

MICHIGAN TRADESMAN

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Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, APRIL 14, 1915

Number 1647

Will the Lights be White?

Oft, when I feel my engine swerve,
As o'er strange rails we fare,
I strain my eye around the curve
For what awaits us there.
When swift and free she carries me
Through yards unknown at night
I look along the line to see
That all the lamps are white.

The blue light marks the crippled car,
The green light signals slow;
The red light is a danger light,
The white light, "let her go."
Again the open fields we roam,
And, when the night is fair,
I look up in the starry dome
And wonder what's up there.

For who can speak for those who dwell
Behind the curving sky?
No man has ever lived to tell
Just what it means to die.
Swift toward life's terminal I trend,
The run seems short to-night;
God only knows what's at the end—
I hope the lamps are white.

Cy Warman.

With a Smile

If you're in a world of trouble,
With a hundred little woes,
Short on joy and full of sadness,
All your friends are slinking foes;
You are burdened with a soreness
Of the heart that makes it smile
With that lonesome, sickly feeling,
Try the glad-game for a while.

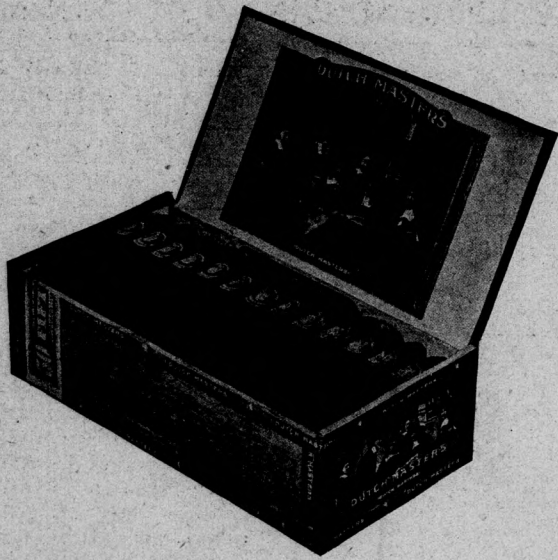
When the world is hard and heedless,
Of its smiles to others lent,
And you owe your bank a million,
Though you do not own a cent;
Still you know that you are worthy
Of ten times the gold you owe,
Face the teller with the smile-game,
Watch it on his features grow.

Would you cross the happy threshold
Of prosperity and peace,
Shun the pathway of the moiler—
Till your pleasures aye increase.
Lift your face and set it beaming
Like a smiling goldenrod;
Watch the joy-game lead you Heavenward
Through prosperity to God.

Edwin P. Haworth.

Since time is not a person we can overtake when he is past, let us honor him with mirth and cheerfulness of heart while he is passing.—*Goethe.*

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Enjoyed by Discriminating Smokers

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GRAND RAPIDS

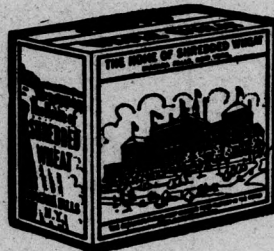
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MICHIGAN TRADESMAN

Thirty-Second Year

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SUPPLY AND PRICE OF WHEAT

To the Department of Agriculture's first monthly estimate of the season, on the prospect of this country's growing wheat crop, circumstances imparted unusual interest. The wheat harvest of 1914 in the United States was larger by 17 per cent. than that of any previous year. This happened simultaneously with a 16 per cent. decrease in Europe's actual production and a 50 per cent. decrease in the output of Australia; with the blocking from the outside markets of Russia's export surplus from her 688,000,000 bushel harvest, and with the heavy buying of European belligerents, to replenish their home supplies in view of a possible blockade. As a result, our exports of wheat and flour have already, with three months of the "crop year" still before us, exceeded the total twelve months' export of any previous year. While the quantity of our shipments rose to such unprecedented figures export prices have held at a higher average than in any season of a generation past. The grain trade, meantime, has been convinced that this heavy foreign demand will continue, even in the event of an early peace; because Europe, with its harvest workers at the front and some of its most fertile districts turned into battle-fields, can hardly raise even an average crop this year.

For this reason, large importance has attached to the outlook for our wheat crop of 1915. The Government "condition estimate" has reference only to the harvest of winter wheat, which last year made up about three-fourths of the total yield. Its inference, as to the indicated yield on the basis of present conditions, must be taken as highly tentative, because the actual outcome will be governed by weather vicissitudes between now and July. Making allowance, however, for such manifest uncertainties, the estimate is favorable in a high degree. Average condition of the growing crop is better than in the preliminary December estimate—a very unusual occurrence, when the destructive influence of most win-

ter seasons is considered—and the improvement is greatest in the most fertile portions of the grain belt. While the actual condition is nearly 7 per cent. below that of April, 1914, the acreage actually sown to winter wheat in the United States is 11 per cent. greater than a year ago. The continuing influences of the season will be watched with deep interest. Last year, they were uninterruptedly favorable, and whereas the Department's "April indication" was for a crop of 620,000,000 bushels, the actual winter wheat harvest in July was 684,000,000. The last official indication was for 619,000,000. The question of the supply and price of wheat for all the world, in the next twelve months, depends very largely on the extent to which our last year's agricultural good fortune is repeated in the next six months.

The late F. Hopkinson Smith rose to distinction in three fields of activity; but both his art and his work as a mechanical engineer will be remembered as subordinate to and contributory to his fame as a writer. He illustrated his own "Thackeray's London" and "Dickens' London" and his experiences as builder of sea-walls and lighthouses were reflected in "Caleb West: Master Diver," a story of New England mariners, and "Tom Grogan," the record of a courageous woman stevedore whose life was in jeopardy for years because she defied the labor unions and thus incurred the activity of the union murder squad. He is chiefly notable, however, as one of those who revived Southern prose fiction after its lapse with the Civil War. Between Simms' day and that in which Cable, Smith, James Lane Allen and Thomas Nelson Page rose almost simultaneously, stretched a barren quarter-century. His Arcadian picture of the splendors of the old slave regime in "Colonel Carter of Cartersville" was published in 1891, and, with Page's "In Ole Virginia," which had appeared in 1887, set a literary fashion that is still strong. Both the character portraits of Southern people and the humorous incident of Southern life in this book and its successors are tinged with a gentle regret for the picturesque quality of the ante-bellum period that has become almost a convention.

The significance of the approaching congress of women to work for peace, at The Hague, should not be overlooked for, there is a spirit of determination and earnestness about the undertaking that has not shown itself in any similar movement. There is every assurance that at least 500 representative women from neutral and belligerent countries will attend, and

do their utmost to stop the war. We can well imagine the contempt with which the German General Staff will hear of this meeting, and militarists everywhere. To others who have conjured up fears of a mysterious and undefinable feminism, something destined to pull down the props of civilization, this convention busying itself with the matter of war, which has been so exclusively a male affair, will also seem anathema. But it may, and it should be, the beginning of another notable step forward in the war upon war. Here are dozens, if not hundreds, of our best American women risking the dangers of a passage past submarines and mines, and going at their own expense, to voice their protest at the butchery now going on. It is a wonderful example of the way women are proposing to have their say about the world's affairs, as it is a remarkable illustration of the power they have achieved. Even if it should all turn out to be only a bit of feminine knight-errantry, the world will be the better for it.

The story that Austria has yielded to Italy and will cede the Trentino, occupation not to go into effect until after the war, would read better if not coupled with the story that Austria is preparing to sue for a separate peace. The one guess excludes the other. If Austria makes terms with Italy it will be to release the considerable forces now stationed on her western frontier, for service against the Russians. If Austria is ready to make peace with the Allies she obviously has no need to make concessions to Italy. Separate peace with the Allies would mean to them the assurance of ultimate victory, in which position they would certainly be in no mood to reward Italy for waiting until it was too late. As for the report that the cession of the Trentino is not to go into effect until after the war, the rumor is obviously based on what happened fifty years ago when Austria, after being beaten by the French and Sardinians, ceded part of her Italian territories to Napoleon III for transfer to Sardinia. Austria's promise to surrender the Trentino after the war would hardly be of much value if the Teutonic allies should emerge victors from the contest.

During the first two months of the present year, the foreign trade of France decreased no less than 50 per cent. from 1914. In the same two months, England's total foreign trade decreased 17¾ per cent., while the trade of the United States increased 19¾ per cent.

Douglas—E. R. Nevins succeeds W. J. Kirby in the garage business.

Features of National Grocer Co.'s New Building.

Four stories and basement, 100 x 120 feet, slow burning construction, protected by steel ceiling and latest improved sprinkler system.

Access to street, enclosed driveway for their own and their customers' vehicles and side track in rear of entire building.

Ample elevator service, including the recently-invented Lowarator, which expedites the handling of small packages to a remarkable extent. All of the elevating and conveying devices represent the highest development of their individual types.

Conveniently arranged and connected executive office, book-keeping department, sample room, assembly room and shipping office—all under the eye of the manager.

Entire absence of dead air spaces and proper attention to the ventilation of the entire building, which ensures the health and well being of every employe.

Stairways without angles and every attachment and device which will conduce to the safety of employes, as well as their comfort and happiness.

Location in center of jobbing district, convenient to all depots and shipping stations, enable the company to make shipments at the smallest possible ratio of expense.

Particular attention given to cleanliness, so that goods may be handled without the possibility of contamination, deterioration or injury.

Beware of Union Grafters.

The Tradesman is informed that grafting solicitors who levy blackmail on legitimate business by claiming to be connected with year books and other publications gotten out by labor unions, unions of railway employes and other destructive organizations are vigorously canvassing both Grand Rapids and Detroit—and probably other cities in Michigan as well. In nine cases out of ten these alleged publications are wholly fraudulent, only enough copies being printed to give one to each advertiser. In one case not long ago the solicitor collected for the "advertising" in a year book by showing the victims proofs of the alleged publication and never got out any book at all. This was just as well, because the advertising value of such publications is nil. Any man who submits to being mulcted by a labor union grafter knows that he is a victim of blackmailers, pure and simple, and suffers in his own estimation for his weakness, realizing, as he must, that he is simply putting ammunition in the war chest of the unions to precipitate and prolong strikes and riots.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, April 12.—We are pleased to learn one thing about the Soo this week and that is the appropriation of one million dollars by the Government to be applied on the fourth lock. Part of this distributed among the merchants here will be cheerfully accepted. This will also start other industries in operation which will set the wheels in motion after the opening of navigation and we have every reason to look for a better summer on account of the increased activity.

The automobile owners of Chippewa county are feeling highly elated over the voting of \$150,000 for good roads which is to be spent on the county highways, and the ford agency here has put in another large order, so that every man, woman and child may have an opportunity to own a horseless carriage.

The many friends of Glenn Kemp, son of George Kemp, coal dealer, were pained to learn of the sudden demise of Glenn in San Bernardino, Cal., last Saturday. The deceased was one of the best known young men of this city, having been born here. He went to San Bernardino last winter for the benefit of his health and it was thought for a time that his health was improving, but a change for the worse occurred about a week ago. The body was brought to the Soo for burial. The family have the deepest sympathy of the entire community.

Election at the Soo is now over and one of the hardest fights ever put up here in the dry and wet campaign ended in favor of the wets by a small majority, so that it will not be necessary to depend entirely upon Lake Superior during the tourist season here and from what we can learn there will be sufficient beverage manufactured this year to accommodate twice the population that is usually expected here during the tourist season. The campaign caused an awful scare for a while and we learn from good authority that the saloons will be run on a strictly Sunday closing basis and no "after hour" dealings will be tolerated. The dries also feel well pleased over the results of their hard efforts, feeling greatly encouraged over the gain they have made over the result of the last election.

John Madigan is one of the several defeated candidates on the Democratic ticket, but a happier man would be hard to find than this same John. He turned up the next morning with a smile that he always carries, offering congratulations to his opponent, S. Carlton. John has taken off his coat to boost for the Soo harder than ever before. He has already solved the cost of the high living problem and has placed an order for another car of suiting which he is to distribute among the business population.

R. N. Adams, accompanied by Mrs. Adams, left last week for Lansing, where Mr. Adams will attend the reunion of the All-Republican Legislature of 1905, of which he was a member. Mr. Adams is one of our well known citizens and capitalists, also a charter member of the Boosters Club, and he has done much toward making the Soo the lively town she is to-day, being one of our foremost public spirited citizens and a credit to his home town.

George Watson, one of Pickford's leading business men, was a Soo visitor last week. He reports the roads in fairly poor conditions at the present time and say that it is neither sleighing nor wheeling and advises using nothing but aeroplanes between here and Pickford for the next two weeks.

This is Charley Chipley's first appearance in the Tradesman. Not that he has been overlooked, as he is one of the chief wheels of industry here, being one of the busiest men in town

who can always take time to pass around the list where there is any boom or public benefit concerned. Charles is also responsible for the interesting band concerts given here each Sunday night after church services. He is also known as one of Michigan's leading sportsmen and if it were not for a few better shots he would head the list of the Soo Gun Club. An amusing conversation took place at the Soo Club last week between Charley and a friend who was visiting and enjoying a good old smoke, when Charley asked his friend, "Why on earth do you let your wife go around saying she made a man of you? You don't hear my wife saying that." "No," replied his friend as he frowned back, "but I've often heard her say she tried her darndest." Chip called for more cigars.

Charles Follis, popular manager for the D. H. Moloney Ye Toggery Shop, has tendered his resignation and will be the main squeeze in the Miller store in the Fountain House block. Mr. Follis was formerly owner of the Ye Toggery Shop and with his experience in the men's furnishing line, he should be the best in the business. His friends state he is the man that put the hose in hosiery. He will be a good asset to the Miller store.

The Soo Elks' Club is a busy bunch who think that the prospects for landing the 1916 convention for the Soo look brighter each day, and from the present indications there will only be one opponent, the Jackson lodge. The committee is carrying on a vigorous campaign in the U. P. lodges and most all of the Lower Peninsula lodges have signified their intention of supporting the Soo this year. The Soo was never in better shape to take care of the convention and it is hoped that the Elks will avail themselves of this exceptional opportunity. The town did not go dry, so there will be no excuse for them staying away on that account.

The Soo lost its oldest resident last week and possibly the oldest in the United States in the person of Peter Gaffney, who died at the county farm at the age of 109 years. He was the first white settler in Chippewa county. Mr. Gaffney formerly lived at De Tour, having come from Boston, Mass., although the exact date of his arrival cannot be learned. Some of our older citizens remember him when they were children and state he was known then as old Peter Gaffney. James Ryan, one of our old settlers, used to play on Mr. Gaffney's knee when James was but a child and that was over fifty years ago, and he remembers him as a jolly little old man at that time. At De Tour he resided at what is known as Gaffney's Point. His wife died some years ago and is buried at De Tour. They had no children and nothing is known of any surviving relatives. Mr. Gaffney was highly respected by all who knew him and his acquaintances were many. Supervisor John Goetz, of De Tour, took a great personal interest in Mr. Gaffney and four years ago persuaded him to come to the county infirmary, where the best of care would be given him, as he was getting to be somewhat feeble. He accepted Mr. Goetz offer on the promise that he would personally arrange to have his body taken to De Tour for burial beside that of his wife after death. He was a man of fine qualities and of a jolly, happy disposition with a hearty laugh and handshake for all whom he met. He was also very religious and could often be heard by the inmates each evening saving his prayers. He was remarkably well preserved for a man of his age and retained his faculties until the last. Many interesting stories relating to the early days were told by him when he came from De Tour to the Soo to vote. The only difficulty he experienced in his last few years was the loss of his teeth which made it difficult for him to handle his pipe. The body of Mr.

Gaffney has been embalmed and prepared for burial and will be held in the chapel of Ryan & Newhouse until the opening of navigation, when it will be taken to De Tour for interment alongside the body of his wife.

We are pleased to note that the Milwaukee business men have arranged to stop off at the Soo on the trip which leaves Milwaukee May 31 in eleven steel cars. From the schedule the trip will be through Northern Wisconsin and the Upper Peninsula and the Soo will have many interesting things to show them upon their visit here.

Nelson Hall, Jr., member of the firm of Conway & Hall, popular druggists here, has gone into the maple sugar business on a large scale in company with T. J. Thoenen, proprietor of the Thoenen plumbing and heating plant here. They have been personally looking after their large sugar interests for the past two weeks and report the sap running very satisfactorily and expect a large harvest. Mr. Thoenen is an experienced sugar maker, while this is Mr. Hall's first adventure in that line.

Dave Eliasof, merchant prince of the Soo, has sold his launch which he has been keeping at his commodious summer home at Sugar Island, and has fitted the boat house into a first-class garage and is now in the market for an up-to-date automobile.

Pittsie Ryan, the Alberta newsboy, known as the globe trotter, finished his journey in the Soo last week. He claims to be finishing up a world circling tour for a purse of \$30,000, put up by newspapers and commercial clubs of Alberta. He arrived here from St. Ignace last Wednesday morning. According to his story, which is backed up by signatures of officials and business men in the various cities and countries he visited, he left Edmonton four years and seven months ago, and since that time has covered 44,000 miles, walking or earning his passage. He left home without funds and none were forwarded to him en route. He has visited all the important countries and cities in the world, selling newspapers in the cities. He relates some interesting stories of his adventure and says that he was arrested as a spy in Mexico and later was arrested in Germany on the same charge. When he left Edmonton, there were eight men in the race, but the others dropped out from time to time and Pittsie is reported to be the only one to finish the trip. He has been somewhat of a curiosity here and attracted much attention on the streets.

Loffie Luberto, Jr., member of the firm of G. Luberto & Son, retail confectioners and grocers, was united in marriage last week to Miss Lucile Valperio, of this city, one of the Soo's good looking young ladies. The young couple were brought up in the Soo and have a wide circle of friends. Loffie is one of the Soo's accomplished musicians and is considered one of the best players in the Soo band. They expect to make their future home here and have the best wishes of their man friends.

"It is not for the lack of opportunity that the diplomats aren't making good this year."

Dr. I. V. Yale, one of the Soo's popular physicians, also an athlete of marked ability, holding the championship in the business men's class of the Y. M. C. A. gymnasium, while but a young man in years, has had a vast amount of experience, but don't know what it is to be sick himself. He attributes his good health largely to the amount of exercise he takes and does not use an auto on that account. The doctor is full of wit and tells an interesting story of a crusty, gouty old gentleman, who lost his patience with the doctor because he did not make enough fuss over the pain he suffered. "Doctor," he cried out, twisting and turning because of the agony, "you don't understand. You

don't seem to grasp the case. You talk as though there were nothing the matter with me, whereas, I assure you, I am enduring the torments of the lost." "What, already?" replied the doctor.

Professor Floyd A. Barber, the popular chemist in the Soo high school, has built himself one of the cosiest bungalows in the State, where he and Mrs. Barber are now settled and are considered one of the happiest couples in the Soo. Mr. Barber is keeping close tab on the progress of the European war and tells us that Germany is fighting thirty nations and tribes as follows: English, French, Russians, Australians, Japanese, Canadians, Scotch, Montenegrins, Turcomans, Anamites, Cosacks, Yakuts, Goondns, Sengalese, Belgians, Fijis, Welshmen, Zulus, Irish, Burmese, Portugese, Rajputs, Sikhs, Kyheri, Tartars, Usbergs, Kalmucks, Kerghlis, Baluchi and Basrus. We believe what Floyd says, as there is no one able to contradict him.

"Some people's idea of enjoying life is to spend a lot of money, whether they get value for it or not."

St. Ignace is now reported as having one of the best orchestras in Northern Michigan, which is known as Collier's orchestra, which is a big asset to St. Ignace and a credit to their home town.

The steamers Algoma and City of Cheboygan, of the Island Transportation Co., are about ready for commission, although the Algoma will not be brought out for some time, while the City of Cheboygan will likely go on her run about May 1. An east wind would clear the Straits of ice and it is expected that navigation will be opened up soon. The fleet at the head of the lakes is ready to start on a down trip at any time now.

The Jones & Kerry mill is closing down at St. Ignace for lack of room for piling purposes. It is hoped, however, that the mill will not be out of commission for any length of time, as it means much to St. Ignace and was one of the industries that helped make St. Ignace the lively town it is to-day.

Engadine, the hustling village on the Soo Line, has added a band to its equipment, which has been practicing in the town hall.

The mills at Green's, near Moran, will soon start up again, which will help make more busy days at Moran.

According to a report from the State game department deer weathered the past winter in fine shape and are looking well this spring. This will be good news for enthusiastic hunters, who can prepare for making the long journey through the Northern woods next fall for the privilege of shooting one deer.

William G. Tapert.

Quotations on Local Stocks and Bonds. Public Utilities.

	Bid	Asked
Am. Light & Trac. Co., Com.	324	328
Am. Light & Trac. Co., Pfd.	108	111
Am. Public Utilities, Pfd.	65	68
Am. Public Utilities, Com.	30	35
Cities Service Co., Com.	46	48
Cities Service Co., Pfd.	56	58
Comw'th Pr. Ry. & Lt., Com.	51½	53½
Comw'th Pr. Ry. & Lt., Pfd.	80	82
Comw'th 6% 5 year bond	98	100
Holland St. Louis Sugar	4	5
Michigan Sugar	60	63
Pacific Gas & Elec. Co., Com.	48	51
Tennessee Ry. Lt. & Pr., Com.	6	8
Tennessee Ry. Lt. & Pr., Pfd.	28	32
United Light & Rys., Com.	44	46
United Light & Rys., 2d Pfd.	68	70
United Light & Rys., 1st Pfd.	70½	73
United Light 1st and Ref. 5% bonds	82	85
Industrial and Bank Stocks.		
Dennis Canadian Co.	80	90
Furniture City Brewing Co.	40	50
Globe Knitting Works, Com.	130	140
Globe Knitting Works, Pfd.	98	100
G. R. Brewing Co.	90	100
Commercial Savings Bank	220	
Fourth National Bank	215	
G. R. National City Bank	169	175
G. R. Savings Bank	255	
Kent State Bank	245	250
Old National Bank	190	195
Peoples Savings Bank	250	

April 14, 1915.

MODEST HOLLAND

She Has Done Her Share in World Culture.

My attention has been called to the fact that Professor Münsterberg's book, entitled "The Peace and America," in which the distinguished psychologist, leaving his own field for that of historical speculation, sneeringly speaks about "the lost German lands which have become weak and half-hearted since they lack a cultural strength of their own. How modest has become Holland's part in the world's culture in recent centuries."

I leave it to Swedes and Danes and Swiss and Belgians and Norwegians to answer the professor's cordial invitation to return within the fold of the old Teutonic cultural world-empire on behalf of their respective countries. I shall try to answer the last part of the professor's statement: "How modest has become Holland's part in the world's culture in recent centuries."

At one time, a thousand years ago, the Lowlands were part of the Germanic domain.

Gradually, under entirely different climatic conditions, in a region where the fresh breezes of the ocean influenced every thought and action, they grew away from their Eastern relations.

After the eleventh century the political tie, however slender, was no longer felt.

After the twelfth century they began to speak a different language.

After the thirteenth century they

started upon that peculiar development of a parliamentary system which was to become their strength and weakness, but which did away definitely with the patriarchal rule of autocratic little princes.

How far apart they had soon grown in a cultural way is shown a few hundred years later, when we compare Erasmus and Luther. The one approached his task of reform with gentle courtesy, which gained him friends where he demolished institutions. The other, with the characteristic disregard of the rights of others peculiar to the German people, called forth an outraged opposition, which threatened to destroy the good results which his honest labors had brought about.

All this, however, is ancient history. We must stick to recent centuries. How many will do? Let us say three, and begin our history at the moment when Harvard opened its doors.

Here follows a short and hasty enumeration of what Holland has since then done for the cultural development of the world.

First of all, through Grotius we have laid down certain principles of international ethics which have guided the world for a little short of three centuries.

Through our stadtholder, William III, we gave England a King who (if we are to believe Macaulay) inaugurated the modern era in the British Empire.

Through Spinoza we opened a new domain in intellectual speculation.

Through a modern school of philol-

ogists we made the knowledge of the antique world a surety where it had been a matter of conjecture.

Through the discoveries of Leeuwenhoek we made the science of bacteriology a possibility of the near future.

Through the mathematical genius of Huygens we obtained a better understanding of the heavens.

Through Balthasar-Bekker we did away with the worst superstition of an age which burned witches and drowned sorcerers.

We laid the foundations of physiology and internal medicine.

We gave the world free schools and originated higher seats of learning open to almost all.

Through a number of painters of extraordinary eminence we showed the world visions of beauty which had not been noticed before.

Through our colonial governors we gradually developed a system of foreign domination which has stood the test of time better than any other nation—quite in contrast with the colonization failures of the Germans, due to their persistent policy of discrimination against other countries.

It is rather painful to have to sit down and enumerate those different qualifications. But the question has been asked and it must be answered.

God knows that we have had our share of the world's faults. We have been petty and small and envious. We are like the Germans in that we have no regard for the binding force of an agreement and violate the most solemn obligations on the least provo-

cation. At times we have been horribly overbearing and a nuisance to all our neighbors. At other times we have been incredibly weak. But not during a single moment of the last centuries before the year of grace 1915 have we been negligent in our honest endeavor to be great in those matters of cultural leadership in which a small nation can be great.

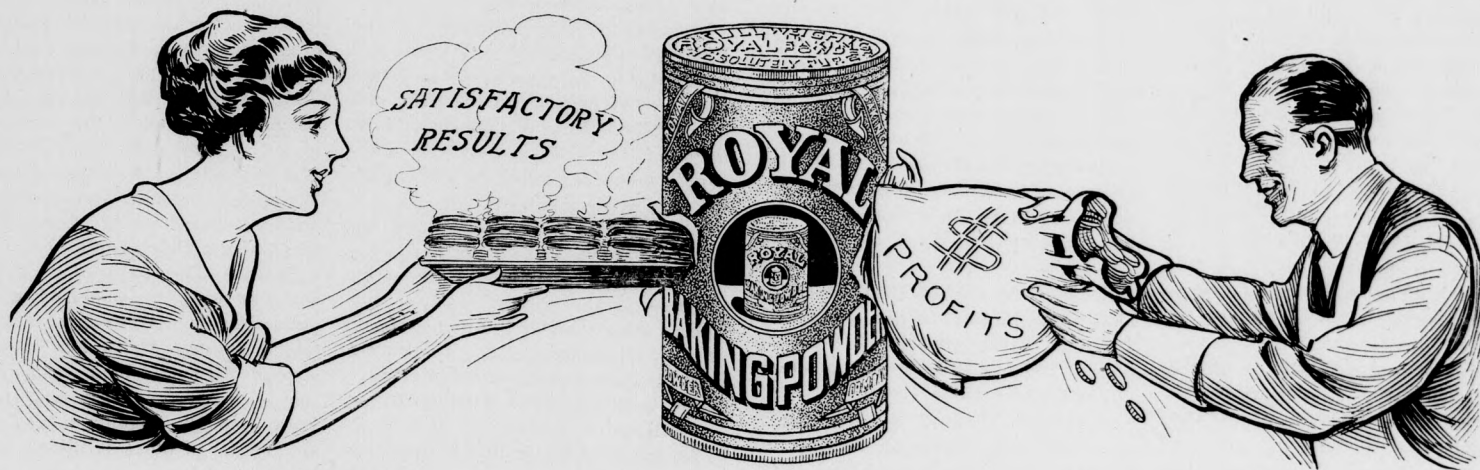
We have done our share in every field of investigation. We have offered our wealth and even our national existence to maintain principles of international law which since then have been recognized by all and have benefited the commerce of those who have come after us. We have given the world our full share of beauty.

And, finally, we have so lived and conducted ourselves that our reputation for honesty to ourselves, for integrity in commercial transactions, and for good faith in dealing with our neighbors has made our country the center of thought for those who firmly believe that some day human reason will be esteemed higher than the argument produced by the explosion of a well-timed shell.

Hendrik Willem van Loon.

How France Has Footed the Bill

Up to March 5, according to the *Economiste Francais*, the French government has raised its money for the war as follows: From the 3½ per cent. loan of 1914, \$161,000,000; from advances by the Bank of France, \$900,000,000; from the National Defence bonds, \$708,440,000; total, \$1,769,440,000.



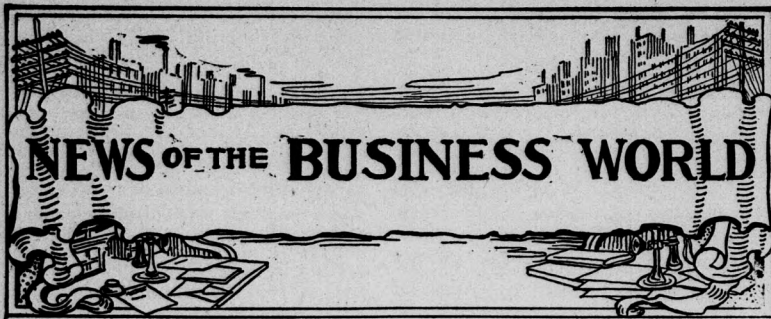
Royal Baking Powder

Pays You and Pleases Customers

Year in and year out you can make more profit on Royal Baking Powder than on any other—you can also sell more of it because of extensive advertising and established popularity.

