

What Three Can Do

Three men, together riding,
Can win new worlds at their will
Resolute, ne'er dividing,
Lead, and be victors, still.

Three can laugh and doom a king.
Three can make the planets sing.

Three, when the whim shall take them,
Can gleefully fight and win;
Touch Heaven's doors, and shake them,
Loose them, and look within.

Three can laugh Hell from the code,
As they jest along the road.

Three, with a joyful daring,
Can steal new fire from the dawn,
Ere, in their happy faring,
They've loitered, and galloped on.
Three can level gods to men;
Three can build new gods again.

Mary Carolyn Davies.

The Kingliness of Toil

It isn't always best to choose
The "line of least resistance;"
The things you can't afford to lose
Are captured by persistence.

The arm that never strikes a blow
Gets puny, weak and flabby;
The soul that seeks its ease, we know,
Grows feeble, shrunk and shabby.

'Tis manhood's heritage to strive
For what is worth possessing;
And few are ever known to thrive
Who wait for Luck's caressing.

The sturdy oak must seek its strength
Deep in the old Earth's soil;
And man must earn his crown, at length,
Through the Kingliness of Toil!

George W. Hatch.

Art and Industry

WE find that manufacture and art are now going on almost together; that where there is no manufacture, there is no art. I know how much there is of pretended art where there is no manufacture; there is much in Italy, for instance; no country makes so bold pretence to the production of new art as Italy at this moment; yet no country produces so little. If you glance over the map of Europe, you will find that where the manufacturers are strongest, there art also is strongest.—*Ruskin.*

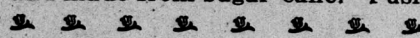


Good Yeast
 Good Bread
 Good Health

Sell Your Customers
FLEISCHMANN'S
 YEAST

FRANKLIN DAINTY LUMPS

Small Cubes of Sugar

Your customers like Franklin Dainty Lumps better than old style lump sugar because of their convenience—just the right size to avoid waste or over-sweetening. Like all Franklin Carton Sugar, Dainty Lumps are guaranteed full weight and made from sugar cane. Push their sale. 



EASY TO SELL

MACAULEY SAID

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

USE THE BELL

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

AT ONCE

Your personality is miles away.

Every Bell Telephone is
 a long distance station.



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



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, MAY 5, 1915

Number 1650

SPECIAL FEATURES.

Page	
2.	Upper Peninsula.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	The Golden West.
8.	Editorial.
10.	Looking Backward.
12.	The Meat Market.
14.	Financial.
16.	Men of Mark.
18.	Men of Mark.
20.	Butter, Eggs and Provisions.
22.	Lettering.
24.	Stoves and Hardware.
25.	Local Organization.
26.	Small Town Merchant.
28.	Woman's World.
30.	Dry Goods.
31.	Collecting Old Accounts.
33.	Catalogue Competition.
34.	Shoes.
36.	Clothing.
37.	Personality and Prices.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.
47.	Business Wants.

PUSH SALE OF COTTON GOODS

While the panic threatened to the South a few months ago through the cutting out of a demand for their staple product in foreign fields has been averted by the home people, the good effects of this situation should not stop here. There are millions of homes in which there is a reaching out for the more expensive materials, when plain cotton goods would be an advantage both to our growers and consumers. With the delicate coloring processes and the improved methods of finishing, there is no question that a woman can look as nicely in a cotton gown as in one of expensive silk. And the money which she saves in this way can be more profitably spent in some other needed product.

It is a glorious time to press the cotton fabrics to their limit. You can do it with a clear conscience, knowing that you are offering fabrics which will not only look well but will wear well. Because they cost comparatively little per yard is not the least indication that they are cheap—in the objectionable sense. Your own family can aid materially in helping to foster the saner notions on dress. Let them substitute some of the dainty voiles and mercerized goods for the silks which those who must be more economical can imitate only in the more flimsy grades, and you will have a community dressing in better taste and more in accordance with their means.

Dress is one of the great things which lures to the temptation of extravagance. With the specialties in cotton now in vogue there is an excellent opportunity to swing the pendulum back to living within bounds. Specialize upon cotton goods. Emphasize the beauty of the best of them, their durability and, above all, the fact that in no other way can such desirable results be obtained for so trifling a sum.

Will the French people still cling to the rule of two children to a family? Under that system, universally applied, experts have estimated that—given the present rate of mortali-

ty—the entire existing population of a district would be virtually extinguished in 125 years. For the first fifteen years, the decline is hardly noticeable, but after that it proceeds rapidly. If the present low birth-rate should continue unchanged, one of two things must happen. Either a gradual depopulation will take place, or a steadily increasing influx of foreigners will occur to make good the losses among the natives. There is, to be sure, the alternative of a possible increase in the number of children per family. That would mean a change of habit, and of the way in which French parents have been accustomed to think of the best conditions both for themselves and for their children. But the whole question of the birth-rate, and how it reacts to changing circumstances, is subject to great uncertainties. An English lecturer on eugenics and war has lately said that, under the stress of falling population, it may come to be thought as much a patriotic duty to marry and have a large family as it is to join the army. What is certain is that the people of France will be, after all, the moulders of their own destiny, and can elect race suicide or re-population, as they choose.

Among the highly ingenious arguments adduced to explain the persistence of Italian neutrality is Italy's reluctance to lose the rich American tourist traffic. Under ordinary circumstances, the next few weeks would have seen the beginning of the summer exodus to Europe. Since none of the combatant nations is likely to attract the vacation traveler, Italy is described as in a position to reap a rich harvest. That might be the case if the government at Rome would issue with every steamship ticket a guarantee of six months' neutrality. The temptation to see the paintings in the Sistine Chapel and Europe at war for one fare would then be irresistible. As it is, only the hardy male tourist will risk the trip, and that in hope rather than fear that Italy will enter the fray, and so automatically make a war correspondent out of every interned American. Actually, the great body of potential tourists will stay at home. America will be seen first, and a large amount of vacation money will go to swell the profits which Europe's folly has forced upon this country.

Joseph Bertram and Harley Edison constitute the recently formed partnership of Bertram & Edison in the meat business at 333 Bridge street. Joseph Bertram has been in business for several months at this address individually.

INCREASING THE BEAN CROP.

According to the last census report, only a single farm product grown in Michigan, potatoes, yielded so much to the acre as beans, the former being quoted at \$27.13 and the latter at \$24.07. Wheat only averaged a little over \$20 per acre, with corn a couple dollars less. Yet only a trifle over a quarter of the farms of the State are credited with growing this legume. True, there is an increase over previous reports; but still it is evident that there is room for a material increase. The labor involved is less than that of growing corn, and ground which will grow corn will certainly grow a good crop of beans, while the reverse does not hold good.

Here is a chance to press sales in a way which will prove helpful to your community; and no other salesmanship is more profitable in the end. If the people in your vicinity are liberal bean growers, they can easily be induced to increase the crop; for there is scarcely a single crop which a better improver of the soil. It builds up, like the clovers, while the majority of crops tear down. There are varieties which you can well afford to press to the front, rendering the yield still more profitable.

Be sure that your seed is not only of strong vitality but free from weevil. To offer this pest with the seed is almost a crime. If your seed has been infested, treat it to the carbon bisulphide process, and be assured that you are not bringing an enemy into the neighborhood. Offer seed in variety, and know in what points each excels. If beans are wanted to plant with corn, press the merits of the kidney wax. For baking there is nothing richer in flavor than the Horticultural. For early market, the Lightning and Red Valentine are favorites. In each place there are some varieties which excel, and it is up to you to know just what they are, and not make the blunder of selling a late shell bean when an early snap was especially desired.

The manufacturing perfumers of the United States, who have been holding their annual meeting in New York City, assure the ladies—and some gentlemen—that the war will not cause a scarcity of rouge, perfumes, soaps and other aids to beauty. The president of the association reported that American women are beginning to understand that the attractive and artistically decorated packages sent from abroad contain no better perfumes and other articles than those manufactured at home. The only difference the war has made has been to cause the American manufacturers to turn out their goods in larger quantities.

French champagne merchants are reported to be very anxious and wor-

ried about their business. Lack of transportation has prevented them from sending their goods to the United States and the champagne imports here have fallen off 66 per cent. since the war began. Under normal conditions this country consumes on an average of 3,420,000 quarts of imported champagne, valued at \$4,700,000, according to customs statistics, and about \$16,500,000 from the consumers' standpoint. A falling off of 66 per cent. means that the French merchants suffer a big loss. The wine crop of 1914 was one of the finest and largest of recent years, but if the agents can not ship it the crop is not profitable.

When there were more Americans abroad than the liners then available could carry at the beginning of the war the United States Government lent a helping hand. Because of its neutrality Italian ships have been sailing with more or less regularity, but now orders have been issued that these vessels must not leave port. That is interpreted by many as meaning that Italy may be about to engage in war. In any event it is thought possible in Washington that it will be necessary for this Government to take steps again to bring home in its own ships those who can not get here otherwise. If the necessity arises, this should have prompt and favorable attention.

One of the few meritorious measures which managed to get through the Legislature this year was the statute fathered by the credit men of the State, providing that chattel mortgages be filed with the register of deeds at the county seat instead of with the town clerk, as heretofore. This will be of great advantage to the wholesale dealer and manufacturer and will not work any particular hardship to anyone. This measure has been before the Legislature in one form or another several times before, but failed of enactment from various causes.

William A. Bowles, who for some time conducted a confectionery, ice cream and cigar business at Greenville, has started in the same line at 1 Straight avenue. Mr. Bowles recently returned to Grand Rapids from the West, where he has been engaged in business at several different locations.

The firm of F. Kamp & Son has been formed to take over the business formerly conducted by Henry Kamp at Michigan avenue and Bridge street. The firm is composed of Henry Kamp and his father, Fred Kamp.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 3.—In calling at De Tour last week for the first time since the close of navigation last year, we find the merchants have put in a good winter and a large amount of timber was cut by the natives and is now ready for shipment, and after the winter's cut is marketed there will be much prosperity in the hustling little village.

Watson & Bennett, proprietors of one of the largest general stores at De Tour, have made numerous improvements on their store during the winter and are now ready for the spring rush and increasing business.

R. Munroe, former postmaster at De Tour, has increased his stock since the removal of the post office, which afforded him more room, and is now devoting his entire time to the grocery business, which is showing a very satisfactory increase.

Jake Schup, general manager of the W. H. Lewis Company's store, has given the store a thorough cleaning and the large stock is neatly arranged. Jake reports a very satisfactory increase in trade at De Tour since the opening of navigation. He is one of the hard working kind who is the first to open store in the morning and the last to close up at night, but is watching the papers closely to see when the next circus is due at the Soo, as that seems to be the only chance for him to get a holiday and he has made all arrangements for a day off when the circus comes. Jake is not much on baseball and other sports, but dotes on the circus.

James McDonald, the new postmaster and senior member of the firm of Goetz & McDonald, one of De Tour's leading stores, is considered one of the busiest men in the village. When the writer called on James he was in the act of handling about a ton of mail matter with his sleeves rolled up and had no time to talk until that duty was performed, after which he was once more the same good natured Sunny Jim that he was previous to his being appointed postmaster. He is still wearing the same size hat, but a different colored tie. His partner, George Goetz, is also one of the busy kind, looking after the outside work and attending to his musical studies. He is one of the leading members of the De Tour orchestra.

May Woods, deputy postmistress at De Tour, is also one of the busy lot. Although this is her first year in the postoffice, she handles the mail with such swiftness that it would make one of the old-time deputies take notice. Although not officially announced it is expected that around about the first of June will be the last of May. If such is the case there will be another big celebration in store for her many friends which is always customary on these occasions.

Dave De Mun, proprietor of the De Tour Hotel for the past year, has decided to sell out his interests and move back to Standish, his former home. Dave has made a success of the De Tour Hotel, with the assistance of his good wife, and they have both made many friends during their stay at De Tour who regret to learn of their departure. Mr. De Mun will be succeeded by Mr. Cochean, former proprietor of the Macklin Hotel at Cedarville. Mr. Cochean closed up the hotel at Cedarville April 30 and expects to take possession of the Hotel De Tour May 1. He is an experienced hotel keeper and well known by the traveling fraternity who are pleased to note that he will still be in the neighborhood.

It was indeed a pleasure to meet Colonel Fish, known as the Goat King of Arizona, who makes his headquarters at De Tour. The Colonel is considered one of the best flutists in musical circles, and while he is a

member of the De Tour band he received a very flattering offer of one of our large cities to act as a leader in the band, and were it not for the fact that he would have to leave De Tour he would accept the flattering opportunity. The Colonel is a man with whom money matters are of small consideration when compared with the healthy, balmy air which agrees with him so well at De Tour. His mammoth goat farms in Arizona are bringing him in large dividends and he stated that they have had the best winter this year that his goat industries have ever experienced.

Mrs. E. Homburg, proprietress of the De Tour meat market, reports a very satisfactory business during the winter months and has made great preparations for increased business this summer.

Jim McCarty, for the past ten years the popular purser for the Arnold Transportation Co., between Mackinac Island and the Soo, has resigned his position on account of being appointed postmaster of Mackinac Island. Jim made a pleasure trip to the Soo last week, being the first trip of the season, breaking in his successor, H. Montie, of St. Ignace, who it is expected will make a very proficient purser in his new vocation. Jim has had to buy a new hat since getting the appointment and now looks more like the Postmaster General than the former purser of the Arnold Transportation Co. His many friends were more than pleased to know of his good fortune and wish him every success, although he will be greatly missed by the numerous tourists who have been spending the summer months along the St. Mary's River.

