

oz.

Queen, Mammoth, 28

oz.

Olive Chow, 2 doz. cs.

per doz.

PICKLES

Medium

Barrels, 1,200 count

Half bbls., 600 count

5 gallon kegs

Small

Barrels

Half barrels

5 gallon kegs

Gherkins

Barrels

Half barrels

5 gallon kegs

Sweet Small

Barrels

Half barrels

5 gallon kegs

PIPES

Clay, No. 216, per box

Clay, T. D. full count

Cob

PLAYING CARDS

No. 90, Steamboat

No. 15, Rival assorted

No. 20, Rover, enam'd

No. 572, Special

No. 98 Golf, satin fin.

No. 308, Bicycle

No. 632 Tourn't whist

POTASH

Babbitt's, 2 doz.

PROVISIONS

Barreled Pork

Clear Back

Short Cut Cl'r

Bean

Brisket, Clear

Pig

Clear Family

Dry Salt Meats

S P Bellies

Lard

Pure in tierces

Compound Lard

80 lb. tubs

60 lb. tubs

50 lb. tubs

20 lb. pails

10 lb. pails

5 lb. pails

8 lb. pails

SPECIAL PRICE CURRENT


12

Smoking	
Bull Durham, 5c	5 85
Bull Durham, 10c	11 52
Bull Durham, 15c	17 28
Bull Durham, 8 oz.	3 60
Bull Durham, 16 oz.	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	6 00
Briar Pipe, 10c	12 00
Black Swan, 5c	5 76
Black Swan, 14 oz.	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c	11 10
Brotherhood, 16 oz.	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 1/4 oz.	40
Cigar Clip, Johnson	30
Cigar Clip, Seymour	30
Identity, 3 & 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foil	5 76
Cuban Star, 16 oz. pls	3 72
Chips, 10c	10 30
Dills Best, 1/2 oz.	79
Dills Best, 3/4 oz.	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c	5 76
Duke's Mixture, 10c	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	5 04
F. F. A., 7 oz.	11 52
Fashion, 5c	6 00
Fashion, 16 oz.	5 28
Five Bros., 5c	5 76
Five Bros., 10c	10 53
Five cent cut Plug	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1/2 oz.	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail	4 70
Gail & Ax. Navy, 5c	4 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 96
Hand Made, 2 1/2 oz.	50
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Kiln Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz.	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c	5 76
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2 oz.	96
Old Crop, 5c	5 76
Old Crop, 25c	5 76
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2 oz.	48
Patterson Seal, 3 oz.	96
Patterson Seal, 16 oz.	5 00
Peerless, 5c	5 76
Peerless, 10c cloth	11 52
Peerless, 10c paper	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case	5 76
Plow Boy, 5c	5 76
Plow Boy, 10c	11 40
Plow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz.	3 84
Prince Albert, 16 oz.	7 44
Queen Quality, 5c	48
Rob Roy, 5c foil	5 76
Rob Roy, 10c gross	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz. doz.	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