When you push Royal Baking Powder you get the advantage of steady sales, good profits and pleased customers—why experiment with baking powders of doubtful quality that won't pay you as much in the long run and may not give satisfaction?

ROYAL BAKING POWDER COMPANY, NEW YORK



Movements of Merchants.

Vandalia—Doans Bros. succeed Frank Kollar in general trade.

Whitehall—Halgren & Hall have engaged in the meat business.

Battle Creek—Mrs. D. J. Larmour has opened a glove store at 6 Arcade.

Orleans—Glazier & Best succeed Otto Schultz in the meat business.

Bancroft—M. Randall & Son have engaged in the grocery business.

Cassopolis—The E. E. Stamp grocery has been closed by creditors.

Interlochen — Leland & Weaver have engaged in the meat business.

Barryton—C. J. Cawley succeeds Ray St. John in the bazaar business.

Vandalia—P. O. Storey has opened a shoe store for women, children and men.

Adrian—The Schultz Baking Co. has opened its bakery at 10 South Main street.

Marion—The Willett & Rule general stock was purchased by Charles Ransom, of Manton.

Fife Lake—L. S. Walter has sold his grocery stock to Lea Gibbs, who has taken possession.

Manton—L. Whitford has purchased the Darling & Co. meat stock and will continue the business.

Sparta—Gardner & Gardner succeed C. F. Gardner & Co. in the bakery and confectionery business.

Clark Lake—Edward Miller has purchased the store building he occupies with his grocery stock.

Coral—Newell & Brower, produce dealers, have closed out their stock and will retire from business.

Remus—Colegrove Bros. have sold their stock of general merchandise to George Elkins, who will continue the business.

Battle Creek—Alvin Terry is erecting a store building on Central street and will occupy it with a stock of groceries about May 1.

Bronson—Robert J. Garball has sold his tin shop and plumbing stock to Herman Bros., who will continue the business.

Bronson—George E. Robinson has sold his store building and stock of groceries to Lester Case, who has taken possession.

Vanderbilt—John W. Brown has purchased the Arthur R. Turner grocery stock and will continue the business at the same location.

Onaway—Fire completely destroyed the C. M. Bullock grain elevator April 9. Loss, about \$5,000, partially covered by insurance.

Lansing—The Manufacturers' Distributing Bureau, Inc., is building a fire-proof warehouse at 332 Washington avenue, North.

Hersey—A. J. Coakley, manager of

the Coakley Hardware Co., committed suicide April 9 as the result of a nervous breakdown.

Manistee—Albert Papenguth has purchased the grocery stock of Fred Bauer and will continue the business at the same location.

Niles—Charles E. Meyer, recently of Decatur, Ind., succeeds Mrs. J. R. Clark & Co. in the bazaar and dry goods business at 211 Main street.

Battle Creek—Skinner & Titus have purchased the Neal Pulsifer stock of men's furnishing goods and will consolidate it with their own.

Owosso—Louis Levenshon, of Bay City, has purchased the J. J. Davis & Co. stock of dry goods and will close it out at special sale.

Honor—W. J. Bennett has added lines of trunks, traveling bags, wall paper and bedding to his stock of furniture and undertaking goods.

Scottville—J. Henke & Son have sold their meat stock and leased the store building and fixtures to S. N. Fittings, recently of Three Rivers.

Pittsford—Fred B. Wadsworth has sold his stock of general merchandise to Miss Alice Darrow, formerly of Osseo, who will continue the business.

Channing—Paul Khoury has purchased the interest of his brother in the general merchandise stock of Khoury Bros. and will continue the business.

Owosso—The Payne Shoe Co. has been incorporated with an authorized capital stock of \$8,000 and will open its store at 106 West Main street. April 17.

Spring Lake—Jacob Braak has purchased the interest of his partner, H. Bolthuis, in the Braak & Bolthuis bakery and will continue the business under his own name.

Caledonia—Cole & Rykert bakers, have dissolved partnership and the business will be continued by Roy Rykert, who has taken over the interest of his partner.

Cedar Springs—L. E. Woodworth has sold his stock of men's furnishing goods and groceries to C. H. Hopkins, who will continue the business at the same location.

Detroit—The Home-Mart Glass Co. has been incorporated with an authorized capital stock of \$6,000, of which amount \$2,000 has been subscribed and paid in in cash.

Middleton—Edward Razor has sold his interest in the Razor & Wood implement stock to Archie Isham and the business will be continued under the style of Isham & Wood.

Coldwater—William S. Chandler has sold his interest in the hardware stock of Chandler & Lee to C. A.

Lee and the business will be continued under the style of Lee Bros.

Howell—Harvey Goodrich, who has conducted an undertaking parlor here for the past thirty-five years, died at his home April 10 of old age. His son, Harry, will continue the business.

Detroit—The Hoffman Heater Sales Co. has been incorporated with an authorized capital stock of \$5,000, of which amount \$2,720 has been subscribed and \$1,520 paid in in property.

Marion—The Conklin & Manning drug stock has been consolidated with that of the Central drug stock and the business will be continued under the style of the Conklin Drug Co.

Lawton—Kinney & Robinson, dealers in groceries and meats, have traded their grocery stock to Harry Reynolds for his meat stock and will continue the business at the same location.

Hart—H. S. Sayle has consolidated his stock of men's furnishing goods and clothing with that of H. J. Palmiter and the business will be continued under the style of Palmiter & Sayles.

Ludington—The Piano Back Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property. This concern will engage in the manufacture and selling of pianos.

Corunna—Jones & Bush, who conduct a hardware and electrical supply store here, with a branch store at Durand, have filed a voluntary petition in bankruptcy. L. A. Sanderhoff, of Owosso, has been named as trustee. The amount of liabilities and assets have not yet been determined.

Kalamazoo—The addition to the Kalamazoo Vegetable Co.'s plant will be ready to be placed in operation May 1. The capacity of the plant will be doubled. New machinery will be installed to take care of the company's business, which is said to be the best in its history.

Saginaw—E. C. Humphrey and Albert E. Tomlinson have formed a co-partnership and engaged in the drug business at the corner of Hoyt and Cherry streets under the management of Mr. Humphrey. Mr. Tomlinson, who conducts a drug store on Potter street, will remain in charge of his store there.

Tecumseh—The J. R. Keeney & Sons Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$57,800 has been subscribed, \$800 paid in in cash and \$56,000 paid in in property. This concern will engage in the purchase, production and marketing of farm, dairy and orchard products.

Carsonville—The State Bank of Carsonville is the second State bank in Michigan to give notice of conversion into a National bank, since the adoption of the Federal reserve act. It will hereafter be known as the First National Bank of Carsonville. Its capital stock is \$25,000 and deposits are in excess of \$325,000.

Detroit—Truly Warner, who conducts many hat stores throughout the country, including fourteen in New York City, will soon open an estab-

lishment at the corner of Woodward avenue and Campus Martius, where he has obtained a lease. The steady development of business in Detroit has attracted Mr. Warner to this city.

Manufacturing Matters.

Farmington—The Fred M. Warner Cheese Co. has changed its name to the Warner Dairy Co.

Menominee—The Dugas Motor Co. has changed its name to the Dugas Motor and Electrical Co.

Holland—The De Pree Chemical Co. has increased its capital stock from \$200,000 to \$600,000.

Detroit—The J. W. Murray Manufacturing Co., manufacturer of auto parts, has increased its capital stock from \$60,000 to \$200,000.

Stephenson—The Stephenson Flour Mill Co. has sold its plant to Herman Brummer, of Racine, Wis., who will remodel it and continue the business.

Owosso—The Payne Shoe Co. has been incorporated with an authorized capital stock of \$8,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—The Maple Leaf Syrup Co. has been incorporated with an authorized capital stock of \$15,000, of which amount \$8,000 has been subscribed, \$25.80 paid in in cash and \$1,974.20 in property.

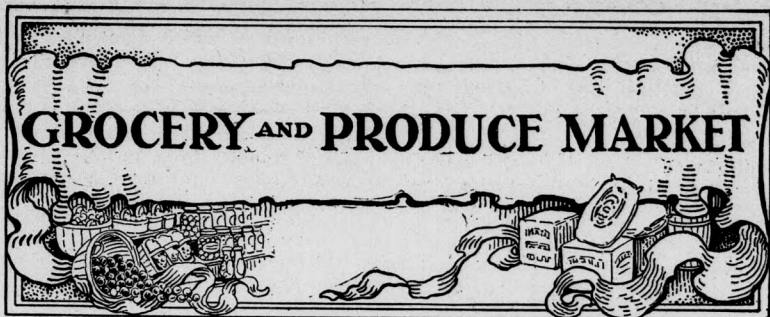
Crystal Falls—The Iron County Lumber & Fuel Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,600 has been subscribed and \$2,500 paid in in property.

Detroit—The Boss Tractor Manufacturing Co. has been incorporated with an authorized capital stock of \$125,000, of which amount \$75,000 has been subscribed, \$50,000 paid in in cash and \$25,000 paid in in property.

Muskegon — Officials of the Pyle Pattern Co. announce the construction of a new plant, two stories in height, 50 x 100 feet this summer. Campbell, Wynant & Cannon, foundry workers, have purchased the Muskegon Height plant of the Pyle people.

Detroit—The Atcheson Specialty Co. has been incorporated with an authorized capital stock of \$2,500, of which amount \$2,000 has been subscribed, \$500 paid in in cash and \$1,500 in property. This concern will engage in the manufacture, buying and selling of office furniture, fixtures supplies, etc.

Detroit—The J. W. Murray Manufacturing Co. has increased its capital stock from \$60,000 to \$200,000 by declaring a 100 per cent. stock dividend and issuing \$80,000 treasury stock. The company has been organized two years and reports orders on hand which will take care of its output for the next year. The Murray Co. manufactures automobile accessories and has profited indirectly by war orders. Recently it completed a 40 x 168 addition to its plant at 550 Clay avenue. Another addition which will add 10,000 square feet of floor space to the factory is now being constructed. The additions are of brick and one story high. When completed, the company will increase its present capacity by more than half.



Review of the Grand Rapids Produce Market.

Apples—The price ranges from \$2.25@3.50 per bbl.

Asparagus—\$1.85 per box of 2 doz.

Bananas—The price is steady at \$3.25 per hundred pounds. The price per bunch is \$1.25@2.

Beets—60c per bu. for old; 65c per doz. for new.

Brussels Sprouts—20c per box.

Butter—Receipts of fresh are very light and the market is active at 1c per pound advance on all grades, both solid packed and print. The consumptive demand is increasing and the make is light, as is usual for this season of the year. The outlook is for a continued firm market for good fresh butter until there is an increase in the production, which is not likely to be for another month. Fancy creamery is now quoted at 31@32c in tubs, 32@33c in prints. Local dealers pay 23c for No. 1 dairy, 16c for packing stock.

Cabbage—\$2.85 per bbl. for new from Texas.

Carrots—50c per doz.

Celery—\$2.50 per case of 3 to 4 doz. for Florida; 60c per bunch for California.

Celery Cabbage — \$2 per dozen packages.

Cocoanuts—\$4 per sack containing 100.

Cranberries — Cape Cod Late Howes are steady at \$5 per bbl.

Cucumbers—\$1.75 per dozen for hot house.

Eggs—The market is firm at prices ruling 1@1½c higher than a week ago. The quality of eggs arriving now is the best of the season and the bulk of the stock is being put into cold storage. The anxiety to secure April eggs is the occasion of the advance, when a decline was anticipated. Local dealers are paying 18@18½c.

Grape Fruit—\$2.50@3 per box.

Grapes—Malagas, \$6 per keg.

Green Onions—60c for Shallots; 20c for Illinois.

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

Lemons—Californias and Verdellis, \$3.50@3.75.

Lettuce—Southern head, \$1.25 per bu.; hot house leaf 8c per lb.

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

Onions—The market is about the same as a week ago, \$1.50 per 100 lbs. for red and yellow and \$1.75 for white; Spanish, \$1.50 per crate.

Oranges—California Navels are a little higher; jobbers have marked

their quotations up to \$2.75@3 per box.

Oyster Plant—30c per doz.

Peppers—60c per basket for Southern.

Pieplant—6c per lb. \$2 per box.

Pop Corn—\$1.75 per bu. for ear, 4c per lb. for shell.

Potatoes—The condition is unchanged. Country buyers are paying 15@25c. Locally, the wholesale price is about 40c per bu.

Poultry—Local dealers pay 15c for fowls; 10c for old roosters; 10c for geese; 14c for ducks; 14@15c for No. 1 turkeys and 10c for old toms. These prices are 2c a pound more than live weight.

Radishes—25c for round and 30c for long.

Strawberries—24 pint crate Louisiana, \$3.50.

Sweet Potatoes—Kiln dried Delawares command \$2 per hamper.

Tomatoes—65c per 5 lb. basket for Southern.

Turnips—50c per bu. for old; 50c per doz for new.

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

Jacob A. Mutton, who for the past several years has been city salesman for his brother, W. E. Mutton, in the wholesale candy and grocery supply business at 19 Buckley street, has bought out his brother and will continue the business.

Bernard S. May, formerly part owner of the Giant Clothing Co., of this city, has recently bought out the Eisman Bros., of Atlanta, Ga., and will continue in the retail clothing business there.

Joseph Kahnoski, formerly engaged in the grocery business, has succeeded Inglesh & Biesbeck in the fuel and material business at 801 Michigan street.

Phillip R. Eaglesfield has succeeded Joseph Poisson as agent for the Indian motorcycle at 514 South Division avenue. Mr. Eaglesfield was formerly employed by Mr. Poisson.

Chester Hamill, operating as the Hamill Drug Co., succeeds Charles M. Surrine in the drug business at the corner of Division avenue and Hall street.

J. W. and T. H. Goodspeed, of this city, and James H. Fox, also of Grand Rapids, are starting the Famous Shoe Co., at Dallas, Tex.

O. E. Lilly, a former resident of this city has started in the hotel business at San Diego, Cal.

The Grocery Market.

Sugar — The market shows no change from a week ago. All refiners are selling at 5.90c for granulated, although some of them are asking 6c. Raws are practically unchanged, although the underlying feeling is perhaps a trifle weaker for the week than it was a week ago. The consumptive demand is poor. Undoubtedly the improvement in the withdrawals of granulated noted of late is warranted to exert a cheering influence, for this lightens the load of the refiners who had been accumulating stocks and were compelled therefore to decrease meltings. It was evident that the danger of a break in the market through cutting of prices is lessened, and the 5.90c quotation, although showing a large margin over raws, should be maintained. The country has still a large quantity of sugar booked and would not be stimulated into buying by lowering the price; rather the reverse, since distributors prefer to purchase on advances.

Coffee—Santos grades show a considerable fractional advance from the lowest point of about three months ago. There is no indication whatever that there will be any material advance from now on. The first-class roasting coffees are commanding a small premium. Mocha appears to be on its way downward, although not materially changed from a week ago. Prices are about 3c below the highest point reached and may go even lower. The consumptive demand for coffee is fair.

Canned Fruits—Trade in this line is confined for the most part to buying of small lots, chiefly from one jobber to another, as offerings from first hands are limited. The most active article on the list is California lemon cling peaches, which have been moving quite freely into consumption during the past few days. Apples are very dull and rule low and unchanged.

Canned Vegetables—Tomatoes are moving slowly in lots as wanted, the assertion that present prices are much below the packing costs and that therefore the coming season's output is likely to much curtailed being without effect upon current consuming demands. Corn and peas, both spot and future, are unchanged and quiet, although there is an every-day demand for corn.

Canned Fish—The consuming demand is beginning to take hold of salmon, weather conditions of late having had a stimulating effect on the retail buying end. Domestic and imported sardines are going steadily into consumption at the quoted prices, although buying is wholly on the hand-to-mouth order. Supplies are light in first hands and the tone of the market is firm. In other lines trade is slow, but as holders are not trying to force business prices rest on a steady basis.

Dried Fruits—Prunes are neglected on spot and prices are about steady. Future prunes are being offered on a basis of 3½c in a large way, f. o. b., with a half cent premium for 40s and 1c premium for 30s. Very few jobbers are interested in future

prunes. There appears to be no demand from the local trade for spot or future shipment peaches or apricots, and the tone of the market here is rather easy. Late Coast advices indicate that the market there is dull and that prices favor the buyer. The approach of Raisin Day is not influencing the demand for raisins to any appreciable extent in this quarter. Active efforts are being made on the Coast to make Raisin Day a more prominent factor in the business of distributing this fruit. Thousands of dollars are being spent on pageants and other entertainments in Fresno, the home of the California raisin, but the Eastern trade seems to remain cold, buying only such stock as is needed for present requirements. Since the Associated Company has guaranteed prices against its own decline until near the opening of the new producing season, Eastern buyers are not disposed to anticipate needs, as they have nothing to gain by doing so. Currants are dull and unchanged, the market here and in Greece remaining on the level of prices quoted for several weeks past. Stocks of Smyrna figs on the spot are small, but there seems to be no important demand at present. According to well-informed dealers, there will be little of this fruit to go into cold storage this spring.

Fruit Jars—One manufacturer has re-opened his prices. Quotations of Jan. 15 were taken off on March 15. The opening prices were regarded very low. The price now is \$1.25 a gross over the opening, and 65c per gross for caps. One company which makes something like 60 per cent. of the output, it is estimated, will quote only on demand.

Matches—Diamond matches have advanced from 10@25c per case on practically the whole line, except "Bird's Eye" and "Safe Home" brands. This is said to constitute practically 75 per cent. of the sales on matches. Imported products utilized in match making have been in such shape that the advance was natural, it is said. Saltpeter is now 16c per pound against 7½c last fall. This imported stuff comes from one of the warring countries largely.

Provisions—The consumptive demand for everything in the smoked meat line is increasing, but stocks are also reported to be large and the market is steady at prices ranging the same as for the past two or three weeks. Pure lard and compound are steady with an increased demand at unchanged prices. Barreled pork and canned meats are unchanged, while dried beef is steady at ½c per pound decline.

Salt Fish—Some mackerel is being offered from Norway, but prices are about \$1.25 above the level on this side and, consequently, nobody is interested. There is no pressure to sell Norway mackerel from abroad. Fish on this side is not very active and there is considerable off-quality stock about. Cod, hake and haddock are very dull at unchanged prices.

Small practice can lead to great perfection in the art of laziness.

PROFIT SHARING COUPONS

Discarded by Marshall Field and Macy Company.

The trading stamp and profit sharing coupon exploiters received a severe set-back last week in published announcements by Marshall Field & Company of Chicago, and R. H. Macy & Co., of New York, to the effect that they would purchase no more goods containing profit sharing coupons. The Field statement was as follows:

Chicago, April 10.—The wholesale and retail buying organization of Marshall Field & Company has been in the process of building for fifty years.

It has been trained to study the many intricate phases of merchandising to the end that the buying public could obtain the highest degree of service in the merchandise purchased.

Its ideal has always been "The best possible service in merchandise." The fulfillment of this ideal for so many years has developed the great confidence that the public has in the ability and integrity of this organization.

Coupons packed with merchandise do not in any way add to the value of such merchandise.

We have therefore decided that after our present stocks containing profit sharing coupons are exhausted that our retail and wholesale business will not carry any merchandise that would involve us in the distribution of profit sharing coupons, as the principle would be contrary to the long established policies and ideals that have built up our institution.

We recommend that every retail merchant give serious consideration to the question of taking action along similar lines, as we believe that it will be decidedly in the interest of better merchandising.

Marshall Field & Co.

Trading stamps have suddenly become the "top liner" in the programme of mercantile vaudeville, even relegating fixed prices to a place of second importance, after their season of unusual prominence. And recent developments with regard to the whole question of coupons, stamps, premiums and bonuses are assuming a new and absorbing interest.

For years past, small scattering retailers have alternately praised and "cussed" stamps, with a variety of opinion, that has left the question unsettled and of no great importance to the world of large business. But latterly, when such concerns as Marshall Field and Macy rise up and condemn coupons; when more than half the state legislatures have passed laws regulating or abolishing them as a public nuisance; when great corporations, capitalized at millions of dollars, organize to further the stamp business, and when stamp-giving interests unite in a big association for self protection and for spreading the propaganda of the coupon as a mercantile blessing, it looks as though the question has assumed prime importance as a business topic.

When legislatures intervene, passing laws to suppress stamps, and when the courts are appealed to to prevent co-operation for mutual protection on the part of sufferers, it looks as though the law of evolution has small chance to work out its conclusions and a more direct and immediate formation of opinion is imperative, whether voluntary or through

compulsion. In any event business circles are lately agitating the question, pro and con, in a way that gives a new thrill every few minutes, and interest is growing rather than diminishing.

Three Sides to the Question.

To intelligently study the trading stamp question, it should be realized that there are two—perhaps three—distinct branches of the problem—the problem of the stamps which the retailer gives on all merchandise sold; the coupon which the manufacturer packs in his specialty and the effect on the consumer's pocketbook. In the first case the retailer is the independent stamp factor; in the second the retailer merely acts for the manufacturer in passing along the coupons as well as the goods. A different set of economic elements pervades each, although from the standpoint of the consumer both are alike, representing merchandise, plus premiums. And that points to still another economic problem; so that there are really three issues to be considered.

Consumers who are looking for not only their money's worth of merchandise but "something for nothing thrown in" are the natural objects of coupon appeal, and apparently there is a larger proportion of gullible people in the average community than had been commonly suspected. The logic of the coupon champion is that of two pieces of merchandise substantially alike, if one carries with it a fractional equity in a prospective premium which the other does not, it is the preferable one to buy. If such a conclusion also considered quality and service and a number of other factors such a conclusion would be all right, but human cupidity often side-tracks prudence in favor of the chance to get "something for nothing." What starts as a fairly logical judgment ends in a wild race to get enough coupons to secure the coveted premium; a craze that transcends prudence in buying and encourages wasteful and reckless buying to the end of getting the desired number of coupons.

Of course that represents the very virtue claimed by the promoters of trading stamps; stamps make people buy more and make them patronize stamp giving stores rather than those which do not give stamps. Directly it helps the merchant; whether it does in the long run is open to debate. And whether such feverish stimulation of the buying spirit on the part of consumers conduces to general public economy and prosperity is strongly controversial, with the balance of conclusions against the stamps.

Retailers in a Trap.

Retailers took to giving trading stamps as a means for drawing trade. The merchant who gave stamps as well as merchandise got patronage away from the merchant who did not. It was apparently a form of advertising and if it cost him little enough to be safely within his cost of doing business, there was no criticism. But in time the stamp companies evolved a competition of their own and rival stamp companies came into the field

which sold stamps to the rivals of the first company's patrons. The more merchants took on stamps, the more their competitors were forced to follow. And as demand for stamps grew, so did the stamp companies to supply it.

Retailers claim that this process has gone so far that stamps have lost their original value. If all competitors in a trade can get stamps—or if they have not will shortly be forced to—there is no longer the pull of preference. Instead, stamps have become a uniform load on the cost of doing business, without benefits. In such a predicament one would naturally say that the simple remedy would be to quit giving stamps, but the retailers find they cannot let go once they have taken hold. The public has become educated to the stamp idea, so that if one drops them he would suffer the competition of those who continued giving them. They find themselves as strongly enslaved as the victims of any other form of "dope"—in fact, among critics of the plan stamps are commonly called "sales dope."

In desperation some merchants have met and agreed together to drop the stamps on a given date—the only practical way they can escape the effects of such action by a few against many. In Rochester such a combined movement was met by an indictment for conspiracy obtained by the trading stamp companies. In Chicago a combined appeal against stamps more recently issued by the grocers' associations has been met by a similar threat. If such action is conspiracy in the eyes of the court, it would seem as though the retailers are in a fairly tight trap, which makes their appeal to the legislature logical and apparently the only recourse.

The Hope in Legislation.

Retailers hail the decisions of Macy and Marshall Field with joy. In many competitive issues they have regarded big retail department stores as enemies and foes, but in this case they find hope that their cause may yet prevail if aided by such powerful interests. Furthermore, it makes them feel that their complainings have been justified if big stores like these suffer from the same evils they do. It tends to bring the issue more nearly to a focus and there is a feeling that it will help the pending legislation.

Legislation is regarded by retailers as their chief hope for suppressing the coupon and trading stamp. In several states they have already enacted laws tending to suppress the business, and in Washington a test case has been declared legal by the Supreme Court and is now awaiting a trial and decision before the Federal Supreme Court. It is backed by not only the State retailers but by a fund raised by the National Retail Grocers' Association. If the test comes out in favor of the retailers it is inevitable that similar legislation will be pushed elsewhere.

As a rule, the scheme is to require prohibitive "license fees" from both the trading stamp companies and merchants giving stamps. Some laws

have exacted as much as \$1,000 for every town in which companies operate with equally obstructive taxes on the merchants giving.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 12.—Ye scribe considers himself fortunate in getting last week's news items into the U. C. T. columns of the Tradesman without being discovered by the editor, so will make another effort again this week. We wish to thank the boys for their liberal contributions and hope they will come along likewise each week.

The Muskegon interurban has started its early Sunday morning fisherman's special car. We expect to see some long strings of fish very soon and then is when our fish stories commence.

H. A. Gish has just returned from Ashland, Ohio, where he attended the annual convention of the Dr. Hess & Clark travelers. This firm now employs thirty salesmen, with distributing branches in Portland, Ore., Sacramento, Cal., Regina, Saskatchewan and Hamilton, Ont.

E. H. Snow is driving a new automobile.

The Midnight Club met at the home of Mr. and Mrs. Harry Wood, 1342 Franklin street, Saturday night, April 10. A 6 o'clock dinner was served after which the guests played 500. The first prizes were won by Mrs. J. A. Burr and R. J. Ellwanger and the second by Mrs. H. A. Gish and Harry Hydorn. Mrs. Gish favored the party by giving a reading entitled "Bringing Home the Bacon" or The New Salesman on the Road. Messrs. Borden and Heinzelman gave a few of their favorite musical selections. The club will meet April 24 with Mr. and Mrs. A. N. Borden, Prince street.

If you wish to take a few lessons on "How to sell millinery without sample trunks," refer to Rubus Boer. He was seen in Muskegon last week giving the boys a few lessons.

Allen B. Way, with the Hazeltine & Perkins Wholesale Drug Co., has purchased a one-half interest in the Simons Carburetor Co., at Shelby.

Berron Rockwell, son of Mr. and Mrs. A. F. Rockwell, who has been ill for the past week, is now on the road to recovery.

The State expects to build a new dormitory at the Soldiers' Home this summer. 35 x 163 feet, with a wing 35 x 50 feet.

W. H. Fisher, representing Armour & Co., drives a new ford. We hope he will take a few lessons from some of the boys who have had experience and not try to exceed the speed limit nor climb telephone poles.

When William Andrews, of Hart, was acting private detective for the W. R. Roach factory, someone thought of a smart trick to play on him and the biggest man of the little village of Hart was picked out to carry away the wood pile. Andrews, then, was nowhere to be found. Evidently he believes in picking on someone of his size.

Carl Peterson, the clothing man at Scottville, is now located in his new and up-to-date store building.

Brother Christolthson lost his traveling bag at Manistee, but it was later found at Berry. He is wondering how it got there.

Dr. J. A. Auld, who has practiced dentistry for the past twenty-five years at Charlevoix, has purchased the Hotel Charlevoix, of that city, and took possession April 1. He expects to do some remodeling in the near future, which will make it one of the best hostleries in Northern Michigan. He has secured the services of Glen Warren as clerk—a bright and courteous young man. His rates are \$2, \$2.25 and \$2.50. They are always ready to extend the glad hand to the traveling public.

H. L. Benjamin, with the Pittsburg Plate Glass Co., was seen in Pent-

water operating a ferry boat. We are wondering if this is a new style of a jitney bus.

E. A. Wright & Son, druggists at Pentwater, have moved across the street from their former location to larger and better quarters.

Thos Modie and wife, formerly of this city, are now located near Portland, Oregon, where they are operating a poultry and Belgium hare ranch. Why go to Oregon to raise Belgium hares when those sacred white rabbits (white hairs) can be produced right here in Grand Rapids. The climate is equally adapted to raising chickens.

There will be a special meeting of the Traveling Men's Benefit Association at the Morton House at 2 p. m. Saturday, April 24, for the purpose of electing a new Secretary. All members are requested to attend.

Our good old Sentinel, A. T. Driggs, who has been confined to his home with rheumatism, is now able to be out again.

The Elston Hotel, at Charlevoix, which was partially destroyed by fire a few weeks ago, will be rebuilt at once. Mrs. Noble, proprietor of the hotel reports same will be open to the public June 1.

The Grand Rapids & Kalamazoo Interurban will erect its main warehouse on Front avenue, south of Fulton street.

Mrs. A. P. Anderson is visiting friends at Middleton this week.

Mrs. Fred Buck, who has rooms at the Burlison Hotel, has been reported ill.

A. F. Rockwell, with the Brown & Sehler Co., reports business flourishing. His house has been working its entire force eleven hours per day since March 1.

Mrs. Bosworth, wife of Landlord Bosworth, of the King Hotel, at Reed City, was taken to the Mercy Hospital at Big Rapids, for an operation last week. We wish her a speedy recovery.

