

MICHIGAN TRADESMAN

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Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, APRIL 28, 1915

Number 1649

Thy Kingdom Come

The world has been groping, groping,
With its mission misunderstood,
For "Thy Kingdom come, Thy will be done"
Is the prayer of brotherhood.

But the light is dawning, dawning,
The motive that "moves," we see,
For "Thy Kingdom come, Thy will be done"
Is the love that is to be.

And the world has been learning, learning,
That heaven must begin below,
For "Thy Kingdom come, Thy will be done"
Is the love that makes it so.

But still we are waiting, waiting,
For the world must answer the prayer,
For "Thy Kingdom come, Thy will be done"
Will bring heaven to everywhere.

L. B. MITCHELL

Hart, Mich.

I Can and I Can't

I Can is a ruler of nations,
With power to do and to dare;
I Can't fills the lowest of stations
And sulks in the realm of despair.

I Can wears the crown of the master
Whose forces no foe can turn back;
I Can't flies the flag of disaster
And surrenders at every attack.


I Can is a doer and worker
Who sits on the throne of success;
I Can't is a drone and a shirker
Who falters and lags in distress.

I Can marches steadily forward,
Achieving, rejoicing, in life;
I Can't is a craven and coward
Who always goes down in the strife.


JOHN C. WRIGHT.

Harbor Springs, Mich.

Make a Man First



A man once came to me and said, "What do you think I had better do with my son?" "Your son," I replied, "undoubtedly has some talent for business, start him in business if you like, but first of all, make a man of him, because he will then do well whatever he undertakes." For it seems to me that before a man tries to express anything to the world he must recognize in himself an individual, a new one, very distinct from others. Walt Whitman did this, and that is why I think his name so often comes to me. The one great cry of Whitman was for a man to find himself, to understand the fine thing he really is if liberated. Most people, either by training or by inheritance, count themselves at the start as "no good," or "second rate," or "ordinary," whereas in everyone there is a great mystery; every single person in the world has evidence to give of his own individuality, providing he has acquired the full power to make clear this evidence.



ACQUIRE THE HABIT "CITIZENS FIRST"



Copper Metallic Long Distance Circuits connect with over 200,000 Telephones in Michigan: Detroit, Lansing, Jackson, Holland, Muskegon, Ludington, Traverse City, Petoskey, Saginaw, Grand Rapids, and All Intermediate and Connecting Points.

CITIZENS TELEPHONE COMPANY



This Baking Powder Keeps Its Strength

The large can of K C lasts longer than 25 cents worth of other baking powders but no matter how long it takes the user to get to the bottom the last spoonful is guaranteed to give perfect satisfaction. K C raises the nicest, lightest biscuits, cakes and pastry you ever ate, and it is guaranteed pure and wholesome.

For goodness sake, use K C.

The above is one of a series of advertisements we are running in daily papers throughout the country. We are spending thousands upon thousands of dollars doing this to help the sales of

K C BAKING POWDER

THIS ALSO HELPS YOU. All grocers like to sell standard goods—particularly if they comply with the Pure Food Laws and pay a profit. Of course you sell it.

JAQUES MFG. CO., CHICAGO

Good Yeast
Good Bread
Good Health

Sell Your Customers
**FLEISCHMANN'S
YEAST**



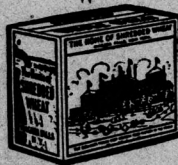
Our Sampling Wagon

Sometime during the year our sampling man will leave samples of

Shredded Wheat

in every home in your town. These samples are delivered by our own men from our own automobiles especially built for that purpose. Why do we sample so extensively? It is the only way we can convey an intelligent idea of Shredded Wheat Biscuit. It is a reminder to those who have used it and an introduction to those who do not know the cleanest, best cereal food in the world.

The Biscuit is packed in odorless spruce wood cases which may be easily sold for 10 or 15 cents, thereby adding to the grocer's profits.



The Shredded Wheat Co.
Niagara Falls, N. Y.



A Real Naphtha Soap Powder

For a limited time, subject to withdrawal without advance notice, we offer **LAUTZ NAPHTHA SOAP POWDER, 60 PKGS.—5 CENT SIZE** through the jobber—to Retail Grocers:

25 boxes @	\$2.30	— 5 boxes	FREE
10 " @	2.30	— 2 boxes	FREE
5 " @	2.35	— 1 box	FREE
2½ " @	2.40	— ½ box	FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery. This inducement is for **NEW ORDERS ONLY**—subject to withdrawal without notice. Yours very truly.

Deal No. 1501
BUFFALO, N. Y.

Lautz Bros. & Co.

MICHIGAN TRADESMAN

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, APRIL 28, 1915

Number 1649

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Honks From Auto City Council.

Lansing, April 25.—F. H. Hastings will return to-morrow from a very successful Western trip. He will remain only long enough to replenish his supply of samples and to say hello and good-bye.

A sight recently witnessed by the writer in Grand Rapids calls to mind the inconsistency of the strap hangers' kick. It was a five passenger car which sells for less than \$500, speeding along one of the main thoroughfares carrying eleven full grown persons—and a street car following in which there were only five passengers.

We had the pleasure of meeting Past Counselor E. P. Monroe, of Muskegon, last week at Hart. Hart is a dry town, but Mr. Monroe does not hesitate to assist a fellow in getting tanked up, even in a dry town, provided he can sell him the tank.

S. C. L. Brown, the genial landlord of the Bailey Hotel, at Ionia, has a bran new baby in which he takes considerable pride as well as comfort. In spite of the fact that it was made in Lansing and cost Mr. Brown a good sum of money, he takes great pleasure in showing it to his friends. He took it over to Grand Rapids recently when he visited friends in that city and came near being arrested for leaving it out in the street close to one of the fire hydrants. He has named it Baby Olds Mobile.

Charles Lauster, familiarly known to the residents of Ionia as the Smiling Grocer, recently made a trip to Lowell with several friends in a seven passenger automobile. On the return trip the driver turned out too far in passing a slower going vehicle and the car became hopelessly stalled in the sand. All hands got out to push, but their combined efforts were of no avail until the Smiling Grocer began to sing, "It's a long way to Tipperary." Then for some unknown reason the balky car started on its own accord and went to solid ground. Other members of the party say that music hath its charms, but they never before saw it influence a stalled machine.

We take great pleasure in announcing the organization of the Elliott Grocer Co., which was incorporated April 15 with an authorized capital stock of \$50,000, all of which has been subscribed and paid in cash. The Elliott Grocer Co. is composed entirely of Lansing men and Lansing capital. The officers are Frank E. Elliott, President; Fred Mott, Vice-President; Evans A. Boucher, Secretary and Treasurer. These officers, with Charles R. Nesen and Merton E.

Towne, compose the board of directors which at present own the entire capital stock. The company has leased for a term of years the building at 412 Michigan Avenue, East, comprising two floors and basement, together with the adjoining building on the west which was formerly occupied by the Lansing Granite Co., making a total of over 13,000 square feet of floor space. Contracts have also been signed which call for the construction of a new brick building consisting of two floors and basement, 66 x 100, adjoining those leased on the east, to be completed not later than September 1. The offices will be located on the first floor of the new building when completed and a side track from the New York Central will facilitate car shipments.

President Frank E. Elliott has spent practically all his life in the wholesale grocery business and came to Lansing about six years ago as manager of the local branch of the Na-



Frank E. Elliott

tional Grocer Co. His wide experience and natural executive ability fits him admirably for the responsible position which he assumes with the new corporation.

Vice-President Fred Mott is a prominent resident of the east side who has been identified with the wholesale grocery business for the past fifteen years and has many record breaking sales to his credit.

Secretary-Treasurer E. A. Boucher has served as cashier and credit man with the National Grocer Co. for the past ten years and his experience and general knowledge of the territory is a valuable asset for the new concern.

Directors Charles R. Nesen and Merton E. Towne are both energetic and resourceful salesmen who have served with the National Grocer Co. for thirteen and four years, respectively. Mr. Nesen is a prominent member of our Council and Mr. Towne will be initiated in the near future.

Seven others, all with a wide experience in the wholesale grocery business, will be identified with the new concern as follows: Walter C. Kruger and Harry F. Squires as salesmen; Arthur Hawley as credit man; Merton Vickers as shipping clerk, with William Cunningham assistant,

and Misses Emma Skusa and Stella Morris, stenographers.

Several letters have already been received from prominent business men of Michigan congratulating Mr. Elliott on his timely organization and the exceptional strength of his associates.

H. D. Bullen.

Clandestine Agreements Must Be Filed Hereafter.

For some years it has been the custom of certain manufacturers who sell goods direct to the retail trade to secure clandestine contracts retaining title in the goods until they are paid for. This method of doing business has been condemned time and again by the Tradesman and the courts, but it remained for the Michigan Legislature to put an effectual quietus on the clandestine feature of the scheme by the enactment of the following statute, drafted by Attorney Corwin, of Grand Rapids:

"Section 1. Whenever any personal property is sold and delivered to any person, firm or corporation regularly engaged, or about to engage, in the business of buying and selling such personal property, with the condition affixed to the sale that the title thereto is to remain in the vendor of such personal property until the purchase price thereof shall have been paid, with the agreement express or implied, that the same may be resold, every such conditional sale in order for the reservation of title to be valid, excepting as between the vendor and vendee, shall be evidenced in writing and the written contract of every such conditional sale, or a true copy thereof, shall be filed and discharged in the same manner as chattel mortgages are required to be filed and discharged."

This law was approved by Governor Ferris April 21, and will, therefore, go into effect July 21. It will prove to be an effectual barrier against the nefarious practices which have caused so much annoyance to legitimate creditors who have sold goods in the regular way, only to find in the event of failure, that they are placed at a decided disadvantage by reason of the existence of a clandestine contract signed by the debtor—in most cases without a knowledge of the contents of the document.

First and Last Guest of Landlord.

Hillsdale, April 27.—"To-day's oddest story" happened in Hillsdale Tuesday. The first person to register with E. W. McClave when he went into the hotel business in Hillsdale seven years ago and the last person to register with him when he went out of business Tuesday was the same—C. J. Shirey, of Fort Wayne, traveling salesman.

Albion—The Union Steel Screen Co., Ltd., has changed its name to the Union Steel Products Co., Ltd.

National Retailers at San Francisco.

The official programme of the eighteenth annual convention of the National Association of Retail Grocers, to be held at San Francisco May 10 to 14, as prepared and officially approved by President Frank B. Connolly, has just been announced and indicates an unusual degree of thought and care in preparing for the first such session ever held in San Francisco, although the second held on the Pacific Coast.

The committee on arrangements has evidently sought to provide not only a rational amount of entertainment, along with the business of the session, but has timed the sessions daily so that afternoons and evenings are free for visiting the big Panama Pacific Exposition. The programme too, is subject to sharp pruning. As the official call states:

"You will note the sessions of the convention will run from 10 o'clock in the morning until 2 o'clock in the afternoon, no recess for lunch, although light refreshments will be served the delegates in the convention hall, the idea being to give the delegates the opportunity of spending the afternoons on the Exposition grounds.

"Long speeches will be tabooed at this convention. Discussion is what we want. Political activity will also be frowned upon—delegates are not supposed to travel 3,000 miles to a convention to spend their time boosting their favorite candidate for office.

"Grocers' Day at the Exposition will be the biggest in the history of grocerydom. We are planning an immense pageant in the morning traversing the principal streets of San Francisco to the Exposition grounds. Numerous manufacturers have already expressed their determination to enter floats in this parade.

"The local grocers in San Francisco and the cities nearby will close their stores all day and take part in the parade with their decorated automobiles, etc. The delegates will march in divisions representing each state. There will be three or four bands of music and nearly all of the concessions on the zone at the Exposition are desirous of entering their people, together with their bands and other native music. This will include South Sea Islanders, Cowboys, Indians, etc. Upon arriving at the Exposition a parade around the grounds ending at Festival Hall, where the dedicatory ceremonies for Grocers' Day will take place and the world's congress of retail grocers will be held."

Detroit—The Murphy Wall-Bed Co. has increased its capital stock from \$15,000 to \$25,000.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, April 26.—William O. Gage, one of our local capitalists has accepted a position as accountant at the Kibby & Shields boathouse. William is one of the hustling young men with a large income who does not have to work, but cannot refrain from keeping busy. He is also a member of the Booster Club and through his influence and means is doing much for the betterment of the Soo. He has a young hopeful that is a chip of the old block and can do many stunts that his father could not pull off himself. One day William asked the boy, "Son, can you make a Maltese cross?" "I can," shouted James in an instant. "How?" enquired father. "Step on its tail," promptly responded James.

That there is going to be big doings in the Soo the latter part of July when the Chatauqua circle comes is quite evident as they are going to put in one solid week at the Soo. The merchants and business men believe that it will be one solid week of entertainment and pleasure that will draw crowds from many miles around.

It is well once in a while to try to see others as they see themselves.

Alf Richards, ice king of the Soo, got his business in running order for the season when he was suddenly taken ill last week with acute appendicitis and was removed to the Soo hospital, where he underwent a successful operation. His many friends are pleased to know that he is getting along nicely and if nothing unforeseen happens he will be on the job again in due time.

The Soo has organized a Motor Boat Association, known as the Michigan Soo Motor Boat Association. Regulations and by-laws have been submitted and adopted by the Association. There were forty-two enthusiastic members of the club at the first meeting and a more interesting crowd would be hard to find. The Association stands for the best interests of motor boating and particularly for the enforcement of the "Safety First" movement while on the water.

It does not seem to matter much who rules in Mexico, as the ruling is all of the same brand.

W. W. Lindsay, one of our popular Soo boys, has accepted a position with the Pickford hardware store, at Pickford and his many friends wish him every success.

While the Soo went wet by a small majority, the campaign had some very good effects in enforcing the laws and the betterment in the handling of the liquor traffic here. It is expected that a petition will be sent into the Council to have all of the saloons close at 9 o'clock, instead of 11 as heretofore, and it is also understood that the Sunday bars will be suspended indefinitely. The Soo band has been doing much to relieve the situation, however, as they are furnishing good wholesome music every Sunday night in the Temple theater here without any extra cost, except giving the patrons a chance to donate what they wish as a free will offering.

The Sault Insurance Agency has made a temporary removal from their old quarters in the Sault Savings Bank block to the Hoyt block, directly opposite their former office. They will again occupy their former quarters about September 1, which will be entirely remodeled at the same time that the Sault Savings Bank undergoes their remodeling.

I. J. Armstrong has resigned his position with the Michigan Forest Products Co., at Strongs and expects to move to Big Rapids, where he has purchased a half interest in the large general store with D. H. McFarlan. Mr. Armstrong has made many

friends while at Strongs who wish him every success in his new field.

Max Schoeneman, formerly known as the Barney Oldfield of the Soo, having retired from active business about two years ago with the expectation of going to Cleveland to enter into the mercantile business there, advises his friends that he has changed his mind and says that "the Soo for you" is his motto. He has leased the store formerly occupied by Ye Toggery, where he will open up as soon as the stock and fixtures, which he purchased in Grand Rapids, arrive. Mr. Schoeneman has had years of experience in the men's furnishing and clothing line, being one of our successful merchants, and set a lively pace in his business and local career since his residence in the Soo and counts his friends by the score, being what we call an all around good fellow, and his success in the new enterprise is assured.

The many friends of Mrs. Catherine Ferguson, mother of R. G. and A. G. Ferguson, our leading hardware merchants, were pained to learn that Mrs. Ferguson was struck by a motorcycle at Long Beach, Cal., last week, being badly bruised about the head. The lady is over 80 years of age and is reported as slowly improving. Mrs. Ferguson is one of the best known old ladies in Cloverland and much concern is felt by her many friends here for her safety and all join in wishing her a speedy recovery.

A. B. Davidson, of the firm of Davidson & Hudson, one of our leading law firms, holds the championship as a piano player for the young ladies' societies and church socials and when Al gets at the keys the young ladies flock around him like flies around a molasses barrel—he simply cannot keep them away—and he has but to touch the keys when a full chorus of trained voices and other noise join in the old familiar airs which help make the church socials so successful. A story is told on Al by some of his friends. He was defending an elderly negro who was run over by a wagon, and the unfortunate being rushed to the hospital, Al was right on the job and offered to handle the case on a contingent fee. "Go 'way 'fum me, white man," said the old darkey feebly. "But I want to help you," said Al. "Do you?" said the darkey. Al nodded. "Den," said the victim, "you go out an' find de man dat run into me an' hit him on the lid."

Gould City is getting the bank, bee, but the proposition is still in the air. Negotiations were underway for a cement block building erected for a five year lease, but it is a little previous to announce whether it will be a go or not. Many of the citizens would welcome a bank to take care of the increasing business at that point.

One of the busiest place on the Soo Line is Garnet, as we are told by Clyde Hecox, the St. Ignace booster, who called on D. N. McLeod last week at Garnet and had the pleasure of inspecting the camps and general wood operations. Clyde was greatly impressed with the magnitude of the operations, as he had no idea of the large scale on which the lumbering interests were being carried on there. The company has twelve miles of logging railway, a fine roadbed, heavy steel rails and equipment consisting of two locomotives and other necessary rolling stock. A large force of men is employed, operating two gasoline and one steam loader and twelve teams. For five miles at a stretch there is piled along the railroad tracks thousands of eight foot pieces of ties and posts, etc., besides twelve million feet of logs ready for shipment to the mills. There is plenty of timber to keep the big plant at Garnet in commission for a solid year and the woods operations will be continued. The woods operations are in charge

of John Scott. Wm. Green is foreman, Neil McCleod is walking boss and P. J. Gorman is book-keeper and general all round men. They are said to all be a bunch of hustlers and are getting out the timber. They have sold four 320 acres of its cut-over lands to the St. Cloud Land & Investment Co., the operations of which are being looked after by J. J. Hicks, one of the most successful of the big operators to invade the Peninsula. Mr. Hicks states that he expects to bring into this county a large number of the best class of farmers now in Minnesota. The McLeod lands are among the best in Northern Michigan, being equal to those in the Rudyard district and are especially adapted to varied agriculture and fruit growing. There are none better anywhere in the country and those investigating the proposition are usually buyers. The company holds these lands at \$25 per acre, and Mr. Hicks, who has spent several days in the township during the past week, says that new settlers may be expected any time now, as a number of sales have already been made.

Charles Hass took along in his touring car last week to De Tour a happy bunch of traveling men, consisting of S. D. Newton, Chippewa's produce prince, J. R. Merrifield, the man who put O. K. in smoke, C. C. Collins, the Soo's candy kid, and another fellow who they say does not want his name in the Tradesman, being the only traveling man that we have any record of having an excess amount of modesty, but he may be contemplating going to preaching some day, which would account for his unusual amount of modesty. This was one of the first Soo delegations to visit DeTour since the close of navigation last fall.

The country roads are reported in the best of condition and the lumber towns will be open to the outside world after this week.

The Pittsburg Steamship Co. fleet started to arrive at the Soo last Friday and Saturday and it is expected by Tuesday the entire fleet will be in service. The supply boat of the Pittsburg Steamship Co. has been all refitted and put in readiness for the busy rush. It will be supplied with Swift's products this year, which will mean much to the Soo, as the meat contract for the Pittsburg is one of the largest of its kind awarded in the State.

We notice that our Petoskey scribe is calling the fishermen's attention to the fact that the trout season opens up in the near future, which will undoubtedly be welcome news to the eager fishermen who can hardly wait, and a report from the Game Warden this year states that the lakes, creeks and rivers of Northern Michigan will be a paradise for the fishermen. The small amount of snow during the winter that has passed and the fact that most of the trout streams are reported open will attract an unusually large number to try their luck at the opening.

The big car ferry, Chief Wawatam left last week for Toledo, where she will dry dock for a general overhauling. The Ste. Marie is taking the run between St. Ignace and Mackinaw City meanwhile. Navigation to Hessel opened up last week. The steamer Lotus is now making daily trips.

Edward Reidy, one of the Soo's leading grocers, who has been away for the greater part of the winter on account of ill health, has returned from Mudlavia, Ind., where he has been receiving treatment. He is feeling much improved in health and his many friends are pleased to hear of his return. He is back at the old stand with his usually cheerful disposition.

That all of the inhabitants of the Soo are not honest will be vouched for by J. M. Andary, proprietor of

the Sterling clothing store, on Ashmun street, who reports that at an early hour last Thursday morning some person helped to reduce his stock considerably, selecting some of the highest priced clothing, shirts and shoes. Not finding the latch key, he broke into the shed at the rear and smashed the glass in the back door of the store, releasing the bolts and lock. Mr. Andary is not satisfied to let the matter drop and has offered \$25 for any clue to the thieves or the location of the stolen property. The police are busy on the proposition, but as the offer holds good to any one, there are a lot of busy workers. This is the second loss during the past two months for Mr. Andary and it is needless to say that he would be pleased to get a clue.

W. A. Rudell, one of our hustling up-to-date druggists, has returned from a trip to St. Paul and reports having had a delightful time in the big city. He had an amusing experience at one of the lunch counters on his trip, when he asked the person sitting next to him if he would be so good as to pass the mustard. "Sir," said the man, "do you mistake me for a waiter?" "No, sir," Mr. Rudell replied, "I mistook you for a gentleman."

"Too many men are expecting to catch a ride on the road to success." William G. Tapert.

To Define Different Kinds of Flour.

Washington, April 26.—Manufacturers of flour and meal are invited to attend the public hearing, by the Joint Committee on Definitions and Standards representing the Association of American Dairy, Food and Drug Officials, the Association of Official Agricultural Chemists, and the U. S. Department of Agriculture, which will be held in Chicago, May 3, to discuss definitions and standards for various kinds of flour. Dr. E. F. Ladd will represent the Joint Committee on Definitions and Standards at the hearing, the purpose of which is to obtain from the manufacturers concerned reliable information on the characteristics of their products. This information is to be used in drawing up definitions and standards for grain, meal, flour, straight flour, patent flour, graham flour, rye flour, and buckwheat flour. Manufacturers who find it impossible to be present at the hearing are invited to submit their views to Dr. Ladd in writing on or before the date set. The hearing will be held at 10 o'clock in the morning of May 3, in the Chicago Food and Drug Inspection Laboratory of the United States Department of Agriculture, which is located in the Transportation building at Dearborn and Harrison streets.

EVERY MERCHANT

NEEDS THIS CANVAS PURSE



It has separate compartments for pennies, nickels, dimes, quarters, halves, dollars and bills.

When You Count

your money to take it out of the cash drawer or register, drop it into its proper compartments, turning in the inside flaps, and the outside flap over all.

In the morning you merely dump the contents of each compartment into its proper place in cash drawer or register.

This purse is made so that coin or bills cannot become mixed or drop out—strong, durable, bound with four rows stitching.

Large Size 11 x 7 in., 75c Prepaid Small Size 9 x 6 1/4 in., 60c Prepaid

Your Money Back if Not Satisfied

THE FORTUNA CO.

8 Exchange St. Rochester, N. Y.

PROFIT SHARING COUPONS.

Uniform Bill Prepared for Legislative Enactment.

The National Retail Dry Goods Association, which has been active in the campaign against the profit sharing coupon, has just prepared for introduction in the legislatures of various states a bill to prohibit dealings in the coupons in connection with the sale of goods. In some states there are existing laws which are a deterrent to the operation of the coupon plan, and it is the aim of the National Retail Dry Goods Association, supported by many of the prominent retailers throughout the country to conduct a drastic campaign in all states which are minus measures at the present time. The text of the proposed bill is as follows:

Dealing in certain coupons, certificates, etc. forbidden. The selling, transferring or issuing of coupons, certificates, contracts or written or printed promises, intended to be used in connection with the sale of goods and entitling the owners or holders thereof to select of obtain other articles or things of value than the goods sold, where any profit, gain, income or receipts from said selling, transferring or issuing shall accrue to or be received by any person or be contemplated to accrue to or to be received by any person from or through the failure of some of said owners or holders to make said selection or from the failure of some of said owners or holders to present some of said coupons, certificates, contracts, or written or printed promises for redemption, is hereby declared illegal and contrary to public policy; and any person, firm or corporation engaged or about to further engage in so selling, transferring or issuing such coupons, certificates, contracts or written or printed promises, shall at the suit of the Attorney General on relation of any citizen, be enjoined from selling, transferring or issuing any such coupons, certificates, contracts or written or printed promises, but without impairing any other remedies of parties aggrieved thereby.

It is the plan of the National Retail Dry Goods Association to organize united opposition on the part of retail grocers, hardware dealers, druggists, clothing, confectioners, tobacco dealers and dry good merchants, both through their associations, local and National, and to arouse sentiment against the coupon plan among all associations of manufacturers and chambers of commerce. It is a part of the campaign to use publicity in the form of articles and interviews in magazines for creating public opposition on the part of the consumer and in trade journals for creating opposition among the retailers.

Field secretaries will be requested to address meetings with a view of securing the adoption of an agreement recommending that every proper effort be made to discourage the use of articles containing or advertising to contain coupons, and to establish information bureaus to educate all retailers as to expenses, profits and methods of coupon companies.

Following are the laws in different states dealing with the coupon plan:

The gift enterprise bill has been signed by the Governor of Colorado and soon becomes a law. The draft-

ing and successful passage of this bill is credited to the efforts of the Retail Association of the Denver Chamber of Commerce. The act simply stipulates that it will be unlawful for "any person or persons to engage in any manner in any gift enterprise business" and provides a "fine of not to exceed \$1,000 or imprisonment for not exceeding fifty days, or both in the discretion of the court." The law is apparently ambiguous because of its lack of definition of the term "gift enterprise." However, its advocates claim that it has been copied from the only law of its kind upheld by the Supreme Court of the United States. and that it has been successfully enforced.

The Indiana Legislature has enacted a law requiring each merchant who desires to dispense trading stamps or coupons with merchandise to take out a license at an annual cost of \$1,000. This act also requires a separate license from the treasurer of the county for each store or place of business in the county before coupons, premiums, etc., may be furnished, sold or used.

Utah has passed a law requiring all coupon and trading stamp companies doing business in the State to file a bond of \$50,000 and establish an office within the boundaries of the State. The act also imposes a tax of 50 cents on each 1,000 stamps, which must be paid when the stamps are placed in the hands of the merchant. Provision is also made that all the books relating to business transacted in Utah must be kept within the State, and that merchants who use stamps and coupons must keep a record of all transactions. A penalty of \$300 or six months imprisonment, or both, is imposed for violation.

The law in Oregon levies upon the merchant who gives out stamps or coupons a tax of 5 per cent. on the gross receipts.

A bill has been introduced in the Pennsylvania Legislature making it unlawful to dispense stamps or coupons, except to the extent of carrying out existing contracts. This bill contains penalties of \$1,000 fine or six months' imprisonment or both.

California has a bill which necessitates the taking out of a county or city license by any person, firm or corporation using or furnishing stamps, coupons, etc., to any other person, firm or corporation to use in connection with the sale of merchandise, at a cost of \$5,000 annually.

It has been the practice of the trading stamp companies to test the constitutionality of a law soon after its birth, and this phase of the situation will be watched with interest.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 26.—Did you send in that \$2 for assessment No. 126.

Remember, next Saturday, May 1, is the last regular Council meeting before the Grand Council meeting at Lansing which takes place June 4, and 5. All members are requested to be present to complete arrangements for the convention.

The Patrol Drill of the Order of Bagmen will be changed from the afternoon session to 6:30 p. m. for May 1 and 8.

Walter N. Burgess left last Sunday for Detroit where he will attend the State Military School of Instruction April 26-27. His son, Carl, will cover his territory on the above dates. Mr. Burgess represents the Kinney & Levan Co., Cleveland, Ohio. Mr. Burgess is adjutant of the National Guard Battalion.

We understand that our baseball manager, Walter Lipps, has given his federals a few workouts. He expects to have them in fine training for the June convention.

When quality talks, the voice of cut price is drowned in the echo.

Pat: "Say, Mike, have you seen the Kalamazoo interurban cars run yet?"

Mike: "No, but I see the rails are getting mighty rusty and I don't think it will pay to go to Kalamazoo after May 1, as the shopping days will be over."

A word to the boy who wipes his shoes and grip on the towels in his room and especially the individual towels: You would not like to wipe your face and hands on a towel that had been used in such a way even if it had been laundered. The hotel men furnish individual towels under protest and a man ought to appreciate it.

When in South Lyon stop at "Billy's" Hotel. Mr. and Mrs. Wm. Nunn have conducted this hotel for nine years. It is one of the homiest and cleanest hotels in the State and the boys on the road are welcome all the time. Mr. Nunn drove the bus in South Lyon for thirty years and is known to all the regulars as "Billy." This is one of the samples of a hotel conducted right without a bar and making good.

Never forget that your customer is not the only interested party to the transaction. Your house has its rights.

Holders of U. C. T. dance tickets who are still owing for them, please settle with A. N. Borden, secretary of the dance committee.

William E. Sawyer visited his father, F. A. Sawyer, at Allegan Saturday and Sunday.

Edward A. Brown, one of Nunica's pioneer druggists, has decided to increase his business by putting in a line of groceries consisting mainly of the sanitary package goods which he purchased from the Worden Grocer Co. Mr. Brown is favorably and well known throughout the country.

The F. J. Rodder Hardware Co. expects to build a new fire proof store building at Scottville.