13

Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz.	60
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per dz.	4 35
Sweet Rose, 2 1/2 oz.	30
Sweet Tip Top, 5c	50
Sweet Tip Top, 10c	1 00
Sweet Tips, 1/4 gro.	10 08
Sun Cured, 10c	98
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time, 14 oz.	3 50
Standard, 5c foil	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	63
Three Feathers, 1 oz.	48
Three Feathers, 10c	11 52
Three Feathers and	2 25
Pipe combination	2 25
Tom & Jerry, 14 oz.	3 60
Tom & Jerry, 7 oz.	1 80
Tom & Jerry, 3 oz.	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags	48
Tuxedo, 2 oz. tins	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins	7 45
Twin Oaks, 10c	96
Union Leader, 50c	5 10
Union Leader, 25c	2 60
Union Leader, 10c	11 52
Union Leader, 5c	6 00
Union Workman, 1 1/4	5 76
Uncle Sam, 10c	10 98
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can	7 68
Velvet, combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	6 00
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 80
TWINE	
Cotton, 3 ply	24
Cotton, 4 ply	24
Hand Made, 2 1/2 oz.	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	9 1/2
VINEGAR	
White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider	22
Oakland apple cider	16
State Seal sugar	14
Oakland white pickling	10
Packages free.	
WICKING	
No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75
WOODENWARE	
Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	3 50
Splint, medium	3 00
Splint, small	2 75
Willow, Clothes, large	8 25
Willow, Clothes, small	6 75
Willow, Clothes, me'm	7 50
Butter Plates	
Ovals	
1/4 lb., 250 in crate	35
1/2 lb., 250 in crate	35
1 lb., 250 in crate	40
2 lb., 250 in crate	50
3 lb., 250 in crate	70
5 lb., 250 in crate	90
Wire End	
1 lb., 250 in crate	35
2 lb., 250 in crate	45
3 lb., 250 in crate	55
5 lb., 20 in crate	65
Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55
Clothes Pins	
Round Head	
4 1/2 inch, 5 gross	65
Cartons, 20 2 1/2 doz. bxs	70
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2, complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15

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Faucets	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90
Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 30
Pails	
2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	5 50
Medium Galvanized	4 75
Small Galvanized	4 25
Washboards	
Banner, Globe	2 50
Brass, Single	3 25
Glass, Single	3 25
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Enough	3 25
Universal	3 15
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 3/4
Wax Butter, short c't	10
Wax Butter, full c't	15
Wax Butter, rolls	12
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Foam, 1 1/2 doz.	85
YOURS TRULY LINES	
Pork and Beans 2 70@3 60	
Condensed Soup 3 25@3 60	
Salad Dressing 3 80@4 50	
Apple Butter	@3 80
Catsup	2 70@6 75
Macaroni	1 70@2 35
Spices	40@85
Herbs	@75
Extracts	@2 25
Chili Powder	85@2 12
Paprika	@85
Celery Salt	@85
Poultry Seasoning	85@1 25
Prepared Mustard	@1 80
Peanut Butter	1 80@2 80
Rolls Oats	2 90@4 15
Doughnut Flour	4 05@4 50
AXLE GREASE	
	
1 lb. boxes, per gross	9 00
3 lb. boxes, per gross	24 00

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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
Dwinnell-Wright Co's B'ds

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

White City	(Dish Washing)	210 lbs.	3c per lb.
Tip Top	(Caustic)	250 lbs.	4c per lb.
No. 1 Laundry Dry		225 lbs.	5 1/2 c per lb.
Palm Pure Soap Dry		300 lbs.	6 1/2 c per lb.

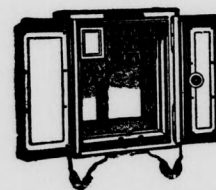
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Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sy-
mons Bros. & Co., Sag-
inaw; Brown, Davis & War-
ner, Jackson; Godsmark,
Durand & Co., Battle
Creek; Fielbach Co., To-
ledo.

OLD MASTER COFFEE

Old Master Coffee 31
San Marto CoffeeRoyal Garden Tea, pkgs. 40
THE BOUR CO.,
TOLEDO, OHIO.

SAFES

Full line of fire and bur-
glar 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 quo-
tations.

SOAP CHIPS

BBLs.

White City	(Dish Washing)	210 lbs.	3c per lb.
Tip Top	(Caustic)	250 lbs.	4c per lb.
No. 1 Laundry Dry		225 lbs.	5 1/2 c per lb.
Palm Pure Soap Dry		300 lbs.	6 1/2 c per lb.

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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, 6bx.	3 15
German Mottled, 10 b.	3 10
German Mottled, 25 b.	3 05
Lautz Naphtha, 100 cks	6 00
Marseilles, 100 cks. 5c	4 00
Marseilles, 100 cks. 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 25A. B. Wrisley
Good Cheer 4 00
Old Country 2 40

Scour

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.