We would be pleased if the rum players at the McKinnon Hotel, at Cadillac, would seek private rooms, instead of using the writing rooms for their card playing. We have no objections to card playing, but business and pleasure does not mix well. Last week the writing room was found to be so well occupied with card tables that the guests had to write their letters on the cigar case. Otherwise we wish to compliment the hotel on its good service and accommodations.

Mr. Reinhardt, of Traverse City, is considering a sideline—writing for a certain trade journal—for which he expects to realize about \$30 a month. We hope that he will be able to double his income on this sideline within a few months.

Charles Perkins, who represents the Amberg Co., was in Northern Michigan last week, where nearly the entire territory went dry on election day. Charles says that whisky and Jack Johnson were both knocked out on the same day.

The people at Petoskey have a new parody on Tipperary which they have composed since election day as follows: It's a long way to Traverse City, It's a long way to go; It's a long way to Traverse City, to the wettest town I know. Good bye, Tom and Jerry, Farewell, Rock and Rye; It's a long long way to Traverse City, For Petoskey's gone dry.

Ernest Welton, Herman Anderson and Henry Bergren, while driving out of Hart last week in an automobile, broke down and sat on the mossy banks for four hours waiting for repairs, singing, "It's a long long way to Muskegon."

Gust Roust, proprietor of the Wigton Hotel, at Hart, is driving a new Franklin car.

W. E. Sawyer and F. E. Beardslee sat side by side at the Bagman lodge last Saturday night, both wearing brand new highly polished Easter

shoes, size 20—a trifle too small, but very neat.

Those who never do any more than they are paid for never get paid for any more than they do.

Don't forget to phone your news items via Citizens 35,151.

The meeting of the Four Leaf Clover Club has been postponed two weeks, owing to the serious illness of the sister of Mrs. Eugene Scott, at Saginaw. Mrs. Scott left Monday, April 12, for Saginaw.

R. J. Ellwanger.

Boomlets From Bay City.

Bay City, April 12.—As a result of the election last Monday, Bay City is in the Republican column.

The Democratic nominee for Mayor, who has held this office eight years, was defeated by a large majority.

Gristler & Jessmore, who recently opened a dry goods and grocery store at Alger, have decided to put in an up-to-date line of shoes in the near future.

F. G. Cook, who has conducted a general store at Wisner for several years, has sold his stock and building to Cantwell & Glasser, of Chesaning. Mr. Cantwell was formerly a member of the firm of Cantwell Bros. Mr. Cook has purchased a large farm near West Branch and will specialize in live stock.

Bay Council meeting last Saturday evening was attended by a large and enthusiastic number of U. C. T.'s and it was decided that the members attend the convention at Lansing in June in a body. William T. Ballamy was appointed Council publicity committee and will take up the pleasant task of writing Boomlets for the Michigan Tradesman for the ensuing year.

The word "pleasant" in the foregoing sentence is used advisedly by the writer.

Editor E. A. Stowe, by unfailing courtesy and kind consideration, has won for himself a place in the hearts of all traveling salesmen who have come in close contact with him that no other can fill.

The Michigan Tradesman is worthy of the hearty support of every traveling salesman.

Over \$2,000 daily or over \$210,000 annually is paid for labor during the three months' campaign every fall when sugar is made in Bay City beet sugar factories.

A special crane designed to meet conditions in tunnels in the largest railway station and terminal in the world was built by a Bay City factory at a cost of \$75,000.

Pub. Com.

Mr. Belnap has been one of the most conscientious correspondents the Tradesman has ever served and it goes without saying that the readers of the Tradesman will regret exceedingly to part company with him.

The Tradesman welcomes Mr. Ballamy to its list of contributors, trusting the record he may leave behind him when he retires a year hence will be as creditable as that of his predecessor.

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

Buffalo, April 14.—Creamery butter, fresh, 26@31½c; dairy, 22@27c; poor to good, all kinds, 18@20c.

Cheese—Dull, new fancy, 15@15½c; new choice, 14½@15c; held fancy, 15½@16c.

Eggs—Choice, fresh, 20½@21c. Poultry (live)—Cox, 12@13c; fowls, 17@18c; geese, 12@13c; turkeys, 16@20c; chicks, 16@18c; ducks, 17@18c. Poultry (dressed)—Chicks, 17@20c; fowls, 17@19c.

Beans—Medium, new \$3.25; pea, \$3.15@3.20; Red Kidney, \$3.25@3.50; White Kidney, \$3.50; Marrow, \$3.75@3.90.

Potatoes—35@40c per bu.
Rea & Witzig.

**The biggest
Wholesale Grocery
in Western
Michigan solicits
your patronage.**

**No order too
large for our
capacity.**

**No order too
small for
our careful
attention.**

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.**Subscription Price.**

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

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

April 14, 1915.

THE PARAMOUNT ISSUE.

It is an old business, this of the political agitator. If one issue fails him, he hunts for another. Let one great political controversy be brought to a close, and in the act threaten to make him an Othello, with occupation gone, and he instantly endeavors to provoke another. It is quite evident that Mr. Bryan is convinced that all of the accomplished Wilson policies are not sufficient to make a dominant issue in the next Presidential campaign and that his recent blast against the liquor traffic is taken to mean that he hopes to make prohibition the rallying cry for 1916. People will smile at the idea of tying up the Democratic party with prohibition. It must be confessed, however, that the thing does not look so absurd as it would have appeared ten years ago. With Russia abolishing the sale of vodka, France banning absinthe, Germany preaching temperance and England threatening to turn teetotaler—all in the interest both of morality and national efficiency—a political fight on the saloon in the United States does not any longer seem grotesque. Mr. Bryan evidently expects the question to figure largely in National politics; although he states that "at the present time it does not seem probable that it will find a place in the platform of either the Democratic or the Republican party." Mr. Bryan declares that "the brewer, the distiller, and the saloonkeeper are in conspiracy against all that is pure in society, against all that is sacred in the family, against all that is good in industry and desirable in government." The whole being a "moral question," there can be, affirms Mr. Bryan, "but one side to it;" and a political party must get on that side, "unless it is willing to sell its soul. If all this is true and if there is a party which refuses to sell its soul and puts the entire suppression of the liquor traffic at the very front of its platform, how can Mr. Bryan fail to go with it, heart and soul? Yet we presume nobody expects to see him seek a nomination for the Presidency by the Prohibition party. And the reason is that, without denying the sincerity of his personal attitude, the feeling will be general that he is looking at the question chiefly from the point of view of a veteran

politician in quest of a new and winning issue.

The method is common to parties and to public men in all times. Roosevelt practices it quite in the spirit of Bryan. The latter had, up to two years ago, used up more issues, and missed fire on more, than the Colonel; but the author of the New Nationalism, and the only begetter of the Progressive party, has of late been running the Nebraska agitator a close second. Both men have a certain adroitness in dropping an issue that gets too hot to hold with comfort any longer; but the ex-President is the more impetuous and frank about it. It took Bryan several years to admit that his free-silver issue had gone glimmering, and he never did it with marked grace. But Roosevelt has a Falstaffian "alacrity in sinking," when the time comes to plunge overboard. He said last week to the reporters in Philadelphia that it was "a fool question" to ask him whether the Progressives were going back to the Republican party. The implication is that everybody but a fool knows they are.

Political issues are, after all, like poets, born not made. No one has more frequent disappointments and chagrins than the politician craftily planning to make this or the other a "paramount" issue in any given campaign. And party managers who say to each other: "Go to, let us win the election on this particular issue, which looks so promising just now," often have the truth pressed upon them that politicians propose but that the people dispose. A watched campaign never boils—does not boil, at any rate, as expected. It is sometimes the unforeseen event, the political turn, excitement, passion that nobody could predict, which proves pivotal in campaigns. "Rum the Issue in 1916," say the headlines, referring to Mr. Bryan's hopes. Is it forgotten how unexpectedly "rum"—with its mouth-filling and alliterative addition of "Romanism and rebellion" became the issue in 1884? With such accidents in mind, the astute politician will be wary in his prophecies, knowing well how aft his plans gang a-gley, and content if he can successfully read the signs of the times as they present themselves, without being presumptuous enough to think that he is able to determine them in advance.

THE DAY OF SETTLEMENT.

One of the remarkable developments of the past few weeks is the changed attitude of the nations at war regarding the ultimate settlement of the controversy. Germany has revoked its former edict that it means to retain Belgium, England no longer talks about crushing Germany, Austria's pride has been humbled in the dust and even Russia has come to have a wholesome regard for the staying qualities of the German soldiers.

Even the nations not directly involved in the struggle are beginning to have a fitting sense of the tremendous forces and the mighty issues involved in this war. We refer not now to legions and guns and ships. They are, indeed, making the earth tremble and the sea affrighted.

But there is a vaster enginery of the spirit engaged. There are principles of civilization at war. Rightly to estimate the gigantic elements in strife would require a pen dipped in lightning and eclipse. The moral and spiritual forces in the conflict are too immense for any man to measure; but no one can fail to watch their interplay with the breathless interest of a spectator at a tragedy in which God and the angels as well as men are actors; all of us must be seeking to make our perceptions keen to read the lessons to mankind which are being daily set. "Tired of the war!" So we are, in one sense; but we must not let our minds flag wearily as the march of events passes before us, and as we look forward to the time when peace shall lie like a shaft of light across Europe.

A juster view of the deep things of the world's life at hazard in this war is showing itself in many expressions that come from the peoples caught in the awful coil. The military problem is still uppermost, and long will be, we fear. But behind and beneath it something larger is sensed. The minds of men are brooding over the problem, not merely what nations will win the victory, but what will grow out of it, how it will leave not simply the structures of government and of nationality, but the attitudes of peoples, the trend of civilization itself.

It is well that, in the heat of conflict, there should be men in all countries to keep their brains clear. They cannot at present withstand the rush of troops and the roar of guns. The trial of brute force having been flung upon Europe, it must go on until exhaustion puts an end to it. But reason is only in abeyance; it has not ceased to exist; and it must assert itself when the day of settlement comes. The Great Reckoning will have been only a vain shedding of blood, only a mocking sport of blind chance, if at the end there does not emerge from it some new security for small nationalities, some fresh guarantee to the humble toilers of earth, some stronger assurance that industry and commerce and education and art and religion shall not be going all their days in fear of being brought low by the stroke of the sword.

ONLY A TRAP.

The use of trading stamps is a foolish and unnecessary practice, built up by interested corporations who have the stamps to sell and not by the manufacturer, retailer or consumer. The trading stamp corporation gets the bulk of the profits, the consumer gets nothing; the retailer gets nothing except, perhaps, an increased wholesale cost, and the manufacturer gets nothing except a burden which he cannot throw off. The theory that the retailer is benefited through increased sales is fallacious, for within a short while his competitors also use coupons through another company, and the old basis is re-established. The only difference, is that the manufacturer has to pay profits to the coupon corporations.

Intelligent buyers do not care for the premium slips. They know they

are paying for them, and in many cases they leave them on the counter. Retailers and manufacturers are beginning to realize this fact, and they are steadily discontinuing the use of coupons and trading stamps. Chambers of commerce uniformly disapprove of the practice. Many have recently passed resolutions against their use. This protest comes not only from large department stores, which coupon corporations say are actuated by an ulterior motive, but also from hundreds of smaller stores who can have no other motive than the considerations of straightforward business principles and the sense to see that the premium slip system is only a trap.

JAPAN'S COURSE IN CHINA.

Among the unknown factors bearing upon Japan's course in China is the attitude of Russia. Ever since the war between Russia and Japan the diplomatic relations of these two countries have been full of tortuous intrigues, not all of which have yet come to light, although it has been suspected that a readiness to work together for a common profit at the expense of China and to the exclusion of Europe did not warrant either power in neglecting to watch the other very sharply. In the matter of railroads there was a strong feeling four years ago in Japan that Russia had been playing an underhand game. Now for the time being Russia is not only helpless but has been incurring a heavy obligation to Japan for the supply of heavy artillery which was still lacking when the war broke out. As to the terms on which the guns and ammunition were supplied, there is no authentic information, but the Japanese are not so childlike that they would be likely to postpone discussion of diplomatic matters until the guns had been delivered. Whatever the Japanese plans may be, we must assume a working arrangement with Russia for its execution.

In 1911 the pure food bureau promulgated a regulation that Italian tomato paste would be barred from this country if the amount of tin salts contained in each case ran above 300 milligrams. The regulation was not enforced, and importers of the paste continued to bring in the product, regardless of the amount of tin salts contained therein. After four years of laxity the pure food officials have suddenly enforced the regulation, and as a result the large Italian importing houses have about 1,000 cases on the dock in New York City, which will not be allowed to enter. Tin salts are created by a combination of the acidity of the tomato paste and the tin container, and the Government pure food officials say the salts in excessive quantities are dangerous to health. If tin cans with enameled interiors are used no objection will be made to the importation of the tomato paste.

If a man is successful he gives himself credit for having great business judgment. If he is a failure he blames luck.

MEN OF MARK.

Simon Strauss, President of the I. M. Smith Co.

The life story of Simon Strauss is one of extraordinary interest. In it there is nothing of the spectacular. His has been a career of simplicity, energy and directness—forging always ahead by the straight clean road. Born in Germany, he came to this country as a boy of 17, with few words of English, very little money, a deal of energy, and a mind that thought straight. Very soon after his arrival, he modestly engaged in the dry goods business and has prospered ever since.

Few men have come to such prominence in the mercantile business in so prosaic a way. He has been no captain of industry, in the sense of organizing and conducting campaigns in his own interest; he has been no Napoleon of finance; he has done nothing startling; he makes no pretense of over-mastering ability or brilliant attainments. The honor accorded to him has been the recognition of the worker—we might almost say the plodder—the man who has thought little of himself but much of his work. He has done each day what that day had to be done; he has taken responsibility without personal gratification; he has planned for others rather than himself, but he has, nevertheless, worked his way to recognition among men of strenuous activity.

Simon Strauss was born in Wurttemberg, December 8, 1866. He attended school in his native town until he was 15 years old, when he was apprenticed to learn the dry goods business—a custom then much in vogue in Wurttemberg and still observed to some extent. He worked two years without salary and paid 250 marks per year—equivalent to \$62.50—for the privilege of receiving such instructions as would enable him to become thoroughly familiar with all the various ramifications of the dry goods trade.

Believing that the opportunity for advancement was greater in America than in Germany, he left the fatherland at the age of 17, and came to this country, locating at Columbus, Ind., where an older brother, A. Strauss, was engaged in the dry goods business under the style of Cahn & Strauss. He obtained a clerkship in this store, where he remained about a year and a half. In the meantime Cahn & Strauss had engaged in the dry goods business at Seymour, Ind., and Mr. Strauss took the management of this store, continuing as manager for about one and one-half years. He then purchased the interest of Mr. Cahn, when the firm name was changed to A. Strauss & Co. This relationship continued for fourteen years when Mr. Strauss purchased the interest of his brother and admitted to partnership his nephew, Nathan Kaufmann, the new firm being known as Simon Strauss & Co. Two years later the business was merged into a corporation under the style of The Gold Mine, under which name it is still conducted by Mr.

Kaufmann. Mr. Strauss sold his interest about twelve years ago and engaged in the wholesale millinery business at Indianapolis under the style of the Strauss Millinery Co. The corporation had a capital stock of \$50,000 and Mr. Strauss managed the business in his capacity as President. He sold his interest about five years ago and returned to his first love—the dry goods trade—purchasing the dry goods stock of Greenbaum Bros., at Alpena. He continued in this business with success until a few months ago, when he closed out the stock and began looking for a new opening where the opportunity for expansion would be greater. He soon found a congenial opening in this city in the I. M. Smith Co., and assumed the office of President and General Manager. He has made no changes as yet, either in the personnel of the employes or the character of the goods carried, but is gradually familiarizing himself with the details of the establishment, so as to act understandingly when the time comes to act. The accession of Mr. Strauss gives the store a dominant factor it has long needed—a practical merchandiser—and it goes without saying that under his management it will eventually become one of the foremost mercantile establishments of the city.

Mr. Strauss is a Mason up to the 32d degree, his affiliation being with Bay City. He is also a member of the Knights of Pythias, Elks and Eagles.

Mr. Strauss has never aspired to public office, but while he was a resident of Alpena he was elected a member of the charter commission and discharged the duties devolving upon him in that connection with credit and satisfaction. The salary check which came to him for this service was presented to the local hospital.

Mr. Strauss combines the courage of a lion with a rare gentleness of nature and a broad charity. Naturally conservative in judgment he is optimistic in his planning and courageous and persistent in carrying out each plan which develops under his guiding hand. Safe and sane in his reasoning he has wonderful powers of intuition, and in this respect seems to be gifted to a degree seldom encountered.

In his relations to his employes Mr. Strauss will be the captain and the leader in whom all believe and confide and he will command a fidelity and allegiance that has always been one of the conspicuous features of his business career. Like most leaders he has the faculty of choosing well his lieutenants and inspiring them with his own courage and binding them to him with bands of steel. In fact, the Smith establishment, under his guidance will soon become like one large family united in spirit and purpose.

How to Add to It.

"You have sent for me, madam?" said the lawyer.

"Yes; my husband says I must cut down expenses, and I want your advice as to how I can best do it."

PLANNING AHEAD.

It Should Be a Part of the Day's Work.

Successful sales and seasonable events in our store are not planned on the spur of the moment. Instead all the important details are carefully worked out weeks and frequently months in advance. To this policy we attribute in a large measure the success which has attended these events.

As the first step in this direction, we have always estimated a year ahead on the size of our advertising appropriation (usually about 1½ per cent. of total sales) and on the way in which it is to be spent. An amount is set aside for each newspaper to be used, for the issuing of our spring and fall catalogues, for billboard use, for circulars, calendars and every item of expense which it is practicable and possible to estimate in advance. We find that in following this course our advertising appropriation is not exceeded and it is all used to good advantage.

The success or failure of special sales, we have found to be in direct proportion to the amount of forethought given them. It is impossible to get maximum results from a sale which is hastily planned. Our most important sales are those which are held every year at about the same time such as: white sales clearance sales, anniversary sale, year-end sale and others. These are most important because they can be planned far in advance and therefore made the more successful.

Probably the most important reason for making the arrangements for these sales so long ahead is that it gives our buyers ample opportunity to search the market and pick up merchandise at special prices, which enables us to make a genuine bargain offering and still maintain our regular margin of profit. This is possible, not only because the buyers have time to locate this class of merchandise, but they, in turn, are enabled to have their stocks low enough so as to be able to make these extra purchases of goods.

Another feature which assumes importance in the preliminary work of these sales, (especially in the case of clearance sales) is the opportunity which is afforded the buyers of going through their stocks thoroughly in order to discover every slow selling piece of goods. These can be put on sale "at a price" and thereby provide bargains. This makes an effective means for keeping stock "clean." To do it right, involves considerable time.

We always try, during these events, to lay out some novel and attractive plan for window display of unusual interest and connect them directly with the other forms of publicity which the sale is to receive. This involves considerable thought and labor on the part of the decorator and cannot, by any means, be rushed.

The preparation of the advertising matter is also of great importance and we find that as a result of careful foresight, our advertisements contain

better prepared copy and reach the printer's hands in ample time to insure the best possible "set-up," minus errors. Then there is the printing of package inserts, appropriate signs cards and circulars, which cannot be gotten out unless the details of the sale are thought out in advance.

Thus the getting up of these sales, with us, is much like the staging of a play which requires the most careful and thorough preparation so that when the curtain rises nothing is left undone that would add to its success and the "performance" takes place without a hitch.

At the present time we are preparing two months ahead for our thirty-first, and our greatest, anniversary sale. Each department head has been instructed in regard to how many items he or she will be expected to contribute and of what nature they should be. Newspaper illustrations appropriate for the occasion are now being made; designs for attractive window and interior displays are in progress; and suitable souvenirs have already been bought.

Planning ahead, with us, has always been a part of the day's work and we believe that many merchants whose sales now "fall flat" will find that this is due in a great measure to their failure to work out the arrangements carefully enough beforehand, a condition which may be easily remedied by a little foresight.—Robert W. Bayle in Good Store Keeping.

Throwing out Trading Stamps.

The trading stamp companies are being hard hit by combinations and associations of retail merchants in many sections of the country. Regarding stamps as a trade evil, merchants individually and collectively are throwing them out in such great numbers that one of the big trading stamp companies has gone to court to secure the criminal indictment of members of a retail grocers association for agreeing to throw out trading stamps on a certain date.

The action is based on the restraint of trade clause in the Sherman Anti-Trust law, but as the Massachusetts Supreme Court has long since ruled that trading stamps cannot be classed as a commodity, it is natural to expect that those merchants brave enough to buck up against a powerful organization and take a chance of having the Government bring down the law upon their heads are going to win, and if they do it looks like trading stamps will have to go, as other merchant associations will naturally take like action.

There was a time when trading stamps were a real help in selling goods, but with numerous companies in the business, every merchant offering the same inducement to customers, all are placed on the same footing, and it now means an added expense instead of a selling help. Merchants show their wisdom in breaking away from the game that has ceased to be profitable (except to the other fellow), and will watch with great interest progress of a suit that means so much to them.—Trade Outlook.

THE MEAT MARKET

Working Out Your Own Premium System.

My market is in a district where the retailers have educated the people to such an extent that it is impossible to do business except on a premium basis. It is a middle-class neighborhood with a fair class of trade, but I don't believe there is a woman in the whole vicinity who doesn't think that she has furnished her parlor for nothing and at the expense of her tradesman.

I want to say at the beginning that I am not a believer in the premium game. Situated as I am, I look upon it as a necessary evil, one that has to be put up with, and I do the best I can with it.

When I bought my market I bought a trading-stamp contract along with it. I used the stamps for three years before I cut them out, and then tried it for a year without premiums at all. But that way didn't work either, for what I saved on the stamps I lost on my decrease in trade.

I had noticed in many of the large department and chain stores that, although they gave stamps or coupons of some kind, they used their own system in almost every case. I knew there must be a reason for this, for those firms would not go to all that trouble unless there was something to be made out of it. So I figured that they had discovered that they could give their own premiums on a cheaper basis than they could if they dealt with any of the stamp concerns or others making a business of it. In other words, they had discovered that there was a profit in the premium game and they had taken it for themselves instead of letting the other fellow get it.

Now, there wasn't a doubt in my mind that I ought to be able to do this in my market. Of course, I was not as big as those fellows; but that was no reason why I couldn't get away with it. If I had to have premiums I was going to get all there was in it for myself, for I couldn't see why a man who came between my customers and myself should get a profit for his interference.

Talking to a fellow who had sold stamps to retailers opened my eyes a good bit further. He declared that the profit with the stamp firms lay mainly in the fact that not more than half the stamps given out were ever redeemed. When I bought a thousand stamps and gave them out to my customers the stamp company gave away premiums for 500 of them and pocketed the cash for the other five hundred as clear profit, less just the cost of

printing and selling. My friend assured me that this average percentage of stamps redeemed ran as true as did an average of deaths at a given age in the insurance business and that every trading-stamp man figured on it from beginning to end.

Here was the situation: I was paying out 2 to 3 per cent. on my business to a trading-stamp concern. For half of what I was paying them they were giving my customers premiums; the other half was helping to pay big dividends on their stock. I couldn't see that for a minute.

But, as premiums were necessary, I came back to what I had thought about previously and decided that I would try my own premium plan. I knew that I couldn't offer the selection that a trading stamp company could, so I would have to use a few articles that a woman would keep on wanting; something in a set, so that she could only complete her set by trading with me.

The answer was found in tableware—knives, forks and spoons. The stuff I give is a good grade of plate—really worth while having. I never knew a woman who didn't want this and who wasn't anxious for a dozen of each just as soon as she got the first piece. My choice has been the right one, as I can tell by two years' experience. I give other things, however, in a majority of cases trying to comply with the customers' wishes, for some of them have had all the plated ware they want. This is worked out by setting a cash value on a certain number of coupons and allowing the customer to pick out an article of equal cash value and giving it to her. But this has to be done only in exceptional circumstances.

My coupons (I tried cash-register slips for a while, but they were not particularly successful) figure about equal to a discount of 2 per cent. on a customer's business. They are given the same as the average trading stamp—one with each 10-cent purchase or fraction over half. They are not in the form of stamps but of coupons; for this does away with the necessity of books, which would be quite an added item of expense.

I find that my coupons are redeemed at the rate of 60 per cent., slightly higher than that of the trading stamp companies. This, I imagine, is because of the set feature, which encourages my customers to save them. But that is more by the fact that it keeps my customers trading with me; for coupons issued at my store are only redeemable at my store, and if one of my customers changes

her butcher she loses the value of her coupons.

In selecting a premium such as I give, design is all-important. It must appeal to the class of women you are dealing with. You will not be successful if you go ahead and buy haphazardly. You must know before you buy. Get your wife's advice; she will know more about that particular thing than you will.

The show window is a great aid to your success in this scheme. I have had a set of the ware in a handsome box ever since I started, and it has been the means of bringing me much new trade. I take precautions to see that it is always highly polished, and so it makes a first-class show.

This is really more important than you think. I know of a grocer who used his own premium scheme, and who failed in it simply because he allowed the china which he gave away to get dusty and dingy in his show windows. The goods held no attraction for the women under these conditions and they went elsewhere.

I don't recommend any butcher to install a premium system unless he has to. They are a bother and hardly what I call legitimate trading. But sometimes they are forced upon you by your trade—and the trade is the big boss. In this case I don't see why a third party should make a profit out of it. Your customers are entitled to the full value of the discount you give them; or, if they fail to take advantage of it, you are entitled to whatever profit there may be in it. That is the way I look at it.—Ralph P. Drew in Butchers' Advocate.

Corned Beef.

Use a clean and absolutely sweet tierce. Fill it approximately half full of clean, sweet water, adding enough salt to make a brine testing 60 degrees on the salometer. If you have not an instrument of this kind, try

the brine by the old potato test; but the former method will give better results. Be sure the salt used is pure, free from lime, album and other foreign substances. If a sweet pickle is desired, add three to five pounds of the best granulated sugar.

Trim the pieces of meat intended for curing free from all bruised and bloody spots and wash them. A good plan is to soak one-half hour before they go into the brine in cold, fresh water to draw out all the blood, in order that it may not go into the brine and spoil it. Pack the meat in the tierce, keeping it all under the brine. This method will give a first-class eating article.

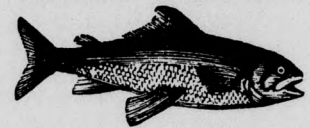
Calculating Speed for Grindstones.

Grindstones if run at too high a speed will burst, as the centrifugal force developed by the revolution will overcome the force of cohesion in the stone. The proper method may be used to calculate the speed at which it is safe to run it: If a stone is five feet in diameter it will approximately measure fifteen feet in circumference; divide the circumference by 3,000, which will give you 200 revolutions per minute. Three thousand surface feet per minute is the limit for good stones.

The Revised Version.

A fool and his money are soon married.

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

Peacock Brand

on Ham or Bacon guarantees that the meat bearing this brand has been selected from dairy fed hogs—cured by the Cudahy Milwaukee process—(insuring a mild cure) then given a light smoke, the purchaser is assured of as fine a piece of smoked meat as can be found.

Badger BRAND MEAT RESIDUE FEEDS

Meat Meal for Hogs, Blood Meal for Calves and Poultry, Poultry Bone for Poultry.

CUDAHY BROTHERS CO., Cudahy, Wis

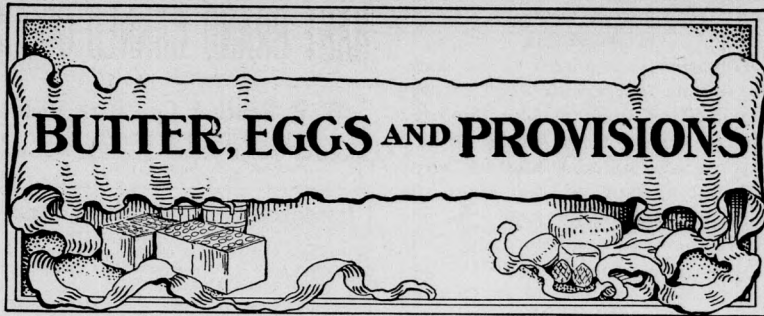


TANGLEFOOT



The Non-Poisonous Fly Destroyer

46 cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914.



Michigan Poultry, Butter and Egg Association.
 President—H. L. Williams, Howell.
 Vice-President—J. W. Lyons, Jackson.
 Secretary and Treasurer—D. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; Frank P. Van Buren, Williams-ton; C. J. Chandler, Detroit.

Dry Packed Poultry Coming More Into Practice.*

When the word was passed along the line that the Department of Agriculture at Washington had practically condemned the packing and shipping of dressed poultry in ice, we, as receivers, and you, as shippers, did not know what action the Department would take, and we were afraid that radical measures would completely disrupt the industry. I am pleased, however, to learn from the remarks of Miss Pennington that no radical steps by her department are contemplated which would work to the disadvantage of the individual shippers throughout the country.