Mose Yalcenstein, one of the proprietors of the Hub store, was passing around the cigars last week in celebration of the arrival of a new daughter. Mose says he wishes it was a boy, but otherwise is perfectly satisfied.

The National Pole and Tie Co. has purchased 200 sheep and placed them on its Whitney farm. There were among the number forty pure bred Hampshire ewes. H. W. Reade says that the sheep came through the winter in fine condition. The lambs are now coming and the increase in the flock will be about 80 per cent. The company is encouraged over its farming proposition, which shows that Cloverland is an ideal sheep region.

Fair Bros., St. Ignace, the hustling meat merchants, report a very satisfactory business during the winter and have been making numerous improvements in their market and are now ready for the spring rush. The Fairs are progressive meat men who insist on handling only the best that the market affords.

Clyde Hecox, of the Enterprise, St. Ignace, is feeling very optimistic over the future and predicts the best of times for Cloverland as soon as the war is ended, which he expects will be in the near future.

The steamer Elva, of the Arnold Transportation Co., plying between the Soo and De Tour, resumed her regular trips April 26 and daily service is now being furnished as in previous years. Captain Stewart is on deck again and his cheerful smile has lightened up the inhabitants along the river who have been eagerly waiting to shake hands with him on his first trip, as has always been their custom. The steamer Islander, of the same company, made her first trip between Mackinac and the Soo on April 29 and picked up a number of traveling men at De Tour for Mackinac on her return trip, which was made in one of the severest Northwestern gales. From all reports there was one of the sickest bunches on record on that eventful trip and some of the traveling fraternity said that while it was their first trip this season it certainly would be their last, as they prefer walking around the

LIQUIDATION SALE

The Sheldon
Dry Goods Company

The largest wholesale dry goods house of

COLUMBUS, OHIO

A Complete Wholesale Dry Goods Unit
Consisting ofNotions, Dry Goods, Hosiery
and Furnishing Goods

Has been bought by

Edson, Moore & Co., Detroit

1,400 cases of this merchandise, the
entire stock excepting six days sale
in Columbus, has been shipped to
Detroit and will be

Sold at Clearance Prices

at the warehouse of

Edson, Moore & Co.
DetroitSale Commences
Monday, May 10th

and continues during the week.

This is an exceptional opportunity for all Dry
Goods and Furnishing Goods Stores, Racket Stores,
Economy Basements, Five and Ten Cent Stores, Etc.If you do not receive our circular mailed to-day,
wire for one at our expense.

All Merchants Invited

This announcement appears simultaneously in the Detroit Free Press, the Detroit News,
The Grand Rapids Press, The Grand Rapids Herald, The Bay City Tribune, The Kalamazoo
Gazette, The Marquette Mining Journal and the Michigan Tradesman.

shore rather than experience another Northwestern gale.

Warren Bailey, one of Drummond's well-known lumbermen, has a large force of men busily engaged repairing his mill and getting ready for the long season's cut. There is ample timber at the mill to keep it going all summer which will help make good times in the hustling village of Drummond.

Trout season opened up here as expected on May 1 and our popular sheriff, John Bone, in company with Dr. Deadman and Sam Kirvin, being three of the Soo's champion fishermen, stayed up the night before so as to be on the job at 1 a. m., so as to pick out the large species before the regular delegation arrived. They started in at the rapids and the usual results looked for were by no means disappointing. The trio captured two of the biggest rainbow trout ever hooked in this part of the country. One of the trout weighed 20 pounds and the other 18 pounds. They also caught a third one which tipped the scales at 5 pounds only. From all reports it took about an hour to land each of the large trout and, of course, we believe what John Bone tells us, as he would not stand for any of the fish stories about him getting out unless they stood the test. It is understood that Dr. Christofferson, with Judge Runnels and others, are trying to put one over on the trio, but up to the present time they have been unable to make a satisfactory report.

The Cleveland Cliffs dock, at Pesque Island, Marquette, has started operations for the season, the steamer Frontenac making the first trip this week and the rush is expected to start about June 1. Approximately 15,000 tons will go forward in the Cleveland Cliffs three vessels. The South Shore is receiving ore from the Lake Superior and Queen mines at a rate of about fifty carloads per

day and the Oliver Iron Mining Co. will begin shipping ore to Marquette soon. This is making brisk times for the iron country and the drummers are flocking there so as to take advantage of the prosperous opportunities.

John F. Moloney, proprietor of Oakridge Park, opened the resort for the season May 2. The steamer Juniata, which was taken off last fall, has undergone great improvements during the winter. Her cabin has been rebuilt, new flooring laid and a general remodeling has taken place. She has a brand new 65 horse power, six-cylinder gas motor, which cost \$1,700, and the launch will now carry in the neighborhood of seventy-five persons, making twelve miles an hour. Oakridge is one of the Soo's popular resorts and with the improvements and expenditures made by Mr. Moloney it is deserving of much patronage during the tourist season.

Cloverland gains by the new arrivals of E. L. Belden, and son, wealthy farmers at Dimondale, Eaton county. They recently purchased a half section of choice land near the National Pole Co.'s Whitney farms and have moved their families, household goods, live stock, farm equipment, etc. They have also purchased a tract of cut-over land from the National Pole Co. and will develop the farm for general agricultural purposes, but they intend to make a specialty of raising pure bred Hampshire sheep. This is one of the results of the Upper Peninsula Development Bureau, which succeeded in locating Mr. Belden by having his attention attracted to the possibilities of Cloverland. He once listened to an address at Lansing by former President, Hon. A. T. Roberts. Previous to this Mr. Belden had an idea that the Upper Peninsula was a hopeless proposition along agricultural lines, but Mr. Roberts' address aroused much interest among the farmers in

the Lower Peninsula and those that were of the Missouri type were easily convinced, after making an investigation, that Cloverland was all that it was claimed to be and more.

The supervisor of Stambaugh township has solved the problem of maintaining good roads by putting the men of poor families who have been out of employment and depending upon the county for support to work on the roads keeping them on the payrolls and enabling them to earn enough to support their families in this manner.

The Pickford auto stage truck commenced making its regular trips April 27 and will probably furnish daily service until next winter. This will be good news to the traveling fraternity who have been depending upon the auto stage to make Pickford.

Percy Patterson, the Soo's expert piano tuner, returned last week from a trip to Detroit in the interests of the National guard. Percy tells us that they had a good time and much business was transacted. He was also an eye witness to the Belle Isle bridge fire, which he states was certainly a hot one.

The Fred W. Shaver shingle mill, at St. Ignace, has begun operations again. A large crew of men has been busily engaged during the past few weeks getting the mill in readiness for the season's operations.

William G. Tapert.

Newsy Notes From a Progressive City.

Owosso, May 3—This little bunch of dope is to inform you that we are still on the map here in the pie belt.

The column of smoke which was noticed ascending in ethereal gyrations skyward last Friday morning was not a conflagration, but, to the consternation of the neighbors, it was ascertained that Fred Hanifan was beating a mattress.

J. D. Royce has started on his summer

trip with a new line of Broadhead samples. After he left we went over and got our wheelbarrow, jack plane and lawn mower and brought them home. Any one needing any tools may come to our woodshed and help themselves and we will go and get them when you get through.

Maxted & Pentony, of New Haven Center, have enlarged their grocery business by putting a new grocery wagon on the road.

Ed. Wilkinson, salesman and driver of the grocery wagon of DeMart Bros. of Vernon, was severely injured internally last week by being run over by his loaded wagon when his horse became frightened at an approaching automobile. He is in a very critical condition.

Mrs. J. A. Dolan, wife of John Dolan, of the Dolan House, at Sheridan, passed away last week, after several months' illness. Mrs. Dolan was an exemplary landlady and was highly esteemed by the many commercial travelers who were patrons of that hostelry.

W. L. Parker, a member of Owosso Council, passed over the Great Divide last Thursday morning, after several months' illness. Mr. Parker was an active member in lodge work and will be greatly missed. In his departure we lose a brother who was interested in the advancement of not only Owosso Council but all commercial travelers. He was a good member, a grand brother and one of God's noblemen.

The Made-in-Owosso exhibition, held in the old armory, was well attended and something less than 100 home town manufactured articles were on exhibit. The future of this undertaking has a prosperous outlook.

Honest Groceryman.

Dick Tanis, who was formerly in the grocery business on Cass avenue, between Sycamore and Franklin streets, has succeeded J. E. Martin at 111 North Front avenue.

Boosting a Good Thing Boosts Business

You can safely recommend the constant use of

Dandelion Brand Butter Color

And you can depend on every sale to make a new customer—or hold an old one.

For over a quarter-century, nothing has equalled "Dandelion Brand" in quality or excellence of coloring.



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

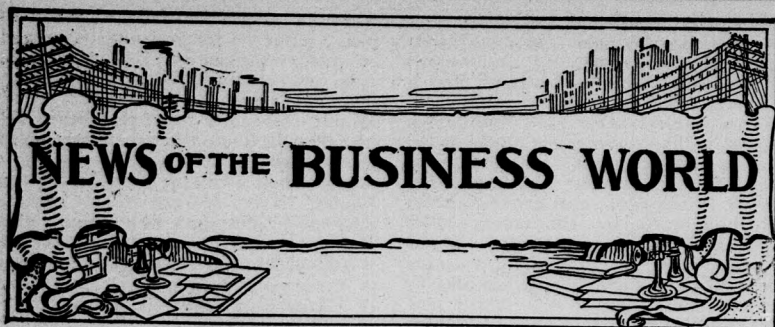
WELLS & RICHARDSON CO.
BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color
The color with the Golden shade





Movements of Merchants.

Chesaning—A. H. Burk succeeds Cantwell Bros. in the grocery business.

Henderson—Peter Dellamater succeeds Joseph Telfer in general trade.

Whitehall—G. Berg has leased his meat market and fixtures to Halgren & Hall.

Alpena—The Cronin Co. has added a line of hardware to its general stock.

Interlochen—J. C. Tillapaugh succeeds Charles Wycocil in the meat business.

Boyne City—Charles N. Spletz succeeds James McNamee in the grocery business.

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

East Jordan—Frank Green succeeds Frank Phillips in the restaurant and cigar business.

East Lake—Mrs. John Lovelette has opened an ice cream parlor and confectionery store.

Charlotte—Fire damaged the R. S. Spencer hardware stock to the extent of about \$500 April 29.

Plainwell—H. E. Kirvan, formerly of Marshall, has engaged in the plumbing business here.

Fife Lake—L. S. Walter has sold his grocery stock to Lew A. Gibbs, who will continue the business.

Coleman—Charles Haley has purchased the I. J. Bowland shoe stock and has taken possession.

Albion—The National Spring & Wire Co. will erect a new factory building adjoining its present plant.

Perrinton—L. H. Richards, dealer in general merchandise, is remodeling and enlarging his store building.

Otsego—Charles and Fred Carroll have engaged in the plumbing business under the style of Carroll Bros.

Vassar—W. A. Spore, formerly engaged in the grocery business at Portland, has opened a bazaar store here.

Cedar—A. U. Slaybaugh has purchased the Slaybaugh Center general store and will continue the business.

Alpena—Thieves entered the William E. Hazell meat market, on Water street, and robbed the cash drawer of \$10.

Pierson—E. E. Weed has sold his general stock to Henry Forward, who will continue the business at the same location.

Maple Rapids—W. B. Casterline has sold his stock of furniture to C. F. Abbott, of Carson City, who has taken possession.

Cheboygan—Lites Bros. have opened a branch confectionery store on Main street under the management of Peter Lites.

Trufant—Burglars entered the John Madsen drug and jewelry store April

29 and carried away over \$700 in jewelry and watches.

Chesaning—A. Greenbaum & Co. have opened a shoe store in the building adjoining their clothing and men's furnishing goods store.

Coldwater—Dennis Vanes has purchased the Eben Butterworth grocery stock and will continue the business at the same location.

Traverse City—N. J. Paukett, formerly connected with the Oval Wool Dish Co., has engaged in the grocery business on Rose street.

Houghton—Edward C. Des Rochers has sold his drug stock to L. A. Lundahl, formerly of South Range, who will continue the business.

Allegan—H. C. Maentz, who has been engaged in the meat business here since 1865, died recently as the result of liver complications.

Ionia—John Nern has purchased the Neuman & Machol grocery stock and will continue the business at the same location in the Schmoltz block.

Traverse City—The Globe Department Store is closing out its stock of furniture and will use the increased floor space for its other lines.

Kalamazoo—Burglars entered the J. E. Peas grocery store, at 504 West North street, May 1 and carried away the contents of the cash drawer, about \$15.

Nashville—R. J. and H. W. Wade have formed a copartnership and engaged in the commission business under the style of the Nashville Commission House.

Henderson—E. E. Rirn and Eugene McGlockne have purchased the grain elevator and will continue the business under the management of Mr. McGlockne.

St. Louis—J. R. McDonald, of Mason, and C. J. Rehle, of Williamston, have formed a copartnership and will engage in the furniture and undertaking business about May 15.

Detroit—The Southland Coal Co. has engaged in the coal and coke business with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Freeport—The Freeport Farmers' Elevator Co. has been organized and has taken over the elevator, grain and fuel business of J. D. Cool & Sons and will continue the business.

Nashville—Daniel Feighner, for a number of years connected with J. Lentz & Sons in the furniture and undertaking business, will open undertaking parlors under his own name May 10.