For Sale—An old-established drug store, well located, now doing a nice business. Reason for wanting to sell, senior partner died and have other business interests. Address J. S. Kean, Baton Rouge, La. 274

MERCHANDISE SALES CONDUCTORS. Stocks reduced or closed out entirely by special sale or auction in your own store, or elsewhere on consignment. Stocks brought in part or whole. The Green Sales Co., General Mdse. Brokers, Jackson, Mich. 275

For Sale—Best \$25,000 general merchandise business in Illinois. Fifty farms and city properties for stocks merchandise. Eugene Munson, Mt. Vernon, Illinois. 266

Leading general merchandise stock in Northern Illinois country town, size 800. Established 40 years. Clean stock. Selling on account of sickness. No trades considered. Must be cash deal. Will be sold at sacrifice. Practically no competition. Address J. A. Kraker, Shannon, Illinois. 264

For Sale—Two F. P. gasoline lighting plants. Each plant fifteen light capacity complete. A1 condition. Can be bought for one-half price. O. M. Smith & Co., Flint, Michigan. 262

For Sale—Livery barn, 31 x 100 feet, on Milton avenue, Alanson, Michigan. Could be used as garage and livery. Six miles to the Buckeye House on Burt Lake, the famous summer home. Also for sale, 8 room dwelling. Address I. G. Swander, Alanson, Michigan. 263

For Sale or Trade—A good \$1,500 drug stock outfit complete for \$1,000. Will take a good runabout auto for half. Balance cash. The only drug store in town. Splendid country. Address Pioneer Drug Store, Waldo, Wis. 261

For Sale Cheap—Full size Universal adding machine with stand. In first-class condition. Apply C. P. Co., this office. 260

Excellent opening for shoe store. Best location, good town 2,000, with big paper mill and machine shop running year round. Present stock small. Investigate at once. R. G. Clement, Vicksburg, Michigan. 273

For Sale Cheap—A snap on complete tie and post mill. Average capacity per ten hours, 175,000 shingles, 2,000 ties. Mill has not been used to exceed four full summer seasons. Boilers, engines, machines, pulleys, etc., will be parcelled out as mill must be moved at once. For further particulars address Northwestern Leather Company, Sault Ste. Marie, Mich. 272

Fine residence property in Frankfort, Michigan, to exchange for merchandise. Address No. 271, care Tradesman. 271

For Sale—Owing to sickness, owner compelled to sell the best moving picture show in this city, 320 seats, everything new; no reasonable offer refused. J. J. Miller, Benton Harbor, Michigan. 268

We need a bank, a general store, a grocery store, a lumber yard and a steam laundry. Address A. M. Grosvenor, Casleton, N. D. 257

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 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—Drug store, population 6,000. Full prices. Average cash daily sales 1913, \$48. Invoices \$8,250. Will sell for \$3,000. A first-class opportunity. Address No. 253, care Tradesman. 253

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

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

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—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

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

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

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

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

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

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

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

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

Notice—For closing out or reducing stocks of merchandise, get our proposition and compare with others. Merchants Auction Co., Reedsburg, Wis. 137

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

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—Four experienced salesmen in selling sheet metal wares. Excellent opportunity for capable salesmen. References required. Address Elliott Manufacturing Co., Warren, Illinois. 270

Retail Shoe Salesmen—If you are employed in a retail shoe store or department, and are ambitious to secure a better position, apply at once to the Weaver-Miller Co., Box 32, Hill Station, Harrisburg, Pa. 269

Wanted—Good experienced German clerk for general store. Permanent position. Give reference and state salary in first letter. Address T. H. Groskreutz & Co., Fulda, Minn. 267

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

Position Wanted—As manager of grocery. Can furnish best of references. Address 265, care Tradesman. 265

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

HUNGRY HEARTS.

[Written at the Old Mission of Santa Barbara, by Emma Plater Seabury.]