You must bear in mind that iced poultry has been a growing industry for nearly forty years; that it is greatly in demand at the present time; and any legislation to abruptly discontinue shipments of iced poultry would create consternation for shipper, receiver, retailer and consumer. There are other articles of food going to the New York market packed in ice, such as fish from the Great Lakes, and from points on the Eastern seaboard, and we have heard no complaints of "water and moisture" from this sources. Now, the question of water and moisture also enters into the making of butter. The law prescribes a limit up to 16 per cent. of moisture in butter, the average amount running from 8 to 14 per cent. and, with only 8 per cent. moisture in iced poultry, you can readily see the advantage that poultry has over butter in this particular respect, which is the one important reason the Government advances for doing away with iced poultry. The Secretary of Agriculture is a strict economist, so I have been told, and does not want the customer to be forced to pay for this 8 per cent. of moisture in ice poultry. Now, does the consuming public pay for this moisture? Is it not a fact that the retailer sustains a large portion of this cost when he takes his wet birds home and hangs them in his icebox or on his racks, and sells them to the consumer with the moisture greatly diminished? There is, as you know, frequently 2@3c difference between the price of iced poultry and dry-packed poultry in certain seasons of the year. And is not the consumer

*Paper read at annual meeting Illinois Egg Shippers' Association by N. C. Durham.

obtaining a sweet and wholesome article at a material reduction in price from the dry packed stock.

Now do not gather from my remarks that I am in any way antagonistic to dry-packed poultry. As a matter of fact, we, as well as other receivers in New York prefer to handle dry-packed poultry in preference to iced poultry, largely for the reason that it is much more convenient to handle and our stores are not an inch deep with ice and water. But you must bear in mind that nearly every shipper in the country to-day who is fortunate enough to have a dry-packed cooling plant was only a short time ago himself a shipper of iced poultry. Ten years ago you could count the shippers of dry-packed poultry on the fingers of one hand. Each year adds to their numbers very materially, and I venture to say that there is not a single iced packed poultry shipper in this room but that is looking forward to the day that he is big enough and financially strong enough to build and operate a dry-packed poultry plant for himself. You must remember, however, that it requires a considerable outlay to install one of these up-to-date plants, particularly on a large scale, and do you think it is fair to say to these men that unless they have two, five, eight or ten thousand dollars, they cannot continue in the poultry business? Is not this pretty close to class legislation and as such a direct violation of the first principles of our constitution?

Can you imagine conditions which would prevail in this country if the shipment of ice-packed turkeys was prohibited at Thanksgiving time? As you all well know, turkeys are only partly matured in November, and even the shippers who are fortunate enough to be equipped with cooling plants do not attempt to dry-cool and dry-pack turkeys for Thanksgiving. They realize that the birds would look thin and scrawny. They would even have difficulty in cooling them out at that time in an artificial way, and even the shippers who are equipped with cooling plants would find it advisable to ice-pack turkeys in November, and I am willing to go on record as stating that if ice-packed turkeys for Thanksgiving were abolished we would have the greatest famine of turkeys ever known, and consequently they would soar to prohibitive prices.

Now let us see what effect the abolishing of ice-packed poultry would have on the producing sections. We have comparatively few dry-cooling stations in Indiana, Illinois, Ohio, Michigan, Tennessee and Kentucky.

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

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

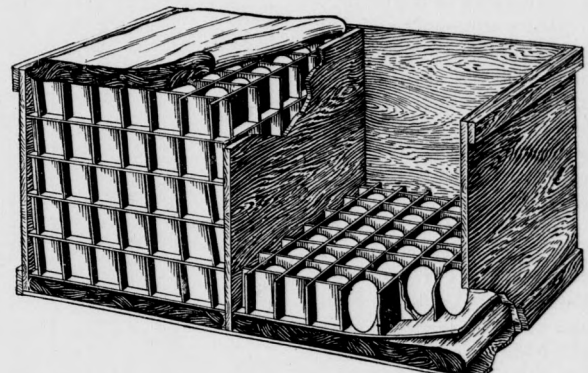
POTATO BAGS
 New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.
ROY BAKER
 Wm. Alden Smith Bldg. Grand Rapids, Mich.

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

We are sellers and buyers
CLOVER, TIMOTHY SEED, MEDIUM
 Mammoth, Alsylke, Alfalfa, Red Top, Orchard Grass
 All kinds Field Seeds and Beans. Call or write
Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

Endorsed by the Railroads

The Official Classification Committee of the Transcontinental Railroads has issued the following order, effective Feb. 1, requiring the use of a dividing board in egg cases—"except that when an excelsior packing mat or cushion (made of excelsior covered with paper) not less than eleven inches square, of uniform thickness and weighing not less than 2½ ounces is used, dividing board will not be required next to eggs at top."
 In the wording of these specifications there is an evident testimonial to Excelsior Egg Case Cushions in preventing breakage. It means that the experimental stage of these cushions is passed. They have been tried, tested and now are approved as the best.



The above illustration shows very plainly just how Excelsior Egg Case Cushions are used. From this it will at once be seen that when they are used there is a great saving in time in packing, over the usual manner of distributing loose excelsior at top and bottom of the crate. This, combined with the practically absolute assurance against breakage (one egg saved in each crate will pay for the packing), puts the egg packing situation into a place where it is scarcely an economy not to use Excelsior Egg Case Cushion and a very distinct economy to use them.

They may be used repeatedly with ordinarily careful handling, as they are made from odorless basswood excelsior, evenly distributed throughout the cushion, enclosed in the best quality of manila paper, thus reducing their cost to a minimum. You really can't afford to take the chances necessary, on other methods of packing. Let us give you prices and samples.

Samples and prices can be obtained from any of the following addresses:
Excelsior Wrapper Co. - - - - - Grand Rapids, Mich.
Excelsior Wrapper Co. - - - - - Sheboygan, Wis.
Excelsior Wrapper Co. - - - - - 224 West Kinzie St., Chicago, Ill.
 Our Facilities are such that Promptness is our slogan.

The Vinkemulder Company
 Jobbers and Shippers of
 Everything in
Fruits and Produce
 Grand Rapids, Mich.

There is a vast territory in these six states which produces millions of pounds of poultry every year, and through spring, summer and fall large quantities are shipped from these sections packed in ice. There are perhaps some shippers in these sections who are financially strong enough to put in dry-cooling plants, but a vast majority of them would be forced out of business and this wide territory would be open to the money interests, who would quickly take advantage of such an opportunity to control the dressed poultry industry in these states. Therefore, I believe that this question now confronting us is just as important to the shipper who is equipped with a dry-cooling plant as to the ice-packed shipper, for if a combination of capital is strong enough to control the beef and meat products of this country, the oil products and many other industries, a similar combination would certainly be strong enough to control the poultry and egg business, particularly where such an opportunity would be open to them as the closing of hundreds of houses of independent shippers all over the country. It is inconceivable that any arm of the Government would sanction such a movement, open doors to the moneyed interests, create a monopoly and drive out of business hundreds of individual and independent shippers.

The question of ice-packed poultry is one which is fast working out its own salvation. Each year sees more and more of the ice-packed shippers going over to cooling plants. This they are doing as fast as they find themselves financially strong enough to make the change. It is a slow process of evolution. But it is only a matter of time before the very object which Miss Pennington and others advocate so strongly will be brought about, and this change will come through natural conditions.

But the ice-packed poultry shippers to-day need encouragement in place of adverse legislation and unfavorable tariffs, and if the railroads, the Interstate Commerce Commission and the authorities at Washington will give them the proper encouragement and protection, they will continue to grow. Each year will see a large increase in shippers of dry-packed poultry until the very object urged by Miss Pennington and others will prevail.

Better Roads and Streets in Michigan. Written for the Tradesman.

Berrien county will build thirty-one miles of stone road this year and has started construction work. The Lehigh Stone Co., of Kankakee, Ill., is building fourteen miles of road south of St. Joseph and the Good Roads Construction Co., of Chicago, is at work on seventeen miles in northern and eastern sections of the country.

Saginaw will pave twelve streets aggregating two and a half miles at an expense of \$125,000. Ten of these streets are asphalt, with creosote block on Washington and brick on Jefferson.

The township of Saugatuck, in Allegan county, will hold a special election April 19 to vote on a bond issue

of \$36,000 to build a double width stone road along the route of the West Michigan Pike. When completed this road will draw the State reward of \$3,400 per mile and this money may be used in building other stone roads in the township.

Madison township has completed a mile of State reward gravel road leading out of Adrian, in Lenawee county. The township will receive \$200 from the Adrian Commerce Club under its recent offer to give half of the State reward money received on all roads built out of the city, so that the expense borne by the township is only \$200. A like stretch of road will be built next year.

Calumet township, in Houghton county, expends about \$12,000 a year in repair work and the upkeep of its fine roads. Crushed rock is secured from the mining companies at low cost for this work.

Work has begun in building about four miles of gravel road north of Albion, which will be the last link in an excellent highway from Albion, Calhoun county, to Duck Lake. Albion people have helped to build it while the farmers along the route have been generous contributors.

A trunk line highway sixteen feet wide and about four miles in length is planned, to be built from the city limits of Belding east, as part of a trunk line highway from Detroit to Mackinaw.

Pontiac has let the contract to repave North Saginaw street with asphaltic concrete at \$1.35 per square yard.

The Pontiac Commercial Association is conducting a campaign for funds to build a concrete road from Pontiac to Birmingham, and a large share of the required \$16,000 has been subscribed. Almond Griffen.

A Question of Imitation.

A merchant who creates a demand for his merchandise through advertising is entitled to protection against competitors who attempt to profit from his publicity, according to a decision just handed down by a Missouri appellate court.

The decision grew out of a suit of the Baum Mercantile Company of Joplin against Sam Levin, of the same city, for an injunction restraining Levin from luring into his store customers who were on their way to the Baum establishment, attracted by its advertising. It was charged that Levin instructed his clerks to tell customers that they were in the Baum store if they asked regarding it. It was also claimed that Levin dressed his windows in the identical manner as the Baum store to deceive shoppers, and in other ways tried to make his place look like the Baum store, with the intent to secure the benefit of the Baum store advertising.

What He Gave Brother.

Little six-year-old Harry was asked by his Sunday school teacher:

"And, Harry, what are you going to give your darling little brother for Christmas this year?"

"I dunno," said Harry. "I gave him the measles last year."

American Eggs in Growing Demand in Argentina.

Argentina is reported to be looking to this market for eggs to take the place of stock usually imported to that country from Europe at this season. A steamer sailing last week took out upward of 5,000 cases and further orders are in hand for the steamer sailing next Saturday. Some of these goods have been ordered paper wrapped and packed in cartons; others have been packed in oat hulls; some have been put up without additional filler but with cardboard wrappers for each end of the case, under the bottom of the five sets of fillers, up the sides and over the tops, both ways, the whole fifteen dozen being then tied with twine, making a tight package of each end of the case. There is prospect for considerable movements in this direction if the goods arrive out in good order.

Sometimes money talks, sometimes it stops talk.

Make Out Your Bills

THE EASIEST WAY

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



Mr. Up-to-date

you should always carry a stock of

Mapleine

The last word in flavors.

Order from
Louis Hilfer Co.
4 Dock St., Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

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

Established 1873

Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at firm prices.

Fancy creamery butter and good dairy selling at full quotations. Common plenty and dull.

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

Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

Michigan Beans and Potatoes

If you are in the market ask for prices.

Bell Phone 14 Farmers Elevator & Produce Co. Bad Axe, Mich

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co.
Burlington, Vt.

AS SURE AS THE
SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread
and Pastry

Many
Lines
In
One
Bill

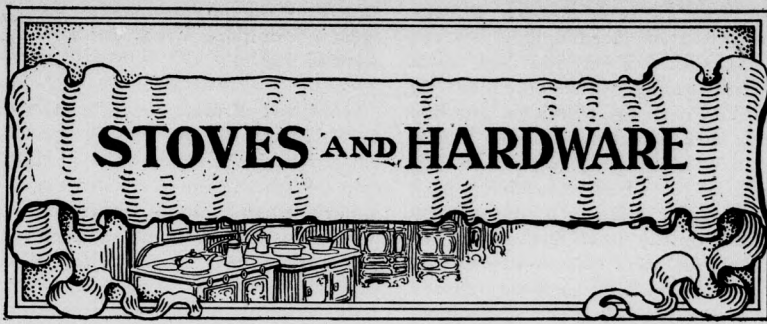
Buying on this principle gives you variety without over stocking. It gives you many profits on the same investment in place of a few. It saves you money on freight.

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

Butler Brothers

Exclusive Wholesalers of
General Merchandise

New York Chicago
St. Louis Minneapolis
Dallas



Michigan Retail Hardware Association.
 President—Frank E. Strong, Battle Creek.
 Vice-President—Fred F. Ireland, Belding.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Springtime and Sporting Goods Go Hand in Hand.

Written for the Tradesman.

The merchant who wants to push sporting goods successfully must get into the game. He may get into the game personally; or he may do so through the medium of the energetic clerk to whom he has particularly entrusted the care of his sporting goods department. But in any event the merchant who wants to sell to baseball enthusiasts, anglers, footballers and open air and athletic devotees of all kinds can't afford to take merely a distant and academic interest in these pursuits. He should show himself in sympathy with sports and athletics. For the sportsman and the athlete, themselves naturally enthusiastic, like to buy from men in whom they find a ready response to their own enthusiasms.

The hardware dealer who realizes this peculiarity of the sporting goods business will understand what is one of the most important factors in the securing of this class of trade.

Be sympathetic. Be enthusiastic. Put the red blood, the punch, the vigor which the trade demands into all your selling methods.

No merchant who regards the sale of sporting goods as a mere money making proposition can reap anything like the returns which come to the merchant who throws his doors open to the baseball enthusiasts of his burg, takes a personal interest in the new gymnasium, is keenly interested—perhaps to the extent of prize giving—in the catching of the biggest fish in local waters, and, in short, "mixes" with the men and youths who make such things their hobbies and their recreation.

Right now, sports of all kinds are livening up. In every small town and hamlet the baseball clubs are getting into shape. Wherever there is running water the angler is trying his hook and line; and the small boy with the bent pin is envying the angler his equipment.

In catering to the spring trade, the hardware dealer should make it a point to bring his sporting goods stock well up to the front. Now, there are many other lines at this particular season which clamor for prominent place in the store. Paints should be featured, garden tools are timely, stoves—particularly gas stoves—

should be given prominence—so that, in a small store, it may be difficult to give every deserving department the space it needs. Nevertheless, "play up the goods" is excellent advice, and the hardware dealer should give his sporting goods department as much prominence as possible.

One merchant who had a wide store with an open space between two rows of counters, arranged his sporting goods stock up and down the middle of the store, close to the entrance. Here, of course, the goods are prominent, and easily accessible to intending purchasers. More than that, it is a peculiarity worth remembering that the baseball enthusiast likes to feel the mit or the bat, and that the angler once gets his hands on a new rod and finds it good is a great deal more anxious to purchase than if he merely sees it beyond his physical reach. In many stores, the middle space is nowadays given up to small-ware counters, in competition with the 10 cent stores. Nevertheless, the merchant who takes a look around his premises will often find possibilities of "playing up" the goods which, if he did not look closely and keenly, he would never discover.

Whatever else you do, keep the goods bright and clean. A dusty rod or a dirty baseball box suggests age and deterioration. The man who is buying new goods wants them to be thoroughly, indisputably new. More than that, the merchant will find that it pays to overhaul the stock regularly. Fishing rods that won't join and guns that refuse to work properly often spoil a promising sale.

Naturally, the best bid for prominence is window display. The goods should be given a fair share of display, even if it is necessary to change the displays more frequently than usual. And put punch into the display. The prime object of course is to show the goods; but the little added touch given by a dummy figure handling the ball bat or wearing the gloves helps to attract the attention of the passer-by. The ingenious window dresser can often think up catchy ideas that add to the pulling power of a display. Often the current sporting news will give a hint. For this reason it is all the more important that the man who supervises the sporting goods and incidentally maps out the displays should be an enthusiast, and "know the game" in its every detail.

The dealer may very well lead off with fishing tackle. With the first touch of real warm weather, a lot of people rush for rods and lines and hike to the nearest dock. They mayn't

get many fish but they undoubtedly secure a lot of enjoyment. And there are a lot of people also who make angling their hobby and are willing to spend a lot of money in the pastime.

When you put on a window display to interest these people, why be content with merely showing lines, rods, flies, sinkers—in short the goods? Inject the added touch of real life. A bit of looking glass, on the bottom of the window, edged with moss or dry leaves and bits of twigs, will make a dandy lake. Garnish the corners of the window with bits of evergreen to represent the forest, put in a stubby bit of log, and set your dummy on it with rod and line ready to cast—and there's not a man in your town who has the slightest dash of the angler in him that can pass such a window without taking a good long look, and then half a dozen more looks.

In showing fishing rods, it is well to remember that they should be jointed. It is rarely that a sale can be made without the rod being put together, for the average customer likes to see, before he purchases, just how the rod balances and hangs. The clerk who has to get down under the counter for his rods and then joint them will find the selling of fishing tackle a slow process. To show rods inside the store, they may be stood in racks, say, around the pillars, or laid on counters or tables down the middle of the store. The rods featured should be the better classes, commanding the higher price. The cheap steel or low-priced split bamboo rods yield, as a rule, too close a margin and sell too readily; the dealer should sell them if the buyer will take nothing else, but the best goods in stock should always be featured.

To avoid an accumulation of shopworn stock, the sample shown should be, when a sale is made, delivered to the customer. Follow the same rule in regard to reels. These may advantageously be exhibited in the case, arranged according to price and number, and tagged with both size and price. When a sale is made remove the tag and replace the reel, properly tagged, with another from the reserve stock.

After the fishing display the later lines can be featured. Baseball is next in order; then tennis goods, ca-

noeing outfits, motor boat supplies, bicycles and automobile accessories will come on quickly.

And, get into personal touch with your customers. Personality counts in the sporting goods trade more perhaps than in any other line. If a new club is being organized, get hold of the promoters and invite them to hold the organization meeting at your store. Make it a point to have a list of the fishing, baseball, tennis and other organizations, get lists of the members, circularize them, talk business to them personally. If prizes are offered in athletic competitions, show them in your windows. Give prizes yourself. Do your best at every opportunity to stimulate the sporting enthusiasm of your own town and to get up county wide leagues and similar organizations calculated to rouse widespread interest in sporting events.

In short, "Get into the game." That is the first and last essential in handling the sporting goods trade. Whatever comes between—knowing your goods, getting energetically after business, putting on live displays—is merely common to all good merchandising.

William Edward Park.

He Wanted It Decided.

"Ma! Ma!" bawled Freddy as the usual morning wash was going on. "Do my ears belong to my face or my neck?"

Ma temporized. "Why, what is the matter?" she asked.

"I want it decided now. Every time you tell Mary to wash my face or my neck she washes my ears, too."

The Ventilation of School Rooms Is a State Law Requirement

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

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

A record of over 300 rooms ought to be evidence of our ability. Steam and Water Heating with everything in a material line. Correspondence solicited.

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

REYNOLDS SHINGLES



Guaranteed for 10 years

H. M. Reynolds
 Asphalt Shingle Co.
 Grand Rapids, Mich.

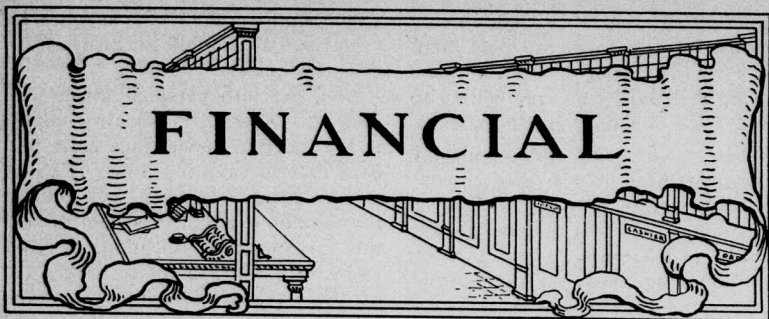
Foster, Stevens & Co.

Wholesale Hardware



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

Grand Rapids, Mich.



W. H. Acker's private bank at Richmond, closed its doors April 6, following the failure of the Richmond Elevator Co. Mr. Acker is the President of the elevator company. While it is claimed that the bank's affairs are not involved with those of the elevator, it started a run on the bank which caused temporary suspension of business. The next day Mr. Acker issued the following statement: "The bank is in a position to pay every dollar it owes and all creditors will be paid in full. I have turned the bank over to Cashier August F. Lindke, in trust, and it will be reopened as soon as it is possible to get the books in shape to settle with creditors who demand their money."

The Bank of Casnovia, owned by Frank R. Davis, will be merged into a State bank under the style of the Farmers and Merchants' Bank of Casnovia. Nearly all of the capital stock of \$20,000 has been subscribed and the balance is expected to be forthcoming promptly. On the first day of the effort to raise stock, upwards of \$10,000 was subscribed and more was offered outside the village but refused because it was desired to make the Bank a Casnovia and Muskegon county institution. The new Bank will start with deposits of about \$50,000. Casnovia township is the wealthiest in Muskegon county and the volume of business transacted there during the fruit season makes the banking proposition an assured success.

The purpose and function of the Federal reserve banks has never been fully realized. The adoption and instituting of the same occurred at a time following the period in which business depression took place, prior to the precipitation of the European war. Since then there has not been a sufficient amount of business to in any way prove the benefits which could be derived from the operation of such institutions, and bankers as a whole know and feel the importance of the beneficial transactions which might come if such banks were conducted in the manner in which the Federal Reserve act was intended.

Some further disappointment was shown along these lines when it was learned that the Government officials have about decided that the Federal banks may not issue Federal reserve notes based upon Government bonds until December next, being two years after the passage of the reserve act.

The opinion was general that when

the reserve banks invested their surplus funds in Government bonds they would have the opportunity of issuing Federal reserve bank notes on them in a similar way as by National banks, as was occasioned by the money demand which is seen during the crop harvesting season of the year. Such was evidently not the case on account of the very indefinite provisions as contained in the Federal reserve act as regards the question of redemptions.

The act specifically says that after two years of the passage of the act National banks may retire their circulation and sell their Government bonds which are now deposited with the Treasury to secure such circulation. In another section of the act there is a clause which says that the reserve banks may issue circulation by the deposit of Government bonds which they own. The question was then raised as to whether the reserve banks may issue circulation based on Government bonds owned.

Technically speaking, it is believed that the reserve banks might issue circulation at the present time, although the Federal Reserve Board would not probably acquiesce until the end of the two-year limit, because such was clearly within the meaning of the act.

In the season of centenaries and semi-centenaries which we are now approaching, there are many which will evoke financial reminiscence. The notable occasion, from every point of view, will be the hundredth anniversary, ten weeks from now, of the Battle of Waterloo—how to be celebrated, by the English, French or Germans, is under all the circumstances a strangely interesting question. Last week contained a scarcely less interesting semi-centenary of our own, the surrender of Lee on April 9, 1865. To-day observes the fifty-year anniversary of the assassination of Lincoln, April 14, 1865. There are reasons why no National celebrations are being held of these events—as cogent as the reasons why Europe may not celebrate Waterloo, although singularly different. But recollection of the markets is quite in order.

The surrender at Appomattox came on Sunday. During the previous week, with its instinctive feeling that the lines about the Confederate general were tightening and that the end was near, the New York stock market had been rising enthusiastically. United States Government bonds

had gone up two points; railway stocks had advanced nine to sixteen points, with Reading and New York Central leading. The premium on gold had risen 7½ points early in the week, and fallen five points later. Monday morning's newspapers had the news of Lee's surrender. Most people might imagine a further wild advance on the Stock Exchange. But Wall street, even then, knew what it meant to "realize on good news." Government bonds were unchanged; stocks moved uncertainly, then sold

slowly off on the ensuing days; gold, after a four point break on Monday, went up again.

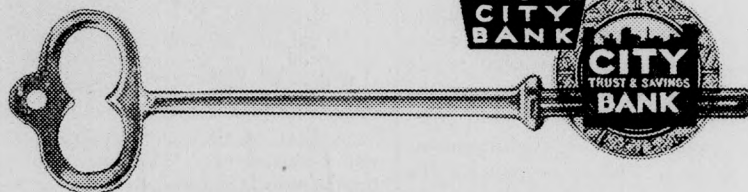
On Good Friday, April 14, the Stock Exchange was closed. Saturday's morning papers, told of Lincoln's death and the Wall Street community, closing the Stock Exchange by unanimous agreement, scattered to public meetings or the churches. The Exchange did not open again until after Lincoln's funeral and the financial community had time to think.

The Old National Bank

GRAND RAPIDS, MICH.

Our Savings Certificates of Deposit form an exceedingly convenient and safe method of investing your surplus. They are readily negotiable, being transferable by endorsement and earn interest at the rate of 3½ % if left a year.

Capital \$ 1,200,000.00
Surplus and Profits 581,211.73
Resources 10,741,021.74



Grand Rapids National City Bank
City Trust and Savings Bank
Grand Rapids, Michigan

Fourth National Bank

Savings Deposits

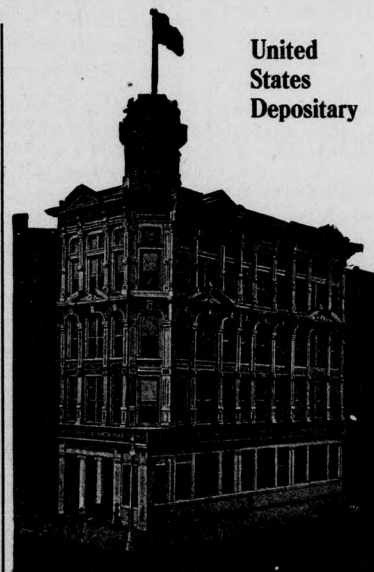
3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

Wm. H. Anderson, President
John W. Blodgett, Vice President
L. Z. 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

When it did re-open, there was no panicky liquidation. Values were strongly supported; the Treasury itself put supporting orders into the market for United States bonds, and the price of gold fell from 153 to 148½.

The United States has achieved a tremendous triumph since the balance of power in Europe failed about the first of August. This becomes more and more evident every day as one sounds the depths of confidence in the American mind and as one sees the multitudinous securities of this country making their significant marks on the tape. With our domestic business in depressed condition from causes mainly existent before the European war broke out we are going forward courageously and looking to the time, which most likely is three or four year ahead, when the wounds in the commercial body will be healed and when both domestic and foreign trade will be back to the normal as nearly as normal can be with thousands of millions of the world's capital destroyed. We are getting great returns from our foreign commerce, content so far as may be with that and knowing it to be only a pitiful fraction of the aggregate of our trade, and we are embarrassed with the inflow of gold or, as its alternative, the granting of credits to foreign countries. But the important thing is courage and purpose, and for those qualities we must mainly thank the undiscovered leaders in the recent upward movement in securities. The explanations for that movement which are set forth by so-called experts are superficial and unsatisfactory, and the honest ones among them must admit that after all has been said they do not know the whole story. It is a grand assertion of the power of this country and the resiliency of its business. Even if we are to assume that the upward movement of securities has gone too far, it is still a good thing for it has given tone to the business of the country, and is in highly gratifying contrast with the state of mind which existed for a considerable time after the outbreak of the war. In the early days of August there were many men, ordinarily brave, who felt that human life had broken down and that there was no longer any reason for enterprise. We are yet to face some trying conditions, following the cessation of hostilities. The experience we have gone through will fit us for meeting the emergency, for most will conclude that nothing so trying as the August days is likely to confront us.

Among the characteristics of the week one finds a stock market still evidencing strong purchases with reactions which do not signify any real weakening of confidence. While sales of American securities by foreigners are said to have been large, there has no doubt been good buying from the other side. The real backing of the market is in large purchases, or at least purchases by a large number of individuals, of stocks to be taken out of the street. This has been going

on from the first and probably is still an element in the strength. Railroad traffic, which has at times shown considerable revival in the past two months, appears to be slackening once more, partly on account of a decline in the grain movement. The distribution of miscellaneous merchandise is on a fair scale. It is in those articles most needed by the European belligerents that the greatest activity is seen. When one hears that the Crucible Steel Company is in negotiation for contracts amounting to \$150,000,000, that the Westinghouse Electric and Manufacturing Company has a deal with the Russian government for many million dollars' worth of munitions and that a concern in Worcester, Mass., not widely known, has an order for 250,000 shells, one gets the idea that this line of business is not weakening much. Many men are being called back to work from which they were recently dismissed and in several instances large additions to manufacturing plants are to be made. There is another side to the picture. It is stated by high authorities that 400,000 workers will be out of employment and hundreds of mills throughout the country will be compelled to close within thirty days unless dyestuffs are received from Germany. No sign of relief from this situation is visible. Meanwhile benzol, which sold at 10 cents a pound before the war, is quoted at 70 cents, and aniline oils have risen from 9 cents to \$1.50 to \$2.—Economist.

Bank Safe For Sale.

We have two large safes and need only one, therefore one is for sale
 Outside measurement, 30 x 40 x 57½.
 Inside measurements, 14 x 44 x 26½.
 Walls, 7 inches thick.
 Two outside doors, 7 inches thick.
 Two inside doors, steel, ¾ inch thick.
 Plate steel inside chest with time lock, 9¾ x 10 x 19¼, walls 2½ inches thick.
 MacNeal & Urban, manufacturers.
 This safe is in first-class condition and can be bought at a very low price.
THE BANK OF RIVERDALE,
 Riverdale, Mich.