James Goldstein was seen eating dill pickles at Hunter's Inn, Scottville. He was busily engaged with his pencil and paper writing news for the Tradesman. Jim is a live one.

Wally Wendell is able to be up around the house again. He will appreciate a call from any of the boys.

The correspondent wishes to ask Milton Steindler to explain more thoroughly his comment which appeared in last week's Tradesman. Practice what you preach is mighty good advice, provided you put the emphasis on practice and do it first.

The funeral of Frank H. Barnes, manager of the Great Western Oil Co. in this city, was held at 2 o'clock Saturday, April 24, at the residence, 1307 Wealthy street. Daniel Roy Freeman, pastor of All Soul's church, officiated. The pallbearers were W. C. Farley, F. H. Cummings, W. H. Cornell, Charles A. Witt, J. S. Perkins and V. L. Fausey, all of whom are representatives of the company.

A. N. Borden and William Francke are two of our favorite friends who run jitney busses without licenses. To play even in regard to their license they make no charges for their many trips.

John D. Martin was pleasantly surprised at his home Sunday night, April 25, the occasion being his birthday anniversary. Those present were

Mr. and Mrs. Wm. Francke, Mr. and Mrs. Charles Perkins, Mr. and Mrs. W. S. Lawton, Mr. and Mrs. J. J. Dooley, Mr. and Mrs. Fred DeGraff, Mr. and Mrs. Lee and Mr. and Mrs. Stoot.

The Park Place Hotel, at Traverse City, is doing a fine job in the way of house cleaning and painting and decorating.

The Wolverine Hotel, at Boyne City, is cutting down expenses by removing all private telephones. It looks as if progress is going backward instead of forward.

The Grand Rapids Traveling Men's Benefit Association held a special meeting last Saturday, April 24, for the purpose of selecting a new Secretary. A. F. Rockwell was elected to the position.

Mr. and Mrs. A. N. Borden entertained the Midnight Club Saturday April 24. A 6 o'clock dinner was served, after which the guests played 500. The first prizes were won by Mr. and Mrs. Harry Wood and the second by Mrs. R. J. Ellwanger and Harry Hydorn. The club will meet with Mr. and Mrs. J. A. Burr, 1125 Thomas street, Saturday, May 8.

Mrs. F. E. Scott who has been ill a few days is reported better at this writing.

Mrs. Charles G. Walker has been called to Indianapolis on account of the illness of her mother.

An up-to-date cafeteria will be opened about May 10 in the building vacated by the Brook Clothing Co. on Monroe avenue. The proprietors are John Holland and L. B. Clement.

The Four Leaf Clover Club will meet with Mrs. A. T. Heinzelman, 709 Lake Drive Thursday, April 29.

The Grand Rapids Electric Piano Co. has moved from Campau avenue to the fifth floor in the Brady building.

Plans are being completed for a new addition to the Crathmore Hotel to be 66x100 feet, six stories high with twenty-one rooms with bath on each floor.

William Dreuke, of the Dreuke & Lynch Co., is able to be about again. Mr. Harwood is covering his Detroit territory this week.

Fred Richter, of Traverse City, entertained H. W. Harwood, James Goldstein and Tom Burton Sunday, April 18. They drove around the horn in Fred's benzine buggy. They say Fred is some entertainer.

George V. McConnell has a new \$7,000 ford. Mac has missed every telephone pole to date, but says the street cars and trains must keep out of his way.

When a customer says your price is out of line because it is higher than your competitor's figure, his view of merit is obscured by the \$ sign. It is up to you to move to one side and give him a glimpse of quality and service.

John A. Benson, who has conducted a furniture store in Cadillac for the past nine years, will open a new furniture business at 312 Bridge street.

Three of our Grand Rapids men, J. R. Larvoy, Harm Ritzema and James H. Pitzema have purchased the Booth & Smith coal business at Greenville.

Clint Turtney, formerly connected with the Stuart avenue pharmacy, has opened a new drug store on Kalamazoo avenue with a grand opening April 24.

The traveling men of Traverse City are not worrying about the proposed 2½ cent passenger rate. Twenty-nine of them are now traveling the ford way.

R. J. Ellwanger.

Jacob Haze, who for a number of years had been employed as foreman for the Breen & Halladay Co., has started peddling groceries and dry goods in the country. He operates from his home, 39 May street.



Movements of Merchants.

Owosso—George U. Wright suffered a loss of about \$300 by fire April 23.

Horton Bay—L. C. Fox succeeds Vollie E. Fox in general trade.

Branch—Chaon & Wilkinson succeed L. W. Lake in general trade.

Caledonia—Howard G. Stanton succeeds Stanton & Son in general trade.

Mesick—Fred Bassett, recently of Northport, will open a creamery May 15.

Farwell—Charles Shaw has sold his grocery to Fred Pyers, who has taken possession.

Detroit—The Sub-Norman Co. has changed its name to the Norman Commission Co.

Boyer City—Charles Speltz has engaged in the grocery business on Lake street.

Charlevoix—W. F. Graham has closed out his stock of furniture and retired from business.

Detroit—The Mistele Coal & Coke Co. has increased its capital stock from \$15,000 to \$25,000.

Grand Ledge—Morell Davis succeeds L. H. Alward & Son in the restaurant business.

Beulah—Clark & Conklin succeed Niemann Bros. in the blacksmith and woodwork business.

Lowell—Bert Hayes has sold his meat stock to Claude Staal, who will continue the business.

Carson City—C. H. Burkholder, of Greenville, will engage in the hardware business about May 15.

Concord—Burglars entered the general store of John Magel and carried away some stock and \$18 in cash.

Minden City—The Minden City Telephone Co. has increased its capital stock from \$3,000 to \$10,000.

Sunfield—Hulett & Springett have installed a new engine and second boiler in their flour and feed mill.

Albion—Oakley & Fahrion, plumbers and steam fitters, have closed out their stock and will retire from business.

Beaverton—R. D. McGeagh, recently of Charlevoix, has opened a clothing and men's furnishing goods store here.

Traverse City—Fuchs & King will engage in the coffee and tea business at 233 West Front street May 15.

Ludington—Martin Abrahamson will manufacture cement brick in connection with his fuel and building material business.

Saginaw—A. D. Phillipe is closing out his stock of groceries and will increase his stock of dry goods and shoes.

Olive Center—B. VanderZwaag has purchased the John Redder stock of general merchandise and will continue the business.

Sandusky—The A. C. Lewenberg bankrupt stock of women's suits and coats was sold at Caro, at public auction April 24.

Pompeii—W. G. Wolverson has opened a grocery and bazaar store here. He will also buy and sell butter and eggs.

Saginaw—The Buckout Hardware Co. is closing out its stock and store fixtures at special sale and will retire from business.

Dimondale—Crane & Crane lot their grain elevator by fire April 21. The loss was much in excess of the \$5,000 insurance carried.

Detroit—C. E. De Clements & Son, dealers in electric supplies, have changed their name to the De Clements & Sherod Co.

Detroit—Anthony Wegener & Sons, bottlers of soda water and soft drinks, have changed their name to A. Wegener's Sons.

Charlotte—Henry Smith will engage in the grocery and meat business at the corner of Sheldon and Shaw streets about May 8.

Petoskey—The hardware business of the late Frank B. Clark will be continued by a special administrator until the stock can be sold.

Dryden—Don D. Bailey, of Flint, has purchased the Manwaring store building and will remodel it preparatory to opening a bakery.

Wilmot—F. L. Clark is closing out his stock of general merchandise and store fixtures at public auction and will retire from business.

Scottville—C. A. Peterson, formerly of Hart, will open a men's furnishing goods store under the style of the Men's Dud Shop, May 1.

Grand Ledge—George Bearup has purchased the Starr grocery stock and will continue the business at the same location on Clinton street.

Jackson—John H. Gaunt, who has conducted the Art furniture store for the past fifteen years, is closing out his stock and will remove to his fruit farm.

Gladstone—Andrew Marshall, dealer in groceries, flour and feed, has filed a voluntary petition in bankruptcy. Liabilities, about \$7,500; assets, \$3,000.

Clayton—L. S. Sanford has traded his store building and stock of general merchandise to Amos Gamble for his farm and will give possession May 1.

Alpena—A. C. Hunter and Peter Bedard have formed a copartnership and purchased the Peter Evertz undertaking stock and will continue the business.

Saginaw—The E. L. Gardner Co. has been organized to deal in all kinds of merchandise sold in a general

store, with an authorized capital stock of \$25,000.

Springport—Fire damaged the James G. Babcock stock of clothing and men's furnishing goods to the extent of about \$500, April 22. The loss was covered by insurance.

Muskegon—Edward Bonjernoer, shoe dealer, has admitted to partnership Andrew Leffring and the business will be continued under the style of Bonjernoer & Leffring.

Montague—John Jager, who has conducted a shoe store here for the past twelve years, has sold his stock to Edward Ripley, who will continue the business at the same location.

Detroit—The Newhall Market Co. has engaged in the farm produce business, with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and paid in in cash.

Berrien Springs—C. E. and S. B. Colvin have formed a copartnership and will engage in the shoe, hosiery and men's furnishing goods business May 1 under the style of Colvin Bros.

Benton Harbor—The Peck Furniture Co., dealer in furniture, has merged its business into a capital stock of \$8,000, of which amount \$4,000 has been subscribed and paid in in cash.

Hastings—M. L. Cook and Aben E. Johnson have formed a copartnership and purchased the stock of bath machines of the Bar-Bar Manufacturing Co. and will continue the business under the same style.

Detroit—The Sterling Jewelry Co. has engaged in the wholesale and retail jewelry business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Scottville—Herman Miller & Son are erecting a store building to take the place of the one recently destroyed by fire and will occupy it with their stock of harness and harness accessories about June 1.

Detroit—The E. H. Leonard Co. has engaged in business, dealing in plumbing and heating supplies, with an authorized capital stock of \$2,000, of which amount \$1,300 has been subscribed and \$800 paid in in cash.

Onkama—J. E. Erickson has sold his meat stock and store building to J. J. Kenny, who will continue the business under the management of William Erickson and open a bakery in connection, under his own management.

East LeRoy—The West Calhoun Co-Operative Co. has been organized to handle agricultural and dairy products, with an authorized capital stock of \$500, all of which has been subscribed and \$250 paid in in cash.

Greenville—Harm Ritzema, J. R. La-rooy and James H. Ritzema have formed a copartnership and purchased the coal and wood stock of Booth & Smith and will continue the business under the style of the Greenville Coal Co.

Port Hope—The Ramsey Co., dealer in general merchandise, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which amount \$5,900 has been subscribed and paid in in cash.

Paw Paw—The G. W. Tyler Co. drug and grocery stock, which has

been under the same management for the past forty years, has been sold to W. C. Mosier and Dr. Eaton, who have formed a copartnership and will continue the business under the style of Mosier & Eaton.

Ironwood—The Farmers & Miners' Mercantile Co., a co-operative concern, conducting a grocery store here is in financial difficulties and several meetings of the stockholders have been held in an endeavor to adjust its affairs. M. A. McDonald has been appointed manager in the hope that he can save something from the wreck for the stockholders.

Grand Ledge—A. A. Rogers, who has been proprietor of the Field House for the past seven years, accompanied by his wife, has gone to Detroit, where they will reside. Frank Field, who owns the Hotel, bought out Mr. Rogers and Mr. and Mrs. Field have taken charge of the business which they managed before Mr. Rogers become proprietor.

Bay City—The Fuller Canneries Co., of Cleveland started suit in the United States Court here against Hart Brothers, canners of Saginaw, alleging infringement on a copyrighted label and trade mark. A full accounting of profits made by the use of the trade mark and damages are asked by the plaintiff. A permanent injunction against further use of the label is also demanded.

Detroit—G. E. Miller, owner of "the biggest little stores," has taken a ninety-nine year lease on the three-story brick building on the southwest corner of Woodward avenue and High street. About \$200,000 is involved in the transaction. Mr. Miller will occupy the corner store himself, moving from 343 Woodward avenue into the new location. This will give him three stores in Detroit. The lease provides that within sixteen years a new building shall be erected on the site. The structure is to be a six-story and is to cost not less than \$100,000. Hardly were negotiations completed when Mr. Miller was offered an advance of \$10,000 for his lease. The Harvey estate is the lessor.

Lansing—Two local jewelers—L. D. Whitney of the Whitney Jewelry Co., and Lester E. Canniff, manager of the Heath jewelry store—refused to be bilked by a young man who endeavored to exchange a worthless check for an expensive watch. After selecting a timepiece, the young man proffered his personal check. Asked for an endorsement, he said that he would obtain one. Soon after he departed the merchants were summoned to the phone and a voice that sounded very much like that of the youth, declared the check to be good. In Whitney's case the man failed to return after the telephone message. Had he done so a detective would have greeted him. He did, however, return to the Heath store. Canniff sent him to a bank for the money and has not seen him since.

"The task of to-day that does not make for better to-morrow is more or less a waste of energy."

Some things come to those who wait, but especially if they are not vaccinated.



Review of the Grand Rapids Produce Market.

Apples—The price ranges from \$2.25@3.50 per bbl.
 Asparagus—\$1.60 per box of 2 doz.
 Bananas—The price is steady at \$3.50 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—The consumptive demand for butter is about normal for the season and the market is steady and healthy. Receipts are being absorbed on arrival at prices about 1c lower than a week ago. From now on there should be a steady increase in the supply of butter and a slight decline in price, if there is any change at all. Fancy creamery is quoted at 28½@29c in tubs, 30c in prints. Local dealers pay 23c for No. 1 dairy, 16c for packing stock.
 Cabbage—\$3 per bbl. for new from Texas.
 Carrots—65c per doz.
 Celery—\$2.25 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 on the basis of 18¼@18½c per doz. Arrivals are very fancy, as is usual at this season, and the market will continue strong and healthy as long as the storage season lasts.
 Grape Fruit—\$2.50@3 per box.
 Green Onions—60c for Shallots; 15c for home grown.
 Honey—18c per lb. for white clover and 16c for dark.
 Lemons—Californias and Verdellis, \$4@4.25.
 Lettuce—Southern head, \$1.75 per bu.; hot house leaf, 5c 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—Dealers quote red and yellow at \$1 per 100 lbs. and white at \$1.25; Spanish \$1.50 per crate; Texas Bermudas, \$2.25 per crate for white and \$1.65 for yellow.
 Oranges—Californias are higher, owing to rains which have shut off shipments and heavy demand. Navels have been marked up to \$3@3.50.
 Oyster Plant—30c per doz.
 Peppers—60c per basket for Southern.
 Pieplant—4c per lb.; \$1 per box.
 Plants—Tomato, cabbage and pepper,

65c per box of 200; flowering plants, \$1.25.
 Pop Corn—\$1.75 per bu. for ear, 4c per lb. for shelled.
 Potatoes—Old are in fair demand at 38@40c per bu.; new Bermudas, \$2.50 @3 per bu; new Floridas, \$2.50 per bu. or \$6 per bbl.
 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, \$2.75@3.
 Sweet Potatoes—Kiln dried Delawares command \$2 per hamper.
 Tomatoes—75c 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.

J. Frank Gaskill, grocer at 259 Michigan street, is in receipt of a check of \$60 from the Hunt Bros. Co., of California as one of the prizes in a contest inaugurated by that company to compensate retail grocers for preserving the trade marks attached to the labels on its goods. The first prize was a round trip ticket to the Panama exposition. Mr. Gaskill is remodeling his grocery store, providing places for special display of different lines of goods, finishing everything in white enamel. He proposes to create and maintain one of the most beautiful grocery stores in the city.

W. T. Newton, who has conducted a grocery store on Grandville avenue for twenty years, has leased his store at 736 Grandville avenue to Wierenga & Miller and will retire from active business.

The Grand Rapids Retail Grocers' Association has started a campaign to induce all its members to make their stores more cleanly and sanitary, with a view to increasing the good reputation Grand Rapids already enjoys in this respect.

F. B. Van Syckel, hardware dealer at Douglas, has added a line of groceries The Worden Grocer Co. furnished the stock.

Albert Kuiper has engaged in the grocery business at Park Lake. The Judson Grocer Co. furnished the stock.

The Worden Grocer Co. has sold a stock of groceries to Pertner & Burns, of Provemont,

The Grocery Market.

Sugar—The market is unchanged from a week ago, the demand being very small for this season of the year. The beginning of May should mark a revival in the home demand for refined sugar to supply the increased requirements which always accompany summer weather, and the effect of such buying should soon be reflected by the appearance of refiners in the market for Cubas for shipment, all of which should not alone tend to maintain prices but result in a higher level being established if holders in Cuba only continue to display the same firmness they have hitherto so successfully maintained.

Tea—The Japan market continues firm, with a complete shortage of low and medium grades. The market is expected to open in Japan this week and is being looked forward to with unusual interest, as some importers anticipate a still higher market. Ocean freight rates from the Far East are higher, with even greater difficulty in procuring transportation. India and Ceylon teas continue to hold firm at the full advances and with increased demand in this country, the domestic consumption being very much greater than ever before. The Formosa market will probably open shortly after May 1 and prices are expected to continue high. The Java market is active, good quality showing about 1c advance. No change in low grades. Chinas hold about the same.

Coffee—Prices show no change for the week, and no indications of any change of moment. Options have shown some little tendency to advance, but this has not affected actual coffee. Mild grades are unchanged, although the lower grades are heavy. Mocha and Java are unchanged.

Canned Fruits—There is little demand for anything in the list and the market has an easy tone, especially in California peaches, of which there appears to be a large carry-over in packers' hands which is being pressed for sale. Gallon apples remain dull and nominal.

Canned Vegetables — Tomatoes show no change for the week, although there is a slightly firmer feeling in primary markets. It is still possible, however, to buy more tomatoes than one wants for the same price that has been ruling for several weeks. The demand is quiet. Corn and peas, both spot and future, are entirely unchanged and in moderate demand.

Canned Fish—Salmon is still dull and prices are nominal, with an easy tone in the lower grades. Imported sardines are fairly steady under limited offerings, but the demand is moderate. It is reported that large Maine packers have recently put through a rather large business for export at special prices, which they are now quoting to the domestic trade.

Dried Fruits—Although raisin day is close at hand, operators on this market appear to be making no preparations to celebrate it. In fact, the demand for all grades of Coast raisins is duller than usual at this season and the tone of the market is

easy. Advices received from Fresno and other places in the San Joaquin Valley, where raisins are one of the principal crops, state that unusual efforts are being made to feature raisins, and the so-called "Raisin Trust"—otherwise the Associated Raisin Company, which controls 90 per cent. of the crop and is gradually getting more thorough an organized efforts in growing districts—is said to be spending thousands of dollars in advertising to the consumer to make this one of the biggest successes in the history of the industry. Still the retail trade remains cold, and the only business reported in this section is in small lots to meet ordinary current needs of consumption. Prices are steady and unchanged. Currants are quiet and prices unchanged, the recent advance in Greece being attributed to fluctuation in the rate of exchange. Spot business is slow and on the hand-to-mouth order, but prices are maintained on the basis of previous quotations. Stocks of figs are slowly cleaning up, and, according to general report, the quantity available in the better grades is not large. The market remains steady on both layers and bag stock. Desirable goods in the former are said to be closely cleaned up, while stocks of bags are comparatively small and in few hands. There is little doing in apricots or peaches in this market and prices favor the buyer on both spot and forward shipment fruit. Prunes are slow and sales are on the hand-to-mouth order. The tone of the market, however, is steady, and prices are held well up to the quoted figures.

Cheese—The market is firm and unchanged, with stocks of old cheese becoming rapidly reduced. The market conditions seem perfectly healthy throughout. Some new cheese is arriving, meeting with a ready sale at 1@2c per pound below the price of fancy old. There will probably be very little change in the market at all until after grass cheese begins to arrive in June.

Rice—The domestic trade is not forcing matters, expecting that the distributors will be in the market for supplies the coming month, as the country has been holding off for some weeks and using up old purchases in the meanwhile. The foreign rice situation shows little change, the arrivals being taken as a rule, on export contracts and not swelling supplies materially.

Provisions—Smoked meats are in fair consumptive demand at unchanged prices. Stocks are reported ample for the demand and the market is not likely to change in the near future. The consumptive demand will probably increase from now on. Pure lard is steady and unchanged, with a fair consumptive demand and a fractional advance of probably ¼c. Barreled pork, canned meats and dried beef are all unchanged and in moderate demand.

Salt Fish—Mackerel are not wanted and the market is sluggish and inclined to be in the buyer's favor. Cod, hake and haddock are quiet and dull; their season is about over.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

So far the Kalamazoo Chamber of Commerce has secured 150 vacant lots for cultivation this summer and there have been fourteen applicants for these lots. It is not a charity movement, but is for all citizens who want gardens and fresh vegetables. During the first year of this movement in Minneapolis there were but sixteen applicants.

Hillsdale held its first homecoming five years ago and will repeat this year, the date being June 18, the day following Hillsdale College commencement exercises. George W. Lyons is secretary of the publicity committee.

The new automobile plant of Blood Bros., at Allegan, will soon be employing 200 men.

The Commercial Club of Menominee has elected the following officers: President, Edward Daniell; Secretary, Clinton W. Gram; Treasurer, R. A. Packard. Vice presidents were chosen in charge of departments as follows: Industrial, John M. Thompson; trade and commerce, Frank X. St. Peter; transportation, G. W. McCormick; rural affairs, John Riley.

Marquette reports that iron ore carrying prices are the same as last year, or 40 cents from the head of Lake Superior, 35 cents from Marquette and 25 cents from Escanaba. All shippers are planning on moving more ore than they did in 1914.

The proposed Detroit, Lansing & Grand Rapids electric line across the State is not dead. Its promoters have spent about \$50,000 on survey work, right of way, etc., and they expect to finance the project as soon as the times get better.

Marquette does not want any more peanut, pop corn and ice cream stands on the streets and has fixed the annual license fee at \$25.

The Saginaw Board of Trade will soon make its annual distribution of ornamental trees, shrubs and plants and with each order this year goes a neat bird house made at the manual training school.

Daily service is now given by the boats between Benton Harbor, St. Joe and Chicago.

Pontiac has adopted boulevard lights for Saginaw and Huron streets, which will be turned on about August 1.

Newaygo has been hit again in the loss by fire of the new plant of the Henry Rowe Manufacturing Co.

Lawton has voted bonds of \$30,000 for a new school building.

Pontiac will make regular tests of the coal used by the waterworks department in order to find out which kind is most economical.

Ludington has thirty to thirty-five commercial fishermen and the catch at this season of the year is running from 5,000 to 7,000 pounds per week. The Ludington or home market consumes 1,000 pounds and the rest for the most part goes to Chicago. Lake trout bring the fishermen 11 to 12 cents, whitefish 16 cents, chubs 5½ to 7½ cents, shore herring 4 to 5c, sturgeon 22 cents.

Buildings at Baw Beese Lake resort, near Hillsdale, have been sold by the railroad company and will be disman-

tled, leaving only a few cottages there.

An eighteen-passenger auto bus is now operating between Saginaw and Hemlock.

The Southern Michigan Bankers' Association will hold a meeting and banquet at Kalamazoo April 27.

Belding has organized a Board of Commerce, with the following officers: President, D. H. Hall; Vice-President, Fred E. Ireland; Treasurer, E. C. Lloyd. A secretary will be chosen later. The annual dues are fixed at \$2.

Flint's new milk ordinance takes effect May 1. It provides for tuberculin test of cows every two years instead of every year, as at present. It provides that all cream sold at retail must also come from inspected farms and tested herds. The yearly license fee of retail milk dealers is reduced from \$10 to \$5.

The Calumet & Hecla and subsidiary mining companies announce that May 1 the wage scale in effect before the war will be restored, or an increase of about 10 per cent. in the wages of 9,000 men.

Almond Griffen.

Better Roads and Streets in Michigan.

Written for the Tradesman.

Muskegon is getting ready for a big West Michigan Pike rally on the evening of July 12 when the Pike tourists reach that city on their third annual tour. It will mark the close of the first day's trip out of St. Joseph on the way to Mackinaw City.

Shiawassee county has started jail prisoners at work on the highway north of Corunna and an extensive programme of road improvement has been laid out.

Eaton Rapids will continue its brick pavement on Main street south to the railroad crossing and will make other improvements, having voted bonds for \$16,000 for the purpose.

Calhoun county spent \$100,000 in good roads work last year. The county has ten and a half miles of macadam road.

Ingham county has a live good roads association and cedar posts with well constructed board signs will be placed at road crossings.

Perry township, in Shiawassee county, has voted \$12,000 for building State reward roads.

Battle Creek has let the contract to the Federal Co., of Ohio, to lay asphalt coating on Van Buren street at 79 cents per square yard.

Mecosta county will award contracts May 1 for building about four miles of State reward road.

Handy township, in Livingston county, has voted \$5,000 for the Reo highway, to be built between Lansing and Detroit.

Manistee's missing link in the West Michigan Pike, a piece of a mile and a quarter of road in Arcadia township will be built this summer.

Hillsdale city has decided to pave Broad street with brick and has let the contract to W. H. Ryan, of Lansing, for \$15,621.

Work has begun in construction of three and a half miles of stone road in Keweenaw county, which will cost \$5,000 per mile. It is part of the State trunk line and will be treated with crude oil, making it dustless and weather resistant.

Otsego has voted to adopt the county road system.

Cass county will build two miles of State reward road between Dowagiac and Cassopolis, also a mile of new road west from Cassopolis.

Chippewa county has voted \$150,000 bonds for better roads.

Saugatuck township, in western Allegan county, voted to bond for \$36,000 to build the West Michigan Pike.

New pavements laid at Kalamazoo last year were mostly asphaltic concrete and the total cost was \$35,356. The city now has twenty-three and a half miles of paved streets.

Mason county has over 100 miles of improved stone and gravel roads and the supervisors have appropriated \$22,000 for the work this year. Gravel for eight miles of road was drawn last winter on sleighs at a cost of \$1.45 per cubic yard, while the price for hauling by wagon would reach \$4 to \$5, according to Commissioner Costello.

An official of the United States Bureau of Good Roads will be in North Muskegon to assist in building the first mile of the Ruddiman avenue improvements. He advises building a sand-clay road on the ground that it is cheaper and better than crushed stone or gravel for that section.

Muskegon county officials have established a speed limit of twenty-five miles an hour and will employ a motorcycle cop to see that the law is obeyed.

The road leading south of Hillsdale city through Hillsdale and Cambria townships will be improved. Two big hills will be cut down.

Hastings has voted to pave Michigan avenue north from State street.

Venice township, in Shiawassee county, voted \$30,000 to build State reward roads and has five miles practically completed.

The Legislature has passed the consolidated highway bill, which provides for the construction of roads through the villages. Under the old law the villages built their own roads connecting with county highways.

Chippewa county has voted a bond issue of \$50,000 for good roads.

Saginaw county will add another half mile to the Kawkawlin stone road at a cost of about \$5,000.

Frankenmuth township, in Saginaw county, has voted bonds for \$10,000 to complete the road between Frankenmuth and Cook's corners.

The Huron Shore road, or Eastern Michigan Pike from Detroit to Mackinaw, is being boosted by the Northeastern Michigan Development Bureau and by Detroit, Bay City and other cities. A tour is proposed for July simultaneous with the one in Western Michigan, also one for the Upper Peninsula, the good roads tourists converging at Mackinaw on a given date, with a banquet at one of the island hotels.

Almond Griffen.

Kinsey & Co. and the Boerma Co. are two new concerns which have started in the grocery and general merchandise business at Wyoming Park within the last few weeks.

Jackson Wholesalers to Form an Organization.

Jackson, April 27.—Plans toward the organization of the jobbers of the city along the same lines as is the Retail Merchants' Board, were taken at a meeting of wholesalers and jobbers, held at the Otsego Hotel dining parlors Monday evening. An excellent banquet preceded the business part of the meeting.

Representatives of fifteen wholesale houses of the city were in attendance at the meeting. It is planned to organize the wholesalers along the same lines as are the retailers, and while the association will not be a part of the Chamber of Commerce, it will be associated with it much the same as is the Retail Merchants' Board.

At the meeting Monday evening, the proposition of organizing was discussed, and W. J. Butterfield was made chairman of the temporary organization. Perry Barker, W. J. Butterfield and Paul A. Leidy, the latter being Secretary of the Chamber of Commerce, were appointed a committee to draft a constitution and by-laws, which will be submitted at the next meeting of the wholesalers.

An effort will be made to have all wholesalers of the city join the organization.

It is planned by the jobbers to make a one day trade extension trip to towns in which they are doing business, the trip to be made sometime during the coming summer. It is also planned to organize a credit bureau and to handle traffic problems with which the wholesalers are confronted.

The jobbers, when organized, plan to advertise, and place Jackson on the map as a jobbing center, and it is hoped that wholesalers in other lines may be induced to locate in Jackson or to establish branches here.

The wholesale firms represented at the meeting Monday evening were as follows:

Jackson Grocery Co., W. J. Butterfield.

A. E. Brooks Co., Perry Barker.
E. W. Chapin & Son, H. E. Chapin.
Crown Paper and Bag Co., George L. Green.

W. R. Spencer Grocery Co., W. R. Spencer.

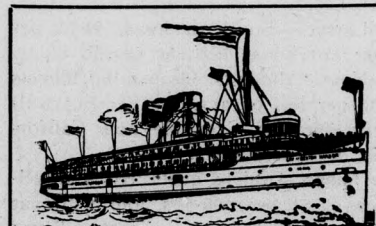
Thomas Houghton, Thos. Houghton.