We waited below, the Friar and I

While the lovers mounted the belfry stairs,

The strains of the music drifted by,

On the quivering wings of the wafted prayers;

The sea was aglow like a passion flower,

The mountains were melting in amethyst,

The Islands were pearls in the sunset hour,

Hung from the blue, in an opal mist.

We talked of the night, and the tuneful psalm,

Of life, and care, the bitter and sweet,

Of the rose's breath, and the breeze's balm,

Of all he breathed in his monk's retreat;

Of the world of men, and its ceaseless strife,

Of the human soul, and its call divine,

Of the victor who won, in the battle of life;

But only one thought was his, was mine.

As they came through the doorway, with eyes that shone,

And smiling faces, we felt the cost,

Of the love his starved life never had known,

And the love that I in the world had lost,

But he never could know in his narrow cell,

As he prayed by the window with bolts and bars,

There were hearts that starved in the world as well,

Who prayed 'neath a universe of stars.

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

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

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

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

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 accepted. 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—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

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

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

Use
Tradesman Coupons

DETROIT DETONATIONS.

(Continued From Page 41.)

at New Boston, was in Detroit one day last week on business.

Sam Stillwell, of Ludington, has engaged in the dry goods business. While Sam has had no experience in the business, he should know how to charge. Sam, you know, is an expert electrician.

Detroit is rapidly gaining its equilibrium which was badly disturbed last week. Ches. Brubaker, humorist, merchant, speed demon (?) and self-styled "Chronic Kicker," was in the city.

Fred Smith, one of Romeo's leading druggists, was in the city last week on business.

Will some one kindly advise us of their knowledge of ancient tortures, with full directions for use? Joe Rosenberg (Burnham, Stoepel & Co.) will be the victim. Here's what Joe wrote us: "You will always know my writing because I write so close to the paper."

J. F. Codling, of J. F. Codling & Co., Royal Oak, was in Detroit last week on business. He made the trip in his automobile.

John F. Hach, Jr., Grand Sentinel of the United Commercial Travelers, was in Detroit this week. John's cranium is full of politics and ideas that he will brosen at the Grand Council meeting in Saginaw this month. Accompanying Mr. Hach was R. D. Phinney, Secretary of Coldwater Council. Both Mr. Hach and Mr. Phinney were here on business for the Hoosier Shoe Co., of Coldwater.

C. H. Bostick, druggist from the wilds of Manton, was a business visitor in Detroit last week.

Anent our domestic troubles incurred in moving our valuable household defects, besides scrambling through this page, on looking around we find everything

James M. Goldstein.

The Featuring of Cereals.

The approach of warm weather is followed by a natural demand for light goods. Hence, cereals and fruits will to a large extent displace articles of diet which were popular during the winter months.

Do merchants always push the sale of cereals as they might? That is an open question. The fact that most of the standard lines are generally—and generously—advertised by the manufacturers themselves may to some extent lead the merchants to rely upon the general advertising to make sales for them. Yet the fullest benefit of the general advertising is secured only where the merchant himself co-operates with it by liberal display and, where possible, personal suggestion and recommendation of the goods to individual customers.

There may be no need for pushing any one line but more sales could be secured by urging the use of cereals in general. A great selling point is the fact that the average breakfast food demands neither time nor labor for its preparation. In the hot weather anything that saves time and labor is bound to be popular. As for the customer, once induce him to start buying this or that preparation and he will return again and again for it. To retain his trade it is merely necessary to see that the stock is kept under proper conditions.

Warm weather should be accompanied by greater care in the storing of cereals and cereal products. Flour, for instance, should not be stored in

close proximity to strongly flavored goods. It is quite likely to absorb the odor of oil, fish or decaying vegetables. Also, keep it off the floor. Piled on a more or less elevated platform, it will be safer from the attacks of rats and mice, and safer, too, from contamination in other ways.