Kent State Bank

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

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

Resources Over
8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

**Largest State and Savings Bank
 in Western Michigan**

Ask for our Coupon Certificates of Deposit

Assets over \$4,500,000

GRAND RAPIDS SAVINGS BANK

EFFICIENT service, strength of resources and directorate, and conservative practice are the foundations of this company's success built up by twenty-five years of conscientious effort. Co-operation, the big principle of any success, applied to the business of conservative investment has made money for our clients. Take advantage of this experience and let us advise you as to your investments.



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 of Grand Rapids

We offer
 a limited amount

City of Muskegon

**4 1/2% School Bonds—due 1919
 to net 4 1/4%**

GRAND RAPIDS TRUST COMPANY

Ottawa Avenue and Fountain Street
 Grand Rapids, Mich.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

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

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

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CHICAGO, ILL.

C. ELLIOTT, Vice-President.
DETROIT, MICH.

WM. C. PHIPPS, 2d. Vice-President
SAGINAW, MICH.

B. B. CUSHMAN, Treas. & General Manager.
DETROIT, MICH.

W. L. OOLWELL, Secretary.
DETROIT, MICH.

NATIONAL GROCER COMPANY

GENERAL OFFICES

29-35 LARNED STREET, WEST

DETROIT, MICH.

OWNING AND OPERATING
PHIPPS-PENOYER & CO.
SAGINAW, MICH.
NATIONAL GROCER CO.
EATON CITY, MICH.
JACKSON GROCER CO.
JACKSON, MICH.
C. ELLIOTT & CO.
DETROIT, MICH.
NATIONAL GROCER CO.
GRAND RAPIDS, MICH.
MUSSELMAN GROCER CO.
TRAVERSE CITY, MICH.
NATIONAL GROCER CO.
SAULT STE. MARIE, MICH.

OWNING AND OPERATING
NATIONAL GROCER CO.
LANSING, MICH.
NATIONAL GROCER CO.
PORT HURON, MICH.
NATIONAL GROCER CO.
SOUTH BEND, IND.
NATIONAL GROCER CO.
DECATUR, ILL.
NATIONAL GROCER CO.
CADILLAC, MICH.
NATIONAL GROCER CO.
ESCANABA, MICH.
NATIONAL GROCER CO.
MILLS, DETROIT, MICH.

We present herewith illustration of our new wholesale grocery establishment in Grand Rapids (44 to 54 Ellsworth avenue, corner Island street) which represents the latest work in construction of this character.



This building is uniform with the other recently-constructed buildings of our corporation, the olive green trimming peculiar to all our own buildings, auto trucks, larries, etc., being decidedly in evidence. This feature, carefully planned and rigidly carried out along lines of utility and beauty, gives our buildings, transportation service and trade marked brands of goods a uniformity and distinctiveness not enjoyed by jobbers generally. Our new building embodies all of the newest and most up-to-date ideas in wholesale house construction, no reasonable expense having been spared in the introduction of features which contribute to the comfort of our employes, to the expedition of their work and to our ability to serve our customers well and faithfully.

F. C. LETTS, President
CHICAGO, ILL.

C. ELLIOTT, Vice-President
DETROIT, MICH.

WM. C. PHIPPS, 2d. Vice-President
SAGINAW, MICH.

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DETROIT, MICH.

NATIONAL GROCER COMPANY

GENERAL OFFICES
29-35 LARNED STREET, WEST
DETROIT, MICH.

OWNING AND OPERATING
PHIPPS-PENOYER & CO.
SAGINAW, MICH.
NATIONAL GROCER CO.
BAY CITY, MICH.
JACKSON GROCER CO.
JACKSON, MICH.
C. ELLIOTT & CO.
DETROIT, MICH.
NATIONAL GROCER CO.
GRAND RAPIDS, MICH.
MUSSELMAN GROCER CO.
TRAVERSE CITY, MICH.
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NATIONAL GROCER CO.
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NATIONAL GROCER CO.
DECATUR, ILL.
NATIONAL GROCER CO.
CADILLAC, MICH.
NATIONAL GROCER CO.
ESCANABA, MICH.
NATIONAL GROCER CO.
MILLS, DETROIT, MICH.

THE National Grocer Company is a Michigan corporation. As a jobber of groceries it deals entirely with the retail trade. Its salesmen cover the entire State of Michigan and also sections of Indiana and Illinois. It is the largest grocery jobbing concern in this section of the country.

Instead of operating from one large center, like Chicago and New York, where jobbers must necessarily send their salesmen long distances, the National Grocer Company believes that it can render better service to its customers—the retail grocers—by establishing jobbing houses in local communities. It, therefore, has houses at Saginaw, Bay City, Jackson, Detroit, Grand Rapids, Traverse City, Sault Ste. Marie, Lansing, Port Huron, Escanaba and Cadillac, all in Michigan, also at South Bend, Indiana, and Decatur, Illinois, and warehouses at Ludington, Manistee, Alpena, Owosso, Petoskey, Manistique and Elkhart. A full and complete stock is kept in each of these houses. A corps of salesmen cover the territory contiguous to each house, calling on the retailers frequently. By this means the National Grocer Company is able to make its shipments so that the goods reach the merchant's shipping point, generally speaking, within twenty-four hours after the order is received by the house. This is a great advantage of the retailer and, besides, he saves the long haul and expensive freight charges which are necessary if he makes his purchases of a jobber whose location is at some great distance from him.

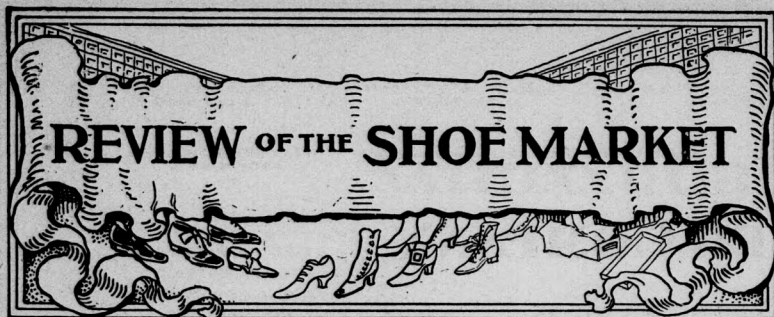
In order that it may carry on its business economically, the National Grocer Company has found it necessary to erect wholesale houses specially designed for its purpose. The latest is the Grand Rapids branch which we have just occupied. This branch is more particularly referred to on the opposite page.

The National Grocer Company carries a full line of groceries, both under the manufacturers' label and under its own special trade marks.

We call particular attention of the readers of the Michigan Tradesman to the value of dealing close at home where you can get your orders filled often and in small quantities and where you can save freight charges. As the Michigan Tradesman circulates all over Michigan and Indiana it is only necessary to call the attention of its readers to the distributing ability of the National Grocer Company and ask that you get in touch with our house nearest to you, if you are not already a customer. If you are a customer, then it is well for you to know that the house you buy of is a part of one of the six largest wholesale grocery concerns in the United States.

We gladly avail ourselves of this opportunity to thank our customers for their past patronage. We are always pleased to receive their suggestions and recommendations and trust every customer of our Grand Rapids branch will make it convenient to call soon and inspect our new home.

NATIONAL GROCER COMPANY



The Art of Selling Shoes at Retail.
Written for the Tradesman.

I
For some time I have had it in mind to say through the Tradesman some things about the art of retail salesmanship.

Most people will agree, I think, that retail salesmanship—or all salesmanship, for the matter of that—is an art.

But there are some features about the art of selling shoes that serve to put it in a class apart from other kinds of retail salesmanship.

Of course there are laws and principles of selling that hold good no matter what it is one is engaged in selling. And then there are some matters that are peculiar to the shoe business.

In other words the requirements for effective salesmanship in the modern shoe shop are much more complicated and exacting than the requirements of good salesmanship in some other lines of merchandise.

Our order of enquiry shall follow the good old custom of advancing from the general to the particular; or otherwise stated, the writer will attempt to call to mind some matters that are common to all good salesmanship, and then take up some considerations that are of special interest and value to shoe dealers and retail shoe salesmen.

It has been said often—and of course those who so put it are paraphrasing a classic statement about another matter—that some men are born salesmen; others acquire the art of salesmanship, etc. But this may be said with equal truth of pretty much everything that men do under the sun. That some men are fortunate enough to have been generously endowed with latent capacities for effective selling no one will deny. Neither will any sensible person deny that salesmanship may be developed or acquired by diligent study, application and practice.

If salesmanship were an accidental endowment or an esoteric quality, vouchsafe to some and denied to others—a thing that one comes by without effort, as he does hair and eyes of certain colors, then a discussion of salesmanship would be a profitless thing; for, if one happened to be a salesman born, he wouldn't need the discussion, and if he were not, it couldn't possibly do him the least good in the world. Hence the discussion would be of no value to anybody.

But man is fundamentally a creature of habit and education. And if he is thoroughly normal, he is surely acquisitive. He not only has the capac-

ity to acquire, but he has also the impulse to acquire. Hence salesmanship is a thing that can be imparted through the customary channels of education and training.

The oldest veteran of the road—and traveling salesmen represent the highest development of the selling art—will frankly tell you that he is learning something every trip out; in some cases, almost every day. And the veteran will take issue with you if you suggest that salesmanship is an old and threadbare subject.

Salesmanship in General.
Many qualities combine to make the good salesman.

It will be of help to us to analyze this composite creature, the good salesman, and see of what sort of qualities he is composed.

There is, first of all, the asset of presence.

Personality is a difficult term to define, and as we are not here interested in philosophical terminology and speculative hair-splitting, no definition will be attempted. But everybody conjures up a certain idea or notion when the term personality is used. Your idea will serve quite as well as any that might be suggested.

Some people are not, physically, impressive. In a crowd you wouldn't look at them a second time. There is nothing about them that strikes you as being of special interest.

Personality depends upon the body for its outward expression; but the thing itself is more of mind than of body. That is to say, there may be (and often is) a strong personality in a person slight of build.

It is the face that reveals the personality—and particularly the eyes.

The man who wants to acquire the art of selling merchandise must cultivate the habit of looking people in the eye. An evasive, shifting, restless pair of eyes—eyes that cannot fairly meet your own—invariably create an unfavorable impression. If a salesperson has such eyes one somehow cannot resist the impression that there must be something wrong either about the merchandise or the one who is attempting to sell it.

Winsomeness of presence is a thing every salesman ought to cultivate. And it can be cultivated. It is a complex thing. Dress and manners, vocabulary and diction, the tone of the voice, little unconscious movements of the body and countless other things about the individual combine to produce what we term presence.

Neatness is an asset. Let one dress as well as he can—as neatly as the nature of his service will allow—but never over-dress. A clerk who is too

New Mary Jane Pumps

IN STOCK
READY TO SHIP



Patent Leather—McKay Sewed

- No. 2786—Women's, sizes 2½ to 7\$1.30
- No. 3754—Misses', sizes 12½ to 2 1.05
- No. 3926—Children's, sizes 8½ to 1292½
- No. 4926—Children's, sizes 5 to 880

Order Now

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

Light and Serviceable

FAST SELLING BIKE CUT SHOES FOR
SPRING AND SUMMER WEAR



No. 804

Orders
Solicited

In Stock for
Immediate
Shipment

Every pair is strictly up to the high quality standard set for our goods

- No. 804—Men's Black Elk Bike, two sole\$2.00
- No. 805—Boys' same, sizes 3-5½ 1.75
- No. 806—L. G. same, sizes 10-12½ 1.25
- No. 835—Men's Black Elk Bike, ½ Double Sole (same as 804 only 2nd quality) exceptional value 1.85
- No. 809—Men's Black Elk Bike, same as 804 only Blucher 2.00
- No. 820—Men's Black Elk Bike, same as 809 only has three inch cuff 2.30
- No. 856—Men's No. 1 Tan two sole (Elk) Bike 2.30
- No. 857—Men's No. 2 Tan two sole (Elk) Bike 2.10
- No. 800—Men's Brown, two Hemlock soles, Bike 2.10

HEROLD-BERTSCH SHOE CO.

Mfrs. Serviceable Footwear

GRAND RAPIDS, MICH.

much dolled up is as objectionable as the one who errs on the side of slovenliness. Choose the safe and sensible middle ground.

Alertness is vital. Few things queer a prospective customer so quickly as a dull, listless, or far-away-sailing-the-Vesuvian-Bay attitude on the part of a salesperson. Be on the job or quit the job; don't sleep at the switch. Merchants are themselves often to blame for such tendencies among their employes. Nobody can be 100 per cent. proficient in an over-heated, poorly ventilated room.

Confidence is essential. The man who is morally certain that he can do a thing is pretty apt to get by. The man who can do things never could have acquired the knack if he had sulked around with an "it can't-be-done" whine on his lips. Of course you can't if you insist on saying and believing that you can't. That "can't" attitude will smother initiative and doom anybody on earth to the everlasting ranks of the underlings. The man who puts over the sort of work that counts has simply got to stand up on his hind legs and say, "I can! I know I can! And, by Heck, I will!"

Confidence—the kind of confidence that rings true and comes home with the bacon—must, of course, be built up on knowledge and experience. I believe I have intelligence enough to run a locomotive; but I wouldn't be fool enough to try it until I had ridden in the cab a few times and learned the use of certain levers.

Confidence without common sense and teachableness is like an engine without a balance-wheel and governor. Knowledge of the goods—what they are made out of, how they are made, and why they are made as they are rather than in some other way—is essential to good salesmanship; but no one can secure this knowledge unless he is willing to learn.

Along with this list of assets that every retail salesman ought to possess, there are some others that must be mentioned without comment, namely: enthusiasm and optimism, courtesy, tact, willingness and integrity.

Now all of these qualities—and they are physical, mental and volitional—are subject to education and development. They are not accidental traits richly conferred upon some and denied to others. They can be had by anybody who goes after them in earnest.

They are of tremendous value to the salesman no matter what he sells.

But there are some matters of special interest to shoe salesmen. And these will be taken up in our next paper. Cid McKay.

Just Plain Stealing.

Judge: You admit, then, that you stole the loaf of bread?

Woman Prisoner: Yes, your honor.

Judge: what have you to say for yourself?

Woman: Nothing, your honor. If it was lace or jewelry I might plead kleptomania, but we can't work that when it's bread.

Miniature Samples.

A new feat in shoemaking is the production of a line of miniature samples in a certain New England shoe factory. The samples are of comfort shoes, and about forty different styles of samples have been made. Each sample shoe is one-third the size of a shoe. The lasts and the patterns have been cut down to one-third of their regular size. Each miniature is made of the same upper and sole leather, the same heels and the same supplies as a regular shoe, save that each item has been cut down to one-third of its original size. The shoes are about the size of misses' shoes. But they are of the style of women's comfort shoes.

These miniature styles have been put into actual service. Salesmen are showing them to buyers and the buyers are glad to see them, partly because they are a novelty and partly because they can be seen very quickly. The traveling salesmen are delighted with them, because they cut down the weight of their sample cases to one-third of the common weight. Of course, it takes less leather to make the miniature samples; but there is no great saving in the manufacturing costs, especially on the first samples, because miniature lasts and patterns have to be prepared and the shoemakers have to get the knack of making the tiny shoes. Twenty-four of the miniature samples and four full-sized shoes may be put into an ordinary suit case. There is a compartment for each shoe in the case; so it is unnecessary to

wrap them in tissue paper, and they may be carried without getting mussed.—American Shoemaking.

The Golden Text.

Little Jack was inordinately proud of the big, round badge which his father had brought home from the Automobile Show. It had a picture of a famous automobile on one side, and a motto in large golden letters on the other. He wore it to Sunday-school.

The pastor walked down among the "scholars," smiling upon each bright-faced little boy and girl, after the time-honored fashion of pastors on such errand bent. The badge on the little boy's coat caught his eye.

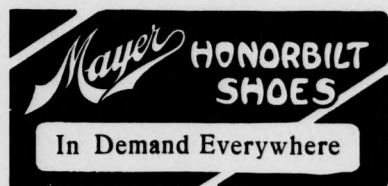
"Ah, my son, what have you there?"

"That's my golden text," answered Jack eagerly, beaming like a Chessy-Cat.

"Your golden text? That's very nice, indeed. And what does it say?"

Little Jack held it up for inspection. The pastor's fatherly smile did not disappear, but you might say it stiffened as he read Jack's golden text:

"Ain't it Hell to be Poor!"



Correct Styles

Are Profitable Sellers



Military Boots

McKay Sewed

- No. 7500—Black Cloth Top, Patent Vamp.....\$2.00
- No. 7579—Fawn Cloth Top, Patent Vamp..... 2.00
- No. 7526—Black Cloth Top, Patent Vamp..... 1.75
- No. 7534—Fawn Cloth Top, Patent Vamp..... 1.75



Annapolis Pumps

- No. 3540—Black Cloth Qtr., Patent Vamp.....\$1.60
- No. 3546—Tan Cloth Qtr., Patent Vamp..... 1.60
- No. 3547—Grey Cloth Qtr., Patent Vamp..... 1.60
- No. 3549—White Cloth Qtr., Patent Vamp..... 1.60
- No. 3548—Grey Cloth Qtr., Gun Met. Vamp..... 1.60

Hirth-Krause Co.

Tanners and Shoe Manufacturers

Grand Rapids, Mich.

"Merit-Made Shoes"

TENNIS SHOES

Grand Rapids Shoe & Rubber Co.

Grand Rapids, Michigan

Largest Dealers in Michigan

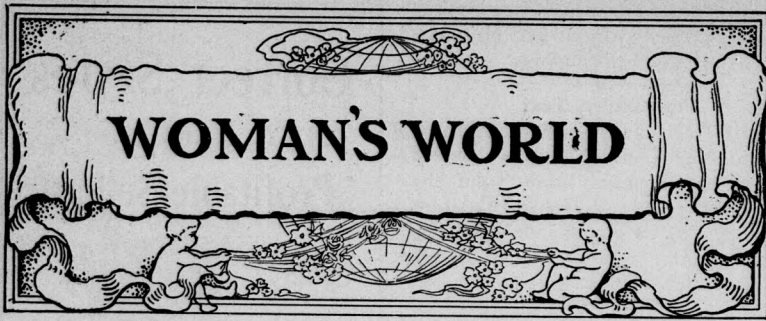
Largest Stock
Largest Assortment
Hood Quality
And Attractive Prices

Be a Leader
Be the Largest Tennis Dealer in Your Town

You Can if You Will

Get Our Special Catalogue

Frankly, You Should Do This



Lot of the Fleshy Woman Needs Amelioration.

Written for the Tradesman.

"Nobody loves a fat man." The lot of the fat woman is even more wretched, because being loved and having the personal attractiveness and beauty that evoke love and admiration are far more essential to the happiness of a woman than of a man.

The fleshy woman labors under serious disadvantages, some physical, some psychical. In the first place there is imposed upon her the handicap of weight and bulk. Every step she takes, every moment she stands, her strength and energy are taxed to carry about and support her superfluous avoirdupois. The bones of many corpulent persons are small—the framework insufficient for the huge structure, so to speak. The muscles often are weak and undeveloped. The fleshy woman who has to be much on her feet is apt to suffer severely. The difficulties involved in taking active exercise almost necessitate sedentary habits of life. These in turn foster the tendency to excessive flesh.

Fat gives no strength. Moreover—although this is contrary to commonly received opinion—in anything beyond a very moderate amount, it is not indicative of health. Many ignorantly suppose that a person who is "big and fat" can have no ailments and ought to be able to stand anything. Physicians say that excessive flesh is itself an abnormal condition and the prolific parent of stubborn and even fatal diseases. But so strong is the popular belief that a corpulent person can have no serious illness, that the fleshy woman is likely to receive scant sympathy for her maladies.

In the matter of clothes, Fashion certainly slips one—and a big one and a bad one—over the fat woman. The old Dame should be ashamed of herself for thus slighting and actually ill-treating some of the kindest-hearted and sweetest-natured of her devotees. True, a page or maybe two in each of the fashion periodicals is devoted to styles for stout women. Very plain and unattractive most of these will be found to be, lacking entirely in the smartness and chicness and jauntiness of the modes handed out in such variety and abundance to the slender sisters. Every one knows that the styles really are made for thin women. It is only that because of necessity the stout woman has to wear something, that the slightest attention is bestowed upon her. She is persistently cautioned against bright colors and horizontal lines and ultra effects. Her wardrobe must be

as flat and characterless as it is possible to make it, else her dress is likely to be criticized as bizarre and grotesque and calculated to make conspicuous the defects of her figure.

And pay for clothes! Well, yes. To dress in the unsatisfying manner described costs the stout woman as much or more than it does the thin woman to be in the height of the mode. Every garment for the fleshy dame requires an extra large amount of material. She finds it difficult to get anything ready-made, and if by chance she does find an item that will answer, an out-size is rarely to be bought at a bargain. Dealers in cloaks and suits know that they are not likely to be hung up on a 46 or a 48. Some one will come along some day who will have to take it. It is the same with gloves, shoes, hosiery and underwear.

While the slender woman! Clothes are her long suit. If she is lithe and willowy, then if she has taste and just a little money her garments may be dreams of beauty. And even the thin, rawboned creature who is ugliness itself when undressed—what will deftly devised clothes not do to conceal her defects and give her style and comeliness! A little skillfully arranged padding and her angularity has disappeared; while with the cunning use of trimmings and accessories and carefully chosen styles, the curveless bean-pole figure takes on a semblance of grace and comeliness. Dame Fashion well knows that her strong following is with the thin sisters, and she is unswervingly loyal to their interests.

But not even her clothes, sure as these are to make her no end of trouble and cause her unceasing sorrow and humiliation—not even her clothes are the keenest grief of a fleshy woman. The sharpest thrust that an unkind Fate has at her, the acme of her woe is found in the cool, exasperating assumption on the part of the thin sisters, that she who is given to embonpoint is in some indefinable way a little inferior in her mental or physical composition, or else she wouldn't be fat. Whether it is in snap or in spirituality or in what that she is so mysteriously lacking, these subtle tormentors do not attempt to say. But they make her feel every moment of her life that she is not quite on a par with themselves. Just why or how they do not make clear, but they carry the impression that they are in some inexplicable way made of finer stuff.

In the popular mind fat is associated with coarseness, grossness, stupidity. Even plumpness is regarded by many

as a bit vulgar. Webster gives the adjective "fat-brained," defined as "dull of apprehension." Much more along the same line might be cited, but this is enough to show why it is that the thin woman mounts to a pedestal of superiority, and points a sly finger of scorn at the woman who is burdened with adipose.

If the fat woman wishes to reduce her weight, in the hope that by so doing she may lessen the reproach in which she feels herself to be held, three courses are open to her. She may nearly kill herself by the use of deleterious drugs and nostrums; she may starve herself by a rigorous regimen of diet; or she may wear herself out in a vigorous pursuit of some system of gymnastics. No one of these is apt to bring adequate and satisfactory results. The most that can be said for the best of them is that they help some.

There are two things that it would seem easily might be done, either one of which would do much to ameliorate the unhappy lot of the fat woman. If a change in public opinion could be brought about so that the living skeleton would no longer be the accepted type of beauty and style, the hearts of the fat people would be eased of many a bitter pang. If thin women

could be made to know how ugly they themselves really are, they would stop rubbing it in on the sisters who are a trifle corpulent.

Then if some one would compile a list—and it would be a long one—of the famous artists, authors, poets, musicians, actors, actresses, singers, inventors, statesmen and financiers who have been heavy, fleshy persons, it would prove incontrovertibly that in the highest realms of thought and in all the finer activities, fat people have done their full share in the world's greatest work.

These two friendly services, neither of which is at all impracticable, would do much to reinstate in the corpulent the self-esteem essential to their happiness.

If in addition some keen-minded scientist could discover just what it is that causes an excess of adipose tissue, and find some harmless yet effectual preventive or remedy not involving such heroic exercise as diet and exercise, the lot of the woman who is inclined to take on flesh would be regarded as uncommonly lucky. For she would not become heavy and corpulent—she could stop with just being round and well-proportioned. In fact she could rather put one over the thin sisters.

Quillo.

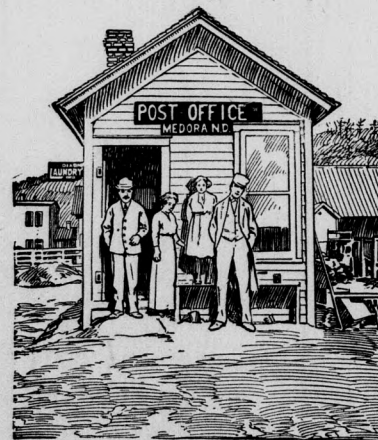


Good Business in the Bad Lands

This tiny store building is at Medora, N. D., in the heart of the Bad Lands. Its floor space is 10 feet by 24 feet. Half of that is occupied by the post office, leaving a space the same in area for goods.

Here, the monthly sales of National Biscuit Company goods run high in a little town of 150 people. Ranchers and cowboys travel as far as sixty miles to reach this little establishment.

Display of National Biscuit Company goods attracts these people to buy. The quality inside the In-er-seal Trade Mark packages brings repeat sales the year round. Display is the thing in selling.



NATIONAL BISCUIT COMPANY





CLOTHING

"A Devil in His Own Home Town."

Every now and then someone digs up a queer recluse story. Usually it is perhaps not exaggerated. I know of a farmer who has not visited his nearest town in twenty years. Recently I met a middle-aged woman of fair intelligence, living in a little railroad town, who confessed to have never taken but one ride on a train of cars.

Similar instances are met with in the city. A German of my acquaintance ran a prosperous cafe business for a quarter of a century opposite a famous public building. It was said of him that he had never set foot within this edifice. Another case within my knowledge is that of a druggist in the heart of the retail district who during a score of years has not strayed from the beaten route between his home and his store. Outside of this he knows nothing of his home city except by hearsay.

This type of queer citizen is found in many communities. If a freak, he is only an extreme development of a human characteristic that is very common. Some would call it conservatism, others selfishness. Take a number of business and professional men whom you know personally and otherwise and check off all those who figure in any broad way in the life of the town. The list will prove to be small. The man who is occupied solely with his own business and his own family is apt to be as much in the rut as the instances I have mentioned. Although he may move in a larger orbit. Nominal club or lodge membership, perfunctory gifts to charity or occasional vacations may not in themselves change his condition. Essentially he is still a stay-at-home, a recluse.

The question of duty aside, such men are missing some of the good things of life. There is a pleasure in getting interested in other people and helping along some worthy cause. An earnest churchman will tell you that service is the chief joy of his Christian experience. But this is not a religious argument. On the other hand, I would not slur that phase of the subject by having the title of this article taken too literally. It is intended to mean what is known as a live-wire—a good citizen in the sense of having initiative, leadership, and sympathy outside one's business.

Public-spiritedness is a recreation, a tonic. And it is usually mighty good advertising. It is this latter point I want to emphasize. The frequent appearance in the newspapers of a merchant's name, in connection with popular causes, helps to give him per-

sonality in the public mind, and personality attracts. When a business man has gained credit with his community for even one unselfish act, his trade reputation will stand a good many "knocks" without injury. Thus the benefits are both positive and negative.

Twenty-five years ago a certain young man started in the clothing business in a Central West City. I shall call him Brown. To anyone interested I would be glad to furnish his real name and his address, for the story is strictly true.

"The goods on this table when we invoiced them the other day showed a value of \$2,700—that represents more merchandise than I had in my whole store when I opened it."

Such was Brown's remark to me as in sauntering about his premises we stopped before a stock of clothing. His hat department, he stated, had been launched with \$9, all the money he could afford to invest in it at the time. To-day he has one of the big clothing and ready-to-wear stores of the town. He owns the building it occupies and has a well-improved farm of 400 acres. In fact, he is a rich man.

From the first Brown made his influence felt outside his individual business. His location was some blocks away from the town's retail center, and was supposed to be suited only to a neighborhood patronage. Through the co-operation of other merchants of the vicinity, a business men's organization was formed for boosting purposes. It made a bid for general trade by conducting various kinds of advertising campaigns. A recognized place in the consideration of the buying public, regardless of section, was won. This has been maintained, thanks to the fact that the organization has always remained a live one.

Brown gave liberally of his time for the general good of the neighborhood and reaped a large reward in the way of free personal advertising. To be sure, some people would disparage him.

"Oh, that Brown—he's always trying to get his name in the papers," was occasionally heard. These same critics showed a curiosity to meet Brown and to come into contact with the atmosphere of his store.

The outside work of Brown was not confined to business matters. One of his activities was to take a leading part in the organization of a colored Y. M. C. A.—a humble but worthy cause. In the aggregate he received columns of complimentary publicity in the press. As a social en-

terprise, he helped to bring into existence, at an expense to himself of several hundred dollars, an organization of "hillicans." This was made up of people living in the city who were former residents of a certain hill section of the state. As a boy Brown had been a hillican. He was made President of the body, and swelled the membership to over 5,000. Naturally he has hillican customers from all over town. Some of them are quite prominent people. These are but instances of Brown's lending a hand, and do not cover his history in that respect.