Albion—E. J. Otis has sold his grocery stock to Harry and Frank McAuliffe, who will continue the business at the same location, 404 South Superior

street, under the style of McAuliffe Bros.

Rives Junction—John Van Horn has purchased the interest of his partner, G. W. Hazen, in the agricultural implement and hardware stock of Hazen & Van Horn and will continue the business under his own name.

Wallin—W. H. Smith has sold his agricultural implement and general merchandise stock to Olaf Baver & Co., who will take possession May 18. Mr. Smith will remove to Idaho and engage in the cattle raising business.

Banfield—Elmer Tungate has sold his interest in the E. Tungate & Son stock of general merchandise to his son, Chauncey, who will continue the business under the style of Chauncey Tungate's General Store.

Collins—Bugbee & Eager lost their store building and stock of general merchandise and two car loads of agricultural implements by fire April 30. Elmer H. Jenks lost his store building and general stock in the same fire.

Manistee—Peter Solsted & Co. have sold their stock of groceries to Zaborowski & Jorgensen, who will add lines of shoes and men's furnishing goods and continue the business at the same address, 347 River street.

Niles—The States Motor Sales Co. has been organized to deal in motor vehicles and their accessories, with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and \$3,000 paid in in cash.

Croswell—E. P. Southworth, who has conducted a dry goods store here for the past sixteen years, has sold his stock to Charles S. Biller, of North Branch, and Mr. Miller, of Bay City, and the business will be continued under the style of Miller & Biller.

Nashville—J. Lentz & Sons have sold their furniture and undertaking stock to W. J. Simeon, formerly engaged in the same business at Laingsburg, who will continue the business. Mr. Lentz has been in business here continuously for nearly fifty years.

Houghton—Isaac Miller, dealer in clothing and dry goods, has merged his business into a stock company under the style of the Houghton Department Store Co., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Detroit—Max May, dealer in millinery and kindred articles, has merged his business into a stock company under the style of the May Millinery Stores, with an authorized capital stock of \$15,000, all of which has been subscribed, \$500 paid in in cash and \$14,500 in property.

Calumet—The Savings Bank store has applied to Judge O'Brien in the Houghton Circuit Court for a restraining order against M. Weiss, who conducts a store adjoining the Savings Bank store, to compel him to remove a sign over his door reading "Main Entrance." It is complained that the sign is misleading, in that it might give customers to understand the door it designates is the main entrance to the Savings Bank store, and it is contended it tends to draw trade that otherwise would go to the Savings Bank establishment.

Detroit—Berdan & Co., Toledo's large wholesale grocery, tea and coffee house, has opened a Detroit branch from which a corps of employees will serve the local market. Berdan & Co. was founded in 1836 and has the distinction of remaining in the ownership of the Berdan family exclusively from the first. Although but sixty miles separate Detroit from Toledo, the concern has found the freight service between the two cities prevents the full development of their business here, and it is partly to overcome this disadvantage, and partly the tremendous growth of this city, which has determined them to open a branch here. C. J. Austin has been appointed Detroit manager.

Manufacturing Matters.

Gobleville—The Gobleville Creamery Co. has increased its capital stock from \$6,000 to \$10,000.

Detroit—The New Standard Foundry Co. has increased its capital stock from \$50,000 to \$100,000.

Ogden Center—The Ogden Center Cheese Co. has been organized with an authorized capital stock of \$2,000, of which amount \$1,090 has been subscribed and \$890 paid in in cash.

Saginaw—The Altman Candy Co. has been organized to manufacture candy, sugars, nuts, etc., with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Saginaw—The Altman Candy Co. has leased the manufacturing department of the Valley Sweets Co. and will re-open the factory May 10. The Valley Sweets Co. will conduct an exclusive jobbing business.

Big Rapids—The Model Co-Operative Creamery Association is making many alterations and improvements in its plant on East Maple street and installing new machinery and a refrigerator.

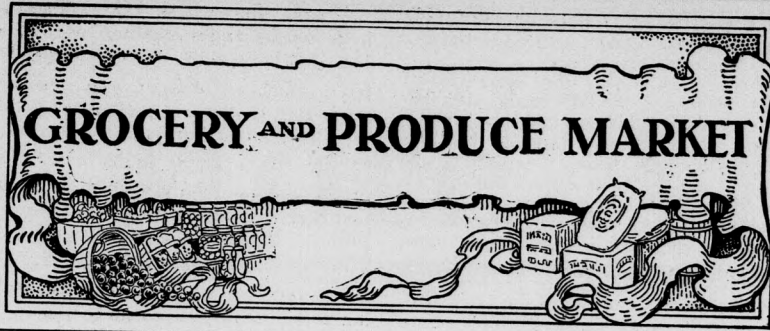
Milan—The Lamkin-Allen Co. has been organized to manufacture and deal in feed, fuel, building material, etc., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Detroit—E. R. McConnell, Incorporated, has engaged in the clothing manufacturing and tailoring business with an authorized capital stock of \$2,000, of which amount \$1,250 has been subscribed and \$750 paid in in cash.

Detroit—The Pyrene Company has been organized to manufacture, buy, sell and deal in fire extinguishers, with an authorized capital stock of \$1,000, of which amount \$500 has been subscribed and \$250 paid in in cash.

Ann Arbor—The Eberbach & Son Co. has been merged into a corporation to continue the manufacture and sale of laboratory supplies, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Kalamazoo—The Crystal Candy Co. has been organized to manufacture candy, ice cream, and to deal in candy, ice cream, fountain supplies, etc., with an authorized capital stock of \$6,000, of which amount \$3,200 has been subscribed, \$210 paid in in cash and \$1,490 in property.



Review of the Grand Rapids Produce Market.

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

Asparagus—\$1.50 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 demand for all grades of butter is absorbing the receipts upon arrival and the market is steady at unchanged prices. The consumptive demand is increasing considerably and both this and the receipts will probably increase as the season advances. No immediate change is in sight in the immediate future, but later, as the supply becomes larger, a decline may be expected. 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—\$3.25 per bbl. for new from Texas.

Carrots—65c per doz.

Celery—\$2 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.

Eggs—The receipts of eggs are large and the quality arriving is very good. The consumptive demand is normal and a considerable supply of eggs is going into storage. The market, however, has not been able to avoid a decline of 1c per dozen during the week. At the reduced price it is steady. Local dealers are paying 17½c.

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

Cucumbers—\$1.75 per dozen for hot house.

Grape Fruit—\$2.50@3.50 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, \$3.50@4.

Lettuce—Southern head, \$2.25 per bu.; hot house leaf, 8c per lb.

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

Onions—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—Navels are steady at \$3 @3.50.

Oyster Plant—30c per doz.

Peppers—60c per basket for Southern.

Pieplant—3c per lb.; \$1 per box.

Plants—Tomato and cabbage, 65c per box of 200; pepper, 90c; 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, \$2.25.

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 7@11c according to quality.

The Grocery Market.

Sugar—Granulated has nominally advanced 10 points, but refiners are still accepting orders on the old basis. Back of the strength of the situation is the recent resumption of buying by Europe at 3.50c for raws, and a cent higher for refined, with further enquiry in both branches of the market. Refiners, facing the competition of the United Kingdom, were compelled to abandon their waiting policy and to purchase for future requirement, finding an additional stimulus to activity in the operations of speculators, who more than ever show their hand, since the possibility of covering commitments in the option market is afforded. Thus, despite the fact that raws are selling at over a cent above the normal figure for this time of the year, any reaction seems only the prelude to renewed strength, and well informed circles see no immediate indication of change in this respect. Refiners, at last, have succeeded in getting the country to renew buying, and six to eight weeks' business is estimated to have been taken on the advance. The distributors and canners were waiting for a decline, but concluded that discretion was the better part of valor, and hence the rush to purchase at the old basis of 5.90c lest refiners go firm at 6c. The contracts now on the books will keep the interests busy and remove the danger of cutting of quo-

tations because of the dullness, such as was quietly reported the past week in some out-of-town quarters. With good consuming weather withdrawals, sugar should be active and meltings may be expected to increase.

Coffee—Rio and Santos grades are a fraction higher on account of firm feeling in Brazil. As has been the case for several weeks, good roasting coffee commands a premium and ordinary grades find their own market. Milds are dull and in buyers' favor. Mocha shows another slight decline during the week and is very quiet. Java is unchanged and dull.

Canned Fruits—Advices received from the Coast of serious damage to the growing crops by highwinds and unusually cold weather for the season imparted a stronger tone to the market without causing any material change in quotations. Buying in all lines is light and on the hand-to-mouth order. Southern fruits are dull but are not being urged. Gallon apples of State or other production appear to be getting little attention and prices are nominal.

Canned Vegetables—In tomatoes the trend of prices on spot stock appears to be upward. The consuming demand is more active and jobbers have been compelled to add to their supplies by purchases from the packers. For spot Southern and Western corn a fair business is being done on small orders and the tone of the market is firmer, although prices show no quotable advance. String beans of the 1915 crop are pretty well cleaned up, according to all accounts, and while prices show no material advance the tone is strong and the tendency of prices is toward a higher market. Peas are in small compass and the market shows a rising tendency on spot stock.

Canned Fish—The run of sardines in Maine at the end of last week was fair for the season, Friday's landing aggregating 490 hogsheds, distributed among twelve packers. So far all of the fish caught comes from the Eastport district, mainly on the Canadian shore. Demand is light and prices nominal, but the undertone is firm. Foreign sardines are offered sparingly as supplies in the primary market appear to be closely absorbed. There is a steady, although not active, demand and the market closed firm on the basis of previous quotations. Holders of salmon are trying to unload, and in the East purchases can be made at the same price as on the Coast, which means that we are relatively lower here by the amount of freight, or about 7½c per dozen. The demand is not responding very largely.

Dried Fruits—Press reports of serious injury to the crop of Coast deciduous fruits in the Santa Clara and San Joaquin districts put the trade on edge. All accounts heretofore received have indicated record crops but the press dispatches said that overnight big wind storms and cold weather, with something like a blizzard, had changed the outlook. Coast factors, in wiring their correspondents, generally took the stand that, while much damage has been done to

growing crops, the injury is not as great as the first accounts indicated. None of the telegrams received here made any mention of the frost injury. Several speak of a heavy snowfall in the mountains, which would mean an advantage to crops as supplying more water. Such definite advices as have been received refer only to a heavy wind persisting for several days which has overturned some trees, broken off branches and knocked young fruit off the limbs. Peaches apricots and pears, according to most advices, have suffered most, but the prune crop is said to have suffered greatly. Telegrams say that much snow has fallen in the mountain districts within the past few days, but this is accepted as advantageous as insuring a better water supply in the valleys. Reports of injury by frost are not credited. Raisins seem to be getting little attention from the local distributing trade. Offerings of seeded stock are moderate both on the spot and for forward shipment, but there seems to be little demand from this quarter. Seedless varieties are in limited supply, which is closely controlled, and, while demand is on the hand-to-mouth order the tone of the market is firm. Currants, according to cable advices, are steady in Greece but show an upward tendency owing to the unusually large demand from England for stock which, according to report, is to be used in the army. Spot prices are steady, but the market is quiet. Both dates and figs are dull, but the tone of the market is steady.

Fruit Jars—Many jobbers have withdrawn prices on jars. The big manufacturers opened at 50c per gross under 1914, which was said to have been a year on a cost of making basis. About March 1 manufacturers withdrew the opening quotations and two weeks ago one maker quoted at about \$1.25 a gross over those quotations and 65 cents a gross higher for caps. The makers are reported to have quoted practically the same at Chicago a week ago. Jobbers that want to buy now have to place their orders subject to re-opening prices.

Cheese—Stock of old are becoming rapidly exhausted, both by consumptive and large export demands. The export demand, in fact, is taking not only old cheese, but new, and the entire situation is firm on the present basis. There will probably not be much change in cheese until the make increases, which will hardly be before another month.

Provisions—All cuts of smoked meats are steady at ruling prices, with, however, an increased consumptive demand. Both pure and compound lard are firm and unchanged. Barreled pork, dried beef and canned meats are in increased consumptive demand at unchanged prices.

Salt Fish—Mackerel shows no change for the week and is in very light demand at nominal prices. Cod, hake and haddock dull, as is usual at this season; prices are unchanged.

Vermontville — The Vermontville Creamery Co. lost its plant by fire May 1.

THE GOLDEN WEST.

How It Looks to a Leading Michigan Grocer.

Fresno, Cal., May 1.—I promised you when leaving for the West that I would write you and give the readers of the Tradesman my impressions of this extensive country, together with its climate, resources, etc. By way of explanation let me say that I have not been to every place, although I have been going every minute, but one finds the West so large and its expanse so great, its elevations so varied, its rainfall and climate so different that a short visit to the Golden West gives but an impression that may apply locally and not be generally accurate. However, I will describe conditions as I have seen them, relying to a great extent for general accuracy upon old friends whom I have met since coming here and new ones with whom I have come in contact and whose opinions seem to be unbiased.

Leaving Chicago on the Burlington Limited one has a fair opportunity to study the country from the observation car, and from the time we leave the Windy City we are carried rapidly over the beautiful farming region of Northern Illinois and Iowa, where as far as the eye can reach there is scarcely an elevation or ridge more than is needed for actual drainage. Beautiful farm houses and their surrounding buildings, well kept and extensive fields that are not marred by waste land of any description, a soil that is extremely rich and whose productiveness is testified to by evidences of heavy crops, fine stock and sumptuous farm homes—these, together with fine highways lined with shade trees, winding rivers and rich farming towns, make this country beautiful to look upon and, as some of the passengers told me, you could shut your eyes and buy a farm at from one to two hundred dollars per acre and get a bargain.