Every year sees, on the part of the buying public, a greater insistence upon cleanliness; and to this demand the merchant must sedulously cater if he would retain his share of prosperity. For this reason, frequent small shipments are better in summer than one overlarge order. Stock should not be bought so extensively that it will have time to become stale. The stale cereal is too often accountable for the otherwise mysterious failure of some customer to return for more.

Bulk goods should be kept tightly covered, thereby excluding dust, dirt and flies. Experience shows that cereals are best kept in a cool, dry place, remote from pervasive odors of any kind.

In the handling of package goods, the merchant should be careful to first sell out the older stock before drawing upon a new shipment. It is easy—very easy—when a new shipment of breakfast food comes in to replenish the shelf stock by pushing back the remaining old packages and lining the new packages in front of them. But the merchant who wants to guard against the possibility of handing out stale goods will see that the old goods on the shelves are not thus pushed back, time after time, till their last vestige of freshness and crispness has completely vanished.

No Excuse for Pessimism.

Written for the Tradesman.

Some of the more important daily papers of the country have been criticised because they have consistently said that times should be better and that there was no excuse for pessimism regarding general business conditions. Close observation of current conditions warrants the statement that this criticism is absolutely wrong and unjust.

There is nothing fundamentally wrong in this country that should cause a business depression or the shadow of a panic. Crop conditions, especially in the Middle West, are almost ideal, the dry but late spring having been compensated for by the recent heavy rains and warmer weather. Plowing and seeding have progressed favorably and not for years have the indications been so good for a bumper crop of fruit. These conditions in themselves should more than offset the somewhat disturbing effects of the Mexican mix-up. It is a peculiarity of the United States that its productiveness is so great and its business so diversified that even the best laid plans of men whose theories lead them to legislate in favor of business depression cannot always accomplish the results which they unconsciously promote. As stated before, we are now coming into a season which in spite of our record crop of last year shows acreage in crop conditions of the country

so good that it looks as though we are going to have a billion bushels of spring and winter wheat harvested in 1914.

This means a tremendous influx of foreign money to pay for this food stuff and something more.

This condition and the fact that the factories are fairly well supplied with orders, there being no over-production whatever, warrant an optimistic view for the future. The only depressing effect is found in the individual opinions of a few business men in every locality who are always looking for the flaw in the landscape. The healthy tone assumed by the press and by the great mass of business men fortunately counteracts the attempt to make the future look dark. Public utilities are especially fortunate in being able to report moderate and steady growth in the business transacted by them this year. The commercial reports of a number of companies show for the month of May an average increase in the output of gas and electric current for heat, light and power of from 4 to 40 per cent. when compared with a corresponding period in 1913. The financial reports follow suit and show increase in gross earnings for 1914 of from 2 to 10 per cent, and it is estimated that all of the well managed public utility corporations will show for the year 1914 an increase of from 12 to 14 per cent. Paul Leake.

Some Fine Towns in the Thumb Country.

Harbor Beach, June 2.—Located on the shore of Lake Huron and on the P. M., eighteen miles east of Bad Axe, the county seat, and sixty miles above Port Huron, Harbor Beach is the chief grain market for the whole of the Huron Peninsula and the most enterprising and prosperous city on the shore. It dates its settlement from 1837, was incorporated as a village in 1882 and as a city in 1910, and is the first city in the State of Michigan to adopt the commission form of government. It was formerly known as Sand Beach and for several years was the county seat, but this was later moved to Bad Axe, the geographical center of the county. The city has five churches, good schools, a library, an opera house, three public halls, two banks, water works, fire department and electric light plant. Among the products manufactured here are the following: flour, corn starch, wheat starch, macaroni, food pastes, butter, cement tile and building blocks. One of the most beautiful summer resorts in the country is located here. There are numerous cottages, none of which cost less than \$2,000 and a fine club house. Harbor Beach is the location of the U. S. Life Saving Station No. 1 (11th district) erected in 1881. The Government breakwater is about two miles in length and encloses the finest harbor on the chain of lakes. Large and well assorted stocks of merchandise are carried and the following merchants read the Tradesman:

Mihlethaler Co. Ltd., general merchandise.
Leszczynski & Co., general merchandise.
Glass Bros. & Co., furniture.
Dawson & Flick, meats.
R. C. Allen, drugs.
Herman Jacobs, general merchandise.
Klump & Wisbeck, drugs.
Huron Milling Co., flour, starch and macaroni.
State Bank of Harbor Beach.
S. P. Marlott, hardware.