Brown frankly confesses to always having had an eye to his business welfare in his public-spiritedness. Yet he is far from being a grafter on the newspapers in this respect. He buys display space liberally. None of the ordinary fundamentals of success have been neglected. His store is orderly and attractive. Few merchants are better posted on daily details.—C. C. Johnston in Clothier and Furnisher.

News Items From the Hicksville Register.

Jim Hill has been laid up recently with the LaGrippy for two weeks, which explains why the war hasn't been ended, the Board of Strategy Meetings at Zoll's Grocery and General Notion Store being called off.

Hy Lacy is painting his new blacksmith a fine blue color. Hy is one of our most enterprising citizens, ain't you, Hy?

Aunt Sally Ruggles has gone to Sunville to visit her nephew, Bill Carter, who accepted a position week before last in the Round House of the Q. C. & M., greasing engines. We all hope Aunt Sally has a good time, but we doubt it.

Clyde Miller, Hicksville's efficient and popular drug-storist, bought a

two-acre farm last week from Frank Beckett on Second Creek, and will move there the first of the month. He will take his wife and thirteen children, as well as two cows, one spavined horse, and a couple of shoats.

OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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



We are pleased to announce that we are in our new location and are installing a full equipment of the most modern up-to-the-minute machinery especially designed for rapid and accurate work.

In short our plant will represent the best in everything that pertains to the production of *Harness and Collars*, and a cordial invitation to inspect it is extended to all friends and patrons.

As in the past, we shall continue to center our best efforts for the success of all distributors of the "Sunbeam" products.

Brown & Sehler Co.

Cor. So Ionia Ave. and Bartlett St.
- 2 blocks south of Union Depot
Grand Rapids, Mich.

"STYLES THAT SELL"

SOFT & STIFF HATS

THE NEWLAND HAT

STRAW GOODS & CAPS

We carry a complete line of silk hats for automobiling
Mail orders shipped promptly

Newland Hat Company

168 Jefferson Avenue

Detroit, Michigan



DIAMOND TIRES

NEW FAIR PRICE LIST

Size	Smooth Tread	Squegee Tread
30 x 3	\$ 9.00	\$ 9.45
30 x 3½	11.60	12.20
32 x 3½	13.35	14.00
34 x 4	19.40	20.35

Other sizes reduced in about the same proportion. We carry all regular sizes in stock.

SHERWOOD HALL CO., LTD., Distributors
30-32 Ionia Ave., N. W., Grand Rapids, Mich.



Miscellaneous Hints Pertinent to the Country Merchant.

Written for the Tradesman.

The Spring Feeling.

Make the most of it—it comes but once a year. At the time of this issue, if the weather is normal, it should be at its height. By the spring feeling, as applied to dry goods, we mean that desire for clothes in keeping with the time of year—apparel that is fresh, dainty, and in accordance with the latest mode—that takes possession of humanity at this season.

This feeling is not exhausted with the pre-Easter purchases. Not all buy so early as Fashion dictates. But all that have human hearts are filled with an intense longing for "new duds" during these spring weeks.

Arrange your displays both of fabrics and ready-made garments with a view to stimulating this longing up to the pitch that causes actual purchases. Bring out all seasonable goods so that they can not fail to be seen. And let your store be exquisitely clean and in perfect order. Only so is it a fitting background for the dainty, delicate goods of spring and summer. Refusals—Courteous and Otherwise.

It is a fine art—being able to make a necessary refusal with such politeness and tact that no possible offense is given and the asker's disappointment is reduced to the minimum.

"What price can you make me on these hose if I take half a dozen pairs?" was a question recently overheard in a store. The enquirer is a middle-aged matron, while the saleswoman to whom she put the query happens to be the wife of the proprietor. "No reduction—those are 25 cents straight." No rudeness was intended, but the answer was crisp even to the point of curtness, and it was plain to see that the customer felt repelled and hurt. And the stupid block of a creature behind the counter gave no mollifying word of regret or explanation. Had she been some inexperienced girl, such an occurrence as this just described might not be surprising, but for a woman 35 years old to be guilty of such a lack of courtesy, and the wife of the proprietor at that! And when she was in the store supposedly for the purpose of "helping out!" Can such a maladroit help as much as she hinders?

Had she understood her business, it would have been so easy to explain that that line of hose was a very special value, the very best they could get to retail at 25 cents, and they were selling them so closely that they did not feel they could make them any less by the half dozen. Then it

would have been a good idea to show some other kinds, also very desirable but of course not quite equal to the first, that could be sold at \$1.35 and \$1.25 for the half dozen pairs. There were plenty of such goods in stock, and a competent saleswoman surely would have made a sale, but this poor blunderer not only sold nothing, but—what is far worse—offended her customer.

Rules Should Be Lived Up To.

Let it be clearly understood that the difficulty in the case just cited was not that Mrs. J— (the proprietor's wife) did not make a special concession. A concession in the form of a special price to that particular customer would have been a mistake as bad as the deplorable one described, and likely to be farther-reaching in its results. She was right in refusing to make a reduction to that lady unless she was ready to make exactly the same to every other customer. Her blunder was purely in making the refusal so ungraciously, and in failing to bring to the customer's attention kinds of hose that were in stock and were sold regularly by the half dozen pairs at a reduction.

It can hardly be said too often or too emphatically that prices should be absolutely inflexible and the same to all. Not the slightest favoritism ever should be shown. No variation from the established selling price should be allowed unless it is deemed best to make a change, and this of course should be for everybody. (Generally speaking, decision upon a change should not be made in the presence of a customer). There are only two occasions in ordinary retail business when it is justifiable to "make a price." One is when some defect not noted before, is discovered when a sale is in progress—a defect that necessitates a reduction on the spot. The other is when, of a given article, an amount is wanted so unusually large that no provision was made for such a call when the goods were priced.

As predetermined selling prices should be rigidly maintained, just so should the necessary rules of a store be firmly lived up to. We refer to regulations about delivery, return of goods, hours of opening and closing, correction of errors, etc. It is best not to have too many rules, and certainly not such as will prove irksome and damaging; but a restriction or regulation that has been found to be needed must be followed. A good manager will live up to his own rules and will see to it that his directions are respected and obeyed by his subordinates.

In a country or village store, where

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

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



When it rains, get them quick

In Stock
For Quick
Delivery



This can be said about these raincoats.

They are honest goods and will give satisfaction.

Get Our Swatches

Grand Rapids Shoe & Rubber Co.

The Michigan People

GRAND RAPIDS



Trousers To Retail At Popular Prices

We make a specialty of and solicit "fill in" orders. We always have a good assortment of patterns, at various prices, and can balance up any merchant's line of sizes. Give us a trial.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Public Seating For All Purposes

Manufacturers of

American Steel Sanitary Desks

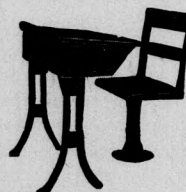
In use throughout the world

World's Largest Manufacturers of
Theatre Seating

American Seating Company

General Offices: 14 E. Jackson St., Chicago; Broadway and Ninth St., Grand Rapids, Mich.

ASK FOR LITERATURE



everybody is acquainted with everybody else, and the relation between the merchant and his clerks and the customers is necessarily very personal, it is more difficult to refrain from making special concessions, both as to prices and other matters, and harder in many respects to maintain proper discipline than it is in the large city store. But even the small shop should have its established methods and principles.

As Another Merchant Would See You.

Not long ago I saw a successful merchant walking along the street, on the way to his own prosperous and well conducted establishment. As he walked he looked at the window displays of the stores he was passing, possibly from a natural curiosity to see what the other fellows were doing, possibly to gather ideas to use in his own business. The expression on his face was that of a cheerful, kindly, open-minded observer. He was not critical and contemptuous of the efforts of his competitors, neither was he cast down as he might have been had he felt that they were surpassing him. He seemed simply to be making good use of his eyes.

By the way, how should you like to have some efficient and successful merchant give your store a thorough looking over. Not merely bestow upon your windows a few swift glances, but go through your entire establishment in a leisurely way, seeing all that sharp, experienced, watchful, yet unsympathetic eyes could discover. Such an inspection should include an investigation of your office methods, an examination of your last inventory and yearly balance sheet, and a review of all your unpaid bills.

Should you enjoy such a visitation, or should you shrink from it. If the latter, then there are things that are wrong—things that you yourself are able to see. Have you the strength and determination to apply the proper remedies?
Fabrix.

Figuring Parcel Post Rates.

A United States postal clerk, having a good head for figures, has evolved a method for figuring postage on parcel post packages in the different zones which is quick and accurate. It will be found especially advantageous to merchants who are compelled to look up the rates in the Postal Guide every time a parcel post package goes out of the store. Here is his formula, which it would be a good idea to have handy:

First and second zones, the postage equals number of pounds plus 4 cents.

Third zone, two times number of pounds plus 4 cents.

Fourth zone, four times number of pounds plus 3 cents.

Fifth zone, six times number of pounds plus 2 cents.

Sixth zone, eight times number of pounds plus 1 cent.

Seventh zone, ten times number of pounds plus 1 cent.

Eighth zone, twelve times number of pounds even.

The Carr-Hutchins-Anderson Co. has increased its capital stock from \$15,000 to \$40,000.

Welcome Words From Lansing's Largest Merchant.

Lansing, April 10.—I have your enquiry of recent date regarding my opinion of the formation of the State Association of Retail Dry Goods and General Stores for the State of Michigan. In this connection I will say that I had in mind an association modeled after and designed to work in conjunction with the National Retail Dry Goods Association of New York.

I believe that the retail dry goods men of this country should have their National, state, and local associations, all working in harmony and to the same end. As my firm is a member of the National Association, I am in a position to say that if any attempt should be made to form a State or any local association, aid, perhaps, in the nature of suggestions from the National Association could be had, even to the extent of sending a representative or trained worker into the field to aid in the organization. The need of an association of this kind is well known and need not be dwelt upon here. The name of D. M. Christian, of Owosso, as President of such an Association, was mentioned because he is a well known and successful merchant, standing well with the merchants of Michigan and has recently organized his business in such a way that it will not require as much of his personal attention as heretofore.

I notice what you have to say regarding the trading stamp situation in Michigan. We put up a strong fight here in Lansing about a year ago, with the result that two companies were put out of the field. We have, however, two strong companies here yet to be reckoned with, but we are sure that these companies have made no progress during the past year and we believe that public sentiment is becoming very strongly anti-trading stamp. I am very much impressed with the effort the Tradesman is making to abolish the trading stamp abuse. I hope you are in close touch with the Dry Goods Economist, which publication is certainly making a gallant Nation-wide anti-trading stamp and anti-premium coupon fight.

I hope you are familiar with the language used by the Supreme Court judge in the State of Washington in rendering his decision upholding the heavy license trading stamp law in that State. We know that it has heretofore been difficult to get trading stamp laws through the legislatures that would hold water. It is my belief that public sentiment all over the United States is growing strongly anti-trading stamp and that Supreme Court justices will not fail to note the trend of public sentiment.

I notice what is being done in Grand Rapids in regard to the fight to uphold the trading stamp law now in the statute books of Michigan. I understand that Charles Trankla is Treasurer of a fund for this purpose and it is my pleasure to enclose herewith a small check to aid this worthy cause. I am informed that our Lansing Grocers and Meat Dealers' Association are to have a meeting Tuesday evening for the purpose of raising funds for the same cause. If anything should come up in our Legislature during the present session regarding the stamp situation, that, in your judgment should require immediate attention, do not hesitate to wire, telephone, or write me your wishes, as my business is located within five minutes' walk from the capitol building and I am personally acquainted with our own representative and senator and other State officials and would be in a position, I think, to get a hearing. Very respectfully,
F. M. Arbaugh.

The low price store may get the trade but the one price store holds it.

Think Ahead! Look Ahead! Go Ahead!



ORDER NOW

B. V. D.

Coat Cut Undershirts, Knee Length Drawers and Union Suits

(Pat. U. S. A. 4-30-07)

and have these quick-moving, standard garments on your shelves when your customers ask for them.

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

If You Need Store or Office Fixtures

or furniture of any kind, see us

Grand Rapids Merchandise & Fixture Co.
803-805 Monroe Ave. Grand Rapids, Mich.

We will save you money and take your old fixtures in exchange

Quality Tea

There is no beverage more Healthful, Refreshing and Invigorating than Tea.

No article of commerce more important in the selection than Tea.

Nothing more profitable to the Retail Grocer and nothing in which more care should be taken in the purchasing.

We carry the largest and most select assortment in Michigan.

Our Package Teas are packed specially for us in the original countries of growth and are never repacked by us. Our grades are always maintained and selected for Cup Quality.

We import direct from Japan, Ceylon and China.



We are distributing agents for Tetley's Celebrated Ceylon and India Teas, universally acknowledged the Best and Purest.

We are at your service.

Judson Grocer Co.
The Pure Foods House
Grand Rapids, Michigan



Grand Council of Michigan U. C. T.
 Grand Counselor—M. S. Brown, Saginaw.
 Grand Junior Counselor—W. S. Lawton, Grand Rapids.
 Grand Past Counselor—E. A. Welch, Kalamazoo.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—W. J. Devereaux, Port Huron.
 Grand Conductor—Fred J. Moutier, Detroit.
 Grand Page—John A. Hach, Jr., Coldwater.
 Grand Sentinel—W. Scott Kendricks, Flint.
 Grand Executive Committee—E. A. Dibble, Hillsdale; Angus G. McEachron, Detroit; James E. Burtless, Marquette; L. N. Thompkins, Jackson.
 Next Grand Council Meeting—Lansing, June.

Michigan Division T. P. A.
 President—Fred H. Locke.
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 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Business, Not Kicks, Expected from the Salesman.

Is a salesman justified in complaining of his territory, and demanding to be removed to a better one?

Emphatically, No!

It is his business to work where the house finds the best use for him. No salesmanager will assign a man to a territory in which it is impossible to get results. If the territory is a hard one, the salesman who fills it may take it for granted that he is looked upon as a capable man, whom the salesmanager believes can get business where others would fail. That should put him on his mettle, and instead of kicking he should exert all his energies to overcome obstacles and get results. They're there, for somebody to get; and somebody else will get them if he doesn't—he may depend upon that. No house wastes its expense money in sending a man out to gather pears from cactus plants.

With us, the salesman who remitted kicks instead of orders would soon succeed in kicking himself out of a job. On the other hand, the house gratefully remembers the efficient service of good salesmen in a hard territory, and takes advantage of the first opportunity to advance and promote them.

The men who do not expect to have things made easy for them—who are not always on a still hunt for a "snap"—are the fellows who get down to business, and to whom the rewards, and promotions, and good times come as a matter of course, in due season. No man who is likely to be the loser loses for proving himself efficient where others acknowledge their inefficiency, or for supporting a responsibility which others want to shirk.

Don't ask to be taken out of your territory and given another one—for that is equivalent to asking the salesmanager to turn it over to somebody else whom you expect him to consider a stronger man than yourself.

You have all heard about the drummer boy in the Napoleonic wars, who, when the battle was at a desperate crisis, was commanded by an officer to beat a retreat.

"Can't obey your orders," replied the boy, "for I never learned how to beat a retreat. But I can beat a charge!" And he did it, with the effect that Napoleon's soldiers gathered fresh enthusiasm, were animated with renewed courage, and won the day.

When it occurs to you to kick to your salesmanager about your territory remember that you don't know how to beat a retreat; that all you know is how to beat a charge.

Concerning whether a bribe should be given when an unscrupulous buyer demands it, I should say:

We all know that there are some buyers who can be bought—that is, who will lend the salesman their influence in landing an order, in exchange for a bribe. But in my twenty years' experience as a traveling man, such a proposition was never made to me, and our men on the road seldom meet it. No salesman representing a substantial house would acquiesce to such business methods. No salesman worth the name would be foolish enough to let a buyer hold him up for a share of his commission—and if he got around it by increasing the price of his goods, so as to make the buyer's employer pay the bribe, he would be stealing from his customer and wronging his own house. The way to deal with the bribe proposition is to turn it down so flatly and fairly that the buyer will not feel encouraged to try this trick again.

The bribe is, of course, not to be confused with the legitimate bonuses which some houses offer to induce customers to take their wares. Here no deception is practiced but the bonus, and no charge can be made—but still the bonus idea is often carried to objectionable extremes. This is because struggling firms, anxious to get an order away from a big competitor, will put the money that ought to be invested in improving their product into extravagant bonuses, such as handsome show cases for the display of goods.

It isn't hard for a good salesman to overcome this sort of competition. The relative merit of his own goods and his "liberal" competitor's will

argue the case for him. Moreover, the dealer has to consider that in buying from an established and well-advertised house he benefits by the wide reputation of that house. The fame of its goods will bring customers to his store, and this is more important to him than a bonus.

I have always been opposed to giving exclusive rights in any town; but in some of the smaller places—towns of 1,000 to 1,500 perhaps—it would be unreasonable to refuse exclusive rights. For some reason which I should be interested to hear explained, our salesmen are importuned for exclusive rights by merchants in the South and Southwest, while the merchants in the Northern and Western territories hardly ever make such a demand. W. H. Titus.

Energy Precedes Intelligence.

The first requisite in a salesman is energy. That quality goes further with me, in selecting a salesman, than the degree of intelligence he may exhibit, or the vastness of experience he has had.

If a man is energetic—if he is not only willing to work but delights in working—you can depend that he is amenable to instruction. But if he isn't naturally of an energetic disposition, no degree of brilliant attainments will ever make a successful salesman of him.

In my opinion, a man ought to know something about buying goods before he starts out to sell goods. This gives him a more genuine appreciation of values in the wares he is handling, and also enables him, when he is making a sale, to put himself in the buyer's place, as the phrase goes, and see his proposition from that buyer's standpoint. In fact, the more a man knows about all departments of the business he represents, the better he is able to guard and advance its interests.

For this reason, when we take on a new man as salesman, we put him in the collection department for a certain period; after which he is graduated into the credit department for a certain period; and finally into the buyer's department. When he has completed this course, which requires some weeks, he is prepared to meet the trade, either behind the counter in our stores, or abroad as a soliciting salesman.

The taking or giving of a bribe in a business transaction I regard as the highest order of treachery. We oppose it so radically that any buyer in our employ who should accept so much as a cigar from a salesman would forfeit his position immediately on our hearing of it.

"If you have friends among the salesmen who offer to entertain you merely from hospitality, and without any business motive, refuse the entertainment," is the dictum in our house to buyers. "Enjoy the companionship of these friends as much as you like at your own expense, but under no condition accept the most trifling favor at their hands—for one such favor is likely to lead to another, and you may soon incur an obligation which would be certain to influ-

ence your judgment in business affairs."

It is properly said that salesmanship is a profession, and that it is one of the greatest and most useful of all of them.

A man who is equipped with a knowledge of selling principles is fit to get on anywhere. No matter what career he may choose to enter he is better prepared for success in it if he has the address, tact and initiative which an experience in selling is bound to develop. S. T. A. Loftis.

The Traveling Salesman.

On the train he jumps at daybreak,
 With a grip in either hand,
 With a stomach mighty empty
 And a wish for slumber land;
 But he never makes a whimper
 As he hops into the bus
 For he laughs at real discomfort,
 That would bring the tears from us.

Ever laughs the traveling salesman,
 And his laugh rings loud and sweet
 To the poor old stranded actor
 Or the beggar on the street,
 Just because the salesman helps them
 To their breakfast and their fare,
 Even though it takes a greenback
 He can ill afford to spare.

On the train he hops at midnight,
 And when dawn has come again
 You can see him swinging blithely
 From the cold and dreary train,
 Just another round of calling,
 Taking orders in a town,
 Orders that he thinks are corks
 Which the credit man turns down.

Just another round of hustling,
 Just a ten-mile drive or two,
 Juggling round a bunch of baggage
 That would cripple me or you,
 Far from home and good home cooking,
 Far from baby and from wife,
 You can bet it takes a hero
 To endure a salesman's life.

Dodging canned stuff with ptomaine,
 Getting steak that's mostly bone,
 In some little country roadhouse,
 Where he creeps to bed alone,
 With the same old smile he slumbers,
 For inside his watch's case
 Is the photo of a wife
 And a dimpled baby's face.

The fact there's always room at the top is no consolation to the captain of a submarine.

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.

Hotel Breslin
 Broadway at 29th St.
 New York

"An Hotel Where Guests are Made to Feel at Home"

A High-Class Hotel with Moderate Rates.

Exceptionally Accessible

500 Rooms—Reasonable Restaurant Charges

RATES:
 Single Rooms with Running Water \$1.00 to \$2.00
 Single Rooms with Tub or Shower Bath \$1.50 to \$5.00
 Double Rooms with Running Water \$2.00 to \$4.00
 Double Rooms with Tub or Shower Bath \$3.00 to \$6.00

UNDER SAME MANAGEMENT AS
 COPLEY-PLAZA HOTEL, BOSTON
 EDWARD C. FOGG, Managing Director
 ROY L. BROWN, Resident Manager

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, April 12—Learn one thing each week about Detroit: The largest exclusive sporting shoe factory in the country is in Detroit. Its lines include shoes for hunting, baseball, football, golfing, tennis, sprinting, gymnasium, hockey, skating and bowling.

C. G. Shear, clothier of Beach, was a Detroit business visitor last week.

Mesick, a town on the Ann Arbor that in some way got the census takers to give its population figures at 640, is in some respects very metropolitan in its methods of extracting the coin of the realm from unwary travelers, with the aid of the Bell telephone system. The only difference between the Bell way and the real metropolitan way is that in Mesick the graft is doubled. The depot in that village is located but a few blocks from the hotel, yet a charge of 10 cents is made for single phone calls. If the telephone company really unholds such outrageous charges as this it is easy to predict what will happen to the company eventually, either through legislation or other methods. Incidentally, the service in Mesick is a huge joke.

We maintain that a woman still loves her husband when she discovers new hair growing on his bald head.

Charles W. Doyle, of Chicago, has been appointed managing head of the Detroit Photo Engraving Co., to succeed the late Louis Katz.

Carl Steiner, for over twenty years a city salesman for A. Krolik & Co., has opened a new dry goods and furnishing goods store at 1670 Gratiot avenue. Carl has made hosts of friends during the many years that he called on the trade in Detroit and has the best wishes of all for the success of his new undertaking.

The submarine will also go down in history as a great little destructive force.

E. W., better known to thousands from all sections of the country as "Ted" Smith, died in San Antonio, Texas, last Friday. Mr. Smith was for years part owner and manager of the Metropole Hotel and was, undoubtedly, one of the most popular hotel men in the country. He had a Nation wide reputation as a story teller. In 1898, together with Charles Clements, he opened the Metropole. September, 1913, he sold his interest to Mr. Clements, because of failing health. He was a member of many organizations and was a yachtsman of note. He was owner of three yachts, the Daytonna I, II and III. Mr. Smith was 53 years old and is survived by a widow and a daughter.

A. H. Burke, general merchant of Chesaning, was in Detroit on a business trip last week.

Old John Barleycorn is a hard one to overcome, but he was knocked groggy last week.

H. S. Wagnits has opened an auto supply store at 680 Woodward avenue. He will carry a complete line of tires and automobile accessories.

Howard Jickling, of this city, representative for Morley Bros., of Saginaw, and prominent member of Cadillac Council, owing to illness, has been obliged to give up his duties on the road. He is recuperating on his brother's farm near Kalamazoo and it is the hope of his many friends that he will be seen figuring up his expenses and copying orders at an early date.

P. T. Caldwell, of Caldwell & Co., Three Rivers, was in Detroit last week in the interest of his dry goods store.

A Pennsylvania legislator has revived the old proposition to tax male bachelors, with the idea, of course, of encouraging matrimony. Whatever the tax is it will, undoubtedly, be worth what the bachelors pay.

At the regular monthly meeting of Cadillac Council, last Saturday night, four new members were added to the roster.

Cadillac Council now has a safe lead as the largest council in Michigan. The

committee in charge of C. C. Starkweather's campaign for the office of Grand Sentinel report the most encouraging prospects. Promises have been received from all sections of the State of support for Mr. Starkweather, who, without question, is one of the most able members in the order to carry out the duties imposed on its grand lodge officers. The work of the new officers of Cadillac Council, which was carried out by them for the first time at Saturday's meeting, was deserving of commendation. All in all, every sign indicates one of the most prosperous years in the history of the Council.

John Heinsman, better known throughout the State as plain "Jack," for a number of years with the American Phonograph Co., is now connected with the Phonograph Co., dealer in phonographs and accessories. The Phonograph Co. recently opened offices in the new Liggett building. Mr. Heinsman, who knows every detail of the business, will continue on the road, covering the greater portion of the Lower Peninsula. The company he formerly represented liquidated a short time ago.

One of the pleasing features of the prize fight held in Havana last week was the fact that all war news was crowded from the daily papers for the time being.

The winner of the gun that was disposed of for the benefit of George D. Pratt was Charles Wandrie, of Jackson. Mr. Wandrie is connected with Howard & Solon, of that city. The case of Mr. Pratt is an unusually sad one. A few years ago he was a prosperous salesman representing the Scotten-Dillon Tobacco Co., of this city. The first sad blow he received was the death of his wife and shortly after, without any warning, his sight left him. Several fruitless attempts to have it restored have proved unavailing. At present Mr. Pratt conducts a cigar store in Royal Oak and also manufactures cigars. His handicap, however, is a hard one to overcome and it is by using extreme care only that he is able to make both ends meet.

Detroit Council holds its regular monthly meeting in Elks Temple next Saturday night. The work will be exemplified by the officers elected at the last meeting.

S. Rosenthal, well known merchant of Petoskey, was a Detroit business visitor last week.

In striking contrast with the condition of the Pacific Hotel (White Cloud) in times past is the hotel as it is conducted to-day by Joe Holdaman, formerly of Traverse City. For cleanliness there is no hotel in the State that surpasses the Pacific and the meals are all that can be asked for.

Luths, Dorweld & Haller, wholesale jewelers, have leased quarters in the new Liggett building on Gratiot avenue.

A new mountain altitude is to be reached. According to the newspapers Doc Cook is going to climb another mountain.

C. S. McDuffee, who has conducted a dry goods store at the corner of Stanley and Grand River avenues and the immediate neighborhood for the past few years, closed a deal last week whereby the business was transferred to the Buzenberg Bros. Co. Those interested in the new company are Jay Buzenberg, formerly of the J. L. Hudson Co., Marshall McDonald, department manager for A. Krolik & Co. and Ruben Buzenberg, of the United States Radiator Corporation. Mr. McDonald and Ruben Buzenberg will not take any active part in the business, leaving the management to Jay Buzenberg, who has had eighteen years' experience in the dry goods business. The stand is considered one of the best in the city. Mr. McDuffee who was a former traveling man, has not decided as to his future course and for the present will take a much deserved rest following his active work of the past few years.

Weil & Co. have moved from their old location at 190 Woodward avenue and now occupy the new ten-story build-

ing erected for them at the corner of Michigan avenue and Wayne street. The company now owns one of the largest furniture and piano stores in the country. The latter line has been added recently. The building has 110,000 square feet of floor space, or nearly 90,000 more than in the old building. It was owing to the increase of business that the company was obliged to seek larger quarters.

Some fellows save their money for a rainy day, but are always too willing to call the slightest mist rain.

H. M. La Bounty, of Fairhaven, was in Detroit on business last week.

L. A. Caldwell, formerly with Ely & Walker, of St. Louis, Mo., with headquarters in Iowa, is now in charge of the Traverse City branch office of Burnham, Stoepel & Co. Mr. Caldwell succeeds Harle Von Eberstein, who resigned and whose future plans are not yet announced. It is understood he will engage in the mercantile business. Mr. Caldwell intends moving his family to Traverse City at the expiration of the school term in Iowa. He will travel the same territory covered by his predecessor.

Jay Jaffe lives in Cincinnati and represents the Holters Shoe Co., of the same city. Outside of that, Jay is very much of a Michigander, having traveled through the State so many years that he has worn off that Cincinnati expression and looks, acts and eats like a native of this healthy State. The other day we met Jay—and to meet him means that there will be an additional space filler for the Detonation page. "I notice," warbled Jay, "that despite the fact that there are no elections in Europe both the Russians and Germans continue to go to the poles." When we were revived the Holters shoe representative had disappeared.

The Clark Wall Paper Co. has leased space in the new Liggett building.

F. W. Wilmot, well-known advertising man, has been appointed city representative of the Firestone Tire and Rubber Co.

A. E. Burns, for many years with the R. H. Fyfe shoe store and later manager of the Queen Quality store, has leased a portion of the first floor and all of the second floor of the Bamlet building and will open a new shoe store as soon as the remodeling is completed. The first floor will be used for a men's shoe department and the second floor for ladies' shoes exclusively.

A man named Schweitzer was defeated for the election of mayor in Chicago last week. A man with a name like that should run for mayor of Milwaukee.

F. R. Adams, general merchant of Fairgrove and well-known locally, was in the city on a business trip last week.

Occasionally a fellow in the course of his travels finds many curious things. Last week Fred Raymond, of Grand Rapids, representative for the Hazeltine & Perkins Drug Co. stated that he preferred Grand Rapids to Detroit as a city to live in. Otherwise Fred looks to be in splendid physical condition.

Among the well-known Michigan men who attended both the plumbers and steam fitters conventions held in Detroit last week was "Tom" J. Henderson, of Flint. "Tom" is one of the chosen few who has been tendered the key to the city for use any time he happens to drop into our fair domain.