M. McQuellan & Son, George P. McQuellan.

Jackson Farm Produce Co., A. R. Gmelin.

Jackson Candy Co., James Imel.
F. W. Stock & Son, W. J. Pickell.
Perfection Biscuit Co., E. L. Taylor.

Cora Knooihuisen, who for sometime had been employed by Mrs. A. Lindboom in the millinery business at 1324 Grandville avenue, has purchased the business and is continuing it under her own name.



CHICAGO BOATS

Graham & Morton
Line

Every Night

Boomlets From Bay City.

Bay City, April 24.—The thrilling climax of an 800 miles aeroplane race may end in Bay City as a feature of the big golden jubilee celebration to be held on July 5, 6 and 7 in commemoration of our fiftieth anniversary as a city. This was announced at the Bay City Board of Commerce headquarters last night, which organization has charge of the big celebration in charge.

The Aero Club of America, in a communication to the Board, offered to either start the 800 mile flight here or make Bay City the landing place of such flight, providing \$1,500 be given by the city as prizes for the three aviators finishing first in the flight. The \$1,500 will be divided into three prizes of \$750, \$500 and \$250 each for the aviators who alight at a previously designated landing place in the city. Instead of spending large sums of money for fireworks, the Bay City Board of Commerce may turn the money to a "safe and sane" advantage by closing a contract for a flight to end here.

Rasmus Hanson of Grayling, one of the widest known of Northern Michigan lumbermen and capitalists, was to-day elected a director of the First National Bank and the Bay County Savings Bank.

Columbus avenue, east, was thrown into a state of excitement this morning at 10 o'clock when spectators saw a team attached to a hearse in which there was a coffin dashing madly over the pavement, while the driver was using his endeavors to guide the horses so as not to strike any obstruction or collide with passing vehicles. In this he was successful, but was unable to check the horses in their mad career until they had run nearly a mile and had become winded and were glad to stop. The driver then turned around, drove back to the remainder of the funeral procession, took his place and drove to the cemetery as if nothing had happened.

William J. Daunt, former postmaster of Bay City, died Monday morning in Harper's hospital, Detroit, as the result of a stroke of apoplexy. Mr. Daunt was proprietor of the Bay City Omnibus Co. and was for many years manager of the Washington theater.

Three large farms close to Bay City are to be cut up into small farms of ten acres each and will be sold on easy terms to parties wishing to engage in growing garden truck and small fruits, for which Bay City is a good market, being a distributing point for Northern Michigan.

E. Bryce, traveling salesman for the Cudahy Brothers Co., has been making the territory north of Bay City the past two weeks and reports a fine business on his "Rex" brand of canned goods.

F. L. VanTyle, with Clark, Coggins & Johnson, wholesale teas and coffees, left Monday morning for Cal-

umet, where he expects to remain two weeks looking after business in that section of the State.

Our young and popular Junior Counselor, Frank O. Rockwell, put in appearance at the M. C. depot Monday with a new spring suit covering his fine physique. Did he look swell? I should smile. The only time I ever knew Frank to look mused up was after his mixup with "Mac." Enough said.

Frank E. Burton, of Gladwin, who conducts a large general store there and who enjoys a large trade with farmers, shipped seventy-eight crates of eggs last Tuesday, which represents three days' receipts. Forty-five crates were taken in Saturday. Some egg business for one day!

The Central Hotel, at Atlanta, was sold last week to William Doan, of Wolverine, and George Nort, of Gaylord, who intend to give the property a thorough renovating, which it is very much in need of and which the "boys" will certainly appreciate.

"Tod" (T. C.) Leonard, the jolly groceryman of Gaylord, has a very bad attack of trout fever which usually lasts during the fishing season. Tod is a great success as a fisherman, as well as a bear hunter. If you don't believe it ask Tod. If he knew of anyone in Grand Rapids who could Stowe away a few trout he might send him some.

Dr. C. A. Walsh, aged 72, one of the oldest physicians in Bay City, died at his home, corner of Madison and McKinley avenues, last evening, after an illness of several years. Dr. Walsh was F. P. Walsh's father.

Robert Phillips, representing the Hanson Manufacturing Co., of Milwaukee, returned to his home in this city after spending five weeks in Northern Ohio. Robert, as usual, had a good business.

Frank A. Hewitt, who was recently elected chairman of the board of supervisors, is the first Bay City man to hold that position. Heretofore, a township man has held the chairmanship and the result has been, it is claimed, that Bay City has been given the worst of the deal in the matter of tax equalization. W. T. Ballamy.

In and Around Little Traverse Bay.

Petoskey, April 26.—C. E. Osterout, of Alba, has had a serious attack of tonsillitis. When seen Monday he was feeling somewhat better, but was still a very sick man.

S. J. Burdo, general dealer at Elmira, has purchased a bran new ford. After fifteen minutes' instruction Stanley took the car alone and drove twenty miles. He says it will be easy to make from Elmira to Mackinaw any old dry time.

R. C. Bennett, of Noble & Bennett, Alba, was a visitor in Petoskey Sunday, having driven through with his family. Mr. Bennett is a hustling young man and is doing a great work

in boosting Northern Michigan farm lands.

Dan Grobascki, of Boyne Falls, is a sly one. Dan recently brought home a bride, never letting even his intimate friends know that he contemplated a matrimonial venture.

Ralph Crego, of Alba, must have a number of sweethearts at Walton Junction and Fife Lake. Every mail is bringing him from two to four bouquets of arbutus. We can't blame the girls, for Ralph is a fine boy.

Burt Sible, book-keeper for the Carp Lake Manufacturing Co., has returned home with his face wreathed in smiles. He says its a boy and a dandy.

The Emmet County Good Roads Association has repaired the bridge across Bear River. Ralph Floyd can now drive to Petoskey in perfect safety. Chicken dinner will soon be served at the Log Cabin Inn also.

S. Rosenthal & Sons, of Petoskey, have completed a sprinkling system in their up-to-date store. A visit to this store is well worth while. The latest styles are always found there.

John L. A. Galster, of Wachtel & Galster, is showing the latest model in Reo cars. It is a town car and a thing of beauty. John is one of Petoskey's most promising young men and is always foremost in boosting Petoskey and its vicinity.

F. D. Varnum, one of Petoskey's best known tonsorial artists, will soon open an up-to-the-minute barber shop in Grand Rapids. Mr. Varnum has met and made friends with people from all parts of the United States and is a general favorite with all who know him. Success will crown his efforts.

Captain Roberts, of Saginaw, working in the interest of the Saginaw Beef Company and the Cornwell Beef Company, spent last week working Petoskey territory. He returned to Saginaw with a smiling countenance, for in his order book were two of the largest contracts for soap products ever written on G. R. & I. territory.

Petoskey will have sufficient cure for snake bite to take care of all the anglers next Saturday. Those who are frugal will save a little for future trips. Herbert Agans.

Scintillant Splinters From the Saginaws.

Saginaw, April 26.—Due to illness, E. E. Stamp & Co., Cassopolis, are selling out their stock and fixtures at cost.

Messenger & Snyder, of Perry, have purchased a Dodge car for business use. They told Mr. Barnes they never have to use their horn, because every time a pedestrian glanced up and saw a Dodge, he would dodge quicker than if they had blown a Klaxon.

The hotel men of Northville and Plymouth state they will have to close the hotels, due to the towns going dry.

William Pfffer, who bought the Todd market, at Plymouth, is remodeling the building, and putting in new refrigerators and showcases. When finished he will have an up-to-date market in every respect and will be able to take care of his customers in fine shape when the hot weather comes on.

C. Trayhan, of Merrill, has purchased the meat market of Alexander Cross.

William Barie, the well-known Saginaw merchant, has returned from his Western trip. Mr. Barie, who is head of the William Barie Dry Goods Co., spent the winter in Coronado, California. While in the West Mr. Barie was taken ill and had to undergo an operation, which was successfully performed by Dr. Bruce, of Saginaw. Although Mr. Barie had a fine time in the West, with the exception of his illness, he was glad to get back to Saginaw.

W. A. Carton, Secretary of the Public Domain Society, was the principal speaker at the Saginaw Board of Trade dinner at the Hotel Vincent. Mr. Carton is among those who are being prominently mentioned as candidates for Governor at the next election.

Mayor Paddock called on the Council to again act on pure water. He declared that the construction of a new filtration plant was of the greatest importance. So Saginaw will probably be able to vote on pure water again in the near future. We hope this time we will get it.

Joe Dork, the hustling merchant at 300 Wadsworth street, is not complaining about quiet business. He said if his business keeps increasing he will have to add a few auto trucks.

Sarbach & Bowen have taken over Walton's stock and are doing a nice business.

E. Henlian is doing business where Billy Schmitz was formerly located. He started a short time ago and is having good success.

Arthur B. Cornwell.

The Grand Rapids Merchandise & Fixture Co. will change its name on May 1 to the Grand Rapids Store Fixture Co., which will more correctly represent the scope and purport of the organization. At the same time it will remove from its present location at the corner of Monroe avenue and Sixth street to the ground floor of 7 North Ionia street and the third floor over 3, 5 and 7 North Ionia street. The change in location will give the company much more available space than it had in its old location.

The firm of Kamstra & Erdmans has succeeded Dertien & Co. in the meat business at 832 South Division avenue.

WINGOLD FLOUR

BLOOMS BEST IN KITCHENS

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo

THE PROMPT SHIPPERS



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E. A. STOWE, Editor.

April 28, 1915.

NEW PHASE OF THE EVIL

The "Premium Evil," as it is commonly called, is at last coming into court as a very real and tangible issue and not, as has so often been the case in past proceedings as a piece of legislation, to save merchants from the consequences of their own short sightedness. The bill framed by the National Dry Goods Association and printed elsewhere in this week's issue of the Tradesman, aims at a condition which is not a mere bit of imprudent merchandising policy, but as a downright breach of honest practice.

The first point about the bill which strikes the observer is the fact that it does not aim at the trading stamp evil at all, but merely at the coupon-in-the-package practice. It is not intended as a refuge for the merchant who has gotten himself into a trap from which he cannot extricate himself, but to stop the insertion of supplementary merchandise (fractional at least) into packages as an inducement to buy other articles. It is a fight of the big retailers against the coupon companies in the direct instance, but probably as much against the manufacturer of package goods who uses coupons as a part of the attractiveness of the product.

There are many things which might be said—have been said—against coupons as institutions of doubtful economy or expediency, but the dry goods people assail them as instruments of downright dishonesty; as incident to advertising service which is never rendered, although paid for. This is a brand new phase of the question, although apparently a source of much of the large profit the coupon companies have realized. Nor does the same accusation rest generally against trading stamps—at least in no such degree. That distinction is only another of the lines of demarcation which make this fight different from those retailers have been waging all along.

According to the Secretary of the Association a very small portion of the stamps which are sold by the trading stamp company to the manufacturer are redeemed. He cites a case of only \$12 out of \$100 which came in for redemption. In other words, the manufacturer paid \$100 for adver-

tising incentive—to accept the claim of the companies as to the value of the coupons—and only 12 per cent. of the final service was performed by the advertiser. True, if the stamps were any incentive in making the consumers buy the coupon-packed goods, rather than some others, they did their work, but it is hardly likely that the stamps were the real incentive if 88 per cent. of the people who got them never took the pains to redeem them. And in that event the manufacturer was led to buy advertising that was not worth what it cost.

The Dry Goods Association officials point out another instance of the doubtful value of stamps as business getters and a real source of loss. They cite the case of a man doing a business of \$10,000,000, and making a profit of say 10 per cent. or \$1,000,000. He listens to the argument of the coupon salesman that stamps will get him another million in volume, at a cost of only 2 per cent. and falls for the plan. At the end of the year he finds that he has done a business of \$11,000,000 as promised, but the 2 per cent. applied on all of it and cost him \$230,000 for stamps to make a gain of \$1,000,000, on which his profit was only \$100,000. In other words, it is contended that it wiped out all the profit on the new business and took \$130,000 of the profits the merchant had before.

Another instance is cited where safety razors sold at the manufacturers' price for \$5 can be had for 250 coupons at the redemption stations, but it is well known that there is a traffic in stamps themselves, with prices ruling at \$1.10 per hundred, so that the fixed price of the razor can be gotten that way for \$2.75. It is a fact, to the writer's knowledge, that one cut-price house is actually buying its razors in that way and selling them retail at lower prices than the manufacturer charges to the wholesaler.

In these instances, the coupon scheme operated much as the trading stamp does. If they were given only with new business they would probably be worth all they cost as business incentives, but no merchant giving stamps can discriminate between the old and new. In fact, the class of people who are swayed by stamps very commonly keep their eyes open for new places and are rarely found sticking to the same merchant longer than he can furnish perpetual and ever new thrills.

Even those who use stamps and coupons admit that their value is usually realized at the outset and does not continue, especially because the more the stamp craze spreads the more merchants adopt them and thereby equalize the competition. Stamps are of value to one merchant so long as "the other fellow" doesn't give them. When others match that game something new must be found. Sometimes "double stamps" are resorted to—twice as many stamps for the dollar—but its only effect is like "dope," it makes a bad matter worse. And the deeper merchants get in, the harder it is for them to get out. If

one drops stamps, his competitors have the advantage over him and hold on. If all agree to act alike the stamp companies threaten them with conspiracy proceedings.

True, the merchant gives trading stamps only to those who want them, which ensures a rather larger percentage redeemed than when they go to all buyers alike, as in the coupon practice. Still the fact remains that far from all of them are redeemed, and many are given away or sold to others who did not figure at all in the original transaction. While the Dry Goods Association bill is not intended to hit trading stamps, it is by no means certain that it will not. And if it does, a lot of small retailers will hail the outcome with joy.

LIKE A DIRTY LAMP.

The Legislature of 1915 will adjourn to-morrow with the record of having accomplished very little, considering the length of time it has been in session. The reason for this lack of accomplishment is, of course, due to the preponderating influence of the railway rate measure which was given first and foremost consideration from the beginning of the session and monopolized the time and attention of the Legislature to the exclusion of many matters of much more vital importance to the people.

As the Tradesman stated at the opening of the legislative session, the railways played a losing game from the beginning, because they did not play fair. They undertook to bolster up their cause by the presentation of false figures, falsified tables and incorrect conclusions drawn from bogus hypotheses. The results was that the members of the Legislature soon came to understand that they could place no reliance on the statements made by the railway officials, but the maintenance of an enormous expense fund from which to draw served to keep up the agitation which was conducted mainly by paid attorneys and cheap lobbyists. The railroads claim that less than \$30,000 was expended at Lansing, but even the most casual observer will concede that this statement is on a par with most of the other statements made by the railway officials. As between a fund created solely to corrupt legislators and a fund maintained to propagate false and misleading statements in the daily and weekly press of the commonwealth the Tradesman can see no distinction. One is just as much a "slush fund" or corruption fund as the other, and the railroads have only themselves to blame that their propaganda should fall flat, considering the infamous methods they employed and the pernicious practices they resorted to to accomplish their purposes.

The Tradesman believes and has frequently stated that any set of honorable men who have a good cause can obtain reasonable recognition at the hands of the Legislature by going to Lansing with clean hands and an open book, but any set of men who think they can put anything over on the Legislature through the employment of falsehood and subterfuge will be everlastingly doomed to disappointment.

The ill-fated campaign of the rail-

ways went out, not in a blaze of glory, but, like Tallegrand's phrase, like a dirty lamp making a bad smell.

NEUTRALITY DIFFICULTIES.

The position of a neutral in the present war is becoming more difficult to maintain as time goes on. To speak out openly and to seek to influence public opinion would be to run counter to the President's address to all American citizens at the beginning of the war; to keep silent is to place ourselves under the suspicion of being dead to honor and decency. We have arrived at a place where two ways meet, and we must choose which path we shall follow. Conditions are totally different from when the war began. Then we supposed the war would be carried out on civilized lines; now we know that barbarism after barbarism has been committed and nothing said or done. History will have an unchangeable verdict to pronounce on the attitude of American, and that verdict does not look very cheerful in prospect.

To protest against all war is an easy and popular thing to do, but it is like declaiming against burglary while quietly watching the burglar enter his victim's house. The amount of sentimental trash that is spoken in America at the present time about this war is enough to make us wonder if our Nation is capable of deep thinking on such a deep subject. To use Christianity as a mask to proclaim universal brotherhood and love, while passing over the solid foundations of truth, righteousness, and honor that alone can make such a brotherhood possible, is a dangerous and hypocritical thing to do.

The civic advance made by Kansas City in the last thirty years has been brought to general attention by the death of William R. Nelson, but it is worth holding up to other municipalities in any connection. In 1880, we learn from the Missouri press, Kansas City lay among the hills and hollows of the Missouri River, "content with its strategic importance, its mud, its filth, and its packing-houses." The little group of public-spirited men whom Col. Nelson represented accomplished what they did by holding an unmerciful mirror before the town. They described the defects of the streets, the untidiness of the business and residence sections, the wretched service of the street-car system, the excessiveness of the gas and water charges, the need for parks and boulevards. The Union Station, swarming with vermin, and the unsightly thickets of telephone and telegraph wires that ran above ground were especial objects of attack. This candor had its effect in making aesthetic progress a consistent part of commercial and physical growth. Kansas City has to-day a chain of public parks that would be creditable to a city four times its size, its boulevards are models in construction and design, and it has utilized to the full the scenic possibilities of its location upon the bluffs. And the Union Station is among the four best architectural works of the kind in America.

THE GARDEN TOOL TRADE.

From late in April until early in June, the gardening season is on. Already the ground has been plowed or spaded in many gardens, and plowing and spading will go on for a week or two more, for there are many garden crops which cannot safely be planted until all danger of frost is past. The dealer who, following the previous suggestions on this point, got after the trade early, will now find that he has, in a sense, the inside track.

An attractive feature of the spring gardening trade is that it offers so wide a field for suggestion, and for expanding the single sale which comes your way into the sale of half a dozen articles. The gardening business is like a multiplier onion in this respect. If your customer wants the two inevitable staples, lettuce and radishes, you can say, "Why not plant a few other varieties at the same time—carrots, beets, parsnips and peas are all hardy and should be planted early?" From seeds it is an easy step to tactfully enquiring regarding tools. "Do you need a new rake? Here is a very substantial rake we are selling for 85 cents." To the customer who buys flower seeds you can suggest a watering can; to any customer you can talk garden hose and a hose reel and wire netting on which to string climbing plants and miniature wire fencing which, put around flower beds, will keep off the dogs.

It is with new customers—customers, that is, who have never before made a practice of buying seeds extensively—that suggestion will probably accomplish the biggest results. There will undoubtedly be this year a great many people plant gardens for the first time. It is one way to cut the high cost of living. It is excellent business for the dealer, while he must be careful not to scare his customer out of the idea, to suggest things which every backyard gardener will ultimately find needful.

For instance, every gardener should have a sufficiency of tools. The tendency in some instances is to plunge too freely, more than the returns from the average garden will justify; but such instances are exceptional. The average man starts badly equipped and many of his tools are makeshift.

Here is the line to take in talking garden tools. You must, of course, adapt your argument to your individual customer. Assume, first, that he knows all about gardening. Then tell him, tactfully, what you assume he knows. The productiveness of a garden depends partly upon the richness of the soil—here is an opportunity to suggest commercial fertilizers, which you presumably handle. It depends still more upon the systematic cultivation of the crop, and for systematic cultivation it is absolutely necessary to have an adequate equipment of tools. A good, strong spade to begin with; then a substantial rake, to break and cultivate the upturned soil before planting; then a sharp, strong hoe to cultivate the growing crops, loosen the soil around the roots and hill up the potatoes. An

incidental of importance is regular watering in the hot weather. For this purpose garden hose is needed. Garden hose not merely ensures a thriving garden, but it means that the lawn can be kept green in the hottest weather. From this it is just a step to suggest a hose reel which, in turn, keeps the hose from wearing out, and a "fountain" which will spray the lawn while the owner sits at his ease on the veranda. Selling garden seeds, tools and equipment is, for the skillful salesman, a sort of perpetual motion.

Incidentally, you can point out the important and incontrovertible fact, that the crops properly cultivated will pay for the tools, time and labor in larger yields. A man once undertook to raise garden stuff with an equipment consisting of a broken spade and an almost toothless rake. Naturally, he found gardening unprofitable. From a packet of seed he harvest perhaps half a dozen carrots of eatable size. Even his radishes were a failure. The ensuing year he bought decent tools, put a little extra time on the garden, and pulled anywhere from \$15 to \$20 worth of stuff out of it every month during the growing season.

Remember always that the average gardener is an enthusiast. Therefore, he likes to "talk garden" and prefers to deal with a man who is also capable of talking garden. Hence, it is worth while for the dealer and his salesmen to post themselves on gardening topics. One dealer makes a practice of clipping the information published in the newspapers and farm papers. If he runs across any particularly striking instance of profit-making from a backyard garden, he pastes the clipping on a sheet of red paper and bulletins the red paper in his store window. This is a sort of advertising that pulls.

Another dealer—who is an enthusiastic gardener himself—has made his store practically a free information bureau on gardening subjects. He keeps on file Government bulletins with regard to kitchen gardening. He has most of the standard works on the subject and has amassed a lot of really practical information from publications of one sort and another. Back of all that, he knows, so if any amateur gardener is perplexed on any point, Mr. Merchant is at his command. Nor does he proffer as his only solution the purchase of everything in sight in the way of tools. Rather, he looks at the problem from the viewpoint of the man who has to spend the money and who will often quit gardening in disgust rather than spend on it sums which make it commercially impracticable. In short, this dealer tries to give honest, practical assistance to his customers. That sort of thing takes time and trouble, but—it makes friends for the store. The dealer says it is worth while. Anyway, he enjoys talking garden. And, undoubtedly, his practice of "talking garden" has brought him a lot of permanent customers who buy from him steadily whatever they want in his line.

Service of this sort may, to the con-

servative merchant, seem like "piling it on" too much. Nevertheless, it is a marked development of modern merchandising; it has succeeded in a good many instances and it looks as though it had come to stay.

In selling tools and equipment, it will pay to push the best. Not that every customer will buy the best or should be persuaded or browbeaten into buying the best against his will, but it is sound business policy in connection with every sale to call the customer's attention to the very best article you have in stock.

Ex-President Taft's Harrisburg speech on the waste of National funds was made with the conviction that grows out of long experience. He knows for how much neglect of overhead charges in some departments is responsible, "for I ran the Panama Railway when I was Secretary of War, and the steamers that ran down there." He paid due attention to the want of central responsibility for Federal appropriations, and of a budget system. But his remarks on the iniquity of our pork-barrel legislation were especially notable in that, without exculpating the legislators, he laid the chief blame on the public. "The people themselves in their districts," with their demand for impressive public buildings and huge improvements, "are responsible for this." The correction of such legislation may largely depend, as the ex-President says, upon charging our Burtons and others with looking after matters "as a whole and for the benefit of all the people." But in even larger degree it will depend upon driving home to the people their real responsibility by just such preaching, as Mr. Taft can so effectively do, and upon impressing on them that waste is a serious and growing National danger.

The true doctor's dilemma consists in the fact that, more than the members of any other profession, he is concerned with the ultimate factors of life and death. By contrast with his mission the limitations of his ordinary humanity stand out more conspicuously than in the case of other professional men. This is why the doctor, even more than the lawyer, has been the immortal object of satire. Ignorance among doctors is more costly than anywhere else; selfishness and cupidity appear more sordid. In proportion to the opportunities the doctor enjoys for human service, his profession suffers from honest error and mere quackery. Yet at bottom it is the one profession whose triumphs cannot be diverted from their original purpose of human service. The discoverer in the field of medicine is the only one whose achievements cannot be turned into an engine of war and slaughter. The work of a Wilbur Wright, which was to add another province in the conquest of nature by man, has laid its first fruits in the dreadful carnage of the European battlefields. The work of a Marconi has brought the world closer together, but has also brought battle fleets closer together. For a parallel we must

imagine a future war in which hostile batteries shall fling against each other tubes laden with the germs of typhus and cholera.

Co-operation Gets Results.

I rarely hear any complaints on the subject of territory. The only ones I do hear come from men who, being unable to get satisfactory results from their territory, have had to submit to being assisted by someone else in closing certain of their customers.

The salesman cannot deny that if he is unable to close a certain customer, or to get the full quota of business from the territory assigned to him, it is only justice to us and to his customer that some assistance be given him.

A salesman should understand that he holds his territory exclusively only on condition that he gets the greatest amount of business from it any man could.

Better work is obtained if the salesman feels that his manager is co-operating with him in getting results, that he will meet with encouragement and help if, through no fault of his own, business comes slowly for a while.

One manager, under whom I got part of my early training, was a capital man to encourage the boys and to rouse them up to a pitch of enthusiasm. But he used invariably to make one mistake, which I have been careful to avoid since I have been handling roadmen. He would write us that he was sorry our results weren't all he expected, advise us how to go about remedying the trouble, and wind up with:

"Do your level best for the house next month—business is falling off with us, and we need your best effort."

That was an impolitic statement for the salesman would naturally conclude that if the firm's business was falling off there must be other delinquents beside himself, and that the scarcity of his business was nothing worse than could have been expected since the other men were not doing well. This idea was not calculated to brace him up or to increase his confidence in his product.

It is wiser to tell a delinquent salesman how well the other men are doing and spur him up to compete with the record-breakers. Beside, if he understands that the other men are selling big orders, it increases his confidence in his house and its product.

I believe that class instruction by which some firms train their salesmen is a great help. The man who hopes to succeed on the road should avail himself of all possible means for getting instruction and keeping in touch with fellow salesmen. E. G. Ahern.

What Was Worse?

"Can you imagine," said the facetious teacher of natural history, "anything worse than a giraffe with a sore throat?"

"Yes, sir," came the answer from one boy.

"What, pray?" asked the teacher in surprise.

"A centipede with corn."

THE MEAT MARKET

Talks by the Butcher Philosopher.

A butcher, whom I am well acquainted with, by hard work and strict economy, managed to save \$5,000 which he had in a couple of savings banks, drawing, it is true, only 4 per cent. interest, but perfectly safe where it was, and requiring no worry or attention. He was pretty well satisfied, for he had a good little shop, and by strict attention to business he was constantly increasing its volume of trade, and besides that, the little old 4 per cent. was working for him night and day and piling up his savings right along.

Along came a real estate friend of his who was pained exceedingly to learn that such a good friend of his as the butcher could only get 4 per cent. for his money. The real estate man knew of a little parcel of three houses that could be bought with very little cash and that were bound to increase in value. Here is the dope he handed out:

"You've got \$5,000. Borrow \$5,000 more on your note. Now the builder of these three magnificent apartment houses has a \$75,000 first mortgage. He will sell you that little parcel (notice the expression) for \$120,000. You pay him \$9,000 cash on it and he will take a second mortgage for \$36,000 for two years at 6 per cent. The rents of these three houses are over \$1,000 a month, enough to pay taxes, interest, charges and over 20 per cent. upon your investment.

"Long before the two years are passed I guarantee to sell at a profit, or if you don't care to sell, the investment will gradually pay for itself. The houses have been just finished and are all rented."

The butcher looked the proposition over. The fine marble entrances and mosaic halls all looked good to him. There appeared to be a nice class of tenants and practically all the apartments were rented, showing, as the agent had said, a little over \$1,000 a month.

This hit him so hard that he went to it like a house on fire and soon became the owner.

Then began his troubles. Most of the tenants had been secured by giving concession of one or two months' rent, and quite a few moved when they heard they were expected to pay real money. With these movements, there was always an expense to fix and clean the apartment, and, perhaps the loss of rent for a month or two. This was happening all the time.

The cheapest kind of heating arrangements had been installed. These used up coal quick, and did not give enough heat, thus causing more trou-

ble and expense. The roofs leaked so badly that the butcher had to pay one tenant \$100 for ruined furniture. Then he called in the roofer and was told that the only remedy was to tear off the present roof and put on a new one, as only paper and tar had been used and repairs would cost more than a new one.

All these things, coupled with the frequent loss of rents, made it hard to meet taxes and interest, and it did not take him long to discover that he was really working as a janitor, with a mighty small salary at that, for the mortgagees. Upon attempting to sell the property, he found that the only price he could get would wipe out his equity, so he was forced to struggle along until the second mortgage came due.

The builders had sold the mortgage to a party that wanted the money, or at least insisted that the loan should be substantially reduced. No one else cared to touch it except one shark who spoke of a 10 or 15 per cent. bonus, which was out of the question. The foreclosure cleaned him out of his equity entirely, and he now owes a note of \$5,000 into the bargain.

Of course, not all real estate ventures fail. A great many are all right and come out fine, but it is always a dangerous thing to bite off more than you can chew.

Bangs bought a \$12,000 house with \$5,000, all the money he had, leaving \$7,000 on mortgage, and sold it shortly afterward at a profit of \$2,000. He has been looking around for another proposition like this for some time, but so far cannot find it. He gets a lot of propositions, but he says there are lots of lemons in the real estate field.