Siemen Bros., furniture.
J. Renter, groceries.
P. Rinkle, harness and implements.
Wolverine Variety Store, bazaar goods.

Eglin & Son, shoes.
L. M. Decker, jewelry.
The Hotel Dow is the leading hotel under the management of Frederic Staats.

Palms is located on the P. M., eighteen miles northeast of Sandusky, the judicial seat. It has a Catholic church and a bank. Large quantities of farm produce are shipped from this point annually. The following business houses read the Tradesman: Leszczynski-Clark Co., general merchandise.

Palms Elevator Co.
Palms State Bank.
Palms Hardware Co.
Uby is on the P. M., eight miles south of Bad Axe and sixty-five miles from Port Huron. It was incorporated as a village in 1896, has four churches, a bank and a weekly newspaper. The principal industries are milk condensary, flour mills and grain elevators. The following business men receive the Tradesman regularly:

Geo. A. Plietz, general merchandise.
John Z. Zulauf, general merchandise.
B. & S. Elber, general merchandise.
Alfred Pagett, general merchandise.
L. Mills, general merchandise.
Anson Ginrich, shoes.
Amos Bond, drugs.
Citizens Bank.
Uby Grain Co.
Page Condensed Milk Co.
Harry J. Wilkinson, hardware.
W. R. Wagers.

George S. Blesch, for the past three years with the Watson-Higgins Milling Co., of Grand Rapids, severs his connection with that firm June 1, to enter the employ of the Big Mountain Coal Co., of Welch, West Virginia. Mr. Blesch is recognized as one of the best salesmen now working Michigan territory. The coal company have assigned the entire State of Michigan to Mr. Blesch, who with his family will continue to make Alma his home.

BUSINESS CHANCES.

Variety Stock—Best deal in Western Michigan for the money. Invoice about \$4,000. Will sell at once for \$2,700. Address No. 276, care Tradesman. 276

For Sale—An up-to-date bakery and confectionery store. Doing large business. Address No. 281, care Tradesman. 281

J. Martin, brother and successor of late S. Martin, Milwaukee, general auctioneer of jewelry, merchandise, furniture, etc. Whether changing location, retiring from business or wish to realize quick capital. Write or wire J. Martin, 618 E. 39th St., Chicago, Ill. 280

For Sale—An up-to-date stock of ladies' furnishings and fixtures in fine location in the best small city in Western Michigan. Population about 2,300. No competition. Address No. 279, care Tradesman. 279

A Great Opportunity—Established dry goods and ready-to-wear business. Best location in city of 12,000. Stock now being reduced as owner goes into other business August 1. Must be sold quick. Address Charles Brothers, Adrian, Michigan. 278

For Rent—Store, with basement in connection. Good location for tea and coffee and china store, drug store, cigar and barber shop, bazaar, grocery or shoe store. Good opportunity for different lines. Address Nettie M. Welch, Charlotte, Michigan. 277

A Bargain—Up-to-date grocery stock of about \$2,500 in one of the best cities in Southern Michigan. Owner leaving town. Address No. 229, care Tradesman. 229

SITUATIONS WANTED.

Wanted Situation—As buyer or manager of a general merchandise store. Have had years of experience. Always work for the interest of the owner. Can get the business and hold it. Try me. Can furnish the best of recommendations by request. Address 270 Gladstone Ave., Grand Rapids, Michigan. 282

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

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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.