The Eastern part of Nebraska might come under the same description, but as we cross the State the aspect changes. The general conditions of the country become worse, the soil becomes light, the rivers shallow, almost dry, and wind their way through shifting beds of sand. Great hills covered with sage brush and arid vegetation take the place of the rich grain and pasture lands. The only evidence of civilization is a small one-story house here and there and herds of cattle varying in size from a few to thousands, trying to thrive on the scanty pasture. This condition improves as we approach Denver. Dry farming becomes in evidence, until we come to the rich, productive and high priced lands irrigated by the clear and tempting waters of the Rockies.

We spent several days at Denver, which is a beautiful city with extensive parks and rich public buildings, large and extensive stores and beautiful homes, many of which I would like to describe, but will not on account of space. Mrs. Lake and I desired a day of mountain climbing, so, selecting one clear morning, we took our lunch, went to Golden, in the foot hills, selected the highest one we could see within reach and, after traveling all forenoon up gorges, over rocks, following paths and ledges, we reached the top about 1 p. m. From there the view was beautiful. With our glass one could see for about 100 miles in any direction. To the East we overlooked the city of Denver, the foot hills and the plains for miles dotted here and there with a shining lake and its level surface marked by long lines representing roads or rivers. To the South the snow covered summit of Pike's Peak shone in the noon day sun like a great jagged bank of snow. To the West and North were the Spanish peaks. Mt. Gray, Mt. Long and others

appeared the same way, while beneath us were gorges half a mile deep, whose sides were insurmountable. A storm hovered below us in one of the valleys and the reflection of the sun on the cloud tops was beautiful. We sat down on the mountain side where the sun had melted the snow from the rocks and ate our luncheon, after which we started back. We found the trip down as hard as the climb and, after descending for about three and a half hours, we reached Golden and were surprised to learn we had walked about fifteen miles. We did not travel that far next day, however.

Leaving Denver we followed the foot hills to Colorado Springs, which is a beautiful city, modern and clean with wide streets and up-to-date business places. We went through South Cheyenne Canon to Seven Falls. In this beautiful canon, the finest I have seen, the solid rock rises perpendicularly for over 1,000 feet and blends its top with the sky above. The rocks are of various colors and shapes, over which a river descends in seven leaps to the bottom, which is as level as the floor. Manitou and the Garden of the Gods are beautiful, but I will not describe them here.

From there we went to Canon City, a beautiful city of about 8,000, situated at the entrance of the Royal Gorge and spent a day with Miss Blanche Clapp and Miss Isabel Powers of Grand Rapids. Our visit there was delightful and we enjoyed it very much. We visited the State prison, which is interesting. It is the prison that sends its convicts out to work upon the highways and, passing through the Royal Gorge and the mountains beyond, we witnessed many camps working upon the Lincoln Highway at State expense, and under State supervision. These convicts—eleven camps at present comprising 1,800 men—are placed on honor and each camp is under an unarmed guard who always is in direct wire connection with the prison. In case one escapes, which seldom happens, the prison sends guards to capture him. They are paid a small sum for this service which goes to support their families or is laid up for them when their term expires. By this system Colorado is constructing many miles of beautiful scenic highway which is a temptation to the tourist with the automobile and from which Colorado is receiving thousands of dollars revenue from the tourist.

In mentioning this I will ask why we should not adopt the same policy in Michigan? With beautiful drives along our Great Lakes, through fine orchards and farming lands, with a delightful summer climate, good hotels, reasonable living and nearness to the great cities, it seems to me that Michigan could add thousands of dollars to her wealth and taxable property, as well as open up to the settler much fine and productive land by taking a few lessons from Colorado. The Governor of California has just signed a bill that does the same for California.

Leaving Canon City we had a beautiful trip through the Royal Gorge, along the Arkansas, through the mountains over Tennessee pass, with its elevation of two miles. The next forenoon on our descent into Utah was about the same. Great mountains covered with snow were to be seen in every direction and from them we suddenly emerged into the beautiful and fertile valley of Salt Lake. Salt Lake City is a beautiful place, about the size of Grand Rapids. We were shown through the Mormon buildings, attended one of their services and took a trip around the city, none of which should be missed by the sight seer. The Mormon church mingles with everything from business to politics and they have made this arid and desert valley a beauty spot. All the streets of Salt Lake are 100 feet from curb to curb and are handsome

and well kept. Their church store employs 600 clerks and does \$6,000,000 business annually.

From Salt Lake until we crossed the Sierras into California we followed valleys almost as level as a floor, which were flanked by low ranges on either side. The only vegetation to be seen is cactus, sage bush and the Spanish dagger. A hovel here and there told where a settler was striving for his existence. Our train did not stop between Salt Lake and Los Angeles, except for coal and water, and our only excitement was caused by a Mexican who rode the trucks out of Salt Lake and at night climbed upon the express car, cut out the ventilator and ransacked or dumped off what he desired. When the expressman accidentally entered the car near a watering place, the intruder left it, followed by the train crew and passengers, but made good his escape in the cactus.

From the Sierras we descend rapidly into the orange groves of Southern California. The dislike you have formed by the wasteful arid sand you have passed is instantly removed by the beauty of the surroundings. The thriving cities are beautiful and unique to the Easterner, as their lines of architecture are along the old Moorish or Spanish type and the fragrance of the orange blossoms and roses are everywhere. A beautiful ride of two hours through such a country brought us to Los Angeles, a city of nearly 300,000 people and the commercial center of Southern California. It is a beautiful place and has stores more in keeping with a place several times its size. In fact, business is so greatly overdone and stores are so much greater than necessary that the mercantile business is a losing game. The streets here are narrow and it is hard to handle the crowds. We also visited Long Beach, which is a beautiful suburb on the ocean, and Pasadena, the home of the wealthy, and it is a sight to see the flowers here. Roses cover the porches, house sides, garages, fences and, in fact, grow everywhere, not the low kind we have East, but great climbing vines that reach to the top of the second story and are just covered with flowers of various sizes and color and that bloom throughout the year.

From Los Angeles we went to San Diego, about 125 miles southeast. The first half of the distance was through the orange, walnut and almond groves and the last half is almost a waste through lack of water for irrigation, but whose monotony is broken by a ride along the shores of the Pacific. San Diego is a nice place, located on a spacious harbor of the same name. It has good and substantial buildings, but it lacks the beauty of its Northern neighbors, although its historical interest far surpasses them. It was here the early missionaries established their first missions and most of the buildings are standing to-day. Their history, old paintings, etc. should not be overlooked by the tourist, as they are very interesting. It was here that John C. Fremont first raised the U. S. flag and a monument marks the place where it was raised.

The San Diego exposition is now in full swing, but the crowds are small. I do not believe the attendance reached 3,000 people the day we were there. The grounds and buildings are beautiful and are of the old Moorish architecture. There are spacious pillared courts and pergolas, covered with tropical vegetation, flowers, etc. The display is not full, but it is worth seeing. Japan has a full display, but it represents most of the foreign display. California is well represented by several buildings filled with a fine display of its products. I would advise any Eastern person visiting the Coast to take in this fair and it must be said in credit to its management that no attempts are made at hold-up on the grounds

and even the hotels are reasonable with rooms and meals. In fact, I have seen no indications of hold-ups here in any city we have yet visited. We have not yet reached San Francisco and it is my impression where such is the case it is of one's own choice, as it certainly is not necessary.

We are now at Fresno, in the Southern part of the San Joaquin Valley. It is a thriving place of 40,000 people and the center of the raising growing section. We have been out by auto in nearly every direction for about twenty miles or to the foot hills and it is safe to say that from 60 to 75 per cent. of the land is covered with vineyards and the remainder with olive, peach, apricot and orange groves. This valley is about 300 miles long and seventy-five wide and is the best part of California I have seen. It is practically all irrigated and they have plenty of water, which is not true with the remainder of the West. The irrigation ditches run everywhere and are from a foot or two up to thirty or forty feet wide. They have built this valley up from an arid condition without a tree to a perfect garden, level as a floor and covered with fruit so far as the eye can reach. The full water supply assures them of a never failing crop and they employ thousands of men and their products find a market all over the country. It is a wonderful tribute to the hands of man.

What seems to me as the most serious setback in the West is the way real estate is boomed. You cannot find a county, city or village but is ready to flood you with its literature. Every real estate office has its pet schemes for floating lots or building sites. If too far out for lots, they boom half acre or acre tracts as small suburban home sites. Land is high here and runs as expensive as \$1,000 to \$1,500 per acre for orange groves and as high as \$600 to \$700 for vineyards. Considering the low price of oranges and the heavy investment, I cannot see how it can be made to pay. Grapes yield about a ton of dried raisins per acre, which bring about \$60 to \$70 per ton. From this must be deducted the pruning, cultivating, picking, drying, water right and investment expenses, and the profit to me would seem small.

California is not a money loaning State, although it contains many wealthy men. The average rate here on the best loans is 8 per cent. and one man told me he could loan \$1,000,000 at that rate. He pointed out one of the best business blocks that could get a 5 per cent loan in Michigan as carrying \$18,000 loan at 8 per cent. Labor, too, presents its problems and the unemployed are everywhere. People ask you on the street for the price of a meal occasionally and I would suggest that a man of moderate means think twice before coming West to live, but it is certainly a fine place for a man of means.

John A. Lake.

Never Had 'Em.

Old Dick was a plantation darkey. He was rarely sick and he always claimed that it was due to the way he had lived. One day as he was walking down the street a local merchant, taking advantage of his ignorance, accosted him thus:

"Dick, one of your best friends has just told me that you have ancestors of the worst sort."

"Now, look heah, Cap'in Gawg, I doan want to hurt nobody, but I jes want to know what dat man was, wot tol you, an' I sho will go after him, 'cause he done gone and 'sult me. Me got ancestors? Why, Cap'in, that's as big a lie as was eber told; I neber had nothing in my life but the mumps and colic."

More Arguments

Do you want to know that the merchandise you buy from your jobber was bought by him with the greatest of care and is shipped to you only after a rigid inspection?

Do you want a prompt shipment of your orders and a feeling of security that your order, when placed, will always receive a prompt and dependable shipment?

Do you want an accurate service from your jobber? This means shipping exactly what you want, as you want it and when you want it, and billing it to you on a carefully made and accurately checked invoice.

Do you want your order to contain just what you ordered, no more and no less, so that you always may be able to know that your jobber will ship you the goods ordered; and on the other hand will ship you no goods that you do not order?

Do you want to know that the price at which your goods are billed shall always be the right price and that you can absolutely depend upon us at all times?

Do you want a co-operative service? This means doing business with a house which stands shoulder to shoulder with you in fighting for all improved methods and helpful legislation, and at the same time is actively opposed to any of the different kinds of unfair competition which divert trade into unnatural channels.

Do you want to buy from the jobber who is actively interested in the development of Western Michigan?

This is the kind of service we are offering our customers and the reason why we believe it is to our mutual advantage to do business together.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

THE PROMPT SHIPPERS



(Unlike any other paper.)

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY,
Grand Rapids, Mich.

Subscription Price.

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

Five dollars for six years, payable in advance.

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

Sample copies 5 cents each.

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

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

May 5, 1915.

MORTGAGING THE FUTURE.

Among those in the class of 1903 at Hamilton College was one Arthur Bullard, a young man who came out of the West and who on leaving college continued his travels into pretty much every clime, writing sometimes under his own, and at other times under fictitious names, but always interestingly. Just now he is the Outlook's war correspondent and is supplying an entertaining and instructive series under the general title "Business and the War." The generally entertained opinion was that modern warfare would be so expensive that no nation could afford it, but Mr. Bullard says that in Great Britain most lines of business are going on uninterruptedly and that some of them are particularly prosperous, despite the fact that the war office has a million new men under arms, a fact which of itself has made a mammoth demand for clothes and supplies. The cost of the war is something prodigious and is guessed at rather than accurately estimated, if everything is taken into account.

All countries engaged in the struggle are borrowing and must keep on borrowing until somebody surrenders. It is as to this borrowing phase of the business that Mr. Bullard speaks at length in a recent article, and the suggestion connected therewith applies to bond issues everywhere. It will be conceded, of course that the present generation has the right to spend its own money as it likes, just as a person, but when it comes to spending the money of their successors and, for that matter, for people yet unborn, another question arises. A man with limited income borrows \$10,000 to educate his children and mortgages not only his own, but their future to pay for it. In such a case the children probably would willingly contribute. On the other hand, suppose the man borrowed so heavily that the debt would be a burden not only on his children, but on his children's children, and so on perhaps for two or three generations. When it came to the second or third, it is altogether probable there might be some objection to payment. The countries engaged in the European war are mortgaging their future far in advance and it is an interesting

question just how the active generation fifty years hence will regard these obligations and at the rate they are all borrowing, it will take that time and more to make payment.

PROBLEMS OF THE FUTURE.

The recent more or less futile discussions of "peace terms" leave in their train some controversy over what would follow actual ending of the war. Conjectures have been numerous. One—the suggestion that Europe, in the event of an early termination of the war, may invade American commercial markets on a scale of ruinous competition—is not taken seriously. From correspondents in England and France, word has been received by business houses here that, after the war, those countries will want from this country more than ever in the way of manufactured goods. The feeling is that it may be two years or more before foreigners will be in position to ship manufactured products freely to this side.