When a man has saved some money it is natural to try and increase it by investment, but the most important point is safety. Even savings banks have failed, but a savings bank is usually safe. They take your money and pay you 4 per cent. and gain by investing at higher rates. But they follow the rules of safety so close that they rarely suffer a loss. They lend money on only good paying real estate up to 60 per cent. of its assessed valuation, on a first mortgage, of course.

They buy stocks and bonds also, but only those that have an approved value and are not in the custom of passing dividends. Under no circumstances do they touch anything of a wildcat nature, no matter how good it looks.

It seems to me that if you have any

loose change about and want more than 4 per cent, you cannot do better than to follow their example on a small scale.

There are a great many investments that yield around 6 per cent. and are solid, having paid that rate for years. Just as soon as you go looking up 10 or 20 per cent. you are no longer investing, you are speculating and you run a mighty fine chance of losing your principal.

A millionaire recently died owning scarcely any real estate, as his money was all invested in stocks and bonds. When the estate was appraised, everything he had was worth its face value and more, except less than \$5,000 worth of stock of doubtful value, which of course, cut no material figure in the value of his holdings.

It's funny what chances a fellow takes with a few dollars, those that are passed up by the man who has real money.

So often when one of these fake schemes blows up, and the Government puts the swindlers in jail, the stealing runs into millions; but it's very little of that which comes from the wealthy, most of it is contributed by the fellow with a few hundreds who wants big interest.

If you must gamble and take chances don't put all your eggs in one basket and risk ruin.

Nearly every man has the gambling spirit in him. One man I know sets aside 20 per cent. of his yearly savings to take chances with, and if he loses that he doesn't worry and has had his fun, but the 80 per cent. is only placed safe, as he doesn't want to go broke.

He has been doing that for five years and loses regularly, but keeps at it in hopes of some day getting it all back.—Butchers' Advocate.

Potted Ham.

Cook the ham until tender and cool; remove bones, skin and some of the fat; then chop very fine; beat into a paste in a mortar or tub; add for 20 pounds of ham three ounces of pepper, two ounces of ground allspice and cloves or such spices as you prefer; press hard into glass containers to expel all the air and cover with melted paraffin to the depth of one-quarter inch.

Keeping Fish Sweet.

A number of butchers who carry fish as a regular article of sale in their markets find considerable trouble in carrying their surplus stock from day to day in a proper condition. It is impossible to just place it in the ice-box, as it has a penetrating odor that will rapidly attach itself to the meat stored therein, making it unsalable. The odor will also stay in the box for days, requiring strenuous methods to get rid of it entirely.

For butchers who carry a small stock that would not justify the construction of a separate box the following plan is a feasible one: Procure a tightly constructed box, of wood, and have the inside lined with metal, so that it will be thoroughly water-tight. Scald it out before using, making sure that it is absolutely clean. Cover the bottom with a thick layer of chopped ice, chopped a bit finer than that which you use for poultry, and pack a layer of fish in, backs down. Fill the box with alternate layers of ice and fish, the last layer being packed backs up. Cover the top with another thick layer of crushed ice and close tightly. Wrap some heavy material about the box when full. This will keep fish in first-class condition for several days.



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THE RULE OF REASON.

Unfortunately, It Does Not Cross State Lines.

Food laws relating to condiments are in no wise different in principle from those which relate to other food products; so I shall touch but lightly on the question of "condiments," and try to give you some idea as to the effort necessary to secure uniformity in state food laws.

For the past twenty-four years there has been held annually a "Conference of Commissioners on Uniform State Laws," appointed by the governors of the different states to recommend to the various state legislatures bills intended to make the laws of the different states and territories uniform upon various subjects. Up to and including the meeting held in October of last year at Washington, D. C., uniform acts have been approved and recommended to the various states for adoption upon the following subjects: "Negotiable Instruments," "Warehouse Receipts," "Bills of Lading," "Sales," "Stock Transfers," "Divorce," "Child Labor," "Family Desertion," "Marriage License," "Marriage Evasion," "Foreign Wills," "Partnership," "Workmen's Compensation," "Acknowledgments Taken Outside the United States" and "Cold Storage of Certain Articles of Food."

Is it not strange that apparently nothing has been done towards the adoption of a uniform food, or food and drugs act during all these years? Not one in ten of the inhabitants of this country is directly interested in "Negotiable Instruments," "Warehouse Receipts," "Bills of Lading," "Sales," "Stock Transfers," or "Probate of Foreign Wills," probably still less a proportion in "Partnerships" and "Acknowledgments Taken Outside the United States," and only those who are married, or wish to be unmarried are directly interested in the "Divorce," "Family Desertion," "Marriage License" and "Marriage Evasion" acts.

The fact that a uniform workmen's compensation act has been approved and recommended speaks well for the conference, considering that the first act passed in any one of the states on this subject was less than five years ago. But why neglect the food laws which deal with a subject in which every human being, young or old, great or small, rich or poor, sick or well, bond or free, employer or employe, married, single or divorced, monogamist, bigamist or polygamist, has a direct and vital interest.

Diversity in state laws relating to food products causes unwarranted expense and unnecessary burdens upon the producer, manufacturer and distributor and increases the "cost of living" without any corresponding benefit to the consumer. Although the president of that conference gave us a masterly address a year ago upon the desirability of uniform laws—and we thought it was with reference to the food laws—there is no mention of a proposed uniform food law in the minutes of the proceedings of the meeting of the commissioners last October, except as to certain "Cold Storage" articles.

I don't expect it to come "in my day," for, during the twenty-four years in

which this "conference of commissioners" has been at work, there have been in the aggregate only 133 adoptions of some one of these laws by the forty-eight states; a rate of a little less than one-eighth of a law per state per annum. So don't be discouraged if you don't get uniform food laws during the next six months.

What is the practical lesson? Simply this: "Hit the trail" as a body toward the American Bar Association, the "conference of commissioners," and, as individuals, toward the individual members of the committees of those two bodies in your own state.

Consideration of public health and welfare are of the same and equal importance, generally, in every part of the United States, and not subject to subtraction or division by reason of geographical location or political division. A National commerce regulated by any other than a generally harmonious and uniform rule of conduct does not achieve its fullest efficiency or serve its best purpose.

I am a Southerner, and, up to a certain point, a believer in "state's rights," but if the states continue to insist upon such rights, their rights must be taken away and centralized in the Federal Government. A case in point is the case of "Glucose vs. Corn Syrup," which might be more properly named "Uncle Sam vs. Wisconsin." It has been to the United States Supreme Court once and was there decided in favor of Uncle Sam, that the statute of Wisconsin requiring that the word "glucose" to the exclusion of all other names is unconstitutional, so far as it affects interstate commerce. But the Legislature of Wisconsin, at the instigation of its Food Commissioner, passed another act for the purpose of avoiding the effect of the decision, and on the 30th of last month the Federal District Court in Wisconsin said that the Wisconsin Legislature, by trying to discredit the United States Supreme Court's decision, "so far as possible, impeach it in part, break its force and leave it a confused jargon of words and figures, contradictory and misleading," has made the Wisconsin statute, so far as it relates to interstate commerce, unconstitutional and void.

The trouble, heretofore, has been that a few fanatical food commissioners in some of the states have assumed the "I am holier than thou" attitude toward the Federal law in order to impress their constituents with their importance, and to hold the patronage attached to their jobs, and have refused, as some of them are still refusing, to start with the Federal law as the basis of uniformity.

Notwithstanding the teaching of the "Good Book" that "no man can serve two masters," my experience as a lawyer and food manufacturer convinces me that a manufacturer can comply with at least two laws upon any article of food manufactured—the Federal law and the law of one state. Usually he can comply with the three laws—the Federal law, the law of the state in which he manufactures his articles of food, and the law of the state in which the food is to be sold, but in the latter case this only can be done if he knows in advance in what state his product is to be sold.

Add to this the complication that many manufacturers sell only to jobbers, who distribute the products through several near-by states, and it is easily seen what trouble the manufacturer has when he gives a guarantee to the jobber that the goods sold comply with all laws.

Now as to condiments: We have recently "put one over" in favor of uniformity in this State, and some of our friends have failed to "put one over" in Pennsylvania. After years of argument and in the immediate past, months of effort, we have succeeded in securing a ruling from the New York Department of Agriculture, based on an opinion by the Attorney General that because the Federal Department of Agriculture has ascertained by experiments and announced "in positive terms that alum may be considered a common ingredient of pickles, we have reached the conclusion that your department does not require the labeling of pickles to show the presence of alum, where only a small amount is used." This is applied to the sale by retailers from bulk packages.

If a "pickle" having no ingredients deleterious to health must be labeled by the retailer when sold from bulk with the names of all its ingredients, because under the dictionary definition of a compound a pickle is a "compound," then a piece of "pumpkin pie" sold by the Biltmore, the St. Regis, Plaza, or other hotel to a diner must also be labeled or tagged with its ingredients, because under the dictionary definition it is as much of a compound as a pickle, and the same argument would apply to many other articles.

Now, as to one which we did not "put over" and which illustrates not only the necessity for uniform laws, but for uniform decisions upon the law. The vinegar law of the State of New York in 1902 provided, among other things, that "the term cider vinegar when used

in this article means vinegar made exclusively from pure apple juice." A Pennsylvania concern which makes and sells vinegar within the State of New York, was prosecuted for "offering for sale a substance made in imitation and semblance of cider vinegar." Within the past year a New York vinegar producer was prosecuted in the courts of Pennsylvania upon the same ground, and a Pennsylvania court in a decision handed down last month takes exactly the contrary view from that taken by the New York court, and says that the addition of water, even though it be added for the purpose of making the vinegar more "palatable and salable," is nevertheless an adulteration. The result is that a Pennsylvania concern can sell cider vinegar reduced to a palatable strength by water in New York, but a New York concern cannot sell the same produce in Pennsylvania without subjecting itself to the penalty of the vinegar law and to the odium of being a violator of the pure food law.

William Beverly Winslow,
General Counsel for Alart & McGuire.

Not a Bad Bargain.

A story is told of Richard Brinsley Sheridan that, one day when coming back from shooting, with an empty bag, he did not like to go home completely empty, and, seeing a number of ducks in a pond and a man or farmer leaning on the rail watching them, Sheridan said:

"What will you take for a shot at the ducks?"

"Well," he said, "I will take half a sovereign."

"Done," said Sheridan, and he fired into the middle of the flock, killing a dozen. "I am afraid you made a bad bargain."

"Well, I don't know," said the man, "they weren't mine."

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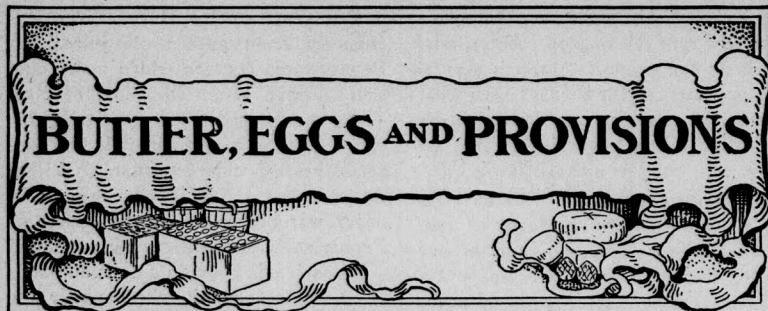
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Pasteurage and Cheesemaking in Switzerland.

Written for the Tradesman.

The Alps, or mountain pastures, play an important part in the Swiss farmer's life, the cattle being driven up from the valleys in early summer and remaining until the approach of autumn. These lofty grazing places have been thus utilized by the natives since early times; formerly some of them were devoted to agriculture, but now they are given over exclusively to the summer pasteurage of cattle. Canton Berne has more upland pastures than any other canton of Switzerland—836—the total for the whole of Switzerland being 4,778.

The "Senner," those who tend the cattle on the Alpen, are the backbone of the Swiss nation. In manners and mode of living they have changed but little in the course of centuries. Their chief occupations are the making of cheese and butter, and although new methods are being introduced gradually in many places, the majority prefer to follow the early primitive way. They live almost entirely on milk foods. The old costumes are still worn in many districts.

The milk from cattle on the upland pastures is greatly superior to that obtained in the valleys. The reason for this lies in the grass, which has been found by analysis to contain more albumin than even the finest meadow grass of the lowlands. It has also a greater supply of fat, due to the ethereal oils in the aromatic weeds, and is poorer in cellulose.

In latter years a decrease in the quantity of cheese and butter manufactured on the mountain pastures has been registered. This is due to various causes: To the erection of modern factories for dairy produce in the lowlands, as in the Emmenthal; to the increase of cattle breeding, and to the enormous hotel industry. In those regions frequented by tourists a large proportion of the milk is supplied to the hotels.

Swiss cheese is made not only from cow's milk, but from goat's milk, and is exceedingly tasty and popular. There is a great deal of difference between American "domestic" Swiss cheese and the real thing. It is also made from a mixture of cow's milk and goat's milk, but this is used almost exclusively for home use, scarcely any being exported. It is likewise made from sheep's milk mixed with

that of the goat, an important factor in the Swiss peasant's life, the poorer families being dependent on the goat for milk when the cattle are on the pastures.

Among the foods prepared by the "Senner" for their own use are Fenz, made from butter, meal and milk; Kolermus, from cream and butter, Maluns, potatoes roasted in butter with cheese scrapings, cakes of milk, meal and eggs, cheese cake, Milchmus, made of milk and meal, Nidelbrot, cream with bread crumbs, and salted soups prepared from milk.

The usual methods of preparing the cheese on the mountain pastures is as follows: The milk, either fresh from the cow or after standing for one night is poured into a large cauldron which hangs by a chain over a fire; the chain is attached to a beam and so arranged that the cauldron may be easily swung off the fire. The milk is gently warmed, and cream is sometimes added, according to the kind of cheese to be made, and stirred in. When the milk has reached a certain temperature (low for soft cheeses, higher for hard cheeses), the cauldron is swung off the fire. Rennet is now added to cause the milk to separate or curdle. Rennet is obtained from the stomach of a calf fed only on milk. This is mixed thoroughly by stirring gently with an oval wooden ladle or with the hand. Operations are now suspended until the milk curdles.

After a certain consistency has been attained the curds are cut across in different directions with a wooden dagger-shaped implement and then stirred for five minutes with the wooden ladles. All impurities collect in the froth and are skimmed off with a perforated ladle. The cheesemaker now stirs the contents of the cauldron with the ladle, grinding the particles at the same time with his left hand. They are next allowed to set and are again placed over the fire and brought to a considerable temperature, being stirred the while to prevent burning. The curds now assemble and form a lump at the bottom of the cauldron. This lump is formed by the cheesemaker pressing the particles together with his hand or by removing the liquid by means of a whirling movement with a kind of whisk. It is then taken from the cauldron with a broad wooden utensil and covered with clean cloth.

Before the cheese is ready for use it must ferment, and for this purpose is placed in a special room. It is generally pressed on the cheeseboard to remove superfluous moisture. The length of time for which cheeses may

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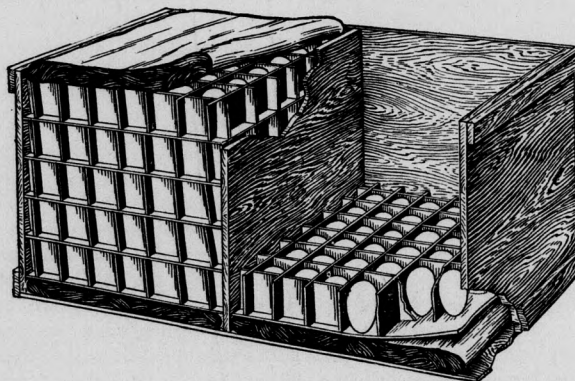
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The Official Classification Committee of the Transcontinental Railroads has issued the following order, effective Feb. 1, requiring the use of a dividing board in egg cases—"except that when an excelsior packing mat or cushion (made of excelsior covered 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.

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be preserved depends on the kind. Some are considered fresh after four or five years, while some of the hard cheeses have been preserved for a lifetime! I have seen them marked with dates of preserving running from fifty to a hundred years, becoming heirlooms in the family. A Swiss paper recorded last year the opening of a cheese that was 178 years of age. The guests at the chalet where the ceremony was celebrated were all descendants of the maker and pronounced the quality excellent. Nothing was said however as to its adamant conditions.

The old "Senner" merely judged temperatures and times roughly, and many still adhere to the old methods. Thermometers and watches are, however now largely used.

The cheese made from unskimmed milk with the addition of cream is termed ueberfett of over-fat, that made from skimmed milk as mager or lean. There are several grades between these two extremes.

The mountain pastures are owned either by individuals, by cantons, parishes or monasteries, etc., or by corporations of cattle owners, each of whom has the right to send a certain number of cattle to spend the summer months. The regulations made by the council of these corporations are strictly observed, such as the day for driving cattle to the upland pastures, and the day for leaving.

The herdsmen to whose care the cattle are entrusted during their sojourn on the Alps have a responsible task and must be acquainted with the sicknesses to which cattle are liable; and methods of curing the same; with harmful plants and the manner of their destruction, and with much other knowledge. It is a hard life that of the herdsmen, although poets have generally contented themselves with describing its idyllic side. They live in primitive huts, which are often shared with the cattle. The day's work begins early, with the milking, which sometimes takes place in the sheds, sometimes in the open air. The cattle are then driven to the pasture grounds—these are used in a fixed order; certain pasture lands to be exhausted before moving on to others. In the meantime the cheesemaking begins and lasts generally the whole forenoon. Then the herdsmen occupy themselves with the cleaning of the sheds and must not neglect to fill the drinking troughs from time to time as required. In the evening the herds are driven home and milked again. In case of bad weather, sudden storms, etc., the cattle must be driven to shelter without delay. Repairs have to be carried out, paths kept in order, and firewood fetched, sometimes from long distances. In the case of early snowfalls fodder has to be brought up from the valleys. Wrestling and similar trials of strength form the chief recreations of the herdsmen, who are, as a class, intelligent and God-fearing. Women are not now seen on the Alps to the same extent as formerly. Hitherto whole families, including wife and children, made the annual excursion to the

mountain heights, but few women accompany the men at the present time. Deshler Welch.

Florida Orange Crop 26,000 Carloads.

Estimates furnished by the leading shippers of citrus fruits show that Florida growers have sent to market this season a total of 26,000 carloads of oranges and grape fruit, and that so far as the independent growers and shipping interests are concerned the marketing period is at an end. The bulk of the remaining 5,000 carloads (estimated) is said to be held under control of the Florida Citrus Fruit Exchange with headquarters in Tampa. The held stock is being slowly distributed on a plan worked out by exchange officials. The chief object of which it is to avoid forcing fruit into market channels overstocked or demoralized by heavy shipments of California oranges.

The situation covering grapefruit is the worst ever recorded in the history of the industry in Florida. Independent operators are refusing to make a bid on the stock and frequently they have refused to advance growers packing charges. Some deals are reported in De Land and Orange City, in which growers have given speculative buyers their grapefruit gratis to augment the sales of the oranges. The situation is a serious one to the grower as the grapefruit is a dead loss and must be reckoned in with the oranges, before a profit can be figured on the latter. In this season's citrus crop it is estimated that out of the total 8,300,000 boxes and over, fully 3,600,000 boxes were made up of grapefruit.

In this season's citrus business we figure that Florida produced in excess of 8,500,000 boxes. The Porto Rico crop is estimated at 12,000,000 boxes, and the California output is given under late estimates as 12,000,000 boxes. This figures out a grand total of 32,500,000 boxes, a good share of which is still awaiting distribution. From now on Florida oranges will come into greater competition with the California product, and unless the stock is of exceptionally fine quality there is bound to be a period of very low prices. Many of the groves visited were found badly hit by scale and black smut. Much of this fruit should never have been sent to market, as it did the reputation of Florida incalculable damage. In the Southern part of the State where the "citrus canker" has spread, many groves affected have been destroyed to prevent a further spread of the disease.

Couldn't Be Pasteurized.

Mrs. B. had been getting poor milk from a certain dairy, and in hopes of bettering conditions she called up another milk company and asked if they had good milk.

"Yes, madam," was the reply, "we sell pasteurized milk and cream."

"Now, you can't tell me that," she replied indignantly. "Everybody knows there isn't any pasture in Michigan in January."

Silence is the wisest argument of an ignorant man.

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

Merchants' National Service Co.
National City Bank Bldg., Chicago
SALES SPECIALISTS

Advertising Experts Business Adjusters Stocks Bought and Sold
Store System Auditors Resident Buyers

HART BRAND CANNED GOODS

Packed by

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

Michigan People Want Michigan Products

Michigan Beans and Potatoes

If you are in the market ask for prices.

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

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.

DELIVERY WAGONS

\$47.00, \$48.00, \$50.00, \$55.00, \$60.00, \$70.00,
\$75.00, \$85.00, \$90 00

Our line of delivery wagons are built extra strong and give good satisfaction

SHERWOOD HALL CO., LTD.

30-32 Ionia Avenue Grand Rapids, Mich.

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

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.



The Commercial Savings Bank of Grand Rapids has fitted up temporary quarters at 215 Monroe avenue, where it will be located while a new six-story building is being erected on the old site for permanent quarters.

The State Bank of East Jordan will pay in special premiums for the best exhibit of corn grown in Charlevoix and Antrim counties and placed on exhibition at the Charlevoix County Fair to be held at East Jordan September 7, 8, 9 and 10, as follows: For the best bushel of yellow dent corn, ears, first premium \$25 in gold; second premium \$15 in gold; third premium \$10 in gold.

The First National Bank of Charlotte recently cashed two certificates of deposit which were issued thirty years ago. The parties holding the certificates noticed an item in the Charlotte papers relative to an old draft issued in 1882 being cashed by the First National Bank and they remembered these certificates. One of them was for \$175 and the other for \$9.50 and they were signed by C. J. Hall and F. A. LeSeuer.

Holders of Scotten-Dillon Tobacco Co (Detroit) shares have received checks for a quarterly dividend of 2 per cent. and an extra dividend of 5 per cent. The company has been paying 10 per cent. quarterly on a \$1,000,000 capitalization. Capital stock was increased to \$1,500,000 at the last annual meeting, and the new distribution is on that basis.

Edwin Henderson and Wales C. Martindale are the principal shareholders in the Northwestern State Bank, which filed articles of incorporation April 16. The Bank is to be located in the village of Greenfield, and its capitalization is \$25,000.

The Supreme Court in Lansing, April 19, decided that where a county treasurer accepts checks which are questionable for taxes and which are finally not paid, he and his sureties can be held liable for the amount due as taxes. The decision was made in a case originating in Chippewa county, where James T. Bennett, County Treasurer, took checks aggregating \$4,000 from a property owner when he had word that there was no money to meet them.

With capital stock of \$250,000 closely held by eighteen owners, the Paige-Detroit Automobile Co. has increased its dividend from 4 to 7 per cent. a month, the payment for April

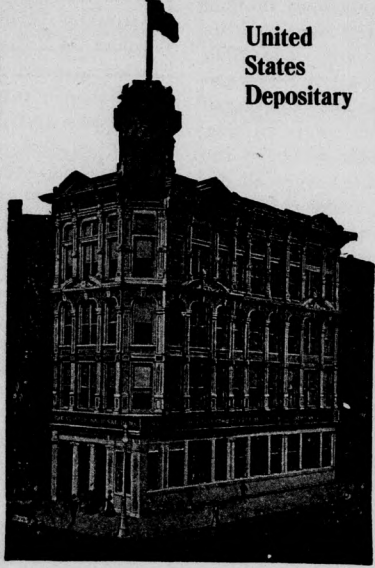
having been at the rate of 84 per cent. a year, equivalent to \$210,000. Since taking possession of the modern factory plant erected for it on West Fort street and McKinstry avenue, Detroit, by Willis E. Buhl, the company's net earnings are said to amount to about \$750,000 a year, leaving a surplus of about \$500,000, after dividends while its car production is from 7,000 to 8,000 "fours" and "sixes." The stock has a par value of \$100. The last sale is said to have been on a basis of about \$325 and shares are reported unobtainable now at a much higher price. Much of the credit for the company's gratifying success is given to its officers and factory sales organization.

It is hard to find any one at this market who does not draw encouragement from the recent strength and activity in the stock market. Even dyed-in-the-wool pessimists are prepared to admit that recent events in Wall street mean a good deal more than a comfortable feeling superinduced by the genial spring weather. There is a difference of opinion as to whether the stock market strength is in the nature of discounting the return of peace or the profits of war, but there is no doubt in any mind that it indicates a striking increase of confidence regarding the future of American industry.

The public are unmistakably in the market. Money has evidently accumulated to a notable extent, and is now going into securities pending the right time to put it back into industrial channels. This simple fact denotes a very striking change in the temper of the American people. The change is the product of a good many considerations. A great many shrewd Michiganders are of the opinion the war is nearing an end. We may not be good war experts in this part of the world, but our common-sense seems to tell us that peace is not very remote. It looks to many of our bankers and merchants as if the powers were nearing the point of exhaustion—not necessarily of capital, but of munitions. In other words, it is a possible hypothesis that the powers have about realized that they miscalculated their ability to wage continuous war on any such scale as they have adopted in this struggle.

Where lately a feeling prevailed that all Europe would for a long time be prostrated by what it had gone through since July 30, there is now a growing belief that her recuperative powers will not be overtaxed. The war has had one effect at least—it

Fourth National Bank

Savings Deposits 3 Per Cent Interest Paid on Savings Deposits Compounded Semi-Annually	United States Depository 	Commercial Deposits 3 1/2 Per Cent Interest Paid on Certificates of Deposit Left One Year Capital Stock and Surplus \$580,000
Wm. H. Anderson, President John W. Blodgett, Vice President L. Z. Caukin, Cashier J. C. Bishop, Assistant Cashier		

The Old National Bank

GRAND RAPIDS, MICH.

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

A Good Pencil with rubber tip and your advertising card printed on it, until May 15th at
\$18.50 PER 1,000
JOHN E. PENNINGTON & CO. "The Pencil People" Charlotte, Michigan



Service does not consist in the offering of specific information or accommodation—rather in the constant willingness and the perfect ability to meet another's needs—usual and unusual—skillfully. It is this sort of usefulness that is the mark of the service you receive at these banks.

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

has shown us that the world in general and Europe in particular is vastly richer than any one had dreamed. It looks now as if what this country needs, and indeed what most of the European countries need in order to embark on a new prosperity, is not so much a large amount of new capital as a large amount of new confidence.

This confidence has been accumulating rapidly of late, both on this side of the Atlantic and on the other. The recent stock market boom in this country may reflect in some measure a feeling that the war is rapidly nearing an end, but for the most part it waives that consideration and reflects the belief of the American people that the war is not going to impair our prosperity, but rather increase it—for the next two years, at any rate. Two movements have been going on side by side in the last nine months. On the one side was a trade debilitation which the war did not occasion, but which, owing to the sudden interruption in the ordinary mechanism of exchange, it intensified. On the other side was a sudden and astonishing demand for a host of our products, occasioned by the war. Almost up to the present moment, the first-mentioned movement has dominated the feelings of the ordinary American. To-day the second is producing its effect.

The war has made our 1914 crops worth hundreds of millions more than they could otherwise possibly have commanded. It has brought prosperity to our copper mines. It has kept many of our textile mills running at full time. It has been a godsend to certain of our boot and shoe manufacturers. It is needless to say anything of powder and ordnance mills, of the raisers of horses and mules, or of the many other producers who have made money as they have seldom or never made it before.

The cashing in of the results of this second great movement of the last nine months is now being evidenced in Wall street. The benefits arising from our huge trade with foreign nations have at last begun to be scattered among our 100,000,000 population. Emphasis should be laid upon the word "begun." The distribution is only in the incipient stages, but that is enough for Wall street. Conservative opinion is that this second movement is getting the better of the first, and that before very long it will practically have overcome it.

Comptroller of the Currency.

A bill for the abolition of the office of comptroller of the currency will be offered in Congress at the next session and is likely to rally more support than most people would naturally expect. This measure has no connection with the lawsuit between the Riggs National Bank of Washington and Comptroller Williams as it was drawn up long ago, but the Riggs controversy calls attention to it. The office of comptroller is in some respects an oddity. Our citizens

think of it as a part of the Treasury Department, and in a way it is, yet the comptroller is largely independent and has something like a department of his own. He does not make his annual report to the Secretary of the Treasury but to the Speaker of the House. He rules the National banks. The office has been filled by a number of distinguished men, such as Hugh McCulloch and John J. Knox. But the enactment of the Federal reserve law is thought by many to render the comptroller's function no longer necessary, and the official holding that position is a member of the Federal Reserve Board. It is assumed that the acts of the comptroller are to some extent subject to review by the Federal Reserve Board but the law is not definite on that point. Historically the functions of the comptroller have been extremely useful. He has admonished banks of improper acts or tendency, has held them to observance of the law, and has forced them to liquidation in those cases where there was a clear case of insolvency or maladministration. And the banks have generally accepted the acts and decisions of this official with good grace, considering him a necessary part of the National banking system.