No Business Man Can Afford to Be a Worry Man



Fear and Worry are the twin brothers which cause business men a lot of trouble.

No business man, of course, can logically excuse himself for the failure to use good ordinary common sense and precaution in the conduct of his business affairs.

The business man who carelessly leaves the front door of his store open at night has a right to wake up at 12 o'clock and commence to worry about it.

The business man who does not provide himself with a dependable safe for the protection of his books of account, valuable papers and cash, has a right to worry when he hears the fire bell ring.

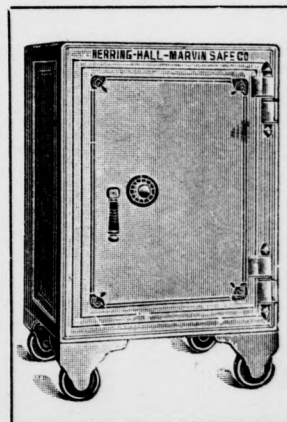
BUY A GOOD SAFE AND
CUT OUT THE WORRY

WRITE US TO-DAY FOR PRICES

GRAND RAPIDS SAFE CO.

Tradesman Bldg.

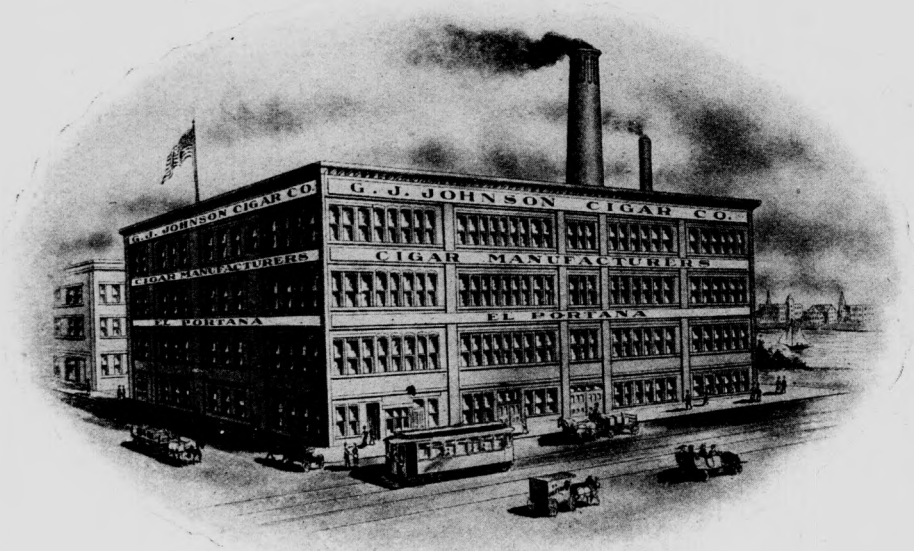
Grand Rapids, Mich.



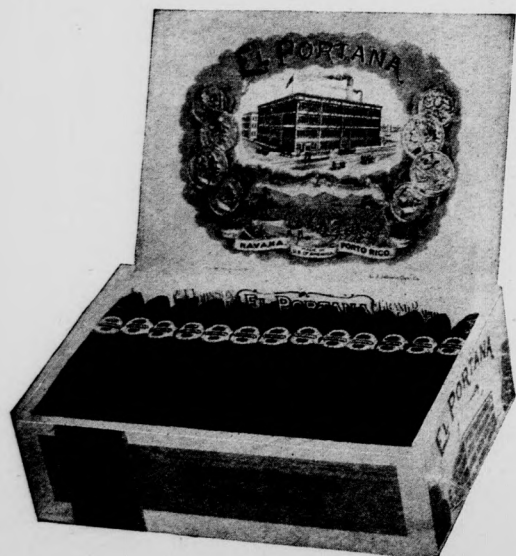
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"In a
Class by
Itself"



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Eight Sizes

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