Detroit grocers to the number of 200 have formed an organization whose prime object will be to pool their buying and co-operate in their advertising and other ways. It is hoped with the completion of this vast co-operative buying movement a mutual benefit to both retailer and consumer will be derived. The increased buying powers will enable the grocers to sell goods at lower prices.

H. Skinner, of Ortonville, was in Detroit last week in the interest of his general store.

Frank N. Sealand, Detroit representative for the Winton Motor Car Co., has been elected President of the Detroit Automobile Dealers' Association for

1915. Mr. Sealand succeeds C. C. Starkweather, of the Buick Motor Car Co., and member of Cadillac Council.

Although too late for Easter, the Police Commissioner of Detroit presented the city with a bran new lid last Sunday.

The Detroit Copper & Brass Rolling Mills have let contracts to build an addition to their plant on Jefferson avenue.

Oliver Smith, the chipper young city salesman for Burnham, Stoepel & Co., says that hot air never melted the heart of a cold boss.

After gazing over the baseball schedule we beg to announce the arrival in the city this week of Louis J. Koster, representative for Edson, Moore & Co., and honored resident of Grand Haven. Incidentally, with the opening of the baseball season we announce the official closing of winter.

That many are not exempt from tragedy in their lives at some time or other has been forcibly impressed on the writer. The Tigers open the season in Detroit to-day—and we are obliged to be in Northern Michigan at the same time.

The F. J. Deal Artificial Flower Co. has been obliged to seek larger quarters at 125 Farmer street.

F. E. Baker, of Carlton, was in Detroit on a business trip last week.

J. M. McBride, formerly of Indianapolis, has been appointed manager of the Queen Quality shoe store to succeed A. E. Burns, who resigned to engage in business for himself.

A saloon keeper in Ludington who will be forced out of business on account of the recent local option election is going to open a first-class and much-needed restaurant in that city. He at least can furnish food for thought.

C. P. Hayes is having his store building at 71 Grand River avenue entirely remodeled and a new front installed.

A. E. Chevrier, of Bay City, representative for the Buhl Sons Co., of this city, has had a new roof placed on his home. The roof also takes the place of a swell heating plant. Since this has been accomplished "Amy" appears as one who has visited the fountain of youth and to the casual observer appears to be many years younger than he really is. After which we will humbly call on the State militia for protection.

Government reports predict another bumper crop for the farmer this year. No wonder the farmers feel their oats and think they are some pumpkins.

George Teufel, formerly with Covert Bros., of Toledo, and a well-known athlete, has taken charge of the sporting goods department of the W. E. Wandersee Co.

G. Young (A. Krolik & Co.) says that an egotist is a man who uses his brain for the purpose of believing he is the greatest ever.

The A. E. Noble Piano Co., 903 Grand River avenue, has leased the main floor and basement of the building at 971 Woodward avenue. The company has also taken a long lease on the property in the rear of the building and will erect a two story factory building on the site. The main offices and show rooms will be moved to the new location.

F. J. Dusenbury, the popular dry goods merchant of Utica, was in Detroit last week on business.

Doesn't this sign make your nerves tingle—

Baseball To-day.

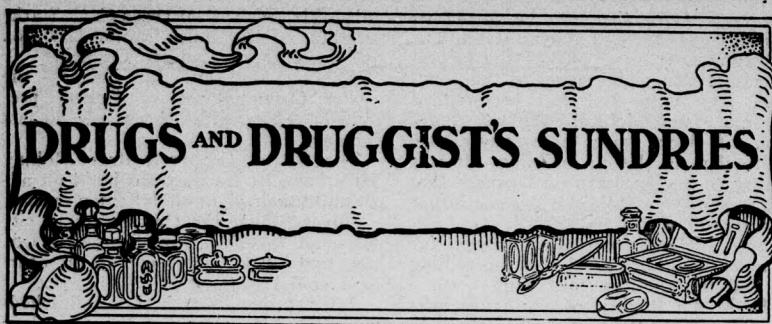
James M. Goldstein.

The Sanitary Slicing Machine Co. has increased its capital stock from \$5,000 to \$20,000.

Hobbs House Bids You Welcome

We have re-opened the Hobbs House, which has been closed since last November, under the same management as before. Have had it all cleaned throughout.

M. HOBBS, Fife Lake, Mich.



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—E. Faulkner, Delton.
 Treasurer—Charles S. Koon, Muskegon.
 Other Members—Will E. Collins,
 Owosso; Leonard A. Seltzer, Detroit.
 Next Meeting—Press Hall, Grand Rapids,
 March 16, 17 and 18.

Michigan State Pharmaceutical Association.
 President—Grant Stevens, Detroit.
 Secretary—D. D. Alton, Fremont.
 Treasurer—Ed. C. Varnum, Jonesville.
 Next Annual Meeting—Grand Rapids,
 June 9, 10 and 11.

Michigan Pharmaceutical Travelers' Association.
 President—John J. Dooley, Grand Rapids.
 Secretary and 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.

Position Pharmacist Should Take With His Customers.

When the first gun was fired some years ago and the great kidney remedy, Kargon Compound, was advertised in the new and modern way, no person in the drug business seemed to be averse toward selling it. We sold an ounce of Fluid Extract of Dandelion and three ounces of Syrup of Sarsaparilla in conjunction with this remedy and received from 70 to 85 cents for the mixture, the price varying as to whether we used the fountain syrup or the U. S. P. preparation, which made very little difference and nobody found fault with the profits thus obtained.

Before the echo of this big bang had subsided there came upon the market at least a dozen remedies reputed to make thin women healthy and robust (mostly bust) and blind people see double and then the ethical pharmacists began to rear up and snort. Shame on an honorable profession (Pharmacy). No honest man should take the people's money for a two ounce package of Epsom Salt colored red and sold at 50 cents as a bust developer. They spoke of laws to be enacted to prohibit such shameful advertising. Formulas were exposed, tons of paper consumed and a lot of valuable breath wasted to condemn this awful traffic.

What was the result?

Every month new benevolent prescriptions were appearing in the daily newspapers, (for you know the owner and editor of these papers have to live properly), the demand grew and the ethical and professional man lost a lot of sleep thinking about the meanness of the other fellow who was selling the stuff and raking in the profits.

I was one of this misguided army of protectors of the public and felt

proud to think that I was helping to convince the dear public how they were being humbugged. I even went so far as to have booklets come on from the West which expressed my thoughts and opinions and distributed them. This wonderful method was a help to push the half dollars onto the other fellows. I did not worry or feel angry as I occasionally sold a bottle of hair tonic or face cream of my manufacture, but did I succeed in bringing the public to my way of thinking? No! Decidedly not. The demand for the advertised products continued to increase instead of decrease.

It did not take me long to convince myself that I was on the wrong track after I spoke to several of my friends in the profession. When asked about this terribly nefarious practice of selling such advertised products they merely remarked that the goods were called for and in some instances demanded, and as they were in business to get all the filthy lucre that they possibly could, and had cash registers to hold it, they simply handed it out and bought more of it. They remarked that missionaries were wanted in Africa and preaching could be heard every Sunday morning at every church in the neighborhood.

Years ago when a vinegar bitter was a very popular seller and staple article, manufactured in an old barn and stirred with a long pole, most of us knew that vinegar and aloes were the two chief ingredients and that the stuff was a rank fake. In those balmy days most all of us were as ethical, if not more so, than we are now, and we were getting one dollar for every bottle of this stuff we sold. Did we howl about that? Oh, no. It was being advertised, just as the preparations of to-day are being advertised, only differently. Times are ever changing, and so is the patent medicine game. The old game of dollar and cents has not varied much that I can note, and I hardly think that any of us has a right to turn down a demand for an advertised article as long as we have no legislation to prohibit the public being fooled and faked. If you turn down the demand you lose money (and we all need it) and also there is an ever-present possibility of losing a good customer. The public will not thank you to make them walk several blocks to get what they want and you can readily believe me, when I say that "They want what they want when they want it. So take a tip, keep it in stock."

Ferdinand A. Bongartz.

In and Around Little Traverse Bay.

Petoskey, April 12.—D. Norman MacDonald, popular butcher of Kalkaska, was a visitor at Petoskey and Burt Lake last week. Five years ago Mr. McDonald started in a small and humble way and to-day has one of the best equipped markets in Northern Michigan. Unflagging energy and none but the best goods have won for him success.

Arthur Schmidt, representative of the Petoskey Block Co., spent the week end at home visiting his parents. In the early winter Arthur was making Canadian territory, but was advised by friends to register as plain Smith. He says that he hopes that the war will be over before his next trip through British possessions.

James Saigeon, of Saigeon & Ferris, well known Mitchell street grocers, is the king pin when it comes to making an Easter display. Jim had a full grown robust hen setting in the window and many comments were heard. Jim is a chicken fancier of repute.

Chalmers Curtis, President of the First National Bank, is the proud driver of a spick span new Chalmers six touring car and she sure is a beauty.

On Wednesday morning, April 7, at 1:30 fire broke out in the saloon building owned and conducted by C. S. Weber, at Alanson. The fire spread to the livery barn owned by Wm. Haskins. Both buildings were entirely consumed. The heroic work of the citizens kept the fire from spreading any further. Mr. and Mrs. Weber

Lawrason Bros., of Harbor Springs, lead the parade delivering milk with a brand new Studebaker truck.
 Herbert Agans.

News Notes From a Live Town.

Owosso, April 12.—Not wishing you to think that we are quitters or to have the boys let an idea creep into their think tanks that we are not enterprising in this particular neck of the woods, I take my pen in hand to let you know that we hope you are all well and that these few lines will find us the same. Our dope this week is not any too interesting and a good deal like cash collections—hard to get—and we are not overwhelmed with ideas on what is expected of us the most.

Fred Hanifan is in Chicago with his good wife visiting his mother. He drew some kind of a winning ticket and got a short vacation.

Clem Page, in his exultation over the Jack Johnson prize fight and a hard cold, refuses to be sociable.

Dell Chase, the shoe man, is under the weather with rheumatism.

Bill Bofysel met with an accident and broke his arm. He is laid on the shelf. It comes a little hard on Bill, for he is a hustler when he is sound.

Gus Stephen started North this week. Didn't say whether he was going out to sell Stephen's Hand Made or looking for Peary and Cook.

George Clark is sporting a new auto so he naturally has laid civilities aside this week.

J. D. Royce is busy grading the yard around his new bungalow, so we are barred socially in that direction; in fact, we can't get our wheel barrow home long enough to wheel our own ashes.

R. P. Bigelow has had the grip and doesn't eat much of anything but onions. We feel very friendly toward Mr. Bigelow, but you know how it is to try to sit down and visit with a person full of green onions.

Secretary Evans dunned us for our last U. C. T. assessment, so we don't go by his place any more until after pay day.

Taking it altogether, there has a feeling of isolation crept over us that doesn't seem to furnish any great amount of excitement.

The last two meetings of our U. C. T. Council were well attended and with considerable enthusiasm. The new officers elected and installed are as follows:

Senior Counselor—John McDonald.
 Junior Counselor—J. J. Brown.
 Past Counselor—Fred Hanifan.
 Secretary—F. E. Evans.
 Conductor—J. G. Cook.
 Page—Will F. Shaw.
 Sentinel—C. J. Hayes.
 Executive Committee, two years—
 A. D. Chase and J. J. Brown.

Delegate to Grand Council—Fred Hanifan.

Alternate—R. P. Bigelow.
 Chaplain—Geo. Clark.

H. D. Lewis, of Bridgeville, has sold his stock and store buildings to W. J. Morrison.

W. G. Wolverton, of Fenwick, has moved his stock of general merchandise to Pompeii, occupying the Doar store building.

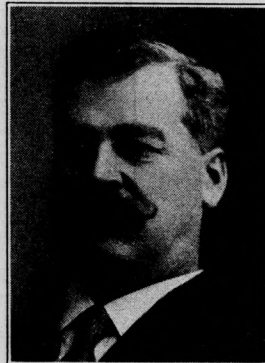
W. E. Hall & Son, of Owosso, have pulled off a cash system stunt that will force the writer and several others to buy their groceries in Burton.

Yes, Owosso has a jitney bus line, too.

Jim Simonson, B. D. Rathbun and Randall & Son, whose stocks were recently burned in Bancroft, are all again on deck, doing business with new stocks.

Don't dodge the Hotel Vernon, at Vernon, for good square meals and clean towels. Mr. Bitterly and wife are right on the job.

What's become of the old time fellow who used to burn a log heap and raise his own smoking tobaker on



JOHN H. LEWIS,
 Boyne City Meat Dealer

were at the time in Cheboygan, where they had been called to attend the funeral of a relative. The rooms over the saloon were occupied by Mr. Weber as living rooms and all of their household effects and clothing were a total loss. Only a small amount of insurance was carried by both parties.

John H. Lewis, the pioneer meat man of Boyne City, was a visitor in Petoskey Sunday. Mr. Lewis came to Boyne City from Pewamo in 1884 and has been engaged in the meat business continuously ever since. He was born December 29, 1864, was married August 6, 1891, to Carrie A. Chene, of Detroit. One son, William Edwin, blesses their union. Edwin is a graduate of the Boyne high school and a student of the U. of M. and is an accomplished musician. In his early days Mr. Lewis was an enthusiastic ball player and loves to tell of the gory battles fought on the diamond.

L. J. Leahy, the genial proprietor of the New Inn, at Alanson, was calling in Petoskey Sunday. Leo was distributing cards announcing the following, "Fishermen, Attention! I am prepared to attend all fishing parties, having two five passenger cars, good guide and No. 1 cooks." We would not mind attending a party like that ourselves.

Milton M. Bonz, manager of the Munising Woodware Co., was a visitor in Petoskey last week. Milt is looking well and says that business never was better.

the same spot? Also what's become of Bill Devereaux and Ham Irving? Honest Grocerman.

One Grain in Good Supply.

Chicago, April 12. — Professional speculators are imbued with the idea that regardless of war, the speculators carrying corn will either have to liquidate within the next few weeks, or change their holdings into July. Bears figure that the longs will not care to pay for the cash corn in May, and everything is being done to create a weak feeling and force a decline.

The country has been long corn for months, some of the contracts being undertaken at much higher prices than at present. Stocks have decreased 5,000,000 bushels in two weeks, and hedges on it removed. Exports are the largest in several years, but notwithstanding the fact that a majority of country holders are bullish on corn, and there is six months left before another crop is available, the corn market has two sides. The belief that European consumption of corn would be increased owing to the abnormally high price for wheat has not worked out, and while exports have been liberal, they have been too small to create heavy speculative buying.

Supplies are the largest in years, and receipts of late light, but it would be no surprise to see a small increase in the movement in the near future unless conditions in the interior change materially. Despite the fact that farmers are behind in their spring work, and not disposed to deliver much corn now, a few weeks more will make a big difference.

The Things That Count.

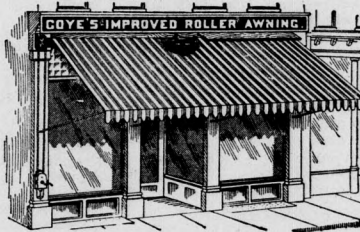
London, April 1.—No one here doubts that, of the prestige which London loses during the war, as a financial world center, the greater part will go to the United States. But our country has thoroughly and de-

liberately counted the cost beforehand. Although a "nation of shopkeepers," England has never been backward in the past, and is not so now, in maintaining that there are some things of infinitely greater moment in the life of a nation than those relating to material advantage.

FOR SALE

Stock of Men's, Ladies' and Children's Shoes, including fixtures, centrally located in nicest city in Michigan having 6,000 population. Stock will inventory about \$3,000. Will make liberal discount for cash.
Jacob Summers, Charlotte, Mich.

AWNINGS



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

CHAS. A. COYE, INC.

Campau Ave. and Louis St. Grand Rapids, Mich

THE GRAND RAPIDS VETERINARY COLLEGE

Offers a Three Years' Course in Veterinary Science
Complying with all the requirements of the U. S. Bureau of Animal Industry. Established 1897. Incorporated under State Law. Governed by Board of Trustees. Write for Free Catalogue.
200 Louis St. Grand Rapids, Michigan

1 9 1 5 Seasonable Goods

Linseed Oil Turpentine
White Lead Dry Colors

Sherwin Williams Company
Shelf Goods and Varnishes

Colonial House and Floor Paints
Kyanize Finishes and Boston Varnishes

Japalac Fixall

We solicit your orders for above and will ship promptly.

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

Acids	Acetic 6 @ 8	Formic 10 @ 15	Carbonic 1 20 @ 25	Citric 68 @ 75	Muriatic 1 1/2 @ 5	Nitric 5 1/2 @ 10	Oxalic 23 @ 30	Sulphuric 1 1/2 @ 5	Tartaric 53 @ 55
Ammonia	Water, 26 deg. 6 1/2 @ 10	Water, 18 deg. 4 1/2 @ 8	Water, 14 deg. 3 1/2 @ 6	Carbonate 13 @ 16	Chloride 10 @ 25				
Balsams	Copaiba 75 @ 100	Fir (Canada) 1 50 @ 1 75	Fir (Oregon) 40 @ 50	Peru 3 50 @ 3 75	Tolu 75 @ 1 00				
Berries	Cubeb 85 @ 90	Fish 15 @ 20	Juniper 10 @ 15	Prickley Ash @ 50					
Barks	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 35 @ 40	Elm (powd. 35c) 30 @ 35	Sassafras (pow. 30c) @ 25	Soap Cut (powd. 35c) 23 @ 25				
Extracts	Licorice 27 @ 30	Licorice powdered 30 @ 35	Arnica 30 @ 40	Chamomile (Ger.) 55 @ 60	Chamomile (Rom) 55 @ 60				
Gums	Acacia, 1st 50 @ 60	Acacia, 2nd 45 @ 50	Acacia, 3d 40 @ 45	Acacia, Sorts 20 @ 25	Acacia, powdered 30 @ 40				
Leaves	Buchu 2 25 @ 2 50	Buchu, powd. 2 50 @ 2 75	Sage, bulk 28 @ 35	Sage, 1/3 loose 35 @ 40	Sage, powdered 30 @ 35				
Oils	Almonds, Bitter, true 6 50 @ 7 00	Almonds, Bitter, artificial 1 50 @ 1 75	Almonds, Sweet, true 1 25 @ 1 50	Almonds, Sweet, imitation 50 @ 60	Amber, crude 25 @ 30				
Mustard	Mustard, true 9 00 @ 9 50	Mustard, artifi'l 3 50 @ 3 75	Neatsfoot 65 @ 75	Olive, pure 2 50 @ 3 50	Olive, Malaga, yellow 1 55 @ 1 65				
Mustard	Olive, Malaga, green 1 50 @ 1 60	Orange Sweet 2 25 @ 2 50	Organum, pure @ 2 50	Organum, com'l @ 2 75	Pennyroyal @ 2 75				
Peppermint	Peppermint 2 50 @ 2 75	Rose, pure 14 50 @ 16 00	Rosemary Flows 1 50 @ 1 75	Sandalwood, E. I. 6 50 @ 6 75	Sassafras, true @ 1 10				
Sassafras	Sassafras, artifi'l @ 60	Spearmint 3 25 @ 3 50	Sperm 90 @ 1 00	Tansy 4 00 @ 4 25	Tar, USP 30 @ 40				
Turpentine	Turpentine, bbls. @ 51	Turpentine, less 57 @ 62	Wintergreen, true @ 5 00	Wintergreen, sweet birch 3 00 @ 3 25	Wintergreen, art 1 75 @ 2 00				
Wormseed	Wormseed 3 50 @ 4 00	Wormwood 4 00 @ 4 25							
Potassium	Bicarbonate 25 @ 30	Bichromate 20 @ 25	Bromide 95 @ 1 05	Carbonate 28 @ 35	Chlorate, xtal and powdered 52 @ 55				
Chlorate	Chlorate, granular 57 @ 60	Cyanide 25 @ 40	Iodide @ 3 77	Permanganate 65 @ 70	Prussiate, yellow 53 @ 55				
Prussiate	Prussiate, red 90 @ 1 00	Sulphate 20 @ 25							
Roots	Alkanet 30 @ 35	Blood, powdered 20 @ 25	Calamus 40 @ 70	Elecampane, pwd. 15 @ 20	Gentian, powd. 15 @ 25				
Ginger	Ginger, African, powdered 15 @ 20	Ginger, Jamaica 22 @ 25	Ginger, Jamaica, powdered 22 @ 28	Goldenseal pow. 6 50 @ 7 00	Ipecac, powd. @ 3 50				
Licorice	Licorice 18 @ 20	Licorice, powd. 12 @ 15	Orris, powdered 30 @ 35	Poke, powdered 20 @ 25	Rhubarb 75 @ 1 00				
Rhubarb	Rhubarb, powd. 75 @ 1 25	Rosinweed, powd. 25 @ 30	Sarsaparilla, Hond. ground @ 65	Sarsaparilla Mexican, ground 30 @ 35	Squills, powdered 40 @ 60				
Squills	Squills, powdered 40 @ 60	Tumeric, powd. 12 @ 15	Valerian, powd. 25 @ 30						
Seeds	Anise 20 @ 25	Anise, powdered @ 25	Bird, ls @ 12	Canary 12 @ 15	Caraway 15 @ 20				
Cardamon	Cardamon 2 00 @ 2 25	Celery (powd. 40) 30 @ 35	Coriander 10 @ 18	Dill 20 @ 25	Fennel 40 @ 45				
Flax	Flax 5 @ 10	Flax, ground 5 @ 10	Foenugreek, pow. 8 @ 10	Hemp @ 10	Lobelia @ 50				
Mustard	Mustard, yellow 16 @ 20	Mustard, black 16 @ 20	Mustard, powd. 20 @ 25	Poppy 15 @ 20	Quince 1 00 @ 1 25				
Rape	Rape @ 15	Sabadilla @ 35	Sabadilla, powd. @ 40	Sunflower 15 @ 20	Worm American 20 @ 25				
Worm Levant	Worm Levant 75 @ 85								
Finctures	Aconite @ 75	Aloes @ 65	Arnica @ 75	Asafoetida @ 1 35	Belladonna @ 1 65				
Benzoin	Benzoin @ 1 00	Benzoin Compo'd @ 1 00	Buchu @ 1 50	Cantharadies @ 1 80	Capsicum @ 90				
Cardamon	Cardamon @ 1 50	Cardamon, Comp. @ 1 00	Catechu @ 60	Cinchona @ 1 05	Colchicum @ 75				
Cubeba	Cubeba @ 1 20	Digitalis @ 80	Gentian @ 75	Ginger @ 1 05	Gualac @ 80				
Gualac	Gualac @ 80	Gualac Ammon. @ 80	Iodine @ 2 00	Iodine, Colorless @ 2 00					
Ipecac	Ipecac @ 75	Iron, clo. @ 50	Kino @ 80	Nux Vomica @ 1 05	Opium @ 2 75				
Opium	Opium, Capmh. @ 90	Opium, Deodorz'd @ 2 75	Rhubarb @ 70						
Paints	Lead, red dry 7 @ 8	Lead, white dry 7 @ 8	Lead, white oil 7 @ 8	Ochre, yellow bbl. 1 1 1/2	Ochre, yellow less 2 @ 5				
Putty	Putty 2 1/2 @ 5	Red Venet'n bbl. 1 1 1/2	Red Venet'n less 2 @ 5	Vermillion, Eng. 1 25 @ 1 50	Vermillion, Amer 15 @ 20				
Whiting	Whiting, bbl. 1 1-10 @ 1 1/4	Whiting @ 1	L. H. P. Prepd 1 25 @ 1 35						
Insecticides	Arsenic 10 @ 15	Blue Vitrol, bbl. @ 10	Blue Vitrol, less 7 1/2 @ 07	Bordeaux Mix Fste 8 @ 15	Hellebore, White powdered 15 @ 20				
Insect Powder	Insect Powder 25 @ 40	Lead Arsenate 8 @ 15	Lime and Sulphur Solution, gal. 15 @ 25	Paris Green 15 1/2 @ 20					
Miscellaneous	Acetanalid 2 00 @ 2 60	Alum 6 @ 8	Alum, powdered and ground 7 @ 10	Bismuth, Subnitrate 2 97 @ 3 00	Borax, xtal or powdered 6 @ 12				
Cantharades	Cantharades po 2 00 @ 7 00	Calomel 1 23 @ 1 34	Capicum 30 @ 35	Carmine 4 25 @ 4 50	Cassia Buds @ 40				
Cloves	Cloves 30 @ 35	Chalk Prepared 5 @ 8 1/2	Chalk Precipitated 7 @ 11	Chloroform 37 @ 43	Chloral Hydrate 1 00 @ 1 20				
Cocaine	Cocaine 4 60 @ 4 90	Cocoa Butter 55 @ 65	Corks, 1st, less 70% 2 @ 5	Copperas, bbls. @ 01	Copperas, less 2 @ 5				
Copperas	Copperas, powd. 4 @ 5	Corrosive Sublim. 1 25 @ 1 35	Cream Tartar 36 @ 40	Cuttlebone 35 @ 40	Dextrine 7 @ 10				
Dover's Powder	Dover's Powder @ 2 50	Emery, all Nos. 6 @ 10	Emery, powdered 5 @ 8	Epsom Salts, bbls @ 2	Epsom Salts, less 3 @ 5				
Ergot	Ergot 2 00 @ 2 25	Ergot, powdered 2 75 @ 3 00	Flake White 15 @ 20	Formaldehyde lb. 10 @ 15	Gambier 10 @ 15				
Gelatine	Gelatine 40 @ 50	Glassware, full cases 80% 1 1/2	Glauber Salts bbl. 2 @ 1 1/2	Glauber Salts less 2 @ 1 1/2	Glue, brown 11 @ 15				
Glue	Glue, brown grd. 10 @ 15	Glue, white 15 @ 25	Glue, white grd. 15 @ 20	Glycerine 24 1/2 @ 35	Hops 45 @ 60				
Indigo	Indigo 1 75 @ 2 00	Iodine 4 55 @ 4 80	Iodoform 5 20 @ 5 80	Lead Acetate 15 @ 20	Lycopodium 1 50 @ 1 75				
Mace	Mace 85 @ 90	Mace, powdered 95 @ 1 00	Menthol 3 50 @ 3 75	Menthol 3 75 @ 4 00	Morphine 5 65 @ 5 90				
Nux Vomica	Nux Vomica @ 15	Nux Vomica pow @ 20	Pepper, black pow @ 30	Pepper, white @ 35	Pitch, Burgundy @ 15				
Quassia	Quassia 10 @ 15	Quinine, all brds 30 @ 40	Rochelle Salts 26 @ 30	Saccharine 3 25 @ 3 75	Salt Peter 12 @ 16				
Selditz Mixture	Selditz Mixture 25 @ 30	Soap, green 15 @ 20	Soap, mott castile 12 @ 15	Soap, white castile case @ 6 75	Soap, white castile less, per bar @ 75				
Soda Ash	Soda Ash 1 1/2 @ 5	Soda Bicarbonate 1 1/2 @ 5	Soda, Sal 1 @ 4	Spirits Camphor @ 75	Sulphur roll 2 1/2 @ 5				
Sulphur	Sulphur Subl. 3 @ 5	Tamarinds 15 @ 20	Tartar Emetic @ 60	Turpentine Venice 40 @ 50	Vanilla Ex. pure 1 00 @ 1 50				
Witch Hazel	Witch Hazel 65 @ 1 00	Zinc Sulphate 7 @ 10							

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns: ADVANCED, DECLINED. Items include No. 10 Blackberries, Puffed Wheat, Mushrooms, Sap Sago Cheese, Shrimps.

Index to Markets

Large index table with columns: By Columns, 1, 2. Lists various grocery items like Ammonia, Axle Grease, Baked Beans, etc., with corresponding prices.

Main price list table with columns: 3, 4, 5. Contains detailed pricing for CHEESE, CHOCOLATE, COCOA, COFFEES ROASTED, and various other food products.

6

Table with 2 columns: Item Name and Price. Includes categories like Saltines, Seafoam, Snaparoons, Spiced Jumbles, Sugar Fingers, etc.

7

Table with 2 columns: Item Name and Price. Includes categories like Bamboos, FLAVORING EXTRACTS, FLOUR AND FEED, etc.

8

Table with 2 columns: Item Name and Price. Includes categories like Calfskin, Pelts, Tallow, HORSE RADISH, etc.

9

Table with 2 columns: Item Name and Price. Includes categories like Sausages, Beef, Pig's Feet, Casings, etc.

10

Table with 2 columns: Item Name and Price. Includes categories like SEEDS, SHOE BLACKING, SODA, SPICES, etc.

11

Table with 2 columns: Item Name and Price. Includes categories like TOBACCO, Plug, etc.

SPECIAL PRICE CURRENT

12

Table with columns for various goods such as Smoking, Bull Durham, Buck Horn, and others, listing prices.

13

Table with columns for various goods such as Pilot, Soldier Boy, Sweet Caporal, and others, listing prices.

14

Table with columns for various goods such as Faucets, Mop Sticks, Palls, and others, listing prices.

15

Table with columns for BAKING POWDER, K. C., Doz., and various sizes, listing prices.