Under the administration of John Skelton Williams there is thought to have been a tendency to assume greater power. Mr. Williams has advocated legislation giving the comptroller the right to impose fines for infractions of the law and power on his part with the approval of the Secretary of the Treasury to remove any director or officer of a bank violating any of the more important provisions of the National bank act. There is no doubt that many banks would be willing to see Mr. Williams get a setback. He was not regarded as an ideal person for the office at the outset and many of his acts have been considered objectionable. It would not be surprising if in the development of the Federal reserve system the comptroller of the currency would be eliminated.—Economist.

Ask for our Coupon Certificates of Deposit
Assets over \$4,500,000

GRAND RAPIDS SAVINGS BANK

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

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.

SOME persons have described the modern Trust Company as "The Department Store of Finance."

The fact is the Trust Company owes its success and great influence mainly to the valuable services which it is able to render the living and in behalf of the dead in the faithful, conservative and economical administration of estates entrusted to its care. This Company offers you the advantage of twenty-five years of experience.

Send for blank form of will and booklet on the descent and distribution of property.

THE MICHIGAN TRUST CO.
of Grand Rapids

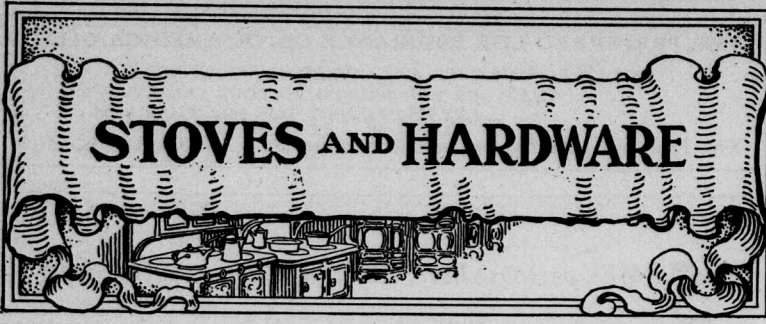
We offer
a limited amount

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.



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.

Seasonable Suggestion Regarding Sale of Cordage.

Written for the Tradesman.

"I'll get my share of the binder twine trade anyway" isn't the attitude for the wide awake hardware dealer to adopt. It is, of course, true beyond doubt that a certain amount of this trade will come the way of every hardware dealer, no matter how little he does to encourage it, but in every community there will be found at least one aggressive retailer who will "go after" the cordage business with all his heart and soul; and the hardware dealer who relies upon this class of goods "selling itself" will find when results are counted up that, in competition with more aggressive methods, his own share of the cordage business is far short of the lion's share.

No matter what you handle, aggressive selling methods always pay. The fact that your competitors are content to leave the goods to sell themselves should be all the more reason for you to hustle after business. The indifference of his competitors is the wide awake merchant's opportunity. The cordage sales he makes while the season is at its height represent more than the individual sales; they stand for the fact that the merchant is getting a lot of people into the habit of trading regularly at his store. The man who buys cordage from you this summer will buy Christmas presents in December, if you treat him right.

It is a noticeable fact that many firms whose aggressive publicity methods have converted novelties into staples are conspicuous for increased advertising appropriations. This is true of a host of successful National advertisers. They have started people buying their goods, but that is not enough; they are hustling now to induce the people to keep on buying and to buy more. This is the secret of the success of many a wide-awake retailer. The fact that a good many people will buy from you anyway is all the more reason why you should go after more business. This is true of the cordage trade, as of every other retail line.

In season, keep the stock where it will be seen. Your interior space has a definite advertising value and it should be given to the goods that are seasonable, that you want to sell now

and that you don't want to carry over. Put cordage up to the front, where every farmer who comes in can see it, and if that farmer needs a new supply of twine, he won't go out of your store without it. If only as a reminder, this prominence given to interior cordage display will be worth while.

Window displays are also worth while. But, while we are on this subject it is merely in order to mention that nothing can be made more utterly commonplace than a cordage display, if the window artist goes the wrong way about it. The old fashioned method of piling balls or bundles of twine in pyramid form and leaving them there to speak for themselves isn't the best or most effective method of dressing a window. Undoubtedly, it is better than no display at all, but—is it original? Is it new? Is it calculated to arrest the attention of the farmer who is walking or driving past?

Your business as display artist is to make the man whom you want to interest stop and look. The more novel and appealing and interesting you make your display, the more effective it will prove.

For instance, cordage lettering is good. Cover a large board with felt paper, tissue or some other suitable background material. Tack a stretch of rope or twine around the edge, for a border. Then inside this border form your letters, of twine, any lettering you like. "Quality Cordage," or "The Twine You Want," or whatever else you like. The letters can be traced out on the background first; this will facilitate the tacking. You can form a very legible scrip with binder twine.

The window ought to do more than merely show twine. It ought to talk about twine, and it is not enough to merely urge the customer to buy. The display ought to emphasize the strongest selling point.

The main talking point of the goods is strength. That is what the salesman behind the counter will emphasize when he is discussing cordage, and the successful window display will "talk strength" to the passerby, just because strength is the quality in which the prospective twine purchaser is most interested.

Weight is the one most effective test of any cordage. The good display will emphasize strength by means of a weight test. Pick out a weight such as a single strand of cordage will carry. Then suspend this weight from a ring in the ceiling, with the exact weight legibly inscribed.

"Every strand of Blank twine will carry this weight" or "Every strand of Blank twine is as strong as this" forms an effective show card appeal. For variation the weight can be suspended, not by means of a single strand, but by means of a half dozen or a dozen, or with a strong rope. This will serve to emphasize the weight. Then, let your show card say: "A single strand of Blank twine will carry this weight."

The weight test must, however, be watched carefully, for even the best twine does not always stand continuous strain of this sort. A continuous test, as every practical man will recognize, is not a fair test. It will usually be found good policy to replace the twine once or twice a day.

The twine business is worth going after personally, or through your roadmen, if you have any. Some morning when business is running slack in the goods, hitch up the horse or crank the auto, or push the self starter (whichever is within easiest reach) and take a drive through the surrounding country. And take a load of rope and twine with you—just what you can conveniently carry. Call on every farmer. You'll often sell all you carry and, in practically every instance will sell enough to pay your expenses—and, more than that, you'll be paving the way for getting the big orders from these people when they come to town later to lay in their stock. In the busy season, the farmer will appreciate being saved the necessity of hitching up and driving to town.

In this connection, you can use the rural phone to advantage in getting into touch with the farming community.
 William Edward Park.

Many a harmless looking bottle contains a lot of fish stories.

Make Out Your Bills

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

Do You Own an Automobile?

Do you wish to sell TIRES to motorists in your vicinity?



Diamond Tires

which are now a part of our regular stock, may be bought at FAIR LISTED prices, and will pay you a nice profit to handle.

Write for our prices on Diamond Pneumatic Tires.

This is your opportunity for new business as well as ours.

Distributors
Sherwood Hall Co., Ltd.
 30-32 Ionia Ave. Grand Rapids, Mich.

REYNOLDS SHINGLES



Guaranteed for 10 years

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

The Ventilation of School Rooms Is a State Law Requirement

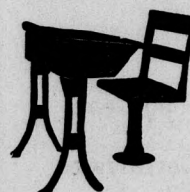
For years the heating and ventilation as applied to school houses has been one of our special features. We want to get in touch with School Boards that we may send them descriptive matter. A record of over 300 rooms ought to be evidence of our ability. Steam and Water Heating with everything in a material line. Correspondence solicited.

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

Foster, Stevens & Co.
Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
Grand Rapids, Mich.

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

HELPING MAIL ORDER MAN.

Discussion of the Subject From Three Viewpoints.

[Probably no merchant in Michigan has made a closer study of the mail order problem than L. A. Packer, of Lawton, who has done business for years in a town so convenient to the seat of most of the great mail order houses that he has watched the development and growth of the business with peculiar interest and understanding. During the past year the Tradesman has received many requests for advice on this subject and it finally prevailed upon Mr. Packer to write a series of articles of an advisory character. The first article of the series is published herewith.]

This article, you will note, begins with the title "Helping the Mail Order Man." I am not going to tell you how to help him, but rather show you that about eight out of ten merchants who attempt to write mail order advertising create copy that actually has a tendency to help rather than to discourage mail order business.

To get at this matter intelligently let us divide the subject into three sub-topics, as follows:

1. The catalogue house and its policy.
2. The catalogue house patron and his ideas.
3. The merchant; his mistakes and how to correct them.

This article will treat of "The Catalogue House and its Policy."

Mail Order Buying a Pleasure.

Unlike many merchants, the mail order house does everything in its power to make shopping a pleasant as well as a profitable habit for its many patrons. Many of the heads of departments, advertising writers, etc., connected with the large mail order houses are country born and bred; boys who grew up on the farm. Boys who have been poor. Boys who have picked the thistles out of their bare feet many a time, who have picked potatoes bugs for "a penny a hundred" and stripped sorghum until they were sick enough to die. These are the kind of boys they take in and educate. These are the fellows who work out the details of the great system that "gets" the people. Don't you think that these men who have lived on the farm, gone through the hardships and know the trials, ways and longings of the country people, know something about how to get out advertising matter, how to get up nifty cuts and attractive garments and know, absolutely just the line of talk that will win over the very people with whom these very men when boys were so long associated?

The majority of merchants in small towns know their end of the business fairly well but they do not know the Chicago end of it for the very good reason that they do not give it the study and attention they should.

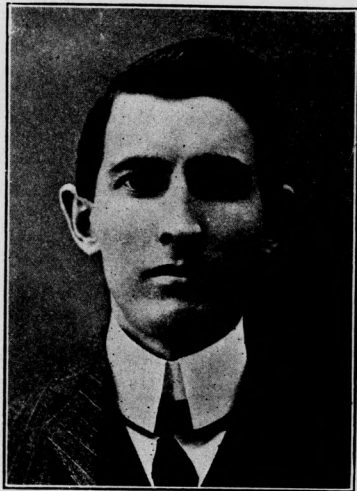
Listen to the Mail Order Talk.

I said to a merchant the other day, "Let's see your mail order catalogue." "Why," said he, "I have none; I don't

bother with them." "How do you know what they are offering your customers," I said. "Oh, I don't believe they offer much," replied this man.

Don't you think, Mr. Merchant, that they bother with your trade papers? Don't you think that they keep posted on what the farmers want and are doing, and on what you are doing? They know every minute what we are all doing and proceed at once to "go us one better."

Turn to your catalogue (if you have none, it is high time you did) and read the line of talk they hand out to your customers: "Do your shopping the Easy Modern Way;" "You just know you are going to be pleased and satisfied when you order here. We insist on pleasing you and we know how. Pleasing our customers has been our business for years;" "We guarantee that every article sold will be as illustrated and described in our catalogue; will arrive in good condition; will serve its intended pur-



L. A. PACKER

pose and will be satisfactory to you;" "It is our desire to make trading with us so easy, so profitable and so satisfactory that you will be pleased not only with the goods received, but also with our service and our entire method of dealings."

These are a few of the things they say to our customers and, believe me, they take pains to work them out to the letter, too.

They Have Weak Spots.

Do not think, though, that they make no mistakes. They have their weak spots in their system and I shall tell you about them later on. There are a few thin places in their plans and methods which will not stand permanent public approval and it is along these lines that they must be fought. You know people drift along for years and years and finally some one opens up a new and better way and immediately there is a flood of sentiment along different lines that compels us to do things a different way. It is this fact that gives us the greatest weapon against the mail order business and it is one I am sure we will be willing to use.

Do as They Guarantee.

After talking with many customers who have patronized mail order houses for years I learn that they

have a smooth policy of being fair and square with their patrons with always a bit of talk calling the customer's attention to the fact that they are "absolutely fair and square." Goods returned are accepted with little or no squirming. Money overpaid is promptly returned (although with the notation smoothly written that it is payable in merchandise as well as cash). Transportation is apparently refunded cheerfully on returned goods where they are at fault and at all times they make a steady, earnest effort to maintain confidential relations with those upon whom they must depend for their profits and their success.

These are a few of the things that the mail order house does. These are a few of the facts from which you may get suggestions as to the way to study their methods. After reading this won't you get a catalogue from them, study it from cover to cover and get posted as much as you can on their methods of handling the business that is being taken from your locality, so that in subsequent articles dealing with the patron and the merchants you may be able to appreciate what has been done to make the customer believe as he does and what you must do to compete honorably

for the business that is being taken from you day after day. I say honorably because to win this trade back we must come out boldly and in the open strike at their weak points which I am going to enumerate in the next article or two. L. A. Packer.

How Pat Got Even.

Pat was over in England working with his coat off. There were two Englishmen laboring on the same railroad, so they decided to have a joke with the Irishman. They painted a donkey's head on the back of Pat's coat, and watched to see him put it on. Pat, of course, saw the donkey's head on his coat, and, turning to the Englishmen, said: "Which of yez wiped yer face on me coat?"

PREMIUMS

WANTED—Premium users to send for catalogue of the best and cheapest line of rockers on the market. Thousands sold for premium s. Tickets free with chairs E. Ellis Chair Co., Williamsburg Ohio.

PRICES FROM \$9 A DOZEN UP.

CHAIRS



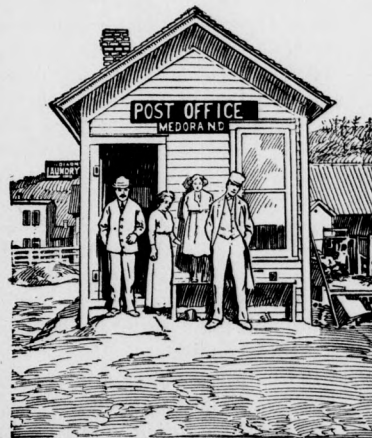
Good Business in the Bad Lands

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.

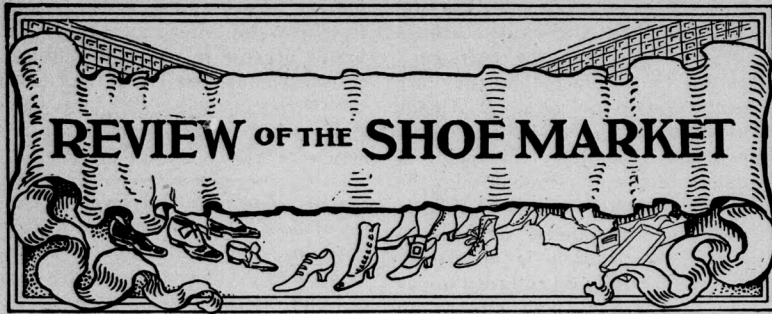
Display of National Biscuit Company goods attracts these people to buy.

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





Outline of a Plan for Style Regulation.

Appreciating the upset conditions and general confusion existing in the shoe trade and realizing that we, as last manufacturers, were vitally interested, an invitation was sent to all the known last manufacturers of the United States to meet together and try to devise some plan of action that would be of general benefit to the whole trade.

"A get-together" meeting was held in New York last December and as a result there was formed the American Last Association, representing practically every member of the art in this country. The general policy of the Association is best described by quoting from an address made by one of its members at the initial meeting, and the sentiment expressed applies not only to my business, or to your business, but any other.

"The purpose of an organization of this kind is not to eliminate any one; it is to live and let live; it is to correct evil. That is the purpose of life and the real purpose of an organization of self-respecting men; to make the world a little bit better.

"It is necessary that not only the business of the individual should be considered, but also one's own business as related to the business of the other man. In other words, to get the best results, co-operation is necessary."

The most important work accomplished at this initial meeting was to get in motion the plan for a conference of a committee representing our membership with the National Boot and Shoe Manufacturers' Association. This meeting was held and we suggested that a joint committee be appointed to consider various matters bearing on the general situation, the question of style changes, of course, being most important.

As a result of that conference a resolution was passed, "That it be the sense of this meeting that each organization, Manufacturers, Retailers, Wholesalers and Last Manufacturers, appoint a committee from its membership, this committee to constitute a joint committee which shall recommend a plan for combined action in the regulation of styles and all matters of common interests." This joint committee met in New York on April 13.

As affecting the retail shoe business the question of styles is of utmost importance. I quite agree that business means to supply demand, and that changes of styles are necessary—within reason—but such radical and rampant changes as have been

perpetrated recently, if persisted in, will eventually result in financial disaster. A comparatively few retailers in large cities and close to their base of supplies may profit by these conditions temporarily, but the ultimate result is certain to be harmful. The laws against gambling are very stringent in every locality, yet there are no restrictions against a person engaging in the shoe business, manufacturing or retailing, and I can't imagine a bigger gambling proposition than these under present conditions.

If a plan of merchandising relating to the retail shoe business could be developed, applying methods differing from those now in force that would enhance your profits and work evil to no man, I know you would be glad to adopt it in the conduct of your business.

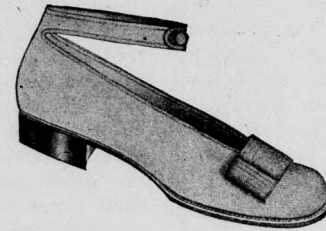
I believe the power of solving the business problems that present themselves from time to time lies in association work, and I also believe the time is opportune to consider seriously some plan of regulation, within sane bounds, of the style trend.

There is no actual demand for style changes occurring so frequently and radically that you cannot place an order for shoes without some degree of confidence that the shoes will not be dead stock by the time they are delivered to your store, and yet I know many concerns who have had this experience during the past year, and they were intelligent buyers and good merchants of long and successful experience.

Every one suffers by the rapid-fire style change. The last manufacturer does not get his volume of business because his customer, the shoe manufacturer, is uncertain as to the life of the popularity of the styles and cuts down on schedule and refuses to make the investment he would under normal conditions, fearing the lasts will be dead before the season is fairly begun and that they will have to be thrown into the discard; but it has cost the last manufacturer just as much to sell the style and it has taken his model makers just as much time to make the models for various widths, the overhead expense is just as great as though he got the volume of business that he would obtain with the average seller under favorable conditions.

The traveling shoe salesman suffers because of his inability to get his usual volume of business on his regular trip, and if he has to make three, or four, or more trips to get one season's business, it is evident that he will not have much of a credit bal-

In Stock For Your Convenience



White Canvas Mary Jane Pumps

No. 2721—Women's, 2½ to 7	\$1.10
No. 3757—Misses', 12½ to 280
No. 3930—Children's, 8½ to 1270
No. 4930—Children's, 5 to 865

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

"Merit-Made" Outing Shoes Rouge Rex Quality



Stock No. 453—Tan Bronco Outing, 2 Indestructible Chrome Soles....	\$1.95
Stock No. 456—Black Bronco Outing, 2 Indestructible Chrome Soles...	1.95
Stock No. 414—Black Elk Outing, second quality, Chrome Soles.....	1.70
Stock No. 416—Tan Elk Outing, second quality, Chrome Soles.....	1.70
Stock No. 472—Black Bronco Elk, ½ Double Hemlock Sole	2.00
Stock No. 447—Tan Bronco Elk, ½ Double Hemlock Sole.....	2.00
Stock No. 6501—Boys' Tan Bronco Outing, 2 Indestructible Chrome Soles, 2½ to 5½.....	1.65
Stock No 6401—Youths, ditto, sizes 12½ to 2.....	1.50
Stock No. 6503 and 6403—Boys and Youths' Black, same as above, 1.65 and 1.50	

We tan the leather and make the shoes
Write for complete catalogue

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers
GRAND RAPIDS, MICH.

ance at the end of the season where he sells on a commission basis.

It would seem to me that a recommendation from the various retail shoe dealers' associations throughout the United States to the shoe manufacturers and wholesalers with whom they do business, that they eliminate, as far as lies in their power, mid-season style, and lend their united efforts to accomplish what they recommend by making those who decline to cater to their just demands feel as popular as a "skunk at a garden party," would be the quickest and most effective manner to start a movement that would be beneficial to the whole trade. I feel quite sure the shoe manufacturers and wholesalers would welcome such evidence of concerted action, for if this plan were put into effect it would do much towards pouring oil on troubled waters and safeguarding the business interests of all concerned.—Lewis J. Rebhun in Shoe Retailer.

Expenses of Traveling Shoe Salesmen.

The New York Times recently interviewed a number of manufacturers on the question of the increased cost of selling merchandise on the road. The article covered several industries. This is what was said by the head of a shoe house:

"One of the sharpest instances of increased traveling costs that has come to my notice," he said, "is the case of the man traveling South for us. We check the expense accounts very carefully, and I am prepared to believe that the \$750 increase this man's expenses have shown between 1911 and 1914 is perfectly legitimate. Why, even in the case of the man covering a territory in Western New York State, there has been a \$200 increase in the last three years. In 1911 this man sold approximately \$85,000 worth of merchandise at an expense to the house of \$1,700. In 1914 he cost us \$1,900 to sell practically the same amount of goods.

"His accounts have shown that the hotel 'buses are now charging from 25 to 50 cents a trunk for hauling it to the hotel from the station where once it was done free, or at a much smaller charge. Where rooms used to be \$2 a day, with the sample room free, they are now costing \$2.50 to \$3, with an extra charge from the sample room. Then there is a much greater increase in the cost of food, due in part to carabets and other expenses on the part of the hotel that do not enter into the question of selling goods. In addition to this there have been increases in the baggage rates, and, to top it all off, the rapid increase in the number of sties per season is resulting in the carrying of more trunks than used to be needed. All in all, it is getting more and more difficult to reconcile salaries and selling prices."

Great successes have been built only by men and women with the imagination to conceive, the courage to labor and the faith to dare. Deceit is always in haste, but honestly can afford to labor and wait.

Deeds, Not Words.

The great end of life, after all, is not to think, but to act; not to be learned, but to be useful and good and noble. Accordingly, the crowning merit of a book must always be its practical usefulness. It may be a work of fiction diverting your thoughts from the chaos of business and allowing your mind to recover its elasticity and its tone; or a history bringing before you high examples for your imitation; or a poem elevating and refining your taste and filling your imagination with beautiful forms; or the work of a Christian philosopher rousing you, as with the blast of a trumpet, from self-indulgence to self-sacrifice. If it makes you more cheerful or more amiable or more sympathetic or more resolute to follow what is good and noble, then the highest purpose of a book is realized.

A Quieting Word.

When President Lincoln was shot in 1865, Wall street was thrown into dismay and the worst panic in the history was threatened. In all the turmoil there happened to be one level-headed man present. James A. Garfield, then a Congressman, standing on the steps of the sub-treasury and calling for attention, said: "God reigns and the Government at Washington still lives." Just those words from one calm man restored confidence and saved the credit of the Nation.

In times of disturbance, financial or otherwise, if every patriotic man would repeat that sentence and go calmly about the business of the day, there would be no panics nor money stringency.

That Car.

He owned a handsome touring car,
To ride in it was heaven,
He ran across a piece of glass—
Bill—\$14.97.

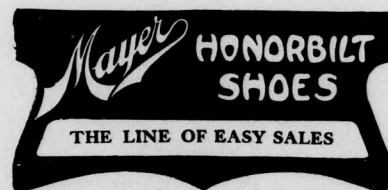
He took his friends out for a ride,
'Twas good to be alive,
The carburetor sprang a leak,
Bill—\$40.95.

He started on a little tour,
The finest sort of fun,
He stopped too quick and stripped his gears,
Bill—\$90.51.

He took his wife down town to shop,
To save car fare was great,
He jammed into a hitching post,
Bill—\$278.

He spent his little pile of cash,
And then in anguish cried:
'I'll put a mortgage on the house,
And take just one more ride."

The best advertising is the kind that is so simple that it seems strange that it pulls the way it does. The average reader understands simple language best.



OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS
The Tisch-Hine Co.
237-239 Pearl St. (near the bridge) Grand Rapids, Mich.

This Shoe with Black Cloth Top is a style that will sell in any shoe store



You get it and you will sell it.

Only **\$1.60** Per pair

5% discount for prompt payment in 30 days

A Gray Top Lace at.... \$1.90
A White Top Lace at... 2.00

Grand Rapids Shoe & Rubber Co.

The Michigan People

GRAND RAPIDS

NEW and SEASONABLE

NUMBERS FOR WHICH YOUR TRADE WILL BE ASKING



Cupid Mary Janes

Military Boots

McKay Sewed

No. 346—Black Cloth Top, Patent Vamp, Lace..... \$1.75
No. 376—Black Cloth Top, Patent Vamp, Button..... 2.00

No. 446—Wos. Gray Top, Patent Vamp, 2 1/4-6..... \$1.40
No. 389—Misses' same 12 1/4-2..... 1.25
No. 610—Child's same 8 1/2-12..... 1.15

No. 445—Wos. White Sea Island Top, Patent Vamp, 2 1/4-6..... \$1.40
No. 388—Misses' same 12 1/4-2..... 1.25
No. 609—Child's same 8 1/2-12..... 1.15

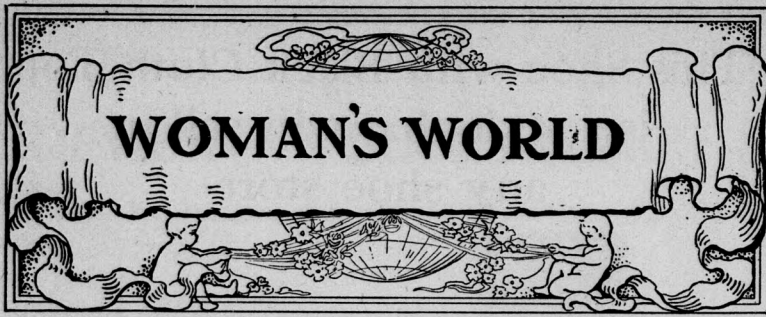
IN STOCK FOR PROMPT SHIPMENT

No. 241—Wos. Gray Cloth Top, Patent Vamp, Lace Boot, 2 1/2-6..... \$1.75
No. 242—Misses' same 12 1/4-2..... 1.50
No. 594—Child's same 8 1/2-12..... 1.25

HEROLD-BERTSCH SHOE CO.

Mfrs. Serviceable Footwear

GRAND RAPIDS, MICH.



Sense of Gratitude Often Late in Developing.

Written for the Tradesman.

Don't expect children to be grateful nor to appreciate what you are doing for them—that is, not while they are children.

To begin with, they can't be grateful. It simply isn't in them to be. In the second place, it would kill them off if they were. If the baby in your arms could know the years of care and watchfulness and work that you must put in in order to place this helpless little being in a position even partially to take care of himself, he would decline to go further on this journey of mortal life, refuse his food, and so send his little soul back into the realm from which it came, where, in infantile wisdom or lack of wisdom, he might suppose that he would be able to get on without making other people so much trouble. If the noisy, thoughtless, heedless boys and girls in their teens could realize the anxiety they cause their fathers and mothers, and the sacrifices that must be made in their behalf, it would crush their youthful spirits and destroy that blessed unseeing selfishness with which Nature has endowed them to insure their growth and development. They would be old men and women before their time. If a girl should be ready to forego a new hat in order that Mother might have one, or a boy really prefer mowing the lawn or helping Father in the store to going to the ball game—it would be high time to look to the health of such abnormally saintlike youngsters, for fear that they were becoming too good for this earth.

Not that children are incapable of affection and some self-denial—in a superficial way and by fits and starts. But it is utterly impossible for them to see things from the parental point of view. Indeed it would be most unfortunate were they to have the vision of mature years conferred upon them.

"I believe Harold and Mary love Cousin Millicent better than they do me," sorrowfully remarked Mrs. Broomfield recently, as she saw her boy and girl coming up the walk with the very attractive guest-relative who is stopping with the Broomfields for a few weeks. If you can call the great admiration which Harold and Mary feel for their handsome and gracious big cousin, and their strong desire to please her and stand well in her estimation—if you can call these easily awakened and perhaps very transitory feelings by so serious a name as love, then very likely these children just now do love Cousin Mil-

licent more than they do their mother. The pangs of maternal jealousy which Mrs. Broomfield plainly is suffering are not unnatural.

All the love of which most children are capable is made up of about nine parts of admiration to one part of any deep or lasting affection. Cousin Millicent is young, strong, happy, vivacious, up-to-date, and withal stylish. Mrs. Broomfield, who has been a most devoted and self-abnegating mother, is tired, jaded, nervous, sometimes a bit fretful, and always a little shabby in appearance. It is not to be wondered at that Harold and Mary at their ages of 15 and 13 take to the charming cousin and just now consider her "all there is." She is, you may say, their ideal of a lovable person. It is not surprising that their poor-dragged out mother suffers in comparison. These children would be amazed to learn that twenty years ago Mamma was just as handsome as Cousin Millicent is now, and had just as much sparkle and animation. Young and unthinking, they do not know that the only feeling Cousin Millicent has for them is an amiable kindness, not to be considered for a moment with their mother's whole-hearted devotion. Nor do they realize that it is through her unremitting toil and sacrifices in their behalf that their mother has lost the very traits they find so captivating in Millicent.

If she could and would, Mrs. Broomfield might take a lesson from the attachment of her son and daughter to the attractive cousin. If she herself would not exhaust herself so utterly for their supposed benefit, if she would give her darlings less and require more from them, owing to the strange paradoxes of human nature, she would stand higher in their estimation. Young people, thoughtless as they are, can be trained to a little consideration for others, and are better off when some of the tasks of the household are given them to perform; although it is not until much later that they come to any deep sense of gratitude or any full realization of parental love and sacrifice.

By those who have made a study of the growth of children's minds, it is said that it would be wholly useless to try to teach geometry to a child of 8, because normally the reasoning powers do not attain much development until the age of 11 or 12 is reached. The growth of the moral faculties has perhaps not been so accurately charted, but it will be found that gratitude and appreciation often are very rudimentary until 20 or 25 or even later.