There are those who contend that, as a result of unsettled industrial conditions abroad, supply of labor might, at the ending of the war, exceed demand and lower wages follow. If so, it is argued, Europe might be able to market its products on this side cheaper than American producers. But there is another side to this argument. The high wages now being paid for labor all over Europe are a consequence of scarcity of labor. Even if this condition should be reversed—and the killing of millions of men in battle must be kept in mind—experience has shown the difficulty of getting wages down again. Heavy taxation is an inevitable burden in all the nations involved in the struggle, and that, economists say, will ordinarily operate to prevent low wages.

The dissatisfaction of both sides with the arbitration award in the dispute between the Western railroads and their men will be accepted by the public as evidence that the decision is a tolerably fair one. The fact that it is only for a year makes serious opposition to it impracticable, and at the same time allows a test to be made of it that should be of aid in settling the questions at issue more permanently, if they are brought up again in 1916. That it puts an added burden upon the railroads is plain, but their prompt acceptance of it, qualified only by criticisms that for the moment at least are academic, is natural enough if it be considered that the alternative might be a strike, with a resulting loss beside which the advance in pay now decreed would be negligible. The important thing from the public's point of view is that there is to be peace instead of war; if not the peace of absolute justice, which is rarely found in this imperfect world, at all events the peace of a nearer approach to that ideal than prevailed before the award was rendered. Incidentally, every decision like this one confirms the method by which it is reached; and this in itself is a great gain.

ARBOR AND BIRD DAY.

This has been designated as May 7 for Michigan. Wisely are the two days combined in one, for the purpose of the two so blend together that it is impossible to separate them. A few days ago a prominent Pittsburg man gave several hundred trees for free distribution among the boys and girls of that city who would promise to take care of them. They were all Russian mulberries and were given with the two-fold object of getting the children interested in trees and at the same time furnishing food for the birds. The donor wisely reasoned that the lad or lassie who helps to feed the birds will become sufficiently interested in them to become their special protector; that the lessons thus taught in helping the birds for economic reasons will at the same time render the young folks more sympathetic and helpful.

Michigan long ago learned the result of denuding its magnificent forests and is now slowly replacing them. The shade tree may be all sufficient to supply the needs of your own door, but somewhere in your town there is a glorious chance to extend the work. Nothing gives a place a more inviting appearance than an abundance of shade. Aside from the aesthetic point of view, there is the practical one, for it is a commercial axiom that everything which conduces to comfort helps trade. We are fast learning that it is safe to go a step further and add that every beauty spot we can add makes us, as well as our neighbors, richer.

It costs little to plant a tree, yet it will endure years after its patron has passed over the river. It will shelter songsters annually, and from its branches will come a music much richer than any ever uttered by the caged bird. If you do not want to plant a tree, at least make some boy or girl happy by furnishing the tree and letting them do the work.

JOIN MAIL ORDER FORCES.

One effect of the parcel post exploitation has been to encourage at least one of the big "Five and Ten" chains, the S. S. Kresge Company, to engage in the mail order business as well as the conduct of chains of low priced department stores. This company has established mail order branches at Detroit, Oklahoma City, St. Paul, Minn., and Harrisburg, Pa. In its catalogue the concern frankly admits that the parcel post is the opening for its new venture, saying:

"These new parcel post stores make it possible for us to ship orders more promptly and at lower parcel post rates, especially to all points in the Southwest, East and Southeast. In many instances parcel post charges have been reduced more than one-half."

The catalogue contains 112 pages and is fully illustrated, showing a majority of the items listed, many of the illustrations being in half-tone from photographs of the articles. As a lure to get the customer to make large purchases, the company agrees to send certain articles making up a

shipment free of postage. With \$2 worth of dry goods for instance, the postage charges will be prepaid in territory embracing most of the Middle Central states. Orders of glassware, tinware, stationery and kindred articles will not be delivered free, however.

On an order amounting to \$10, half of which is dry goods, the Kresge Company will prepay all delivery charges. In addition to this concession, the company also uses a premium bait to increase its list of customers, offering a set of six teaspoons to anyone ordering \$1 worth of goods and inducing three friends to order the same amount, sending the \$4 at one time.

SHOW THE NEW GOODS.

When you get a new brand of a well known commodity, or a novel kind or goods, it is only justice to yourself and to the patrons of your store to assume that they will be interested in seeing them. If a farmer buys a new horse or piece of machinery, he expects to show it to his neighbors, and this, of course with no view to making a personal sale. You have the right to adopt the same course within certain limits, dropping for the time your capacity as salesman, and becoming merely a displayer of goods.

If there are any disposed at first to regard this as a bid for sales, they will soon come to recognize it as a legitimate one if it is carried on in a sane manner. Of course, when you see some one in a hurry it would not be wise to ask him to wait for you to show him something in which he has not professed an interest. You would take that as an insult if you were in his place. But when he is evidently in a mood to spend a few minutes with you, just call attention to some special line of goods in which you fancy he may become interested. State in what way they are an advantage over the goods previously kept in stock. Do not hint a word about his buying. He will take care of that part of the matter. Use the same methods of the farmer who is showing the new horse. Point out the qualities to be praised, and then shift to some other subject.

The plan has a two-fold advantage: It calls attention in many instances to articles for which there will be a demand in the near future, even if not made at the time. It also helps in cementing the bond of friendship between tradesman and patron. The latter will appreciate your personal interest in his entertainment. But be sure not to press the subject until it cease to be an entertainment. So long as there is evident interest on the part of the listener, with an appreciation of the fact that you are exercising descriptive powers rather than those of the salesman, there is little danger that you will render yourself a bore.

Some people have the idea that the one who can talk loudest will win the argument. Loud talk has no place in a store.

We would rather be held up by a stranger than thrown down by a friend.

WATCH THE LEAKS.

Many a merchant who is doing a big business and yet wonders why he is not making more money would receive considerable enlightenment were he to make a practice of watching for the little leaks which often eat up the biggest profits.

Particularly are these leaks noticeable in the grocery department where many lines handled are perishable. In some instances the grocer is the victim of his own carelessness. At other times, his clerks are at fault. Now it is a matter of carelessness in delivering; again downright dishonesty may be the cause. In any event, there is a big leak which involves loss. The sooner such leaks are discovered and stopped, the better for the merchant concerned and for business generally.

Of course, large losses are often incurred through poor buying, through not allowing for shrinkage in fixing the selling price (this is often necessary with goods handled at the provision counter) and through goods spoiling. The correction of such losses is, however, a matter of good management in the first instance.

Carelessness in unpacking is sometimes to blame. An illustration was an incident which an Eastern grocer noticed a short time ago. A shipment of sauces had come in. The grocer fortunately made it a practice to check up the goods after unpacking. Instead of two dozen bottles, as called for by the invoice, he found only twenty-three.

Naturally, he started to write a letter to the jobber calling attention to the oversight. Just then the old adage, "Look before you leap," occurred to him. He went out to the stock room and found that the lad who did the unpacking had left the twenty-fourth bottle in the sawdust. The results was a more systematic arrangement for checking up shipments received or unpacked. When goods arrived the merchant or his head clerk secured the invoice and checked over each item, making certain not merely that the proper number of cases had been received, but that the exact count of each article corresponded with the figures in the invoice. At the same time the prices were checked over to see that they were correct; after which the invoice was passed on to the bookkeeper who checked up the addition and multiplication.

The process disclosed some curious errors. Shortages were occasionally found, sufficient to justify precautions. More than that, mistakes in arithmetic were quite common. Goods were usually quoted at the correct price per pound or dozen, but the sum total, secured by multiplying quantity and price, failed to come out right. Even mistakes in addition were noticed now and then. In some instances these errors advantaged the merchant rather than the wholesalers, showing quite clearly that carelessness was to blame and not intent.

It is a good, sound policy to weigh or count all goods delivered to the store. The merchant himself has to be scrupulously exact in the weight he gives his customers; yet, unless he is on his guard, he is not infrequently victimized. As

often as not there is no intent in the matter; merely carelessness.

For instance, a merchant who didn't make a practice of weighing up became suspicious regarding a lot of potatoes which had just been delivered to him. One bag struck his casual eye as rather on the small side. Weighing it, he found a shortage of eleven pounds. He was inclined to give the grower the benefit of the doubt, thinking the shortage must have been made up on the other dozen bags; but when he put them on the scales he discovered a net shortage of nearly forty pounds. Naturally, sparks flew the minute the grocer got the potato grower over the telephone. It was the old, old case of the farmer "weighing by eye." After that the merchant took no more chances. Everything brought to his store was weighed or counted, as the case might be.

Just as the merchant may lose on the buying end through short weight, so, too, he is apt to lose on the selling end through giving too generous weight. A man who buys a pound of coffee is entitled to an exact pound; but he is not entitled to a little extra dab for good measure. It is the young, untrained clerk who is particularly apt to err in this respect, and the error is one of the head rather than of the heart. If he is cutting cheese, for instance he cuts a little over the half pound called for and says: "Well, we'll let it go at 9 cents"—the half pound price. Yet the extra ounce he gives on a half pound of cheese, if given to every customer, eats a big hole in the cheese business. Back of this openhanded way of giving "good measure," there is usually nothing more harmful than an eager desire to make friends for the store. The young clerk does not appreciate what overweight amounts to or the loss it means to his employer, nor does the customer realize that the boy is giving him stuff at a decidedly cut rate. Cheese, retailing nominally at 18 cents a pound, but giving nine ounces to the half pound, figures out actually at 16 cents a pound—a cut of approximately 11 per cent. Make a cut like that on all the goods you sell and in a mighty short time the business will be bankrupt.

Employers will find it worth while to train their clerks to look at the subject from this angle. Nobody likes to be mean; nobody likes to appear mean; but there is no meanness involved in giving the customer just what he pays for and there is no necessity for giving him more.

Touching on the matter of goods delivered, there are instances fortunately not frequent of actual dishonesty. In one instance the grocer's own carelessness was at fault. He bought his bread from a certain baker. Some days he would pay cash for what he took, others he would have the driver charge it. At the end of one month however, he found that there was scarcely a day in which he wasn't charged with bread delivered. The plain presumption was that the driver pocketed the cash and charged the bread. The baker, when the matter was called to his attention, made an allowance. After that the bread business was handled on a more systematic basis and there was no recurrence of the trouble.

It is just such little leaks, a few cents here, a few more cents there, which go a long way to make retailing unprofitable for the systematic merchant. Eternal watchfulness of the little leaks is a part at least of the price which the retailer must pay for success in business.

CONVERSATIONAL HEBREW.

Hebrew has never ceased to be used by and among Jews, dispersed all over the world, for ordinary conversation and communication, wherever and whenever they could not use the respective vernaculars of their native countries. It has ever served as the *lingua franca* of the Jewish diaspora, besides being the language of Jewish theology, ritual, philosophy, science, literature, law and international commerce up to the time of Jewish emancipation during the middle of the past century. When this modern emancipation threatened to largely displace the time-honored use of Hebrew, and in anticipation of that event, leaders of Jewish thought, chief among them Moses Mendelssohn founded schools for the preservation and development of the Hebrew tongue along progressive lines. Under the impetus given by Mendelssohn, branches of his school soon spread chiefly in Eastern Europe (Galacia, Poland, Russia, and Austria-Hungary) where the Jewish population was thickest and the emancipatory movement not so rapid as to make the same destructive inroads into traditional Judaism as it did in Western Europe. Already about the middle of the last century the use of modernized Hebrew had sufficiently advanced to produce quarterly, monthly, and weekly periodicals, some of which in due course became converted into dailies. About the beginning of the Jewish Palestinian colonization movement, in the early eighties, Ben Yehuda, one of the younger disciples of the modern Hebrew literary school in Russia, started the first Hebrew periodical in Palestine. His importance in this direction is at best, merely a local one, and even in the United States the publicity of Hebrew periodicals antedates his. In New York City alone there is now more and better modern Hebrew literature produced in a year than in Palestine in a decade.

The new Jewish farmers in Palestine principally hailing from Eastern Europe, and speaking the variegated jargons of their native Ghettos, it was natural that Hebrew should become the language of juvenile instruction in the Jewish colonies. But even in this respect modern Hebrew pedagogues in Russia and Poland, due to the Zionistic propaganda, have more systematically and substantially contributed towards Hebrew education than the handful of teachers in Palestine. Moreover, owing to the precarious condition of the whole Jewish Palestinian cause at present, there are nowadays, in view of their threatened forcible expatriation, better prospects for the Jewish Palestinian youth to preserve their Hebrew education even in these United States than in their doomed native land.

ENEMY TO THE HOUSE FLY.

War against the house fly is now declared on, with the scientific fact in mind that the progeny of a single pair of flies, assuming that they all live, will in the course of the summer occupy a space of 14,000,000 cubic feet. But the swat and collecting by the bushel are now the minor methods of battle and the main object is to prevent rather than slay the millions.

Dr. L. O. Howard, U. S. Government Entomologist, has been working for a year to find a chemical which will destroy the fly in its chief breeding place, the horse stable, without injuring the fertilizing elements, and now announces that he has found it in the simple product, borax. Three-fifths of a pound sprinkled through every eight bushels as it comes from the stable will render the eggs deposited within it powerless to hatch. The borax can be applied with a common flour sifter and two or three gallons of water sprinkled over to dissolve it.