Advertisement for Old Master Coffee, featuring an image of the product and text describing its quality.

16

Roasted Dwinnell-Wright Brands



White House, 1 lb., 2 lb., etc. prices. Also includes CIGARS section with prices for various brands.



Royal Garden Tea, THE BOUR CO., TOLEDO, OHIO. SOAP section with prices for various brands.

17

Proctor & Gamble Co. Lenox, Ivory, Star, etc. prices.

Swift & Company Swift's Pride, White Laundry, etc. prices.

Tradesman Co.'s Brand Black Hawk, etc. prices.

A. B. Wrisley Good Cheer, Old Country, etc. prices.

Scouring Sapolio, etc. prices.

Soap Compounds Johnson's Fine, etc. prices.

Washing Powders Armour's, Babbitt's, etc. prices.

Advertisement for The only 5c Cleanser, featuring an image of the product and text describing its benefits.

Table with columns for FITZPATRICK BROTHERS' SOAP CHIPS and BBLs, listing prices.

Large advertisement for PUTNAM'S Double A Bitter Sweet Chocolates, including text about quality and demand.

Advertisement for FOOTE & JENKS' COLEMAN'S (BRAND) Terpeneless Lemon and High Class Vanilla.

Advertisement for AXLE GREASE, featuring an image of the product.

Advertisement for CHARCOAL, listing prices for various quantities.

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.

Partner Wanted—Live wire man, married preferred, who is capable of pushing cash store. Located in good town Northern Indiana. Carry general stock; want to extend business; need man that will do as much as I will. This proposition will stand closest investigation and is money maker. You must have some money and be well recommended; references exchanged. Address 34, care Tradesman. 34

Want Location—Plant and \$30,000 subscription to stock for a going light metal manufacturing industry that will employ 100 persons and do an annual business of \$200,000. Rare chance for some live community. Address O. J. Ziegler, The S. Co., 72 State street, Detroit, Michigan. 31

Lunch Room on main street of good summer resort town with good dock on beautiful St. Clair River, in full view of D. U. R. depot. Will inventory \$1,665; take \$1,500 before May 1. Owner wishes to engage in other business. Pool room in connection. Box 125, Algonac, Mich. 30

For Sale—Grocery and bakery stock. In business here fourteen years; always made money. Illness of wife reason for selling. Will bear closest investigation. Address No. 33, care Tradesman. 33

For Sale—Good, clean stock of groceries, patent medicines, paints and hardware invoicing, with fixtures, about \$2,500. Low rent. Located in best of farming country. Good reason for selling. Box 104, Dundas, Minn. 36

For Sale—Soda fountain complete with three steel soda tanks, one of them new A bargain to party needing an outfit. Address Cutler-Lauster Drug Co., 310 W Main street, Ionia, Michigan. 37

For Sale—Drug stock. Central Michigan town; inventory about \$2,700. Will rent or sell building. Other business requiring immediate attention reason for selling. Will bear closest investigation. Address No. 38, care Tradesman. 38

For Sale—Stock of groceries in good farming town. Might consider small farm in exchange. Address No. 39, care Tradesman. 39

We handle collections, adjustments and freight claims. Thirty years' experience. Good references furnished. Moose Adjustment Co. Desk 33, Central National Bank Bldg., St. Louis, Mo. 40

General merchandise business—for sale—in small town; nice little business for some one. E. A. Lutter, Kingston, Ill. 42

Rare Opportunity—Furnishing and customer tailor business for sale, in best location in best town in Michigan. The United States Government will expend a million and a half dollars here within the next year on locks. This offer will bear the closest investigation. Will take between \$3,000 and \$4,000 to swing the business. Address C. J. Downey, Sault Ste. Marie, Michigan. 43

For Sale—Only drug store in town of 800 in best of farming community doing practically cash business. Fresh stock—no dead ones. All the good agencies. Expenses very light. Invoice about \$2,000. Good reason for selling. Address X. A. S., care Tradesman. 44

For Sale—5-10-25c store in town of 2,500 population; best location in town, with living rooms; good business; a bargain if sold now. Address Lock Box 265, Vassar, Michigan. 45

For Sale—Used car 6 cylinder 5 passenger Mitchell. Cash price \$1,250. Perfect condition. 60 H. P. Fast, comfortable riding. For particulars address Box 67, Paw Paw, Michigan. Telephone 199. 46

For Sale—A stock of 5 and 10c goods of about \$5,000 and fixtures, on one of the busy streets of Chicago. A three years' lease with privilege of five years more goes with it. A fine opportunity for hustler. Address D. Jacobson, care John V. Farwell Co., Chicago, Ill. 47

For Sale—For Cash—A good clean stock men's and boys' clothing and furnishings well located in good city of 2,500 people. Invoice \$6,000. Will sell for \$4,500 cash if taken in ten days. Address Box 225, care Tradesman. 49

For Sale—Only department store in town of 2,500 in Central Michigan. Good store; low rent; little competition. Good reason for selling. Look this up quick. Address 50, care Tradesman. 50

Fine Bakery Business—Place well furnished; good building; large brick oven; two wagons. Large stock pans; dough mixer. Baking 25 barrels flour a week. \$1,000 down, balance monthly. B. Clark, Mason City, Iowa. 27

For Sale—40 horse power New Era gas engine and 40 horse power gas producer plant. Good condition. Makes cheap power. Only \$600. Custer Milling Co., Custer, Michigan. 51

Merchandise Sales Conductor. For closing out entirely or reducing stocks, get Flood, Dexter, Michigan. 18

Hotel—Owner of only first-class hotel in good live town of 1,500, 80 miles from Chicago, three railroads. Best possible location. Lot, 100 by 200 feet. Good frame building on stone foundation. Thirty guests rooms, steam heat and electric light. Have bought farm, want to move on farm. This is a good paying property. You will need \$7,500 cash, or can pay all cash. Address New Gilman Hotel, Gilman, Ill. 19

For Sale—Fully equipped creamery in a good territory. Reason for selling, owners are unable to operate on account of other business. Will sell at a sacrifice. Located about 40 miles south of Grand Rapids. Address 20, care Michigan Tradesman. 20

For Sale or Exchange—Photograph gallery in good town. Frames, moldings and amateur supplies in connection. Will sell stock with or without building or exchange for drug or dry goods store. Good place to make money. C. E. Groves, Edmore, Michigan. 21

For Sale—Small stock of undertaking goods, including hearse; good opening for young man with little capital. Address, George Fraser, Rosebush, Mich. 24

For Sale—Old established hardware business in city of 6,000 in the best wheat county of North Dakota. Stock consists of builders' hardware, stoves and paints. January inventory between \$8,000 and \$9,000, all clean and salable. No farm machinery. Three to five years' lease of brick block at low rental. Exceptional opportunity for one or two young men. Owner wishes to retire on account of health and age. Address C. A. H. Mandan, North Dakota. 6

5,000 twenty pound bond letter heads \$7.50. Satisfaction guaranteed. Send sample. Eugene Carter, Grass Lake, Michigan. 26

For Sale—Sunset lodge. A twenty-two room house furnished for summer hotel, with bath, gasoline lighting system, spring water piped to both upper and lower floors. Situated on shore of Walloon Lake, eight miles south of Petoskey on G. R. & I. railroad. If interested, write W. H. Ransom, Walloon Lake, Michigan. 9

Wanted—A 300-400 Kirkwood account system. State best price. W. J. Carl, Muskegon Heights, Michigan. 10

For Sale—Fine new boarding and rooming house; built and arranged especially for the business. Good location. Furnished complete; fine condition. Also grocery business; good established trade. For full description and price address P. C. Northouse, Grand Haven, Mich. 12

For Sale—Studebaker delivery car. Cost \$900; panel top; first-class condition. Have no use for it. \$400. Address No. 13, care Michigan Tradesman. 13

Wanted—A retail business in any good location at from \$15,000 to \$35,000, in exchange for very desirable and centrally located Portland income property. Price, \$35,000. Gross yearly rental income, \$3,200. No cash required. Will give time on any difference in price. Address, Dana Poulsen, 307 Eleventh street, Portland, Oregon. 15

For Sale—Live, growing department store. Principal stock is dry goods, ladies' and gent's furnishings and shoes. Brand new stock. Located in one of the best growing towns of the famous Santa Clara Co. Population 3,000. On main line of Southern Pacific, between San Francisco and Los Angeles. Largest and best paying business of this kind in town. Address Box 38, Gilroy, California. 16

For Sale—Great opportunity to buy stock of general merchandise in live town of 1,600, Eastern Michigan. Must be sold. Sickness. Address 986, care Tradesman. 986

For Sale—Meat market located between two No. 1 grocery stores in center of best residence district in city. Address No. 981, care Michigan Tradesman. 981

For Sale—Bakery at Aurora, Ill. Write I. Ochsenschlager. 953

For Sale—Good clean, live corner drug store, doing good business in city of 40,000. Invoice \$4,000. Will discount for cash. Address No. 962, care Michigan Tradesman. 962

For Sale—At 15 per cent. discount for cash only, one 562 class National Cash Register with the extra keys, produce in and produce exchange, in A-1 condition. P. I. Hendrickson, Northwood, Ia. 995

For Sale—Stock of general merchandise in one of the best small towns in Central Michigan. Size of stock \$8,000. Established thirty years. Double store in good condition. Will lease same. H. P. Fitzpatrick, Administrator, Middleton, Mich. 997

For Sale—Grocers computing scale, for less than one-quarter first cost. Used only a short time; will guarantee to pass inspection. Time given to responsible person. Address, 988, care Tradesman. 988

For Sale—Stock of groceries, crockery, tin, enameled ware, ten-cent and other good lines; best location, town of 700, Southern Michigan; wide, light store, fine living rooms second floor; sale or rent; exceptionally clean stock and fixtures, about \$2,500. Exceptional opportunity. Write C. H., care Michigan Tradesman. 990

For Sale—Northern hardware, including the plumbing shop, one of the largest and best paying retail business in Northern Michigan—heavy sales, no dead stock, best of help, good building and favorable rent; best location in the city. A rare opportunity for the right man. Reasons for selling, death of owner and wish to dispose of business at once. For particulars, write or see Mrs. F. B. Clark, Petoskey, Michigan. 991

FOR SALE.

A long-established department store which has always been a money maker. Reason for selling, owner is retiring. Building for sale or rent. Will divide and remodel to suit tenant. Stock will be sold in parts or as a whole.

H. B. LARSON, MANISTEE, MICH.

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. John B. Wright, successor to Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 32c

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

For Sale—Nine Coleman street lamps. A bargain. Address, Village Clerk, Waldron, Michigan. 951

For Sale—Southwestern Michigan; a \$2,600 drug stock and fixtures; will sell cheap; immediate possession. Address Dr. Onontiyoh, Plainwell, Mich. 935

For Sale—No. 1 peddling wagon to carry a general line of goods at a bargain. Tony Fox, Fowler, Mich. 936

Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 738

For Sale—Drug store, in beautiful Southern Michigan city of 6,000. This is an excellent opportunity. Good trade and full prices. Owner must change climate. Address No. 948, care Tradesman. 948

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

Stocks Wanted—If you are desirous of selling your stock, tell me about it. I may be able to dispose of it quickly. My service free to both buyer and seller. E. Krulsenga, 17-23 Ionia Ave., Grand Rapids, Michigan. 870

Look Here Merchants! You can collect all your old, "given up" accounts, yourself, by our new plan. Enclose stamp for sample and full information. Pekin Book Co., Detroit, Michigan. 903

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 925

Notice—Merchandise stocks wanted for well improved farms. We have business blocks, flats and apartment houses to exchange for farms. Explain fully in first letter what you have to offer. Exchanging properties is our specialty. Isenbarger Realty Co., 14 Union Trust Bldg., Indianapolis, Ind. 956

For Sale—Two-burner nine-light gasoline light plant, late model, seven station airline cash-carrier; also small stock dry goods, shoes, groceries, in small Wisconsin town; two-story brick building for sale or rent; these are bargains. Investigate. Box 84, Reedsburg, Wis. 994

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

WHO WANTS ME next on my new special sale plan? I furnish everything—signs, banners, pennants, circulars, string tickets, cambric or muslin for decoration, price cards, show cards all finished with air-brush; also new advertising display cuts, gongs for feature selling, stereopticon machines with films for outdoor evening advertising and an experienced decorator and card writer to assist me. We prepare your store. You manage your own sale. Don't employ some sales company at 10 per cent. and then pay extra for your preparation. My charges are within reason and you will be satisfied, for I have exceptional references and wholesale house recommendations. Write me what you want done, giving size of your city, store and stock and I will tell you what can be done. W. G. Montgomery, Hotel Ste. Claire, Detroit, Michigan. 7

For Sale—Several good second-hand soda fountains which are now in operation and owned by parties who wish to install our 1915 Walrus outfits. Hazeltine & Perkins Drug Co. A. W. Olds, Salesman. 914

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

Large catalogue Farms and Business Chances, or \$50 selling proposition free. Pardee, Traverse City, Michigan. 519

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Address "Hartzell," care Tradesman. 907

PRINTING.

1,000 letter heads \$1.50. 5,000 \$5. Copper Journal, Hancock, Mich. 917

HELP WANTED.

Wanted—An energetic, ambitious active man to establish permanent business in your territory. Health and accident insurance. Immediate cash returns and future. Address Dept. T., National Casualty Company, Majestic Bldg., Detroit, Michigan. 35

Wanted—Two experienced shoe salesmen. Must be familiar with and have trade in the respective territories. One to cover Southern Michigan and one to cover territory contiguous to Detroit. State experience had and amount of goods formerly sold on territories. Michigan Shoe Co., Detroit, Mich. 28

Wanted—A first-class, all around salesman who understands the clothing, shoe and furnishing goods business from A. to Z. Must be a good window trimmer and write his own cards. Good wages and steady position. None but a first-class man need apply. Address A. Lowenberg, Battle Creek, Michigan. 3

Wanted—Clothing Salesman—To open an office and solicit orders for Merchant Tailoring. Full sample equipment is free. Start now and get into business "on your own hook." We build to order the best clothes in America. If you have faith in your ability to do things, you are the fellow we are looking for! Full details will be supplied on request and I can call and talk it over if you are interested. E. L. Moon, General Agent, Columbus, Ohio. 707

POSITION WANTED.

A1 road man and canvasser now traveling in upper part of lower peninsula wants a change in line. Address 48, care Tradesman. 48

I will invest \$1,500—Married man, in 30s, strictly reliable and dependable, good references, experienced in handling collections by correspondence, will connect with reliable concern or business worth while and that will stand investigation. If necessary would assume additional interest, to be paid in installments. Have been collection manager of collection agency for a time. Will serve in any capacity providing compensation reasonable and future prospect good. State full particulars first letter. Address Box 11, Campaign, Ill. 41

Position wanted as clerk in a grocery; five years experience; married. Good window trimmer and salesman. Address 30, care Tradesman. 30

Position—Young man 27 years old, with six years' experience in retail hardware business. No bad habits and strictly sober. Can furnish best of reference. Address Earl R. Fennig, 319 East Wayne St., Celina, Ohio. 14

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 13—The first annual meeting and banquet of Absal Guild, Ancient Mystic Order Bagmen of Bagdad, occurred last Saturday, April 10. Promptly at 1 p. m. the gavel in the hands of Great Ruler Walter S. Lawton called the meeting to order in the U. C. T. assembly rooms and from that time until midnight there was plenty of action for the members of the tribe of Bagmen of Bagdad.

The Guild put on a full ceremonial session and P. F. Stott was instructed in the mysteries which encompass the courageous traveler in his journey to the palace of the mighty King Zoroaster. After conducting the ceremonial, a business session followed and plans were laid for making a pilgrimage to Lansing June 4 to attend the meeting of the Grand Council of Michigan, U. C. T. of America, which will hold a session in the Capital City June 4 and 5. Absal Guild will put on a full ceremonial in Lansing and will receive candidates from nearly all the councils in the State. The annual election of officers resulted as follows:

Great Ruler—Walter S. Lawton.
Viceroy—John D. Martin.
Prime Minister—W. E. Mellinger.
Master of Ceremonies—H. W. Harwood.
Clerk of Records and Revenue—J. Harvey Mann.
Captain of Guards—I. F. Hopkins.
Chief of Guides—W. K. Wilson.
Caliph—O. W. Stark.
Inside Gate Keeper—H. F. DeGraft.
Outside Gate Keeper—George A. Hudson.

Following the afternoon meeting, the members of the Guild, dressed in the regalia of the order, which consists of a full dress suit and white and gold fez, accompanied by their wives, enjoyed a very elaborate banquet at the Livingston Hotel. At the close of this part of the day's programme the company returned to the U. C. T. hall again where they enjoyed a social programme which consisted of several fine speeches.

Walter S. Lawton acted as toastmaster and voiced his appreciation of the honor of being re-elected Great Ruler. He said he was very proud of the record of Absal Guild and thought the growth of the order had been remarkable.

Alvah W. Brown was next introduced as the future Mayor of Grand Rapids. He accepted the nomination and his ready wit and humorous references won for him the unanimous support and approval of all those present.

Walter E. Mellinger, the "ex-Governor of Michigan," responded to a toast, The Ladies, a subject he proved himself very capable of handling.

John D. Martin next explained the necessary qualifications for getting one's portrait in the halls of fame.

Dr. Ferguson followed with some assurances to the beautiful ladies present that their husbands were in good society when they were at the Bagmen meeting and promised them that he would continue to be responsible for their conduct when attending Guild meetings.

H. W. Harwood then extended an invitation to the ladies to be present at Lansing June 4 and 5.

Following the flow of oratory the company danced, music being furnished by Tuller's orchestra.

Absal Guild of the Ancient Mystic Order Bagmen of Bagdad is the only order of its kind in the State of Michigan. The organization is the shrine of the U. C. T. of American and only members of the U. C. T. are eligible to membership. The hard work of William Franks and John J. Dooley, members of the Ways and Means Committee, has had much to do in bringing about the success of the organization. The annual banquet and ball was given under their efficient management.

W. N. Burgess has produced an excellent Patrol.

The Bagmen will have their headquarters at the Hotel Downey, at Lansing, during the Grand Council meeting June 4 and 5.

Mr. and Mrs. W. E. Sawyer, 711 Kellogg street, entertained a little company of friends at a 6 o'clock dinner Friday, April 9. Following the dinner the company played 500. Prizes were won by Mrs. J. I. Wernette, Mrs. Charles F. Dolan, J. I. Wernette and George Oswald.

The Fremont Canning Co. has just completed a beautiful new concrete canning factory at Fremont. This modern sanitary plant is equipped with the most improved machinery and is a credit to Fremont, as well as the energetic President, Mr. Gerber.

At the recent spring election the townships of Allendale and Polkton, in Ottawa county, voted to bond themselves for about \$27,000 as an inducement to Ottawa county to build a bridge across Grand River at Eastmanville. The building of this bridge is a much-needed improvement and the commercial men who make the trip around the horn from Coopersville and now have to depend upon uncertain ferry boats to cross the river will be glad when this proposed bridge is built.

Notice to U. C. T. base ball players: Watch the Saturday night Press for notice of first practice, preparatory to defending the cup at the Grand Council meeting at Lansing June 5.

R. J. Ellwanger.

Scintillant Splinters From the Saginaws.

Saginaw, April 12—Harry Steele, the popular candy salesman, of Saginaw, has accepted a position as assistant steward at the Elk's Club.

The election, April 5, of "Hj" Paddock, as the new Mayor of Saginaw, was the cause of a large celebration by some of the fruit stores and groceries. Under Mayor Richardson, these stores were made to keep closed on Sunday, but they were given to understand that if Paddock was elected, they would be allowed to continue doing business on Sunday. Some of the smaller stores claim that their Sunday business is all that keeps them going. This explains the playing of bands and display of fire-works over the election of Paddock.

Mr. Doan, has purchased the grocery stock of Frank Kohler, of Vandalia. Mr. Doan intends to continue in the grocery business in the same store. Mr. Kohler has not decided yet what he will take up in the future.

Mr. Cox, of Detroit, and Mr. Mooney, of Grand Rapids, who are soap men for Swift & Co., were guests of Capt. Roberts, in Saginaw and they spent an enjoyable day at the salesmen's meeting of the Saginaw Beef Co.

Plans for a big window display night featured by unusual and beautiful displays of merchandise and sensational lighting effects are being made by thirty or forty West Side business houses, members of the West Side Business Association. The date of the event has not yet been decided upon, but it probably will take place either the last week in April or the first week in May. Present plans are that all the merchants co-operating in the novel idea shall prepare special window displays for the occasion and all at the same moment draw aside the draperies and turn on the window lights in all their brilliancy, suddenly illuminating every store window in the business district. The first note of the first number in a musical program by Amsden's Third Regiment band will be the signal for the flashing of all the lights. In this manner the merchants are planning not only a novel advertising scheme, but also the entertainment of hundreds of persons on the streets who, undoubtedly, will gather to view the handsome and elaborate window displays and to hear the musical programme by the band. The band will follow a regular line of march through the business district, playing at several different points along the line and con-

cluding with a concert from the balcony of the Hotel Fordney. Special displays are already being arranged by the business houses co-operating in the plan for window display night and many unique and striking effects are expected, all brought out more emphatically by the use of unusual lighting effects and a liberal sprinkling of red fire along the band's line of march. Arthur B. Cornwell.

Fraudulent Unions Created to Swindle

The Tradesman herewith presents a list of spurious or fraudulent railroad organizations, all of which have solicitors in the field soliciting money, none of which organizations are composed of any more than a president and a corps of solicitors. There are ten of these, some of which have solicitors working in various parts of the State, one of whom was exposed last winter while trying to work this city in behalf of the alleged Association of Yard Masters. The men back of these named bodies show a certain cunning in closely approaching the name of a responsible and reputable railroad organization, and in this way create a standing which works for their exclusive gain, when soliciting funds for advertisements, etc., in certain fictitious publications.

The following are the names of the ten which have been investigated and found to be of the non-existent order: Association of Yardmasters.

United Order of Railroad Men of North America.

Railroad Employes' Department—Brotherhood of Railroad Employes.

Yard Masters and Yard Men—Station Agents and Station Men.

Chicago Freight Handlers' and Warehousemen's Union.

National Freight Handlers, Clerks Warehousemen and Tunnel Employes Union of America.

Interior Freight Handlers and Warehousemen's Union.

Brotherhood of Railway Car Men. Order of Railroad Conductors.

International Brotherhood of Railway Station Men of North America.

Utah Suppresses Trading Stamps.

The retail merchants of Utah are highly elated over the fact that Governor Spry has signed two bills passed by their Legislature, known as the anti-trading stamp bills. There were two laws passed. The first one requires all persons, firms or corporations dealing in trading stamps to establish an office within the State to appoint a process attorney to file a bond prescribing the conditions and amount of said bond and defining a trading stamp as any stamp, voucher, coupon, ticket, scrip or other device.

The supplementary act, known as the second bill, is an act levying a tax on each sale, transfer, issue or delivery of trading stamps, etc., provides the manner of paying such tax, defines a trading stamp and prescribes regulations for carrying out the provisions of the act and fixing penalties for the violation of it. The Utah merchants hope to see the act enforced within the next thirty days.

Trading Stamp Law to Be Tested.

Contributors to the fund to take the trading stamp case through the Supreme Court are coming in so satisfactorily that the attorneys have

been authorized to go ahead with the matter and the case will probably be argued during the June term of the Supreme Court. Detroit has already sent in her \$400 contribution. Grand Rapids promised to raise \$200 and handed in \$230, with more in prospect. The Tradesman urges the other cities of the State which have not yet responded to do so without delay, so that the amount deemed necessary may be in the hands of Treasurer Trankla by the time the case is noticed for trial.

War and the World's Wheat Output.

Chicago, April 12.—The foreign situation as put by a statistician makes a striking showing. The average annual production of the importing countries of Europe is 1,120,000,000 bushels wheat. The average annual imports are 540,000,000 bushels. East Prussia, which raises 60,000,000 bushels a year, is not to be counted on to raise a crop this year, with armies marching over that country. Northern France, with an output of 80,000,000 is a battlefield.

Under the best of conditions, importing countries are not likely to raise over 800,000,000 bushels this year, or 72 per cent. of the above annual average. Their requirements for the first year after the war are not expected to be less than 750,000,000 bushels. At a minimum, the rest of the importing countries might add 50,000,000 bushels to these requirements, in which case the total would be 235,000,000 bushels in excess of the world's largest exports of any year. Where the 800,000,000 bushels can be secured, is one question confronting the wheat trade of the world.

The Armstrong-Thielman Lumber Co. has merged its business into a corporation under the same style with an authorized capital stock of \$150,000, of which amount \$138,000 has been subscribed, \$14,807.55 paid in in cash and \$123,192.45 paid in in property.

Thomas Welch & Son have purchased the Arthur Plumb grocery stock at 138-140 Fulton street and will continue the business at the same location.

N. K. Worley, recently of Cleveland, Ohio, has engaged in the grocery and confectionery business at 1846 Division avenue.

Walter Baker, traveling emissary for the Kalamazoo interurban, was in town Monday.

BUSINESS CHANCES.

Fine opportunity for young man owning an auto, to buy an interest in an established farm sales and real estate business; experienced man preferred. Address postoffice drawer 110, Belleville, Michigan. 52

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

For Sale or Rent—Three story brick building and basement, 22 x 84, central location in village of 2,000. Address No. 950, care Tradesman. 950

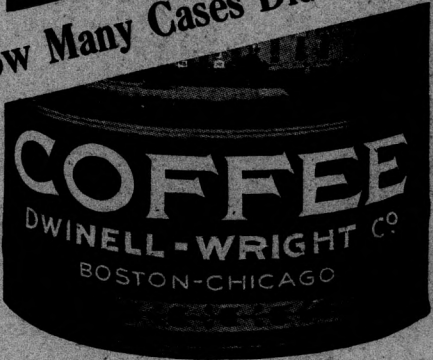
For Sale—Complete stock up-to-date, groceries, notions, sporting goods, etc. Take \$10,000 to \$12,000 to handle the deal. Established 37 years. Brick store building 26 x 80; brick warehouse 20 x 40. Will sell or rent buildings. Reason for selling, have got enough and want to retire. County seat town. 800 inhabitants, electric light and water works. H. J. Hampson, Centreville, Michigan. 960

SITUATIONS WANTED.

Wanted—Position as clerk by married man. Twelve years experience in general merchandise. References furnished. Address Walter W. Armstrong, Honor, Michigan. 53



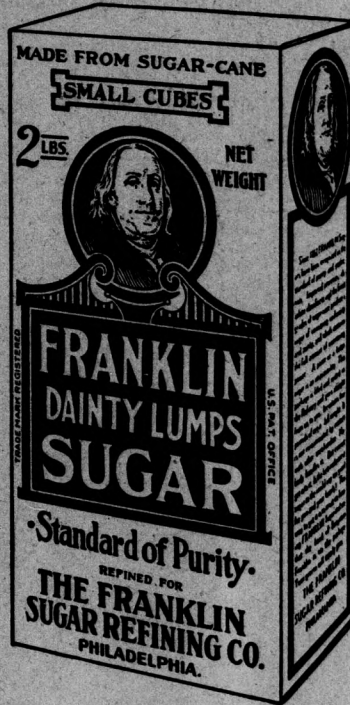
How Many Cases Did You Say?



JUDSON GROCER CO.—Grand Rapids, Mich.
Wholesale Distributors of
DWINELL-WRIGHT COMPANY PRODUCTS

FRANKLIN DAINTY LUMPS

(Small Cubes of Sugar)



These dainty little lumps of sugar, which are just the right size for sweetening Tea, Coffee, etc., without waste, are great favorites with consumers. It will pay you to feature them as an added attraction to your stock, because of their superiority over old style lump sugar in both convenience of size and dainty appearance.

1-lb. and 2-lb. Cartons, 48 lbs. to the Container. Made from Sugar Cane. Full Weight Guaranteed.

The Franklin Sugar Refining Co.

Philadelphia

We Guarantee

Every Can
To You

And Ask You to Guarantee It
To Your Customers

No Strings on This Guarantee

We Mean in
Every Particular

JAQUES MANUFACTURING COMPANY, CHICAGO



Moses Led the Children of Israel--- He Did Not Drive Them

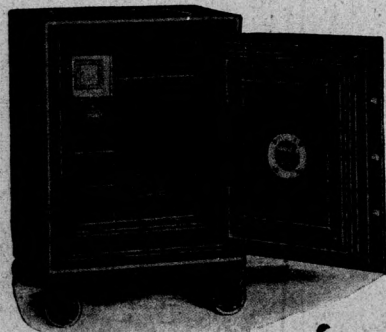
The Children of Israel were in a forest wilderness; they had faith in Moses and he led them safely out.

The business man of to-day who keeps his books of account, his valuable papers and his cash under counters or in cracker boxes, is in a wilderness beset with just as many dangers as the one the Children of Israel were rescued from by Moses.



We cannot drive you to buy a safe and we would not if we could

So far as you are concerned—if you are not now the owner of a dependable safe—it would be the best thing that ever happened to you if someone should drive you to place a good honest safe in your store or office. The most we shall do is to respectfully ask you to write us to-day for prices.



Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Michigan