Here is a case that illustrates this.

Seventeen years ago Mrs. Felton died. She had known she could not live and had talked with her husband as to who should bring up their children, Florence, a wilful girl of 8, Wallace aged 4, and Beatrice, a baby of 2. The mother chose an intimate friend, who, at her request, agreed to undertake the great task.

Mrs. Felton, while a lovely woman, was not at all systematic in her ways, and unfortunately the children had been indulged and spoiled. Miss Hempstead, the friend, is thorough-going and methodical. Although always kind and considerate, it would have been simply impossible for her, in training the children, to follow in the lines their mother had mistakenly begun.

Miss Hempstead's main difficulty was with Florence, who, being the oldest, was of course most confirmed in habits of disobedience and disorder. Moreover, the child remembered her mother well and never became reconciled to the new regime. She had a very keen, critical mind, and through all the years of her girlhood held Miss Hempstead's earnest, conscientious ways of doing things in a kind of derisive scorn, ill-concealed and very irritating to the noble woman who was in reality her best friend.

Never for a moment did Miss Hempstead allow the girl's absurd mental attitude to swerve her from her duty. She cared for Florence in every way just as conscientiously as she did for the younger children, who,

while full of childish faults, never questioned her authority.

The acme of Florence's ingratitude was reached when she was about 21 and a handsome belle in society. She frequently entertained her young friends, this of course causing Miss Hempstead much extra work, but still she plainly held her foster mother in a kind of haughty contempt, and sometimes even indulged in a little sly ridicule at the latter's expense. This was utterly preposterous, because Miss Hempstead is a woman of excellent mind, well educated and of gentle, refined manners.

Florence married and just recently, at the age of 25, when her own little boy is 2 years old, she has come to a realizing sense of what Miss Hempstead did for her, and has expressed her heartfelt gratitude for all those years of care and devotion. Very contritely she regrets her own youthful wrongheadedness.

When a mother, or she who takes the place of a mother, grieves because her children do not show what she considers proper gratitude and appreciation, she is giving herself useless sorrow. Those feelings will come in time, although they may be long delayed. And even such a case as that just cited is more in accordance with Nature's great plan than the precocious development of conscience occasionally seen, that seems to load upon a tiny tot of only a few years an overwhelming sense of duties and obligations that ought not to be felt until maturity. Quillo.

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



Personal Prestige As a Clothing Store Asset.

Assets, to the average mind, mean things which can be measured in money. There are, however, a few business men who classify such things as loyalty of employes and the good-will of the public as assets, and these are the ones who to-day are making the notable successes.

It becomes apparent, then, that while money, and the things it can buy are important and necessary to business success, yet money alone will not insure success.

Analysis of present-day successes reveals the fact that, without exception, the men responsible for these successes recognized and employed as their most effective assets loyalty of employes, good-will of the public, prestige of the firm and other kindred factors, which, although their value is intangible, yet is so great that it cannot be computed by the dollar measure.

Even a commonplace man can sit down and accurately compute how large a store he can rent and equip with, for instance, a hundred thousand dollars, but it takes a man with imagination to realize what a tremendous asset, for example, the good-will of the public is to him, and the reason that ninety-five out of every hundred who go in business fail to achieve a worth-while success is because they lack imagination. Without imagination there is no progress in any sphere of life.

It requires no imagination to sit and watch the lid of a tea-kettle dance as the water in the kettle boils, but it does require imagination to recognize and profitably utilize the energy that causes the lid to dance, and it is this imagination which has given the world the steamship and the steam locomotive.

It requires no imagination to watch the lightning flash and listen to the thunder peal during an electric storm, but it does require imagination to perceive and make use of the tremendous energy responsible for the flash and the peal, and it is this imagination which has given the world the multitudinous advantages that it to-day derives from the use of electrical devices.

In business, as elsewhere, imagination is absolutely essential to creative work. Without imagination there can be no great executive. Without imagination there can be no constructive policy broad and strong enough to base a notable business success upon, and so notable successes are rare because few men possess imagination. The few who do possess it, however,

are recognizing that if their only asset is money, no matter how much of this they may have, they are indeed poorly equipped for business success.

They realize that what they positively must have, in addition to money, is truth and nobility of purpose. These two latter are among the richest qualities. Given these two qualities, any man will become a power. To such a one will come the greatest of all assets, personal prestige, and he will be in demand on every hand.

Here is a man of the caliber described in a city of, we will say, fifty thousand population. Because of his wisdom, integrity, unselfish public spiritedness, and unflinching good-will, everyone will want him.

The board of trade will want him for its president, the advertising men's club will want him for the chief executive, and the executive committee, to which is delegated the task of devising plans for the city's welfare, will want him for its chairman. Clubs and lodges will want him as their leading spirit and prime mover.

Society will want him as its leader, and everyone will want him as their acquaintance and friend. Consider for a moment, Mr. Men's Apparel Merchant, what it would mean to you if you were the man just described.

Let us suppose that it is you, and that your name is Jones. Among the laws governing human thinking, none is stronger or more invariable than the law of association. As a result of this law, when a business man requires personal prestige he is always thought and spoken of in connection with his business. He and his business are inseparably linked together in the public mind, as, for instance, the public links and speaks of "Carnegie, the steel man;" "Rockefeller, the Standard Oil Man," or "Morgan, the banker."

Thus you would be spoken of as "Jones, the men's apparel merchant," and although there might be many other men's apparel merchants in your city, whenever any of your townsmen would think of an apparel shop they would instinctively think of you.

In the minds of the people of your city you would not only be inseparably linked with men's apparel, but, knowing your splendid ethics and exemplary character, they would involuntarily, in connection with you, think only of that which is most desirable in men's apparel and business methods. Such is personal prestige. With it nothing can stand in the way of your success.

"True," you say, "but how may it

be acquired? Can it be purchased?" No. "Well, how, then, may it be acquired?"

Personal prestige may only be acquired by developing within one's self certain essential qualities of character, namely, honesty, truth, justice, nobility of purpose and love of your fellow man.

It is within the power of every one of us to develop these qualities, and when they are developed, personal prestige, man's greatest asset, is as sure to result as the sun is to set in the west at the close of the day. "Yes," someone says, "but I cannot develop these qualities, because I only had a common education."

Well, thank goodness, character does not depend upon education. True education, however, does depend upon character.

We are only just discovering this great fact. We used to think that education consisted in memorizing principles, but now we are coming to realize that, however much a person may know, he cannot be educated in the true sense of the word until he possesses the qualities of character and mind which make it possible to use his knowledge to good advantage. No! do not despair, my friend, even if in your youth you were unable to obtain certain educational advantages which you now consider of the greatest importance.

Dr. William H. Morgan, who to-day is one of the great powers in New York City for moral and social uplift, up to the time he was 23 years of age had only had one day's schooling, and could not read or write. His had been such a hard lot that there was neither time nor energy for evening school or home study.

He had, however, life's richest heritage, a mother and father who, although poor, appreciated and taught their children the value of character, and, thanks to character, the world, and New York City in particular, is receiving the rich beneficence of William H. Morgan's labors.

Mr. Men's Apparel Merchant, when you take stock of your assets, figure up the money in the bank, the cash in the drawer, the stock on your shelves, etc., don't forget to take an inventory of the qualities of character which you possess, for it is upon

these qualities that personal prestige, your greatest asset, depends.

And if, because of lack of early educational advantages, you are prone to grow discouraged and feel that character and personal prestige are not for you, remember Dr. Morgan, one of New York's prominent men, who at the age of 23 could not read or write.

You can develop character. Personal prestige is for you, and in it you have your biggest asset, not only for business success, but also for happiness and usefulness to your community.—George D. Briggs in Apparel Gazette.

Home-Made.

Johnnie (to the clerical, who has just finished an elaborate "grace")—Father says much shorter grace than you do.

The Clergyman—Indeed! And what does he say?

Johnnie—Well, yesterday he said: "Good Lord, what a meal!"



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

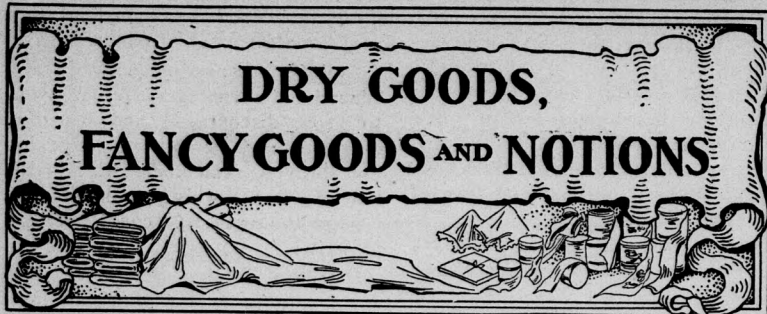
We carry a complete line of silk hats for automobiling

Mail orders shipped promptly

Newland Hat Company

168 Jefferson Avenue

Detroit, Michigan



What Is the Right Price on Notions?

Written for the Tradesman.

Here is a trimming braid of attractive pattern. It comes in quarter gross pieces and costs 62½¢ per dozen yards. Should it be priced at 7 or 8 cents, which would give a fairly good profit, or will it just as readily bring 10 cents?

A similar question constantly is coming up in regard to a large number of dry goods notions and small items, in those widths and qualities that do not of necessity fall under one or another of the great selling prices for such goods—5 cents, 10 cents, 15 cents or two for a quarter, or 25 cents.

This inside dress belting that costs 50 cents for a piece of ten yards. Will it be best to put it at 7 cents a yard, 5 cents for three quarters of a yard, or to price it at 10 cents and so receive 8 cents for the three-quarter length which is so often called for?

With handkerchiefs that cost 90 cents a dozen there is no question about the proper selling price. But how about those that cost 58 cents?

What is practically the same question takes another form. You want goods to sell at 5 cents and 10 cents and 25 cents. Is it best to get just as good and desirable lines as can be found to sell at these prices and allow a fair margin of profit, paying 40 to 45 cents, 85 to 90 cents, and \$2 to \$2.25 per dozen; or is it shrewder to buy cheaper goods, calculating that on small and unimportant purchases people will not be likely to consider values very closely? Take the matter of common pins. Is it wisest to pay the price for those of full size and satisfaction-giving quality, or will you reason, "Who is going to put a lot of headwork on a mere paper of pins?" and buy those that are small and poor at about 25 cents a dozen papers, and sell them for a nickel?

In other words, do customers discriminate in regard to prices and values in small and inexpensive items?

They certainly do, or at least many of them do. Years ago, when the sale of a dress pattern always included not only the material but quite a bill of accessories such as linings, buttons, stays, trimmings and perhaps canvas, collar board and crinoline, it was thought by many dealers that when the main goods were determined upon the struggle was all over, and that a long price would be paid for the smaller items without thought or question. Some merchants made a practice of putting out as leaders attractive materials at low prices cal-

culating to make up on the sale of accessories.

If this ever could be done with safety, the time for it is long past. Many women are now nothing short of price experts. Every dry goods man may set this down as one of the facts with which he must reckon. Mail order house catalogues, the newspaper advertising of the big stores, and the price-ticketing of goods, now a common practice in all up-to-date shops—these things have had their effect. Women have every chance to know prices, and they improve their opportunities. And with the wonderful liking for and grasp of detail that is one of the market characteristics of the sex, they are keen in noting differences in values in the smallest and least expensive items.

Moreover, during recent years the newspapers and the magazines and the periodicals published especially for women have rung the changes on the high cost of living. The conscientious woman of to-day, if her husband is in only moderate circumstances, has come to feel that one of her chief duties in life is careful and intelligent economy in all expenditures. When she shops she is out to get the full worth of her money. The wives of wealthy men are hardly less shrewd and discriminating in making their purchases.

So you may be sure that if your 5 and 10 and 25 cent items are of uniformly good value and dependable in quality. The customer may be in and appreciate it. And if your notions at these same prices are inferior goods, they will observe this also and to your detriment. True, you may not always lose a sale because small articles are of inferior quality. The customer may be in haste and take what is offered without bothering to look further, or she may not care to seem fussy and over-particular about a trifle. But she will make a mental note that the thing is poor for the price and she will be likely to try some other store next time.

As to those items that will sell at odd prices if only an ordinary profit is added, it is far better to sell at those prices than to try to get even money. Your customers can see just as quickly as you can the wide percentage of difference between 4 cents and a nickel, or between 7 or 8 cents and 10, or between 19 or 20 cents and a quarter. And they are keeping a sharp lookout for just these little saving.

Do you say that not all women get things down quite so fine? This may

be true, but there are enough who do to tell all the others and to give your store a reputation for low prices or high, as the case may be.

Fabrix.

The Greatest Gift.

If I had the power to bestow a great gift on every man or woman, boy or girl—something aside from the bare necessities of life—I would bestow the desire to read, the discretion to choose good books and the understanding to interpret the lessons they teach.

The habit of reading good books is a shield against many of the ills of life; a protection when things go amiss, a haven when the world frowns.

Through good books you can place

yourself in contact with the choicest society in every period of history; with the bravest and noblest characters which have adorned humanity; you may become a citizen of all nations and live in all ages.

Theodore J. Goe.

Abridging the Doctor's Orders.

A bricklayer lay ill, and the doctor having done what he could, told the man's wife to take his temperature in the morning. Calling the next day, the doctor asked if his instructions had been followed.

"Well, we hadn't a 'trmometer' in the house," the good woman replied, "but I put a barometer on his chest and it went up to 'very dry.' So I gave him a bottle of beer and he's gone to work."

Turkish Towels

During the Spring and Summer Months the demand for Turkish Bath Towels is at its height.

We are showing splendid values at

90c, \$1.25, \$2.00, \$2.25 and \$4.25

per Dozen. We also carry the "Turknit," "Turkish" and "Crystal" Wash Cloths.

Grand Rapids Dry Goods Co.
Exclusively Wholesale
Grand Rapids, Michigan

Up-to-date Fixtures Are Business Builders

Our Goods Merit Your Attention
Your Used Fixtures Taken in Exchange

Grand Rapids Store Fixture Co.

Will be in our new location, No. 7 Ionia Ave. North
after May 1st, 1915

Grand Rapids, Mich.

Using Old Friends to Land New Accounts.

Written for the Tradesman.

Satisfied customers are the best advertisers a salesman has. If you or your house have supplied merchandise which has given entire satisfaction to the buyer you may be sure of a willingness to give hearty co-operation in the securing of new customers. There seem to be a good many salesmen who do not know how to work this "good will" into such form as to create new business. The same is true of the concerns who employ them. How many complimentary letters are there which go into the letter files at headquarters without proper attention as to their sales building possibilities?

Letters which are received from customers accompanying remittances or orders for more goods frequently have a line, a paragraph and some times more, in which are expressed appreciation of the treatment received, or perhaps a complimentary statement concerning the excellent quality of deliveries and some times some kind words about the salesman. In such comments there is real selling meat. The salesman at least should be sent a copy of that part of the letter dealing with the buyer's satisfaction with his dealings with the house.

I know of one concern where every letter of this character is captured before it goes to file and an excerpt of that part of selling value made and sent out in bulletin form to the entire selling force. The men carry loose leaf price books and these excerpts from letters from pleased customers are placed at the bottom of the daily bulletin sheet and in the same sized space as the pages of the price book. Holes are punched for the hinge of the price book and all the salesmen have to do is to cut off the bottom part of the bulletin, trim to fit the price book, insert, and before long many pages of "hot-off-the-griddle" recommendatory letters serve as ammunition in landing new and possibly skeptical customers. Where such letters come from widely separated points they have an even greater value provided there are also a few from the same general neighborhood of the prospective buyer.

The pleased customer in one town will frequently be more than willing to lend a hand in landing another account at some nearby point. There are several methods to be used in capitalizing such good will. It is nearly always possible to secure a letter of introduction from one merchant to another if there is the scantiest sort of an acquaintance existing. Frequently merchants will only know one another by general reputation. In a desire to help the salesman do more business even that will serve as an excuse for a letter of introduction wherein will be said those things which establish confidence in the mind of the man addressed. The best merchants in neighboring towns always know one another by name, at least and if one writes the other that the bearer of the letter is a safe man to do business with and his line de-

pendable the salesman is reasonably sure of a good hearing. Most men have some respect for the judgment of other men and when the written evidence is presented there is a disposition to learn the details of the proposition.

This same house to which I referred in a preceding paragraph has used the satisfied customer very successfully in a co-operative way by a plan which takes some trouble to operate but has paid excellent dividends. A salesman writes in that he has a prospect in a certain town whom he has been able to almost convince but could not close. The points which were stumbling blocks to a successful closing of the deal are usually related by the salesman thus giving the house a line on how to proceed. The sales manager takes the case in hand, writes the prospect a letter fitting the situation, accompanying his letter with samples which may be examined in a careful manner and without the presence of the salesman and his biased remarks.

Then also at the same time the other customers of the prospect are checked up, and one or two written a friendly letter stating that So-and-so at Such-and-such is thinking about taking the line but is not yet quite convinced and that if the past experience with the house warranted such a favor a letter to the house would be greatly appreciated. A stamp for the letter accompanies the request. Then, to make the case stronger, other customers located at points far removed and frequently in other states are also written along the same lines.

Thus, in the course of a few days the prospect is the recipient of a series of letters from different sections and from merchants who know whereof they speak. The impression thus created is nearly always so favorable that the salesman has but little difficulty in "closing" on his next trip—although frequently when such campaigns are in process the salesman returns about the time the last letter should have been received. It is well to strike while the iron is hot.

Not infrequently pleased and satisfied customers will give half a day's time in order to help a salesman land a new account. Last summer a merchant in Sullivan, Indiana, who had a good friend in the same line at Farmersburg, willingly accompanied the salesman over to Farmersburg and gave splendid assistance in landing an account which has since proved to be an excellent one.

In calling on a new account where the line may not be known to the merchant he cannot be blamed for being somewhat skeptical. Under such conditions I have known a salesman to point to the phone, after laying a dollar bill on the counter and say: "Now I've told you my story. Here's a dollar. There's the phone. You know So-and-so at Such-and-such. Call him on long distance. I'll take a walk. You ask him what you will." Some men took up the challenge and the merchant at the other end of the line never failed the sales-

man. This plan is but another form of co-operation which customers are willing to extend to salesmen who treat them fairly and whose houses deliver the goods as agreed. Sometimes it pays to have the customer telephone the prospect while the salesman is en route from one town to the other. I've seen that tried very successfully several times.

Earl D. Eddy.

Copyright, 1915.

Needed No Extras.

The small boy was going for a week's motor trip with his father.

"Have you everything you need?" enquired his mother. "You'd better let me look at your bag."

"Everything's in it," replied the boy, who was very anxious to be off. "Every single thing I need."

"Have you taken your brush and comb?" queried his mother.

"Brush and comb!" cried the boy indignantly. "Why mother, I thought I was going on a vacation."

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.




Stop—Look—Listen

Did you stop to look over your stock of summer underwear and hosiery? If not, listen. A broken stock costs you money. The rush is now on. Hot weather has come. If you haven't the size your competitor will make the sale. Our departments are fully prepared to meet this heavy demand. No "substitutes or just as goods," but well known and extensively advertised lines.


Don't delay. Now is the time.
Order at once.



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



**FOR
TEA
COFFEE
AND
COCOA**



Franklin Dainty Lumps

Superior to old style lump sugar in daintiness of appearance and convenient size. They dissolve quickly and enable the consumer to sweeten Tea, Coffee, Cocoa, etc., to suit the taste, without using a wasteful quantity. Tell your customers.

*1-lb. and 2-lb. Cartons, 48 lbs. to the Container.
Made from Sugar Cane. Full Weight Guaranteed.*

The FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA



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.
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 Grand Conductor—Fred J. Moutier, Detroit.
 Grand Page—John A. Hach, Jr., Coldwater.
 Grand Sentinel—W. Scott Kendricks, Flint.
 Grand Chaplain—A. W. Stevenson, Muskegon.
 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.
 First Vice-President—C. M. Emerson.
 Second Vice-President—H. C. Cornellus.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Strategy Won the Banker.

My business is one that requires an agency in a country bank. To make our sales, it is necessary that the local banker represent us, as there is practically no other man in the community that can inspire the customers to an appreciation of our product as the banker can. But in these days of competition it is no easy matter to get a banker to take hold of our proposition. He always has a line of stock objections to the effect that he does the work and does not get enough of the profit, etc. The older men who have been in the banking business are invariably the easiest for our company to do business with. Sometimes the young men believe that it is necessary to put up a great bluff in order to get better terms.

In the summer of 1900 about fifty new towns spring up in Southern Minnesota, and I found it peculiarly difficult to get an agency in any of them because so many of the bankers were very young men who were determined to "handle their own business," as they called it, and did not wish to enter into a time agreement with our house.

I came into the new town of Spencer with a firm determination that I was going to get an agency in the face of all difficulties. It was a mushroom town, that in about six months had built up from nothing to 700 inhabitants. There was one bank there, which was doing very good business. I called upon the cashier, and was not even able to get "behind the grille." In fact he showed no disposition to have anything to do with me. When I urged the substantial reputation of my house, the mutual profit there would be in the transaction I pro-

posed, he became abusive and would not let me explain the nature of that transaction. I would not have minded his brusqueness, or his frequent reference to "traveling fakers," and "grafters," for I was prepared to prove how unfounded and foolish were these attacks, if he would listen to me. But I did mind the fact that it seemed impossible to get him to listen.

My attempt to obtain a hearing was interrupted by the entrance of a young lady. I stood aside to give her precedence at the cashier's window, and could not help overhearing her conversation with the cashier, from which I learned that she was a cousin of his, and that she was employed as book-keeper and stenographer in the "department store," as the townspeople called it, across the way.

Finding it impossible to make any headway with the cashier at that interview, I returned to the hotel, to devise some plan that should stir him up to an interest in my proposition, and make him regret his treatment of myself.

I had to have a number of letters written, so I asked the landlord if there was a stenographer in town that could write four or five long letters for me. He named the young lady in the department store, saying she had taken some work once or twice for traveling men.

My plan was soon framed up. I went over and made arrangements with her to give me a couple of hours' time. One of the letters that I dictated to her was to the effect that I had been looking over the town very carefully, and had inside information that it was just the place to start a bank; I went on to say in the letter that there was but one there; that I had approached the cashier and he did not even award me the common courtesy due one man visiting another, and that it was just a matter of time until we could come in with an unlimited capital at our command, and do the bulk of the business of the town.

I finished dictating my letters about 2 o'clock. About 3:30 a boy came rushing into the hotel to inform me that the cashier of the State Bank would like to see me. I sent back word that I was very busy checking up my accounts and had to get the train out of town at 5:30. Inside of ten minutes Mr. Cashier was over. He said he had been thinking over the agency matter, and that he had telephoned to the President of the bank, and that he—the man to whom he had telephoned—believed that they could use the agency for our com-

pany. In fact, he said that he had telephoned to him to come down and see me about it, and that he would come on the 5:30 train to talk the matter over with me.

This was true, and I agreed to meet him at the bank after train time, and go over the matter very thoroughly with him. I found the out-of-town President a very sensible man to do business with, and the cashier very nervous about something or other. In half an hour I had closed up a five-year contract at a figure just 20 per cent. higher than I would have asked when I first approached the cashier. In the agreement, too, was a short, terse sentence, reading as follows:

"The said company agrees neither directly nor indirectly to become a competitor or aid a competitor in the banking business in the town of Spencer, during the life of this contract."
 J. H. Horton.

Bribe System Poor Policy.

It seldom happens that a salesman complains to me of his territory, or asks to be exchanged to a better one. Each man in our force does his best to get results in the territory to which he has been appointed without question or complaint. I know, however, that kicks are occasionally received by other salesmen on this score, and that they are usually backed up with the statement that the territory complained of has been overworked; that somebody has previously drained all business out of it.

This seems a poor argument on which to base a complaint of one's territory. If the territory seems to have been drained dry, it is a sure indication that the people in the community have had at one time a desire to buy the class of goods he represents, that this class of goods is therefore well introduced, and the ground broken for future operations. If customers' interests seem to have been satiated, the salesman, if he is clever and in earnest, will find a way to revive that interest by presenting his line in a new and attractive light.

It may not always be possible to interest a man in some new subject which is foreign to him; but granted that he has once been interested in a subject, no matter how apathetic he may have grown, it is always possible to revive his interest in it by presenting the subject from some fresh and unexpected point of view.

In order to get the best work from salesmen it is essential to encourage them and make them feel that they have a friend as well as critic in the salesmanager. The manager can often employ to advantage the same tactics on a salesman, as the latter uses on a customer; in other words, mutual understanding and consideration are necessary.

As to the matter of bribes, if a buyer asks a rake-off, it is always better policy, as well as a matter of principle, to turn him down. Otherwise, when his methods are discovered by his employer the latter will not only have no further use for that buyer but little use for the salesman who connived at his crookedness.

E. A. Stevens.

THE BIG-MOUTH.

Who has a face as hard as steel,
 That only gall and cheek reveal,
 That neither pride nor self conceal?
 Who talks the loudest in the car?
 Was born beneath a lucky star—
 The wisest of all men, by far?
 The Big-mouth!

Who flops his carcass on the seat
 And proudly elevates his feet
 As tho' he owned the place complete?
 Who always has the latest slang?
 Who's tongue is like the fire-bell's clang?
 Who tries to rule the whole shebang?
 The Big-mouth!

Who tells the wildest, strangest tales
 Of mountains high and sunny vales
 He's seen in Switzerland or Wales?
 Who's traveled farthest, seen the most,
 Has conquered spook and baffled ghost,
 And got the best of Hades' host?
 The Big-mouth!

Who knows the market like a book,
 Has tackled ev'ry kind of crook,
 Explored the earth's remotest nook?
 Who knows what science yet must tell,
 On things of State so loves to dwell,
 Who don't believe in heav'n or hell?
 The Big-mouth!

Who knows the sports, both rich and poor—
 What blows they give, and can endure?
 Of his importance who is sure?
 Who rules the country—one would think?
 Who tells his story with a wink
 That says "Our laws are on the blink?"
 The Big-mouth!

Who's dined with ev'ry man of note?
 Who tells you just how you should vote?
 Who is an ass, a fool, a goat?
 Who calls the statesman Joe or Jim—
 Say, "O, I went to school with him!
 He's always way out on a limb?"
 The Big-mouth!

Who on theology can prate,
 Philosophize on man's estate—
 On ev'ry creed is up to date?
 Who's conquered earth, patrolled the sky?
 Who knows from whence, and where,
 and why
 Man came to earth—why man must die?
 The Big-mouth!

Who should be lonesome, but is not?
 Who revels in his own dry rot?
 Who prides himself upon his lot?
 Who, when he dies and wakes again
 Will feel the loss of idle men
 To listen to his braying then?
 The Big-mouth!

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

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.

EAGLE HOTEL

EUROPEAN

GRAND RAPIDS, MICHIGAN

\$1.00 PER DAY—BATH DETACHED

Excellent Restaurant—Moderate Prices

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 26.—Learn one thing each week about Detroit: At one big plant making bolts and nuts 60,000,000 pieces are produced annually. The establishment consumes 9,000,000 pounds of steel, 60,000 gallons of oil, 3,000 tons of coal and operate 360 machines.

Without the aid of the prison board or the Governor, on the last day of this month, many men will step from behind the bars, while many others will be unable to step in front of said bars—at least many will not care to under a dry regime.

L. L. Steinberg, well known local dry goods merchant at 2086 West Jefferson avenue, has returned from a month's vacation spent in Houston, Texas, where he went in quest of health. The trip proved very beneficial and Mr. Steinberg is again able to assume the duties of managing his store.

William Canfield, veteran traveling man and at one time a resident of Grand Rapids, has resigned his position as representative for Strawbridge & Clothier, of Philadelphia, and has returned to Burnham, Stoepel & Co. in the capacity of manager of the hosiery department. Before going with the Philadelphia firm, Mr. Canfield represented Burnham, Stoepel & Co. in Southern Michigan for a number of years.

We wish to apologize if we gave the wrong name of the telephone company operating in Mesick and charging 10 cents for local calls. According to Charles E. Wilde, district manager of the Michigan State Telephone Co., that organization is not connected with the independent lines in Wexford county. The fact remains nevertheless, that 10 cents for local calls in a town of about 400 people (when everybody is home) is decidedly unjust. The traveling men do not raise objection to the fact that a charge is made, but they do object to the size of the charge. As the telephone is a public utility, no doubt the question of charges will be taken care of by the State Railway Commission.

One thing we have discovered, despite the fact that the district manager of the Michigan State Telephone Co. is Wilde, we claim he is the essence of mildness.

R. W. Shingleton, of Plymouth, was a business visitor in Detroit last week.

The Williams Glove and Gauntlet Co., of Grand Rapids, has leased 6,000 feet of floor space in the Farrand building and will move to this city at once. Besides the space in the Farrand building two separate buildings are being erected to be used for dyeing and bleaching departments. The concern will be known hereafter as the Detroit Textile Fabric Co.

Some Republicans are like men who wear smoked glasses. No matter how good the times might be under another administration, they would look dark to them.

Dickerson & Co., hatters at 100 Woodward avenue, have opened a branch store in the new David Whitney building, facing Grand Circus Park. Thomas J. Flattery, for many years connected with the main store, has been made manager.