Borax is one of the cheapest purifiers, and if it is so valuable in this place, it will prove equally helpful in all the other breeding places of the pest. Now is a most opportune time to make a window display of your own supply. "Fight the House Fly" will prove a slogan that will attract attention. If questions are asked, be ready to explain the new use for the article. Note briefly its advantages, as a cleanser, a cleaner and a purifier. It is a well known remedy for cuts and other wounds. It helps to make hard water soft. It cleans paint better than soap, and this without injury to the paint. If it can help to abate the fly nuisance, it is well worth using freely about the drains. Even though it should fall a little short of the claims now made, you are certain that it will serve a good purpose in making a bit of somewhere cleaner and more sanitary.

A contributor to the New York Times asks why it is that when a subway masculine neighbor sneezes he never uses a pocket handkerchief. A man has pockets enough to carry half a dozen handkerchiefs, yet the contributor has noticed again and again that the masculine sneezer never seems to have a handkerchief handy, while a woman, who has no pockets and generally is clutching a handbag, umbrella, muff, packages or carrying a baby, always has her handkerchief at hand and uses it when she sneezes. The reason the man can not find his handkerchief in a hurry may be because the pockets are so numerous he forgets where his belongings are.

Reports from San Francisco are to the effect that the officials of the Panama exposition spend most of their time damning Michigan because she is not represented at the fair. A mild-mannered Grand Rapids man who visited the fair last week was followed around the grounds for two days by officers of the organization and taunted and insulted every time he stopped to examine any department. This may be a good way to make friends for San Francisco and California, but it does not happen to be Michigan's way.

LOOKING BACKWARD.

Forty-five Years in the Retail Grocery Trade.

As I look back over my forty-five years in the grocery trade, how swiftly they have gone! What a vast array of business houses have disappeared! How different are the methods of business!

In the early days there were no salesmen calling upon the city grocers, but bright and early in the morning the grocer would wend his way to the wholesale house and place his order. When he had completed his purchases he sent his wagon after the goods or hired a teamster to bring them to his store.

The porter of the wholesale house was an individual of some importance. No "common carrier" was he. His duty of delivering goods to the purchaser ended when he placed the articles upon the front door steps, leaving to the buyer the problem of carrying out the goods and loading them on the wagon. Those were the days of the old-fashioned drays; two-wheeled affairs, with two shafts extending from the rear balancing the shaft in which the horse was harnessed. What miracles of loading were done with them! Each driver took a special pride in loading in such a manner that they would safely carry.

There were no electric elevators, but "falls"—a windlass with a rope around it—and all hands were called to pull on the ropes and "let her go" as the sling with its load would be pulled in at the proper floor.

Evolution of the Salesman.

No salesmen were on the street, only "collectors," but really the beginning of the vast army of salesmen which we now see. There were no telephones, no stenographers, type-writing machines, adding machines or billing machines. Everything was hand work—old fashioned letter presses for copying letters, bills carefully folded and endorsed on the back, "name of house," "amount of bill," "date of purchase"—each month tied up with string and carefully filed.

No converse was held with his brother merchant; for he was a competitor, and to visit his store was just to see who his customers were. These were the days of long credits. We had customers who settled once a year, and not always in cash, but frequently with notes bearing no interest. When the merchant needed money the bank was farthest from his thoughts. He went around among his neighbors and exchanged checks.

Office System Revolutionized.

The telegraph, the telephone, the steamship, the cable, the autocars, the loose leaf system, the credit man, the salesman, departmental buying, package goods, food laws, the great commercial organizations, all emphasize the changes. Higher business ideals, a greater condensation of business the quicker distribution of news and the narrowing territory for business all speak of a rapidly changing of affairs brought about by the keen rivalry.

Possibly the greatest change from the past is these association meetings.

At first getting together to combat the inroads upon our business, they have broadened out upon the educational basis. Now are studied the principles of credit, the systematizing of business methods, stock sheets which tell whether or not the particular item pays to carry in stock, salesmen's sheets to show whether it is paying the house to keep him; credit accounts to ascertain if the customer costs too much to carry; the cost account—what it costs to do business. A knowledge of all these things becomes vitally necessary in these days of quick sales with small profits. These associations have a wonderful way in helping a merchant to solve his problems and to lift him out of a narrow view of conditions and give him a healthful stimulus to manage his own affairs.

The Passing of Olden Days.

The old days are gone. We who were boys then have taken the place of the departed and have seen the grocery trade grow from the handling of food in great bulk to package goods—clean, attractive. Sanitary food laws have swept the peas from the pepper, the chicory from the coffee and the strange leaves from the tea. No longer can an adulterant be used to cheapen the price without a statement of the fact upon the label. No longer can a package look like a pound or a quart and not be truly so. Clean, healthful food in honest packages is the demand of the day. That hidden source of profit that helped to add to the coffers of our forefathers is gone. The keen eye of the State is upon all of our actions.

These food laws, which to our honor, we may say, have had the support of the merchant, have helped to work a wonderful moral improvement in trade conditions. Were the old time merchant permitted to return and behold the new order of things he would surely think that a revolution in business had taken place.

Coming of New Factors.

In our larger cities we now have the wholesale cash grocer, mail order houses, chain stores and buying exchanges—all contributing to make the problems of business the harder to solve. They are here to stay and are successfully handled as a rule. There is as much use railing at them as the chatter of a cat gazing in the sky at the flying birds. The time is here to examine more closely their methods of business. These things impress me that we might learn from them:

The value of short credits, of quick "turnovers," of specializing goods, of quick settlements on the part of the house itself. First, the value of short credits. Their great mainstay is cash sales. The point for us to take out of this is not to allow customers to lean upon us as if we were a banker. When the terms of credit have expired collect the bill. This is doing your retail grocer a real good. Then the lower prices at which we will be able to sell goods will be compensated by the shrinkage of the profit and loss account.

Second, quick "turnovers." These stores teach us the value of quick

"turnovers" of stock. Almost without exception their purchases cover their needs for a short period. Merchandise held long in storage soon has a way of destroying its profit and becoming an expense.

Third, specializing work. These stores do this by use of their private or special labels by which means they control their profits. A staple article might be sold upon close terms to attract the buyer, but the hard push is always upon the special label of the house.

Fourth, quick settlements. No one who sells the chain stores ever has any trouble over payments. The advantages of the discount for cash is always taken. These are the underlying principles of all successful houses.

Using the Parcel Post.

The parcel post is not designed exclusively for the mail order houses. I know a number of up-to-date retail grocers who are gathering considerable business from its use. If the country retail grocer would realize its advantages for him he would frequently send to his city jobber and have him mail the special article wanted and so keep his trade at home. I suspect that the wholesale grocers are not fully aware of the advantages of the parcel post system or in making its convenience known to the country grocer, and thus advertise our own business as well as help the retailer to maintain his more particular trade.

These are the days of specializing. The wholesale grocer can rarely today reap an unusual profit on any merchandise that he sells.

He is therefore, compelled to look deeply into his cost of doing business, use modern methods and push some particular line in which he can stand pre-eminent. The professions have become specialized—the lawyer specializes, he is a criminal lawyer or admiralty or consulting or civil—the doctor is a specialist in eye, ear, throat, children's diseases, teeth, surgeon, consulting physician. Just so it must become in the business life.

The wholesale grocer may look into the future with confidence. His is the great distribution of food products and at the cheapest cost of distribution. With his army of noble salesmen he enters every city, village and hamlet. These salesmen bring to the retail grocer his food supplies. More than that, they become his general adviser, teach him how to display the merchandise to best advantage and reap a fair return upon the investment.

It would seem to me that the days of foolish price cutting are passing away. This is the reason that is back of the fair trade bill. To allow a merchant to take a special article of intrinsic value and which has a wide demand due to its quality and the advertisement of the manufacturer and make a football of it as to price injures the article and robs the manufacturer of his fairly earned right of a profitable demand for his goods.

Every merchant is entitled to a fair return upon all his merchandise. Some day the truth will dawn upon him

that he is a fool to sell any article for less than its share of the cost of doing business. He will insist that the manufacturer must establish a selling price that will at least do this. So we will face the future with a cheerful optimism and do our best to make our ideals real visions of facts.

James Hewitt.

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 3.—A house divided against itself cannot stand. Grand Rapids Council held its regular meeting Saturday, May 1. Two new candidates were initiated into the order—George F. Ruthardt and Arthur B. Gillett. Alvah Loughery, from Indianapolis Council was admitted by transfer. Senior Counselor C. F. Herrick appointed Walter N. Burgess Chaplain for the ensuing year. The following committees were also appointed: Legislative—Walter S. Lawton, W. K. Wilson and F. E. Scott; Transportation—Walter N. Burgess, F. H. Starkey and Oscar Levy; Church—Homer R. Bradfield, chairman; Sick and Floral—A. F. Rockwell, J. Harvey Mann and O. W. Stark; Parade—Harry D. Hydorn, captain; Uniform—John Schumaker, H. M. Mann and W. K. Wilson; Pianist—H. L. Benjamin; Property Custodian—John Christianson. After the preliminary business of the meeting plans were discussed regarding the Grand Council convention at Lansing June 4 and 5, after which the meeting adjourned to Saturday night, May 29 to complete arrangements for the convention.

In regard to tipping: Saturday, April 24, Milford ball team went to Holly and incidentally had dinner at the Allendorf Hotel. The dinner was to be 50c a plate, and there were eleven boys. Upon finishing the dinner, one of the boys asked the waiter for the check. The waiter charged him \$6.50 instead of \$5.50 and also asked him for a 75c tip. Afterwards, the boy figured up the bill and found he had been stung for a dollar, but the management refunded it. The waiter admitted to the management having asked for the tip and made for his excuse that he was not paid a living wage. It is high time we had a law prohibiting tips. Hotels would then be compelled to pay their help reasonable wages. The hotels surely get enough from their guests. There is nothing received by a guest except what he is entitled to according to the rate he pays and a guest ought not to feel cheap if he does not tip. Speaking of tips, have you done your part and diverted your tips to the W. & O. fund?

With over 200 jitney busses in Grand Rapids doing a thriving business we still hear the echo, "Forward in the aisle please."

The Benjamin Franklin, Saginaw's new and most modern hotel, opens in June under the same management as the Wenonah. A room with a bath a dollar and a half.

The John W. Ladd Co., of Detroit, manufacturer and jobber of a full line of creamery equipment, dairy outfitings, milking machines, etc., has moved to 89 West Jefferson avenue to its new and modern four-story fire proof building at the corner of Vermont avenue and Lafayette boulevard. This is the greatest concern of its kind between Chicago and New York. It is represented in Western Michigan by R. J. Ellwanger, who reports this is the best season the house has ever enjoyed.

Wm. Allen has taken over the hotel at Novi and is placing it in a cleanly and sanitary condition. This place will cater to the boys on the road as well as to the auto trade. Novi is on the Grand River road, the direct route from Detroit to Grand Rapids for autos.

C. A. Hopkins has bought the store

of L. Seigel, Wixon. Mr. Hopkins has been clerk in the store during the past two years.

Ira Kenaga, of White Lake, has sold his store to Whitney & Son, who were formerly in business at West Highland.

A. D. Jones, who has a farm west of Thomas, has a sign on one of his barns "Sleepy Hollow." On another is a sign "Cyclone Path." There must have been something doing in Sleepy Hollow at some time.

Heard in those wet counties that went dry at the recent election: "We will have to close up. Can't run a hotel without a bar." But the best hotels are in the dry towns.

The Four Leaf Clover Club met Thursday afternoon at the home of Mrs. A. T. Heinzelman, 709 Lake Drive. The prize winners at cards were Mrs. A. P. Anderson and Mrs. H. E. Benjamin. Dainty refreshments were served by the hostess and the club adjourned to meet in two weeks with Mrs. Harry Hydorn, W. Leonard road.

The Pantlind Hotel is progressing very rapidly and will soon be completed with 550 rooms. This is the largest hotel between Chicago and Detroit.

Mr. Hunter, proprietor of Hunter's Inn, at Scottville, has a motto card tacked up in his hotel which reads as follows: "If you spit on the floor at home, spit on the floor here; we want you to feel at home."

The Midnight Club will meet with Mr. and Mrs. J. A. Burr, 1135 Thomas street, Saturday night, May 8.

For a leaky roof call on C. M. Lee, Citiz. phone 31092. Mr. Lee says he can remedy the defect with Reynolds shingles.

G. K. Coffey, our official squirt, is worthy of mention. He is the oldest and most popular baking powder salesman in Michigan. He has been with the Crown Baking Powder Co. nineteen years. Mr. Coffey says G stand for Good and K. stands for Coffey (Good Coffee) This is a case where a good article is done up in a large package.

There is something in a name—two brothers by the name of McWilliams, both members of 131. One is H. G., which he says stands for "High Grade" and the other G. H. which he claims stands for a "Grade Higher." A chance for an argument, but we'll settle it right here. They're both "highest grade."

Past Senior Counselor F. E. Beardslee was called to Detroit last week on account of the death of his father.

W. B. Cortright, at Nashville, has moved his business across the street to larger and better quarters.

Lou Codman, traveling representative for the Hannah & Lay Co., Traverse City, suffered a stroke of apoplexy last week.

The U. C. T. baseball team looks stronger than ever before and will go to Lansing to defend the cup. In addition to the old players, we have eight or ten new recruits who will hustle the veterans to hold their positions.

The Hotel Bryant, at Flint, is now open to the public in full swing. It has been completely remodeled since it suffered a fire a year ago. It is operated on the American plan for \$2.50 to \$3 per day; single meals, 50c. C. H. Bliss, manager.

The members of Grand Rapids Council will parade in uniform at the Lansing convention. The costume will be the same as used at the Grand Rapids convention in June, 1913, consisting of soft white shirt and collar, white felt hat, white duck trousers, black four-in-hand tie, black belt and black shoes. Give your order for same at Grombacher & Major before May 15. John Shoemaker, 309 Hamilton is chairman of the uniform committee.

Are you a subscriber to the Michigan Tradesman? Do you know that

the Tradesman is the most complete trade journal published and that it was the first trade journal to give the traveling fraternity recognition? Furthermore, the Tradesman is the only trade journal in the world which has been published thirty-two consecutive years without change of ownership, editorship or business management.

H. B. Wilcox, who for the past eight years has been traveling for the Peck-Johnson Co., has resigned and has accepted a position with the Nelson Baker Co., of Detroit, pharmaceuticals. Mr. Wilcox started out with his new line May 1 and will have Michigan territory.

J. A. Poll is opening a shoe store at 15 West Burton avenue.

T. M. Reed is preparing to open a lunch counter in the Grand Rapids and Kalamazoo Interurban station at the foot of Lyon street.

John McElveine, hotel proprietor at Vicksburg, passed away last week.

The Ottawa Beach Hotel, at Ottawa Beach, has been doing some remodeling in the way of lowering the dock, moving the bathhouse nearer the water and building new sidewalks. It expects to open to the public June 4.

The Grand Rapids Association of Commerce is showing great prosperity. Eighty-eight new members were received during April.

Last Monday morning a great many of the regular peddlers who travel North had their fishing tackle with them. We are sure there are not as many trout in the brooks as there were a week ago. Have you seen any fish peddlers this week.

According to the press, the closing day of the Legislature at Lansing was sure some school boy play, but we are not complaining, so long as the proposed passenger rate was sidetracked.

Our good friend, E. G. Hamel, reminded the writer last week that clean-up day was soon here and enclosed along with his news items some corn plasters. Thank you, Mr. Hamel, for the foot ease and news items. Same was greatly appreciated.

The Damm family of world fame bids fair to lose its renown by discovery of the Hell family in the town of Farrell, built by the United States Steel Corporation. Members of the Hell family are not averse to using their name in a business way. The head of the family, Conrad Hell, an ice cream manufacturer, has signs reading, "Go to Hell for Ice Cream" scattered throughout the city. Another sign reads, "Ice Cream from Hell is guaranteed pure and cooling." Still another bears the inscription, "Have you been to Hell? It's the coolest place in town." When a stranger enters Main street he is startled by a big billboard reading: "Hell is here; don't miss the place." A block farther down the street this sign is encountered: "You will find everybody there on a hot day; Hell is always open." The big sign which, however, attracts most attention is in front of Hell's place of business. It represents a young couple eating ice cream and the young woman saying to her escort, "Hell for mine, always."

At the U. C. T. meeting May 1 the writer tendered his resignation as scribe on account of lack of time to do justice to these columns. We wish to take this opportunity to thank our friends who have contributed to our efforts in the past few weeks.

R. J. Ellwanger.

A Good Definition.

"Charles," said the teacher, "do you know what the word 'celerity' means?"

"Yes'm," said Charles. "It's something you put hot plates down with."

It is a poor rule that won't work our way.

New Era Association

Wrote more new business in Michigan in 1914 than any Old Line, Fraternal or Mutual.

So says the preliminary report of the Insurance Commissioner, just received.

We have selected twenty of the older and larger institutions and the New Era heads the list.

Remember the New Era's Home Office is in Grand Rapids.

Founded here eighteen years ago, and is entitled to a hearing on its record. Will you give it?

Phone 5437. Bell Main 446 R.

Taken from Insurance Commissioner's Preliminary Report for Year Ending December 31, 1914

Michigan Business

NEW ERA ECLIPSES THEM ALL ON AMOUNT WRITTEN FOR 1914

NAME	Policies issued during 1914		Policies in force Dec. 31, 1914	
	No.	AMOUNT	No.	
New Era Association	6,961	\$7,238,000.00	23,226	
Metropolitan	6,094	5,058,040.00	28,789	
Prudential	3,407	3,417,440.00	17,927	
Mutual Benefit	2,887	5,362,841.00	18,226	
Michigan Mutual	2,507	3,543,699.22	9,332	
Northwestern Mutual	2,500	5,764,740.00	27,128	
Modern Woodmen of America	2,396	3,154,000.00	36,441	
Gleaners	2,317	1,860,750.00	56,026	
New York Mutual	1,892	4,010,166.36	15,233	
Equitable Assurance	1,744	2,558,181.00	9,815	
Preferred	1,732	1,959,112.00	5,234	
Royal League	1,694	1,526,250.00	14,402	
Woodmen of the World	1,592	1,846,200.00	7,084	
Brotherhood of American Yeoman	1,476	1,534,500.00	6,788	
Sun Life	1,428	2,080,109.00	10,298	
Massachusetts Mutual	1,233	2,204,221.00	16,559	
John Hancock Mutual	1,096	1,549,927.00	4,422	
New York	1,000	1,989,316.00	18,801	
Independent Order of Foresters	873	692,047.00	13,913	
New England Mutual	785	1,911,761.00	4,768	
Maccabees			43,709	

THE MEAT MARKET

Talks by the Butcher Philosopher.

The hot weather is not far away these days. Given a month or two more, and the mercury will begin to attempt to break all altitude records, bringing in its trail all the inconveniences which are to be met with at that season of the year in the meat market.

It is time for you butchers to get right on the job in order to minimize them as much as possible. We all know that it is not an easy thing for a butcher to keep his market in an attractive and sanitary fashion in the "dog days." But he must not grudge the time and trouble which it requires, because the average consumer these days is a fastidious individual and shows her resentment at once by transferring her trade if conditions do not come up to what she considers they should be. Nor should you wait until the hot weather is upon you before getting busy. Then it is really too late, for in the meantime you will probably lose much valuable trade through unwarranted neglect.

It is at this time that you should go over your icebox carefully. If the glass in it should be cracked or fit loosely into the frames see that it is replaced or repaired immediately. See that the door fits snugly when it is closed, without any possible openings between the door and the frame. If the waste pipe is not trapped attend to this at once; or if you use a rubber hose waste pipe let it end in a full can or pail of water, emptying by the overflow, and keeping the outlet continually below the surface of the water.

These precautions are vitally necessary. If the warm outer air finds a ready means of entrance into the interior of your box it will not only raise the temperature to the consequent detriment of the contents, but it will also increase your expense to a great degree at a time of the year when decreased sales make every penny assume an added importance. Much waste of ice always occurs in the meat market which the butcher could effectually eliminate by making a close inspection and paying for a few small repairs.

The same precautions should be taken with your refrigerator show-cases. Any refrigerating structure to be effective and economical must necessarily be absolutely air tight, because unless it fulfills this requirement it cannot perform its work efficiently. And an inefficient icebox is worthless, for where it should create savings it creates waste.

Summer days also bring that worst enemy of the butcher—the fly. The

latter is one of those gentlemen who when they are given an inch always take a mile. To-day they don't amount to much. A weak specimen buzzes about the window and you say spring is here. But that weak specimen grows into a multitude before the cold days of fall come around, so by swatting one now you do as good work as if you spent all your time during summer using the swatter.

Do away with any rubbish that may have accumulated about your market, especially if you are a country butcher. These are all potential breeding places for them. Borax properly applied kills the eggs and rids you of them once and for all, and, as we all know, "an ounce of prevention is worth a pound of cure."

Get your screen ready, too. Every market should be thoroughly screened during the summer, because other people may not be as careful as you about preventing breeding, and flies are not very much attached to their birthplaces. They are great travelers, or anyhow, seem to be, and you must show them that they are not welcome.

Pay even more attention than you do to the cleanliness of your market. A piece of fat that falls into a corner and is overlooked by your men will fill your market with a heavy, stale odor that will rapidly drive people out into the open.

If you are going to hold your trade during the summer months your market must be as sanitary and attractive as you can make it, and all the time and trouble you spend upon this object will bring you dividends if intelligently applied.—Butchers' Advocate.

Drawing Chickens Properly.

The following method of drawing chickens is recommended by experts and may have a wrinkle or two that is new to a good many butchers:

Cut the legs off well below the knee joint. If the legs are cut above the knee the flesh on the drumstick will be pulled back from the end.

Cut the head off, leaving as much of the neck as possible, then push the skin of the neck back and cut the neck off quite close to the body. The envelope of the remaining skin gives the dressed bird a neater appearance. The neck bones with the adherent meat makes a valuable addition to the giblets. The gullet and windpipe are, of course, on the neck and must be pulled away.

To remove the entrails, make an incision about two and one-half inches in length across the abdomen and as close to the vent as possible. In making this incision, be careful not to penetrate the intestine. Slip the

fingers in first, and gradually insert the whole hand through the slit into the body cavity. Work the viscera loose from its attachments by sliding the fingers over the inner surface of the body walls. In this way, after a little practice, the viscera can be removed quickly and easily. The lungs will almost invariably tear, leaving shreds sticking to the back. These and the kidneys of the chicken, which are two long, dark red bodies lying each side of the backbone and firmly fastened, should be removed in pieces. The rest of the viscera, including the crop which lies far front and just under the skin of the breast, when loosened will come out in a mass through the incision. The intestine is still attached to the bird at the vent. To separate it clearly, the tube should be picked up just as close to the vent as possible and its contents pushed well back from the vent. Then cut close around the vent, holding the intestine tightly between the fingers to insure cleanliness. Run a stream of water through the slit into the body cavity in such wise that it flows out through the vent and cleans the short piece of intestine still remaining. Then cut both vent and intestine away, leaving a neat, round hole no larger than is necessary.

To prepare the giblets, detach the heart, gizzard and liver, taking great care not to break the little green gall bladder attached to the liver, which contains a very bitter liquid which if allowed to escape, will give a bitter flavor to the giblets and gravy. This gall bladder is so close to the liver that some liver tissues must be cut away to be on the safe side. The color of a healthy chicken liver may vary from yellow to dark red. To prepare the gizzard, hold it with the thin edge toward the palm of the hand and make an incision the whole length along the thick side, being careful merely to cut through the muscle, but not into the inner sack. Then open the gizzard as you would a pocketbook and remove the inner sack which is full of gravel, if possible without breaking it.

Finally, wash the chicken and giblets in clean, cold water, but do not let the chicken soak in water, because the finest flavors of the meat and much nutritive material are dissolved in the water.

Handling Sheep Pelts.

As soon as the pelts are taken off spread them out in a room that is held as cool as possible without the aid of refrigeration, and allow them to cool off at least twelve hours before salting. This is especially necessary when the animal slaughtered has a heavy fleece; with shearlings there is little or no necessity of taking this precaution. Fleece skins holds the animal heat, so that, when put in a pack and salted, if they are not properly cooled, they soon begin to get warm and decompose, and as soon as the wool slips, the leather of the skin is ruined.

After the pelts have been spread out and allowed to thoroughly chill, they should be salted in piles not to exceed thirty inches high by putting one skin on top of the other, flesh side up, and using a fine-solar salt, care being taken that they are thoroughly salted around the heads and leggings. After they have been in salt for a week it is well, especially during the warm months to overhaul them, shifting the packs so when through, the top pelts will be on bottom and vice versa. After they have lain in salt for two weeks they are ready for shipment.

And the Cook is a Bear.

"Every one in our family is some kind of animal," said Jimmie to the amazed preacher.

"Why, you shouldn't say that!" the good man exclaimed.

"Well," said Jimmie, "mother's a dear, the baby is mother's little lamb, I'm the kid and dad's the goat."

MAAS BROTHERS Wholesale Fish Dealers



Sea Foods and Lake Fish of All Kinds

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

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

PEACOCK BRAND

Ham, MILD CURED Bacon

All-Leaf LARD

For Sale by all LEADING GROCERS

MEAT RESIDUE FEEDS

for hogs, cattle and poultry at the FEED STORE

Hollywood Brand

Sliced DRIED BEEF & BACON in Glass Jars

At Meat Markets and Grocers

CUDAHY BROTHERS CO.

Cudahy, Wis.

Get Away Absolutely From "Memory" Charges.

"Don't charge it. I'm just going to step across to the bank, and I'll be right back in a mintue and pay you."

So I went on waiting on another customer.

A little while later my father, who was in the store, said to me, "Did you charge Mr. Jones for his meat?" I answered that I had not, because Mr. Jones was only going to the bank and had said he would stop in and pay me on his way home.

I'll never forget his reply.

"You charge it anyway. Mr. Jones may forget. The chances are ten to one that he will. If he does forget, we lose both the money and the meat.

"You are depending on Mr. Jones' memory for the money that belongs to us. We have neither the meat, the money, nor a record.

"We can't rely on the memory of some one else—nor even on our own memories—for the safe-conduct of this business.

"Our goods are sold over this counter. And I want the money, or a satisfactory record, for every penny's worth sold. The only chance for loss on these 'memory charges' is the chance we take. No one can lose but us. So after this you 'charge it.'"

And after that I did charge it.

That was just one way in which we lost money on credit sales in our store. The incident made my father think.

Some time later he called us all into the office one evening, and there he told us some things that opened our eyes to the shipshod way we had been conducting affairs in the store. It was alarming the way money had been thrown away by our loose methods and carelessness.