Mr. Bolton, of Bolton & Bell, general merchants of Fostoria, was in Detroit on business last week. Needless to say in close proximity was Bert McDermid, of Columbiaville, who also had business to transact in Detroit at the same time—also the Tigers were "at home" at that same time.

C. R. De Galan, with the Pittsburg Plate Glass Co., covering the western part of the city, will now cover the central district, succeeding the popular Daniel Kenny, whose death

occurred last week and came as a shock to his hosts of friends.

The C. A. Finsterwald Co. has opened a new store at 321 Woodward avenue and will deal in rugs, draperies, carpets, etc., both wholesale and retail. The new company is composed of C. A. Finsterwald, President, formerly of the Finsterwald Furniture Co. and C. M. Schuler, former city salesman for Burnham, Stoepel & Co. John Thornborough, also formerly connected with Burnham, Stoepel & Co., has taken charge of the cut-over department. All members of the corporation, including Mr. Thornborough, have hosts of friends in the city, who predict a brilliant future for the new concern.

George Franklin, former salesman for the Regal Co., has resigned and gone into business for himself, acting as automobile manufacturers' agent.

Coincident with the opening of the trout season, May 1, many counties in Michigan clamp the lid on the liquor business. But then most of the fishermen start out on the thirtieth anyway.

Burglars entered the drug store of M. Van Vliet, at 506 Gratiot avenue, last Saturday night and while one held the clerk, Ralph Sweier at bay with a gun, the other emptied the contents of the cash register and then did the only logical thing to do under the circumstances—vamoosed.

After May 1 a drink in the home is worth a dozen in the saloon.

We cannot see why on earth those Traverse City keen eyed reporters should insinuate that we have saving tendencies just because we refused to give away a box of cigars that was presented to us by an admiring friend (male). We had a box presented to us three years ago and they are nearly all gone. Still they call us economical.

The different councils of the State are being sounded out as to the desirability of holding the Grand Council (U. C. T.) meeting in Detroit in 1916. Invitations will be extended at the meeting to be held in Lansing next June, by both Detroit Councils. To many of the members of the order who have not visited the city for a number of years, this would be a splendid opportunity to view the new Detroit and note the wonderful change a few years have wrought in the city where life is worth living—no matter what it costs.

Mr. H. Ford, of H. & G. Ford, North Branch, was a Detroit business visitor last week.

Ernest Chamberlain (Burnham, Stoepel & Co.) has been appointed city representative of the carpet and rug department to succeed C. M. Schuler, who resigned to engage in business. Mr. Chamberlain is a former resident of East Lake, coming to this city about two and a half years ago. During his residence in this city he has made many friends who will be pleased to hear of his advancement.

Frank M. Eldridge, veteran advertising man of New York and Denver, has been appointed advertising manager of the Puritan Machine Co., of this city.

Many stories are told of Julius Steinberg, formerly of Traverse City, and father of the Steinberg Bros., owners of the large department store founded by him in that city. Mr. Steinberg is now a resident of this city. Years ago on the Fourth of July Julius Steinberg was standing in front of his store when one of the local villagers approached him. Being somewhat of a wag and knowing the saloons were supposed to be closed that day, he invited his friend over to the saloon to have a drink. The invitation was accepted and, as Mr. Steinberg suspected, the front door refused to budge. He then started to apologize, but was interrupted by his friend who said, "Just a moment, Julius," then started to lead him to

the rear of the saloon, where they found the back door wide open. Of course, there was nothing for Mr. Steinberg to do but enter and, after the nature of his joke was explained, he paid for the drinks that were ordered by the crowd—leaving the place \$1.20 poorer in pocket and much wiser in the art of how to play a joke.

Amid a profusion of flowers presented by friends, Carl R. Schumann held the formal opening of his new store last Saturday. He will carry a complete line of dry goods and furnishings. The store is located at 1075 Kercheval avenue.

If mushy love letters were written only by rich men, then many of us would have been millionaires at one time or another.

Otto Frohman, one of the best known clothing salesmen in Detroit, and formerly of Fenwick & Frohman, has purchased an interest in the clothing firm known as the House of Herbst, 141 Woodward avenue.

C. H. Wright, general merchant of Davis, was in Detroit on a business trip last week.

A beautiful new four-story building is being erected at 69 Broadway for J. J. Weiler, to be used as a bakery, candy factory and lunch room. Mr. Weiler for years has been one of Detroit's leading bakers.

"As the result of the war in Europe many may in future days live in caves," says a leading European army officer. Already there are hundreds of thousands of Europeans under the ground as a result of the war.

The Hotel Cadillac has returned to the American plan and will abandon its ground floor cafe, the latter being remodeled into stores.

S. Plotler, formerly with Ben Plotler, 1212 West Warren avenue, has opened a grocery and meat market at the corner of West Warren and McKenzie avenues. Mr. Plotler is local representative for a well-known insurance company and will continue to look after the agency. He conducts an office in the Broadway Market building.

Martin Maier & Co. will open a branch store in the new Whitney building May 1. The company is one of the oldest trunk concerns in the city, having been engaged in that business here since 1873. The present location is at 102 Woodward avenue. The concern manufactures everything in the luggage and novelty line that is carried in their store. Walter G. Hess will act as manager of the new branch.

No one can truthfully say that the Detroit ball club has not been busy swatting flies.

E. J. Hertel, well known to many Detroiters through his long connection as department manager for J. R. Jones Sons & Co., of Kalamazoo, has resigned and has taken over the business of the Bruen Dry Goods Co., one of the oldest and best established concerns in Kalamazoo. Associated in the business will be Miss Shields, also formerly connected with the Jones Co. Many friends of the new owners of the E. J. Hertel & Co. dry goods store about the country will watch with interest the growth of the company which is sure to follow.

Billy Sunday (to revive the subject) has his sermons copyrighted. Nearly every medicine that has been of benefit to mankind has been given to the world gratuitously by the discoverers.

Charley Graham was seen looking over one of the subdivisions in the suburbs of Detroit last Sunday. It is also reported that he made a purchase. Charles will not need any land now because he has lots. As T. Burton remarked, "And they are shooting men down in Mexico every day for less cause than that."

The last dancing party of the season was given by the Good Fellowship Club, an organization composed of members of Cadillac Council, last

Saturday night and proved highly successful. From all directions was heard words of praise for the able manner in which the season's parties were conducted by the committee, Elmer E. Cheney, A. W. McEachron, James Hardy, Will Trebine, Art Wood and T. F. Burton.

Mrs. James Hardy, wife of the Senior Counselor of Cadillac Council and representative for Richmond, Backus & Co. has been caught in an epidemic that seems to have enveloped Detroit and has contracted a severe attack of the mumps. At this writing her conditions is much improved.

E. O. Spaulding, of Caro, accompanied by his wife and son, was in Detroit on a combined business and pleasure trip last week.

T. J., better known as "Jim" Duffin, of Cheboygan, was in Detroit on a business trip last week. Jim has joined forces with Ed Durand and has taken over the business of the Glover Co., at Cheboygan. Both Mr. Durand and Mr. Duffin have spent the better part of their lives in the store they now own, having been connected with it twenty-two and twenty-three years, respectively. Mr. Duffin will look after the men's furnishing goods, shoe and dry goods departments, while Mr. Durand will supervise the carpet and ladies' ready-to-wear departments. Both young men are among the best known merchants in Northern Michigan and have hosts of friends in all parts of the country who will be pleased to hear of their elevation in the mercantile world.

M. Ratigan (Best Stove Co.) says that the lazier some men get the more they want to work—somebody else.

Money makes the Mayor go. Yes, and it will be six years before the former Terre Haute one returns. James M. Goldstein.

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

Buffalo, April 28.—Creamery butter fresh, 25@30c; 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@21½c. Poultry (live)—Cox, 12@13c; fowls 17@18c; geese, 12@13c; turkeys, 15@18c; chicks, 16@18c; ducks, 17@18c.

Beans—Medium, new, \$3.35; pea, \$3.30; Red Kidney, \$3.40@3.50; White Kidney, \$3.50; Marrow, \$3.75@3.90.

Potatoes—40@45c per bu. Rea & Witzig.

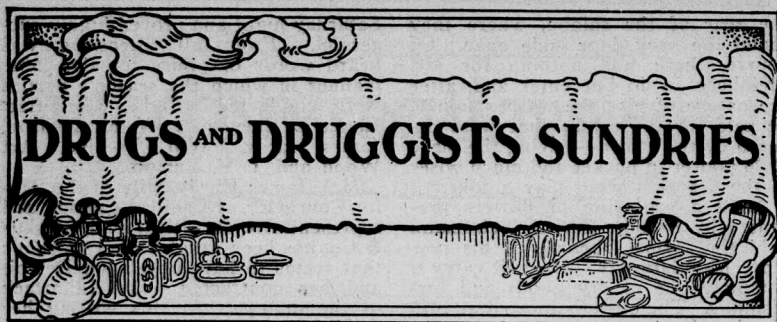
Detroit—John Beyster, manufacturer and dealer in lumber, sash, doors, interior finish, etc., has merged his business into a stock company under the style of John Beyster & Sons Co., with an authorized capital stock of \$100,000, all of which has been subscribed, \$40,000 paid in in cash and \$60,000 in property.

Detroit—The American Dadco Co. has engaged in business, to manufacture and deal in automobile and motor boat starters, specialties and parts, with an authorized capital stock of \$200,000, all of which has been subscribed and \$20,000 paid in in cash.

Mr. and Mrs. H. P. Damon, of Mt. Pleasant, have been visiting friends in Grand Rapids during the past week and over Sunday. While here Howard purchased a brand new Studebaker touring car.

Edward A. Brown has added a stock of groceries to his drug stock, at Nunica, the Worden Grocer Co. furnishing the stock.

E. F. Wykkel, with the Bour Coffee Co., will spend Sunday in Petoskey this week.



Michigan Board of Pharmacy.
 President—E. T. Boden, Bay City.
 Secretary—E. 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.

Soda Novelties for the Warm Season.

Almost every city has a hotel or two perhaps possessing more than local fame as a show place. Sometimes the fame becomes international, and the hotel is spoken of around the world. Restaurants and other places offering public entertainment frequently come in for more or less renown of that sort. The same has been known to come about through accident. More frequently fame is courted through deliberate design. There was a place in Washington, famous for its cobwebs, which, according to rumor, had not been disturbed for several generations. At any rate, the accumulation of cobwebs was large and unique, and many strangers went there to see and incidentally to purchase refreshment. From this extreme we go to an onyx lobster palace, or to a celebrated Egyptian room, or to a caravansary with silver dollars imbedded in its floors. A world-famous picture often draws thousands of visitors to a place. A collection of curios has its attractions. A strange animal in captivity frequently advertises some place.

It is easy to see that a show place has many advantages over its competitors. Small town or large town, the show place becomes a sort of local institution. When visitors come, they must be taken there, just as they would be taken to see the State House or the Soldiers' and Sailors' Monument. In a big city, this kind of custom alone is sufficient to make a place a paying proposition and to justify the outlay of considerable money. In a small town it is not to be despised. A show place gets a deal of valuable advertising of all sorts, and such places have frequently figured in famous novels, pictures or plays. Such ad-

vertising is beyond all price. To the show place a constant stream of visitors flow. Most of these people feel it incumbent upon them to pay for their welcome by purchasing either food or liquid refreshment. The beauty of the idea is that almost any town will support a show place and that practically any man can have one who will go about it in the right way.

Of course, there are show places and show places, and a village will not support an institution of the sort that invites attention on Broadway. But a village will patronize a show place of its own; the patronage is not so great as in the case of a metropolitan show place, but neither is the expense so large. Druggists have not utilized this idea of a show place as extensively as might have been the case. The idea itself is sound and will admit of a thousand variations. Too many get the notion that to have a show place one must spend thousands of dollars. Such might be the case on Broadway, but it is not necessary in a small town. A show place means a place that is different from other establishments in the same line. Lavish expenditure of money is not necessarily involved, although that is one method of getting up a show place. Ingenuity will frequently take the place of cash.

Show Soda Departments.

The fundamental idea of a show place is to be "different." This may be carried out by simply installing a style of apparatus that is different from anything in your town. A radical departure from old styles of manufacture will give you something new, something different, something to exhibit. Putting in the largest fountain in town will draw a crowd. Putting in a new fountain of any size or kind will usually increase business materially. The underlying idea is that the public likes to see anything in the way of a new or novel exhibition. This is one thing that makes it profitable to put in a new apparatus every now and then, even though the old outfit is still capable of drawing good soda water.

Any druggist, uptown or downtown, village or city, can fix up something to distinguish his soda department. Some very simple ideas have netted large returns. If you have a special room, mezzanine floor, or part of the main floor to devote to decorative purposes, some very pleasing results may be obtained. A wistaria or rose pergola makes a beautiful addition to the soda department. The pergola is made of light wood and is usually painted white. The wistaria

or rose vines are artificial, of course, and are trained as if growing over the pergola. Great improvements have been made in the manufacture of artificial plants and flowers, and you can now get an excellent imitation of the real thing and at reasonable cost. A grape arbor affords another excellent decorative effect. Bunches of artificial grapes may be secured made of various materials. Some of these are wired for electric current and may be illuminated at night. They are handsome enough for any place.

The Japanese tea garden is a favorite idea for a soda room, and does not require a great deal of money for its accessories. One room fixed up in this fashion had the ceiling and side walls tinted blue to represent the sky. Imitation cherry blossoms were massed about the room and along the side walls was lattice work on which was trained imitation wistaria vines. Wires were strung across the room, and on these wires were many handsome Japanese lanterns. These were all wired with electric light bulbs inside and the effects when the lights were turned on was very good. Japanese paper napkins were in use at the soda tables and the menu was printed in an imitation of Japanese characters. A few paper Japanese fans and umbrellas helped to furnish "atmosphere," and thus the general scheme was carried out. All sorts of Japanese prints, vases and draperies may be had at moderate cost and may be added if they fit appropriately.

Various Ideas.

A druggist who is rebuilding or ordering new fixtures may easily fix up a permanent soda room without adding materially to his general expense. The "Dutch kitchen" makes an attractive show room, for instance, and furnishes an idea not too expensive to carry out. A room of this kind is usually finished in oak with walls panelled rather high and beams across the ceiling. A fireplace, imitation or real, adds to the effect, and there should be a rail running around the room to accommodate tankards, plates and pottery. The tables and chairs are in old patterns to match. A person who does not care to actually build a room can get very good effects by using burlap panels and getting a carpenter to put up a rail and perhaps some imitation beams. It is surprising how closely these things may be made to resemble the real goods.

Restaurants crowded for space and consequently unable to arrange for private dining rooms frequently employ stalls, and the same are usually very popular. These stalls are boarded off and each contains a table and cushioned seats running around three sides of the stall. The front is open. A cosy and semi-private effect is the result. This idea has been used with excellent results as applied to the soda department. It is well adapted to stores not plentifully supplied with space, and it would not cost a great deal to fix up a few really comfortable and tasteful stalls.

Little summer houses, with lattice work, artificial vines, tables inside, and a few actual plants, may be made both beautiful and profitable. In a light store or near large windows, potted flowers may be introduced. They will grow and blossom, and it is palpable that some really noteworthy effects may be thus obtained.

A good idea will always bring business. When all the stores in a town are about on a level, the establishment that springs some novel idea is quite likely to annex a lot of floating custom. This is only natural. People like to go to a show place. They like to take their friends. Especially does the show place loom up with those who have friends visiting them from out of town. For the honor of the home town it then becomes necessary to show the visitor everything of note of which the place may boast. All these things combine to make a show place profitable. So the idea is worth considering as applied to your own opportunities and circumstances.

W. S. Adkins.

Bankruptcy Proceedings in Southwestern Michigan.

St. Joseph, April 12—In the matter of Fred C. Ehrman, bankrupt, Kalamazoo, the first meeting of creditors was held at the latter place. No claims were proved, therefore no trustee was appointed. The bankrupt was sworn and examined by the referee without a reporter and the meeting adjourned without day. Unless cause to the contrary is shown, the estate will be formerly closed without another meeting of creditors.

In the matter of Thomas L. Williams, doing business as the Williams Candy Co., Kalamazoo, an order was entered closing the estate and recommending the discharge of the bankrupt.

April 14—In the matter of Harriet Runyan and Grace Finch, doing business as Runyan & Finch, Dowagiac, an order was made calling the first meeting of creditors at the latter place for the purpose of proving claims, the election of a trustee and the examination of the bankrupts on April 26.

April 15—In the matter of Lee N. Ransbottom, bankrupt, Dowagiac, the first meeting of creditors was held at the referee's office. William B. Holden, the receiver, was elected trustee. Owing to the absence of the bankrupt, there was no examination. The report of the attorneys for the petitioning creditors showed that the total assets were less than \$800. From the present outlook it is very doubtful if creditors will receive a dividend.

April 17—In the matter of the Ross Cabinet Co., bankrupt, Otsego, the adjourned first creditors' meeting was continued to April 20, at the referee's office.

April 19—In the matter of H. A. Fisher Co., bankrupt, Kalamazoo, the final meeting of creditors was held at the referee's office. Unsecured claims to the amount of \$5,000 were allowed. The trustee's final report and account, showing total receipts of \$1,988.28, was considered, approved and allowed. After the payment of preferred claims and administration expenses a dividend of 8-10 per cent. was declared and ordered paid. The compromise made with H. A. Fisher by the trustee for the sale of an automobile was ratified and approved. Creditors having been directed to show cause why a certificate recommending the bankrupt's discharge should not be made, and no cause having been shown, it was determined that such favorable certificate be made. It was further determined that the trustee be not authorized, to interpose objections to the discharge of the bankrupt. The final order of distribution was made and the final meeting of creditors adjourned without day.

April 20—In the matter of the Ross Cabinet Co., bankrupt, Otsego, a special meeting of creditors was held at the referee's office. Unsecured claims to the amount of \$10,000 were approved and allowed, making the total amount of unsecured claims allowed to date over \$25,000. The trustee's first report and account, also his second report and account, were approved and allowed. The receiver's final report and account, also his amended report, were considered and approved and allowed. Preferred claims and administration expenses to the amount of over \$2,700 was ordered paid and, after the payment of the same, there not being sufficient funds on hand to declare a first dividend of 5 per cent.

and comply with the bankruptcy law. it was determined that no dividends be declared until all preferred claims had been paid and the actual administration expenses ascertained. The second order of distribution was made and the meeting adjourned without day.

April 22—In the matter of the Spade Manufacturing Co., bankrupt, Kalamazoo, an adjourned first meeting of creditors was held at the referee's office and claims to the amount of \$2,500 were approved and allowed, after which the meeting was adjourned for thirty days.

April 23—In the matter of Ernest F. Johnson, doing business as the Johnson Electrical Co., Kalamazoo, the trustee filed a report showing sale of all the assets of the bankrupt estate, less the bankrupt's exemptions, to William Maxwell for \$350, whereupon an order was made by the referee for creditors to show cause on or before May 4 why the bid of Mr. Maxwell should not be accepted.

April 23—In the matter of Frank B. Lay, Sr., and M. Henry Lane, bankrupts, former officers of the Michigan Buggy Company, the adjourned first creditor's meeting was adjourned for thirty days for the purpose of perfecting the proposed offer of composition.

In the matter of Ernest Johnson, bankrupt, doing business as the Johnson Electrical Co., Kalamazoo, an adjourned first meeting of creditors was held at the referee's office and unsecured claims to the amount of about \$500 approved and allowed, after which the meeting was further adjourned for four weeks.

David Niccum, a carpenter, Kalamazoo, filed a voluntary petition and he was adjudged bankrupt by the District Judge. The schedules of the bankrupt show no assets except those claimed as exempt, and liabilities of \$465.45 in the form of a judgment secured by Walter Poffenberger, of Gas City, Indiana.

The Seven Wonders of the World.

The man who will work without being watched.

A sales manager who doesn't think he pays the old man's salary.

A salesman who thinks that perhaps the quality of the material may have something to do with his making those large contracts.

A stenographer who knows punctuation, and will look in the dictionary when she is uncertain about the spelling.

ary when she is uncertain about the spelling.

A purchasing agent who doesn't think he does you a favor when he asks you to quote.

A new superintendent who will wait a week before installing a much better system than his predecessor.

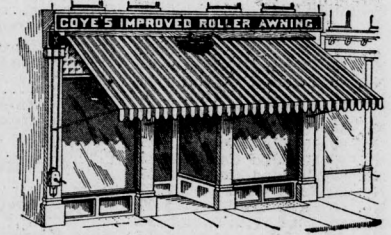
A boss who acts as if he wasn't. Elbert Hubbard.

Kind words and bald heads never dye.

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

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.

WHOLESALE DRUG PRICE CURRENT

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

Table listing various drugs and their prices, categorized by Acids, Ammonia, Berries, Barks, Extracts, Gums, Leaves, Oils, Potassium, Roots, Seeds, and Tinctures.

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.

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, and Cheese Prunes. Lists various food items like Saxon Wheat Food, Farina, H. P. Beans, Hominy, Wheat, Flour, etc.

Index to Markets By Columns

Index to Markets table listing various food categories (A-Z) and their corresponding column numbers (1-6).

1 2

Main price list table for columns 1 and 2, including categories like AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BREAKFAST FOODS, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CATSUP, CLAMS, CORN, FRENCH PEAS, GOOSEBERRIES, HOMINY, LOBSTER, MACKEREL, MUSHROOMS, OYSTERS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMP, SUCCOTASH, STRAWBERRIES, TOMATOES, and various oils.

3 4 5

Main price list table for columns 3, 4, and 5, including categories like CHEESE, CHOCOLATE, CLOTHES LINE, GALVANIZED WIRE, COCOA, COCOANUT, COFFEES ROASTED, BOGOTA, CONFECTIONERY, SHILLED, NATIONAL BISCUIT COMPANY BRANDS, and IN-ER-SEAL TRADE MARK GOODS.

6

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

7

Table with 2 columns: Item Name and Price. Includes categories like Poles, Flavoring Extracts, Flour and Feed, etc.

8

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

9

Table with 2 columns: Item Name and Price. Includes categories like Sausages, Beef, Pig's Feet, Tripe, 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	13	14
Smoking	Pilot, 7 oz. doz. 1 05	Faucets
Big Chief, 16 oz. 30	Soldier Boy, 1 lb. 4 75	Cork lined, 3 in. 70
Bull Durham, 5c 5 85	Sweet Caporal, 1 oz. 60	Cork lined, 9 in. 80
Bull Durham, 10c .. 11 52	Sweet Lotus, 5c 5 76	Cork lined, 10 in. 90
Bull Durham, 15c .. 17 28	Sweet Lotus, 10c 11 52	Mop Sticks
Bull Durham, 8 oz. ... 3 60	Sweet Lotus, per dz. 4 60	Trojan spring 90
Bull Durham, 16 oz. ... 6 72	Sweet Rose, 2 1/2 oz. ... 30	Eclipse patent spring 85
Buck Horn, 5c 5 76	Sweet Tip Top, 5c 1 00	No. 1 common 80
Buck Horn, 10c 11 52	Sweet Tip Top, 10c ... 1 00	No. 2 pat. brush holder 85
Briar Pipe, 5c 5 76	Sweet Tips, 1/4 gro. 10 08	Ideal No. 7 85
Black Swan, 5c 5 76	Sun Cured, 10c 98	12lb. cotton mop heads 1 30
Black Swan, 14 oz. ... 3 50	Summer Time, 5c 5 76	Pails
Bob White, 5c 6 00	Summer Time, 7 oz. ... 1 65	2-hoop Standard 2 00
Brotherhood, 5c 6 00	Summer Time, 14 oz. ... 3 50	2-hoop Standard 2 25
Brotherhood, 10c ... 11 10	Standard, 5c foil 5 76	3-wire Cable 2 30
Brotherhood, 16 oz. ... 5 05	Standard, 10c paper 8 64	Fibre 2 40
Carnival, 5c 5 70	Seal N. C. 1 1/2 cut plug 70	Teethpicks
Carnival, 1/2 oz. 39	Seal N. C. 1 1/2 Gran. 63	Birch, 100 packages ... 2 00
Carnival, 16 oz. 40	Three Feathers, 1 oz. 48	Ideal 85
Cigar Clip'g, Johnson 30	Three Feathers and 1 1/2 oz. 82	Traps
Cigar Clip'g, Seymour 30	Pipe combination .. 2 25	Mouse, wood, 2 holes .. 22
Identity, 3 and 16 oz. 30	Tom & Jerry, 14 oz. ... 3 60	Mouse, wood, 4 holes .. 45
Darby Cigar Cuttings 4 50	Tom & Jerry, 7 oz. 1 80	10 qt. Galvanized 1 55
Continental Cubes, 10c 90	Tom & Jerry, 3 oz. 76	12 qt. Galvanized 1 70
Corn Cake, 14 oz. 2 55	Trout Line, 5c 5 00	14 qt. Galvanized 1 70
Corn Cake, 7 oz. 1 45	Turkish, Patrol, 2-9 5 76	Mouse, wood, 6 holes .. 70
Corn Cake, 5c 5 76	Tuxedo, 2 oz. tins .. 96	Mouse, tin, 5 holes 65
Cream, 50c pails 4 76	Tuxedo, 20c 1 90	Rat, wood 80
Cuban Star, 5c foil .. 5 72	Tuxedo, 80c tins 7 45	Rat, spring 75
Cuban Star, 16 oz. pls 72	Twin Oaks, 10c 96	Tubs
Chips, 10c 10 30	Union Leader, 50c ... 5 10	20-in. Standard, No. 1 8 00
Dills Best, 1 1/2 oz. 79	Union Leader, 25c ... 2 60	18-in. Standard, No. 2 7 00
Dills Best, 3 1/2 oz. 77	Union Leader, 10c ... 11 52	16-in. Standard, No. 3 6 00
Dills Best, 16 oz. 73	Union Leader, 5c 6 00	20-in. Cable, No. 1 .. 8 00
Dixie Kid, 5c 48	Union Workman, 1 1/2 5 76	18-in. Cable, No. 2 .. 7 00
Duke's Mixture, 5c ... 5 76	Uncle Sam, 10c 10 98	16-in. Cable, No. 3 .. 6 00
Duke's Mixture, 10c ... 11 52	Uncle Sam, 8 oz. 2 25	No. 1 Fibre 16 50
Duke's Cameo, 5c ... 5 76	U. S. Marine, 5c 5 76	No. 2 Fibre 15 00
Drum, 5c 5 76	Van Bibber, 2 oz. tin 88	No. 3 Fibre 12 50
F. F. A., 4 oz. 5 04	Velvet, 5c pouch 48	Large Galvanized .. 6 25
F. F. A., 7 oz. 11 52	Velvet, 10c tin 96	Medium Galvanized .. 5 50
Fashion, 5c 6 00	Velvet, 8 oz. tin 3 84	Small Galvanized ... 4 75
Fashion, 16 oz. 5 28	Velvet, 16 oz. can ... 7 68	Washboards
Five Bros., 5c 5 76	Velvet, combination es 5 75	Banner, Globe 2 60
Five Bros., 10c 10 53	War Path, 5c 6 00	Brass, Single 3 50
Five cent cut Plug .. 29	War Path, 20c 1 60	Glass, Single 3 40
F. O. B. 10c 11 52	Wave Line, 3 oz. 40	Single Acme 3 15
Four Roses, 10c 96	Wave Line, 16 oz. ... 40	Double Peerless 4 50
Full Dress, 1 1/2 oz. ... 72	Way up, 2 1/2 oz. 5 75	Single Peerless 3 50
Glad Hand, 5c 48	Way up, 16 oz. pails .. 5 76	Northern Queen 3 60
Gold Block, 10c 12 00	Wild Fruit, 5c 5 76	Double Duplex 3 25
Gold Star, 50c pail .. 4 60	Wild Fruit, 10c 11 52	Good Enough 3 40
Gall & Ax. Navy, 5c 5 76	Yum Yum, 5c 5 76	Universal 3 50
Growler, 5c 42	Yum Yum, 10c 11 52	Window Cleaners
Growler, 10c 84	Yum Yum, 1 lb., doz. 4 60	12 in. 1 65
Growler, 20c 1 85	TWINE	14 in. 1 85
Giant, 5c 5 76	Cotton, 3 ply 20	16 in. 2 30
Giant, 40c 3 72	Cotton, 4 ply 12	Wood Bowls
Hand Made, 2 1/2 oz. ... 50	Cotton, 2 ply 14	13 in. Butter 75
Hazel Nut, 5c 5 76	Hemp, 6 ply 13	15 in. Butter 2 60
Honey Dew, 10c 12 38	Flax, medium 24	17 in. Butter 4 75
Hunting, 5c 42	Wool, 1 lb. bales .. 10 1/2	19 in. Butter 7 50
I X L, 5c 6 10	VINEGAR	WRAPPING PAPER
I X L, in pails 3 90	White Wine, 40 grain 8 1/2	Common Straw 2
Just Suits, 5c 6 00	White Wine, 80 grain 11 1/2	Fibre Manila, white .. 3
Just Suits, 10c 12 00	White Wine, 100 grain 13	Fibre Manila, colored 4
Kill Dried, 25c 2 45	Oakland Vinegar & Pickle 13	No. 1 Manila 4
King Bird, 7 oz. 2 16	Co.'s Brands	Cream Manila 3
King Bird, 10c 11 52	Highland apple cider 18	Butchers' Manila 2 1/2
King Bird, 5c 5 76	Oakland apple cider .. 13	Wax Butter, short c't 10
La Turke, 5c 5 76	State Seal sugar 11 1/2	Wax Butter, full c't 15
Little Giant, 1 lb. 28	Oakland white picklg 10	Wax Butter, rolls .. 12
Lucky Strike, 10c ... 96	Package free.	YEAST CAKE
Le Redo, 3 oz. 10 80	WICKING	Magic, 3 doz. 1 15
Le Redo, 8 & 16 oz. 38	No. 0, per gross 30	Sunlight, 3 doz. 1 00
Myrtle Navy, 10c ... 11 52	No. 1, per gross 40	Sunlight, 1 1/2 doz. ... 50
Myrtle Navy, 5c 5 76	No. 2, per gross 50	Yeast Foam, 3 doz. ... 1 15
Maryland Club, 5c ... 5 76	No. 3, per gross 75	Yeast Foam, 1 1/2 doz. 85
Mayflower, 5c 5 76	WOODENWARE	YOURS TRULY LINES
Mayflower, 10c 96	Baskets	Pork and Beans 2 70@3 60
Mayflower, 20c 1 92	Bushels 1 00	Condensed Soup 3 25@3 60
Nigger Hair, 5c 6 00	Bushels, wide band .. 1 15	Salad Dressing 3 80@4 50
Nigger Hair, 10c ... 10 70	Market 40	Apple Butter @3 80
Nigger Head, 5c 5 40	Splint, large 4 00	Catsup 2 70@6 75
Nigger Head, 10c ... 10 56	Splint, medium 3 50	Macaroni 1 70@2 35
Noon Hour, 5c 48	Splint, small 3 00	Spices 40@ 85
Old Colony, 1-12 gro. 11 52	Willow, Clothes, large 8 75	Herbs @ 75
Old Mill, 5c 5 76	Willow, Clothes, small 7 25	AXLE GREASE
Old English Crve 1 1/2 oz. 96	Willow, Clothes, me'm 8 00	MICA OIL COMPANY
Old Crop, 5c 5 76	Butter Plates	1 lb. boxes, per gross 8 70
Old Crop, 25c 20	Ovals	3 lb. boxes, per gross 22 70
Old Crop, 50c 40	1/4 lb., 250 in crate ... 35	CHARCOAL
P. S., 8 oz. 30 lb. cs. 5 70	1/2 lb., 250 in crate ... 35	Car lots or local shipments,
Pat Hand, 1 oz. 63	1 lb., 250 in crate 40	bulk or sacked in paper or jute.
Patterson Seal, 1 1/2 oz. 96	2 lb., 250 in crate 50	No. 1, complete 28
Patterson Seal, 3 oz. ... 96	3 lb., 250 in crate 70	No. 2, complete 28
Patterson Seal, 16 oz. 5 00	5 lb., 250 in crate 90	Case No. 2, fillers .. 15
Peerless, 5c 5 76	Wire End	sets 1 35
Peerless, 10c cloth .. 11 52	1 lb., 250 in crate 35	Case, medium, 12 sets 1 15
Peerless, 10c paper .. 10 80	2 lb., 250 in crate 45	
Peerless, 20c 2 04	3 lb., 250 in crate 55	
Peerless, 40c 4 08	5 lb., 20 in crate 65	
Plaza, 2 gro. case 5 76	Churns	
Plow Boy, 5c 5 76	Barrel, 5 gal., each .. 2 40	
Plow Boy, 10c 11 40	Barrel, 10 gal., each .. 2 55	
Plow Boy, 14 oz. 4 70	Clothes Pins	
Pedro, 10c 11 93	Round Head	
Pride of Virginia, 1 1/2 77	4 1/2 inch, 5 gross 65	
Pilot, 5c 5 76	Cartons, 20 2 1/2 doz. bxs 70	
Pilot, 14 oz. doz. 2 10	Egg Crates and Fillers	
Prince Albert, 5c 48	Humpty Dumpty, 12 dz. 20	
Prince Albert, 10c ... 96	No. 1, complete 40	
Prince Albert, 8 oz. ... 3 84	No. 2, complete 28	
Prince Albert, 16 oz. 7 44	Case No. 2, fillers .. 15	
Queen Quality, 5c ... 48	sets 1 35	
Rob Roy, 5c foil 5 76	Case, medium, 12 sets 1 15	
Rob Roy, 10c gross ... 10 52		
Rob Roy, 25c doz. 2 10		
Rob Roy, 50c doz. 4 10		
S. & M., 5c gross 5 76		
S. & M., 14 oz., doz. ... 3 20		
Soldier Boy, 5c gross ... 5 76		
Soldier Boy, 10c 10 50		

BAKING POWDER
K. C.

10 oz., 4 doz. in case 85
15 oz., 4 doz. in case 1 25
20 oz., 3 doz. in case 1 60
25 oz., 4 doz. in case 2 00
50 oz., 2 doz. plain top 4 00
50 oz., 2 doz. screw top 4 20
80 oz., 2 doz. plain top 6 50
80 oz., 1 doz. screw top 6 75

Barrel Deal No. 2
8 doz. each, 10, 15 and 25 oz. 32 80
With 4 dozen 10 oz. free
Barrel Deal No. 2
6 doz. each, 10, 15 and 25 oz. 24 60
With 3 dozen 10 oz. free
Half-Barrel Deal No. 3
4 doz. each, 10, 15 and 25 oz. 16 40
With 2 doz. 10 oz. free
All cases sold F. O. B. jobbing point.
All barrels and half-barrels sold F. O. B. Chicago.

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

CIGARS
Johnson Cigar Co.'s Brand
Dutch Masters Club 70 09
Dutch Masters, Inv. 70 00
Dutch Masters, Pan. 70 00
Dutch Master Grande 68 00
Little Dutch Masters (300 lots) 10 00
Gee Jay (300 lots) 10 00
El Portana 33 00
S. C. W. 32 00

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

COFFEE
OLD MASTER COFFEE



Old Master Coffee 31
San Marto Coffee

FITZPATRICK BROTHERS' SOAP CHIPS
White City (Dish Washing) 210 lbs. 3c per lb.
Tip Top (Caustic) 250 lbs. 4c per lb.
No 1 Laundry Dry 225 lbs. 5 1/2 c per lb.
Palm Pure Soap Dry 300 lbs. 6 1/2 c per lb.

Roasted
Dwinnell-Wright Brands



White House, 1 lb.
White House, 2 lb.
Excelsior, Blend, 1 lb.
Excelsior, Blend, 2 lb.
Tip Top Bland, 1 lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Lee & Cady, Kalamazoo; Lee & Cady, Saginaw; Bay City Grocer Company, Bay City; Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.



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

SOAP
Lautz Bros. & Co.
Acme, 70 bars' 3 05
Acme, 100 cakes, 5c sz 3 75
Acorn, 120 cakes 2 40
Cotton Oil, 100 cakes 6 00
Cream Borax, 100 cks 3 90
Circus, 100 cakes 5c sz 3 75
Climax, 100 oval cakes 3 05
Gloss, 100 cakes, 5c sz 3 75
Big Master, 100 blocks 2 90
Naphtha, 100 cakes ... 3 90
Saratoga, 120 cakes .. 2 40

Proctor & Gamble Co.
Lenox 3 20
Ivory, 6 oz. 4 00
Ivory, 10 oz. 4 75
Star 3 85

Swift & Company
Swift's Pride 3 15
White Laundry 3 75
Wool, 6 oz. bars 4 00
Wool, 10 oz. bars 6 65

Tradesman Co.'s Brand
Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

A. B. Wrisley
Good Cheer 4 00
Old Country 2 40

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

Soap Compounds
Johnson's Fine, 43 2 35
Johnson's XXX 100 5c 4 20
Rub-No-More 3 85
Nine O'Clock 3 50

Washing Powders
Armour's 3 70
Babbitt's 1776 3 75
Gold Dust, 24 large 4 30
Gold Dust, 100 small 3 85
Kirkoline, 24 4lb. 2 80
Lautz Naphtha, 60s ... 2 40
Lautz Naphtha, 100s 3 75
Pearline 3 75
Roseine 3 90
Snow Boy, 60 5c 2 40
Snow Boy, 100 5c ... 3 75
Snow Boy, 24 pkgs., Family Size 3 75
Snow Boy, 20 pkgs., Laundry Size 4 00
Swift's Pride, 24s ... 3 65
Swift's Pride, 100s .. 3 65
Wisdom 3 30

The only 5c Cleanser
Guaranteed to equal the best 16c kinds
30 - CANS - \$2.80

FOOTE & JENKS' COLEMAN'S (BRAND)
Terpeneless **Lemon and High Class Vanilla**
Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.

PUTNAM'S Double A
Bitter Sweet Chocolates
The Highest in Quality Greatest in Demand
If you are not supplied a postal card will bring them
Packed in five pound boxes
Vanilla, Pineapple, Orange, Lemon, Raspberry, Walnut or Assorted.
Made by
National Candy Co., Inc.
Putnam Factory
GRAND RAPIDS MICHIGAN

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.

MERCHANDISE SALES CONDUCTORS.

Stocks reduced or closed out entirely by oldest established sales company in Michigan. We conduct more sales for merchants of Michigan than all other sales conductors combined. The Greene Sales Co., Jackson, Michigan. 91

Six latest improved Butterick pattern cabinets of twenty drawers each. Fine oak finish. Just like new. Cost \$240. Will sell six cabinets for \$100. Shawaker Lace Company, 112 S. High Street, Columbus, Ohio. 84

Wanted—Stock of merchandise in exchange for valuable Virginia truck farm or clear income property. W. H. Garrett, Norfolk, Va. 85

For Sale or Exchange—Good retail lumber and coal yard. Address Box 102, Otter Lake, Michigan. 86

For Sale—Thriving tailoring business. Established 19 years in city 50,000 population. Best location. Stock invoices \$4,000. Account owner's death will sell for \$2,000 cash. Clara Schmidt, Administratrix, 604 Kansas Avenue, Topeka, Kansas. 87

Only bakery and confectionery in small town in best farming country must be sold immediately. Good oven. Soda fountain. Invoice \$800. Thomas Thomson, Caledonia, Michigan. 78

Mail Order Business—For Sale—Established; \$2,000 required; big opportunity; worth \$5,000. Address Modern Specialties, Racine, Wis. 79

For Sale—Money making popular priced dry goods ready-to-wear branch store, in busy Indiana town of 20,000. Low rent, fine room, 40 by 160, best location. Requires from \$7,000 to \$10,000. Store did \$100,000 last year. Owner desires to concentrate attention on main store. Address No. 80, care Michigan Tradesman. 80

Valuable coal mine North Missouri cheap, cash at once. Might accept good clear brick stores. J. A. Young, Milan, Missouri. 81

For Sale—\$2,000 stock of shoes. About half men's, quarter ladies' and balance boys', misses' and children's. I need the room for other lines. Liberal discount for cash. Address No. 88, care Tradesman. 88

For Sale—Detroit Automatic Scale, No. 70-new. Good general purpose scale. Regular price \$140. \$100 takes it for a quick sale. Gover Mercantile Co., Loomis, Michigan. 89

For Sale—Grocery, notion and meat business; living room in connection. Buildings with 1 1/2 acres land, ice house filled, slaughter house, windmill; also house and barn; good general resort business. Will exchange for farm or cash. Lock Box 35, Hickory Corners, Michigan. 90

For Sale—Set of second-hand tinner's tools. Cheap if sold soon. Address M. T. Ryan, 218 North 8th street, Salina, Kansas. 76

Wanted—Stock of clothing, shoes or general stock. Give location and price. Address Ralph W. Johnson, Fort Pierre, South Dakota. 77

If you want cash for all or part of your stock of merchandise, write Ralph W. Johnson, Fort Pierre, So. Dakota. 68

WHO WANTS ME next after May 1, on my new special sale plan? I furnish everything—signs, banners, pennants, circulars, string trickets, 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 pay extra for your preparation. My charges are within reason and you will be satisfied. I have exceptional references and wholesale house recommendations. Write me what you want done, giving size of your city, store and stock. W. G. Montgomery, Hotel Charlevoix, Detroit, Michigan. 70

For Sale—Outside grocery, town of 12,000. Building with five nice living rooms \$2,000. Stock and fixtures about \$1,500. Will sell building on contract or will consider small improved farm in exchange. Address 71, care Tradesman. 71

Shoes—We are stock buyers of all kind of shoes, large or small, parts of or any kind of merchandise. Largest prices paid. Write at once. Perry Mercantile Co., 524 Gratiot Avenue, Detroit, Mich. 74

For Sale—One restaurant with rooms above, in town of 2,500. Address No. 73, care Tradesman. 73

For Sale—Fifteen-room house furnished, electric lights; furnace heat; on G. R. & I. railroad. Reason for selling, death of proprietor. Address Box 154, Levering, Michigan. 72

Exceptional opportunity in South American syndicate store proposition, \$1,800 yearly executive position goes with \$5,000 investment. Jesse B. Akers, Ardmore, Okla. 62

For Sale—General merchandise business. Established 27 years. Always made money. Located in good farming section in prosperous town of 1,500 in Southern Michigan. Stock in first-class shape. Will sell or lease the fine new two-story building. Will accept farm or house and lot in part payment. Great opportunity. Apply now to No. 63, care Michigan Tradesman. 63

For Sale—General stock located in small town. Established four years. Man with \$500 cash can deal with us. First National Bank, Boyne City, Mich. 64

For Sale—Have the best meat market in the state; in country town of 600. For further information write 161 Hague avenue, Detroit, Michigan. 65

For Sale—Store fixtures of the Peck Furniture Company, Benton Harbor, Michigan, at less than half price. Rug racks, mahogany show cases, couch rack, store counter, carpet sewing machine, electric light fixtures, pneumatic tube system, cash register and Burroughs adding machine. Peck & Co., Benton Harbor, Michigan. 66

For Sale—Clean stock general merchandise, thriving city 50,000 population Eastern Michigan. Location best in outskirts of the city; owner has acquired comfortable competence in past thirteen years. Experienced business man can step in and do equally as well. About \$10,000 will swing deal. Will rent or sell building. Opportunities of this sort are scarce. Address No. 67, care Tradesman. 67

For Sale—Best store and stock of general merchandise north of Bay City, including dry goods, groceries, crockery, boots and shoes, shelf and heavy hardware. Good reasons for selling. M. A. Vogel, Sterling, Michigan. 54

154 acre farm in Charlevoix county for sale or exchange for stock of merchandise. Address D. C. Levinson, Petoskey, Michigan. 55

Wanted—Clean stock of general merchandise in a good town in Southern Michigan. Address A. L. Young, Albion, Michigan. 56

Grand Opportunity—For information as to a fine location for a stationery and notion store in a city of 8,000 population. Write F. A. Millard, Antigo, Langlade county, Wis. 57

Have land and other properties to exchange for merchandise. Will put in some cash for running stock and will consider deals from parties who want to dispose of part of their stock. L. O. Tollefson, 530 Security Bldg., Minneapolis. 59

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—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—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

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

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

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

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

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

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—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. Moise Adjustment Co., Desk 33, Central National Bank Bldg., St. Louis, Mo. 40

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

Move your dead stock. For closing out or reducing stocks, get in touch with us. Merchant's Auction Co., Reedsburg, Wisconsin. 963

For Sale—Southwestern Michigan; a \$2,600 drug stock and fixtures; will sell cheap; immediate possession. Address Dr. Onontiyoh, Plainwell, Mich. 935

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

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. Krusenga, 17-23 Ionia Ave., Grand Rapids, Michigan. 870

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 925

Merchants Please Take Notice! We have clients of grocery stocks, general stocks, dry goods stocks, hardware stocks, drug stocks. We have on our list also a few good farms to exchange for such stocks. Also city property. If you wish to sell or exchange your business write us. G. R. Business Exchange, 540 Houseman Bldg., Grand Rapids, Mich. 859

Cash for your business or property. I bring buyers and sellers together. No matter where located, if you want to buy, sell or exchange any kind of business or property, write me. Established 1881. John B. Wright, successor to Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Bldg., Chicago, Ill. 326

Will pay cash for any kind of merchandise or any amount of it if cheap enough. Harold Goldstrom, 65 Smith Ave., Detroit, Michigan. 738

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

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.

Salesmen—Every Ford owner is interested in our quick and easy method of changing clincher tires on Ford cars. Salesmen wanted. Address J. P. Tire Tool Co., York, Nebr. 83

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—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.

Position Wanted—By good window trimmer, card writer and shoe man. Good knowledge of general merchandise. 28 years old. 13 years' practical experience. Now employed. Can come June 1. Best references. Address 75, care Tradesman. 75

A road man and canvasser now traveling in upper part of lower peninsula wants a change in line. Address 48, care Tradesman. 48

SOMETHING MORE

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

Tradesman Company :: Grand Rapids

Economic Coupon Books

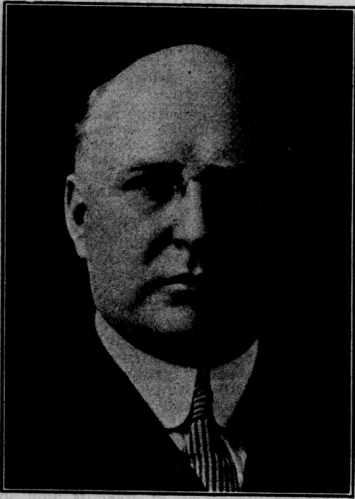
They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

SUCCESSFUL SALESMEN.

C. C. Starkweather, Candidate for Grand Sentinel, U. C. T.

Clifton C. Starkweather is a native born Detroit, having first seen the light of day May 25, 1873. Not only was he born in this city, he has always made it his home and here it was he also found his wife, whom he married in 1895. Before her marriage Mrs. Starkweather was Ina Hatt. In the year 1886 Clifton graduated from the public schools and the year following found him working in the offices of the L. S. & M. S. Railroad in the capacity of messenger. He received rapid advancement, becoming clerk before he had ended his first year with the company, a position he held until 1891. He resigned the latter position to accept a



C. C. STARKWEATHER

promotion to the office of ticket agent for the Wabash Railway. In 1895 he gave up railroad work to become a knight of the cushioned seats. His first road work was for W. J. Gould & Co. Later he went with Crusoe Bros. and, when that firm liquidated, became associated with Lee & Cady. Mr. Starkweather was always known as a successful salesman, his clean and wholesome geniality winning him many friends everywhere he went. He was always an enthusiastic automobilist, which, coupled with his personality and business acumen, made him an ideal man for that work. In 1908, when the Buick Motor Co. was casting about for a manager for its local branch, the name of C. C. Starkweather was brought to its attention with the result that he received the appointment. His success in the automobile field is well known to thousands of Detroiters. Last year he was elected President of the Detroit Automobile Dealers' Association and, despite the most discouraging conditions any man ever went up against, to say nothing of the miserable weather that was wished on Detroit that week, C. C. Starkweather, as head of the organization, put on one of the most successful automobile shows in the history of the city. Mr. Starkweather is a member of several fraternal organizations, including the Masonic, Moslem Temple and Shrine, Elks, Detroit Board of Commerce and Fel-

lowcraft Club. But above all he holds dear to his heart is his membership in Cadillac Council, U. C. T. In this Council he served in all the chairs. Above his love for his wife and 10 year old daughter and the U. C. T., his next love is to get where the bitin' is best. He is an ardent fisherman and hunter.

Largely through the insistence of his friends, Mr. Starkweather became a candidate for the office of Grand Sentinel of the U. C. T. Not only is he one of the most able members of the organization to carry on the duties of the office he aspires to, but Cadillac Council is also entitled to recognition for the good work it has done in the past and the added fact that not in fifteen years has one of its members gone through the various chairs of the Grand Council. His years of labor with the railroad company, his work as a traveling man, his good work as an organizer and his splendid personality all blend into making Mr. Starkweather an ideal candidate to represent the U. C. T., not only in the Grand Council, but in the highest office in the gift of the order.

James M. Goldstein.

Sparks From the Electric City.

Muskegon, April 26.—Elmer Peterson, a Muskegon boy scout, has been awarded a medal for bravery for saving the life of E. K. Edwards in Wolf Lake last fall.

Four weary travelers, Gilbert Carter, Walter Smith, G. F. Faude and the writer, took a car commonly known as a ford from Montague to Shelby. Said owner of ford car came very near receiving \$10,000 from Henry Ford, as Mr. Ford offered that much for the first car he built. This one-lung merry go-round was ford's second car. Brother Faude, of Canadian Club cigar fame, was constantly warning the driver not to go too fast. The old bus couldn't make six miles an hour in a pinch.

We notice G. E. Carter has been appointed on the Good Fellowship Committee of the Lalakoren Grotto, which is the new Masonic order which will have its initiation in Grand Rapids on May 7. The Grotto could not get a better boy on the committee, for Gilbert is certainly a Good Fellow.

The Goodrich Co. is constructing a general utility steamer which will ply from Chicago to Muskegon. This boat is being constructed at Manjot-wac and will be known as the Nevada.

Learn something this week about Detroit—the hottest place on earth. One dead and two prostrated by heat on Saturday, April 24.

Edwin Quackenbush, baker at Whitehall, is having installed a new oven. When this is completed Mr. Quackenbush will have one of the best up-to-date bakeries on this side of the State.

The Traffic Club of Muskegon gave a banquet at Hotel Muskegon April 21. The banquet was well attended and some interesting speakers were present. This is a new stunt for Muskegon and the enthusiasm displayed looks like it is a Club that is going to stay.

Ira D. Birdsell, who conducted an undertaking establishment, has sold his business to Gilbert Coutchie.

The contract for the erection of the new Pyle Pattern Works building has been awarded and ground will be broken about May 1 on property adjacent to the Enterprise Brass Works plant. This new company will employ about twenty-five men to start with and looks forward to an increase in business which will make it necessary to employ a larger force.

Owners of rich land along the Muskegon River flats have approached the Chamber of Commerce with a proposition relative to the improvement of this land by building a road across it. The agricultural committee of the Chamber will take it up at its next meeting. The proposed road will run across the richest land in Muskegon county.

News from local boys has been coming in very slowly. Won't some of the boys please exert themselves and phone or drop us a line occasionally.

The morning train that leaves Pentwater for Muskegon leaves Pentwater at 8:30 a. m. The bus leaves at 9 o'clock. Most of the merchants do not open up until 7 or 7:30 a. m., so it does not give the boys much time to see the trade. The night train does not arrive until 8:35 p. m. This train that leaves Pentwater at 8:30 arrives at Muskegon at 10:47 and does not leave for Holland until 11:20 which makes just 33 minutes' wait at Muskegon. If the P. M. would start this train at 8:45, which would give it an 8 minute wait at Muskegon it would be greatly appreciated by the travelers where every minute counts.

Milton Steindler.

Condemns Trading Stamps—Lauds Profit Sharing Coupons.

New York, April 26.—I have read with great interest the article on page 6 of your issue of April 14 and the editorial on page 8 of the same number, all relating to profit-sharing coupons. I just wish to say a word now because my next series of articles are designed to cover the ground fairly well and I therefore refer you to them. They will be sent to you in a few days.

Let me however, refer to your remarks on "The Hope of Legislation," wherein you say, "Retailers hale 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."

Undoubtedly you are familiar with the Fair Trade League and so it will interest you to know that the Secretary of that League said to me on Saturday last that he regarded the statements of Marshall Field, Macy and all the rest of them as "specious in the extreme." It is to the interest of the small retailer that trade marked goods should be distributed, provided only they bear a fair margin. It is the interest of Field, Macy and the rest of the big department stores to prevent the manufacturer from reaching the consumer with trade marked goods. This because Field and Macy want to market their own private brands and not because they have only the interest of the consumer at heart.

Thus the large department store is to-day just as much the "enemy and foe" of the local retailer as in the past and is seeking now to use the local retailer as a cat's paw to pull its chestnuts out of the fire.

I feel sure that you will be glad to have this phase of the question brought to your attention and to think the matter over along these lines. The trading stamp has always been bad for the retailer, but a careful study of the profit sharing coupon plan will show that it is good for all local retailers and is, in fact, the most potent agency for effective co-operative effort among local retailers in their efforts to combat the ruinous competition of the large department store and the mail order house.

Paul Findlay.

Constantine—The Constantine Co-Operative Creamery Co. has engaged in the creamery business, with an authorized capital stock of \$5,250, of which amount \$2,325 has been subscribed and paid in in cash.

THE FINGER OF FATE.

Gompers' recent preposterous petition that Congress should appropriate \$290,000 to pay the fine of the Danbury Hatters' Union was based on his belief that it would so impoverish the members as to justify action under the "general welfare" clause of the Constitution. It is strange that a view so kind-hearted does not see that not only humanity but justice would be served if the American Federation of Labor came to the relief of the hatters. The officers of the Federation and of the United Hatters of North America were at least indirectly responsible for the boycott. They were warned a year before the suit was commenced, in 1902, that persistence of the hatters in their unlawful methods would result in legal action; they encouraged the union members to continue in their course; and we have Danbury witnesses and the minutes of the United Hatters' meeting in 1908 to show that they promised to pay any damages. Some 175 members of the local union are now faced by the prospect of losing their homes and savings accounts—a situation that would excite sympathy on their behalf were they not, as the Supreme Court took pains to point out, so plainly culpable. But the deeper culpability rests with the National labor organizations, and their assumption of the fine would be only a just recognition of their financial responsibility for their own acts. Their reiterated complaints of the injustices done to poor individual workmen by capital have little harmony with their present attitude towards the hard-working union members at Danbury.

Port Huron—The Port Huron Engine & Thresher Co. is having the busiest season in many years. With 350 men on the payroll, the plant is now turning out thirteen threshers and thirteen traction engines a week. A couple of carloads of shellers are being manufactured for the South American trade.

Detroit—The Batterman Co. has engaged in business to manufacture and deal in all kinds of groceries and food products and conduct a general manufacturing and mercantile business, with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$20,000 paid in in cash.

Detroit—The Boss Tractor Manufacturing Co. has changed its name to the Chief Tractor Manufacturing Co.

Detroit—The Detroit Motor & Machine Co. has changed its name to the Detroit Machine Co.

BUSINESS CHANCES.

Wanted—Stock of merchandise, must be good clean stock, well located, will pay reasonable price. C. J. Chapman, Leslie, Michigan. 92

Have Improved Farm to trade for stock merchandise. College town 2,000 people. One mile from Gooding, Idaho. Only first-class considered. G. C. Osborn, Gooding, Idaho. 93

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

Moses Led the Children of Israel--- He Did Not Drive Them

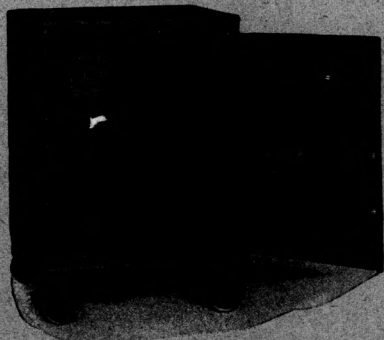
The Children of Israel were in a forest wilderness; they had faith in Moses and he led them safely out.

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

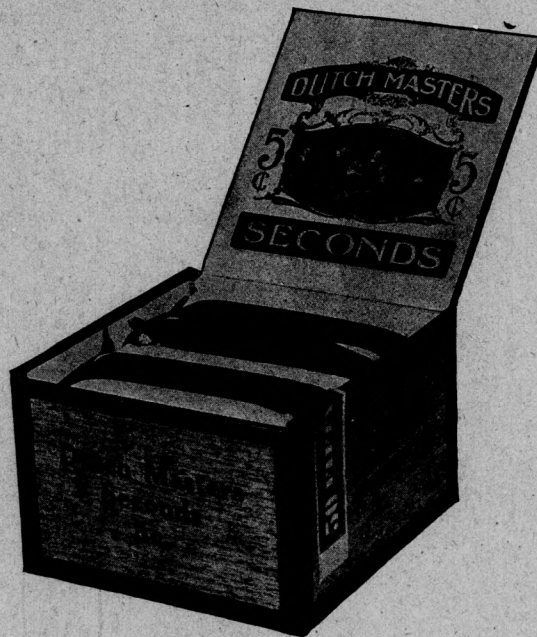


THE RIGHT CARD TO LEAD



JUDSON GROCER CO.—Grand Rapids, Mich.
Wholesale Distributors of
DWINELL-WRIGHT COMPANY PRODUCTS

DUTCH MASTERS SECONDS



Will stimulate your trade. Handled by all jobbers.

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS



The Hotel Cadillac Re-opens on the AMERICAN PLAN

The management wishes to announce, owing to public demand, the re-opening of the AMERICAN PLAN DINING ROOM, commencing Sunday, April 18.

The celebrated Hotel Cadillac \$1.00 evening dinners will again be a feature.

Many improvements have been made—all rooms repainted, redecorated and refurnished throughout, making it modern and up-to-date in every detail.

Rates \$3.50 per day and upwards. European plan maintained. The highest standard of efficiency in service will prevail. Wire or write for advance reservations.

Harry L. Zeese, Manager

HOTEL CADILLAC

DETROIT