"Well, boys," he began, "I didn't call you in here for the purpose of criticising. We are just going to have a little 'get-together' meeting and talk over some of the ways this store is losing money.

"I have been looking into things quite a bit during the past week—more than I ever did before—and I have found that we are losing altogether too much money on our credit business. Not on bad accounts either, mind you, but in other ways that cost money just as surely and a great deal more of it. I'll tell you of some things I have seen lately that will explain what I mean.

"Last Friday, Mrs. A. came in with an order. There were several customers in the store at the time, and you know she is always in a hurry anyway, so the clerk worked quickly. He rushed to get the goods, rushed to weigh them, and rushed to wrap them up. And when he had filled her order, he rushed to serve another customer before charging Mrs. A. with her purchase. By the time the second customer was supplied he had forgotten Mrs. A.'s charge entirely. The store lost \$1.74 worth of merchandise because that clerk was in too much of a hurry.

"On the same day, another of you waited on a customer, and charged the sale correctly. But after the charge was made, the customer remembered that she wanted a gallon of molasses. Now, as you know, the molasses is kept in

our storehouse. The customer's packages were ready, so she went to the storehouse with the clerk, and took the molasses from there. The clerk came in, started waiting on another customer, and I can't find any charge on the books for that molasses.

"And that is not all. Saturday, of course, is our busy day. A certain clerk was waiting on Mrs. C. when Mr. Blank came in, in a great hurry. After apologizing to Mrs. C. the clerk allowed her to wait while he sold Mr. Blank a few articles, and then return and filled the remainder of her order. She paid cash. But Mr. Blank's account does not show that he bought anything at all on Saturday.

"All the time while weighing and wrapping an order last week, one of you carried on an argument with the customer about the war. After the order had been filled, the discussion continued until the customer reached the door. When the clerk came back, another clerk took up the customer's side of the argument, and so it went on. No charge was made for the merchandise that customer bought.

"Several times this week we have failed to charge goods sold from the storehouse, such as gasoline, flour and feed.

"We have sold \$8.64 worth of goods in one week for which we have absolutely nothing to show.

"Only on the sales I have watched we have lost this amount. How many such losses did I miss? What did they amount to, and what did we lose altogether? Do we lose this much every week?

"Now you men go back to your work and think! Next week I'm going to ask you to tell me what you would do to prevent such losses. Ask yourself—'How can we plug this leak?' Here is \$25 as a prize for the man who makes the best suggestion in answer to that question."

At first we were too surprised to give the question much intelligent thought. But it wasn't long until, under the incentive of the \$25 cash prize, all of us began to get busy and study how we could stop such losses.

From a mere selfish desire to win the prize, our interest grew until we began to take a genuine concern in the affairs of the store.

Five employes gave in twenty-four suggestions. These suggestions resulted in a complete change in our system for handling all kinds of store transactions. The prize was won by the fourteen year old boy who helped on the delivery wagon.

After a thorough investigation of a great many modern methods and appliances, we installed a system which practically forced the making of a correct charge for every cent's worth of goods sold on credit.

Our new system showed the amount outstanding on customers' accounts at all times so that accounts were kept down to a reasonable limit. It was a constant reminder to make collections promptly. We found that because of this much more cash was always available for discounting bills, and other purposes.

We installed a new account file which made the old, tedious posting from day-

book to ledger unnecessary. A great deal of time was saved in this way. The customers' accounts were so accessible that any one customer's account could be referred to at any time and the amount of his bill seen at a glance.

We put a small cash register in the storehouse. Everything sold from there was registered on this machine. These records were checked against the records in the store, and we haven't lost a penny since on goods sold from the storehouse.

The results of our first little meeting were so gratifying that they were continued regularly. The clerk's meetings are held regularly each Monday evening, and such subjects are taken up as "Stock display," "Salesmanship," "What goods to push," "New methods

for utilizing waste," etc. The exchange of ideas and the friendly, co-operative spirit promoted in these meetings has been worth many dollars to our business.

At the end of the first six months' business following the installation of our new methods, we took inventory. You can imagine our astonishment and satisfaction on learning that we had done 60 per cent. more business than during any previous six months in the history of the store, and our net profits were 3¼ per cent. greater than ever before.

Don't lose any sleep over your inability to devise new and unheard-of advertising schemes. Use the tried and proved plans and you will come out all right.

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

WHITE HOUSE

IT'S WORTH REMEMBERING THAT
Highest-grade Coffee, which
"WHITE HOUSE"

certainly is, and always properly aged and roasted just right, contains in a proper proportion the elements essential to the true coffee-flavor and aroma that have made it a distinctive brand the whole country over.

IT'S THE KIND YOU OUGHT TO SUPPLY

DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

COFFEE

In 1, 2 and 3-lb. air tight tin cans only—whole, ground or pulverized. NEVER SOLD IN BULK.

JUDSON GROCER CO.
Wholesale Distributors
GRAND RAPIDS, MICHIGAN



Earl W. DeLano, Cashier of the Allegan State Savings Bank, a young man who by industry and varied ability has developed that institution into one of the best known banking houses in Western Michigan, was recently offered a position with the Continental and Commercial Trust and Savings Bank of Chicago, which wishes him to open a new department with which to manage the large amount of publicity matter used by such an institution, and after considering the proposition several weeks Mr. DeLano has accepted. He will begin work May 10, passing much of every week for three months in Chicago, returning home frequently in order that his work as Cashier of the Allegan Bank shall not be neglected. Mr. DeLano has devoted much time and study of late to advertising and his services are widely sought in the field of bank publicity.

The Jackson banks which maintain a clearing house for exchanges of checks have organized the Jackson Clearing House Association and have chosen as officers the following bankers: President, C. M. Spinning; Vice-President, F. H. Helmer, and Secretary-Treasurer, W. S. Bullard. These officers and A. C. Bloomfield and P. B. Loomis are the clearing house board.

Cornelius Gerber has been elected President of the Grant State Bank to fill the vacancy caused by the death of the late Frank W. Squier. Mr. Gerber has been interested as one of the principal stockholders and a director of the Bank since its organization. He is well and favorably known as a successful business man with considerable financial responsibility, whose past experience especially qualifies him for this responsible position.

The Union Trust Co. and the Peoples State Bank of Detroit, are sponsors for a corn-growing contest, in which, together with the First and Old Detroit National Bank, they will distribute \$300 in cash prizes. Each institution will select ten counties and give a premium of \$10 to the grower of the best yellow dent corn in each county, the samples to be exhibited at the State fair next autumn and judged by the fair officials. Thus thirty counties will be entered in the contest. The age of the contestants is limited to 21 years. The latter provision is for the purpose of encouraging farming among the boys and young men.

George E. Lawson, of the People's State Bank, and W. T. Bradford, of the Union Trust Co., are members of the Michigan State Bankers' Association Committee on Agriculture which has devoted considerable time and money to the development of intensive farming and improvement of conditions throughout the State.

The contest that has developed in the American Bankers' Association, with National and state bankers lined up on opposing sides, growing out of the provision of the new Federal reserve act whereby the Federal reserve board is empowered to authorize National banks to do a trust business, is expected to come to a climax at the mid-year meeting of the executive council and various committees of the Association, which is being held at Old Point Comfort, this week. George E. Lawson, Vice-President of the Peoples State Bank, is the Detroit member of the council.

Section 11 of the Federal reserve act reads: "The Federal reserve board shall be authorized and empowered to grant by special permit to National banks applying therefor, when not in contravention of state or local law, the right to act as trustee, executor, administrator or register of stocks and bonds under such rules and regulations as the said board may prescribe."

The trust company section of the American Bankers' Association is resolved that the right of National banks to act as trustee, executor or guardian must be contested in the courts. It happens, however, that by precedent a section of the Bankers' Association has no right to act independently for itself. All litigation in which the Association is interested must be conducted in the name of the Association. At the Old Point conference an effort will be made to secure the approval of the executive council for the test suit which the trust company section desires to have instituted. National bankers will vigorously oppose the efforts to restrict their powers.

National bankers won the first advantage, in that a special committee appointed to consider the question, recommended that the American Bankers' Association refrain from attacking the constitutionality of any portion of the reserve act. The trust company bankers contend that the creation and management of trusts, the administration of estates, and the

The Old National Bank

GRAND RAPIDS, MICH.

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

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

Fourth National Bank

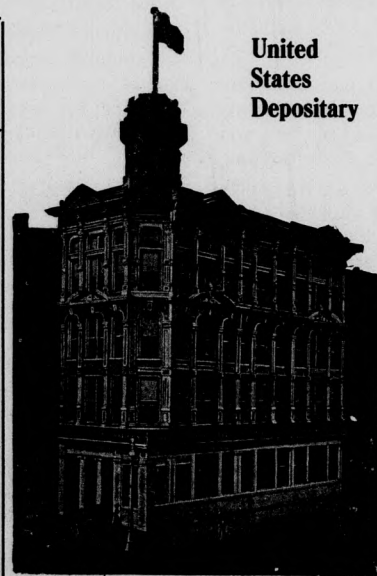
Savings Deposits

3

Per Cent Interest Paid on Savings Deposits

Compounded Semi-Annually

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



United States Depository

Commercial Deposits

3½

Per Cent Interest Paid on Certificates of Deposit Left One Year

Capital Stock and Surplus
\$580,000

acting of registrar of stock and bonds relate exclusively to private rights, and have nothing whatever to do with the affairs of the Federal Government. For Congress to attempt to control or regulate such matters is to invade the sovereignty of the state assured by the tenth amendment; they contend, also, that a state has no authority to confer upon National banks corporate powers not conferred upon them by Congress.

Last week's issue of The Outlook contained an article by Frank M. Davenport upon the progress and present prosperity of Michigan. This State is represented industrially in a somewhat better light than others of the eleven states visited by Mr. Davenport in his search for signs of commercial improvement.

Attorney Walter S. Powers has been placed in charge of the Battle Creek Building & Loan Association, in Battle Creek, as conservator. Mr. Powers says that if all the mortgages can be disposed of the institution may be closed with the loss of scarcely a dollar to the stockholders. By the appointment of a conservator rather than a receiver, thousands of dollars will be saved for the investors. Had a receivership been demanded, it would have been necessary to dispose of the mortgages held by the Association, immediately. Forced sales would have reduced the prices materially. Such reductions necessarily would have brought heavy losses to the investors.

In Michigan business circles, as on Wall street, the question is debated nowadays, with curious variations of opinion, whether the United States, financially and industrially, stands to benefit more by prolongation of the European war or by its early termination. We are certainly finding, in this part of the country, that the war itself is having a very different influence on our own business situation than any one could have imagined, three or four months ago. Today, the stimulating effect of high prices, both for grain and for war materials, is spreading steadily to other lines of trade.

There are many good business men who now take the position that the struggle in Europe is bound to be long-continued, and that this fact, if combined with a large wheat crop in America this year (of which Europe then would have to take at high prices all the surplus we can spare), will of itself have a highly beneficial effect on business generally. Some of them talk of an actual "business boom" as a result of it. At all events, the immense orders for war supplies are creating better business in many other industries. In particular, the effect of this new trade is seen in the buying of steel, and of all materials that enter into the making of war material. There are orders out for over 30,000,000 feet of lumber for making boxes to be used in shipping the ammunition; also orders for near-

ly as many million feet of wagon boards for use by the Allies.

All this must be set over against the lately overwhelming conviction, in Michigan business circles, that the prospect of trade revival depended on the outlook for European peace, and that the ending of the war would be the real signal for expansion to begin. That idea is still very largely held, but recent events have brought a more general admission that the exact effects of peace itself, on our own situation, are a matter of considerable guess-work. For one thing the factories that have been rushed to make war material for the fighting nations will naturally have to return to the legitimate industrial lines for orders.

Those doing a domestic business would look for more orders on a peace basis, which are expected partly to offset the loss from war orders. But a readjustment would be necessary, and as to how long it will take, or how far-reaching it would be, no two financiers or merchants will agree. Furthermore, it is believed that, should peace come before this year's grain harvest is gathered, it would help save a larger percentage of foreign crops than would be possible if the fighting should continue. Europe will have to be helped out with large supplies in any event, but how much will be required in the six or twelve months following peace or continued warfare is merely a guess.

Had the Hill With Him.

Late on a dark night a Kansas farmer heard a beery voice from the road:

"I shay stranger, how much farther doesh this hill go?"

"What's eatin' youh?" replied the farmer. "No hill around here."

"There is too. I've been driving thish wagon uphill for an hour."

The farmer went out with a light.

"Oh, you poor boob!" he said, "where did you lose your hind wheels?"

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Resources Over
8 Million Dollars

3 1/2 Per Cent.

Paid on Certificates

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

Ask for our Coupon Certificates of Deposit

Assets over \$4,500,000

GRAND RAPIDS SAVINGS BANK

If the so-called dry records of the Probate Courts should be examined there would be found in the past many tragedies, stories of looting of estates, ruinous speculation with the belongings of women and children and other betrayals of trust by individual executors. The modern Trust Company is changing all that because of the fact that it is a financially responsible agent and as a corporation lives forever and is especially equipped to handle the affairs of estates economically and wisely. This Company has a record of 25 years of successful operation.

Send for a booklet on Descent and Distribution of Property and blank form of Will.

THE MICHIGAN TRUST CO.
of Grand Rapids

We offer
High Grade
First Mortgage 6% Gold Bonds
Tax Exempt in Michigan

Detailed Information Furnished
Upon Request

GRAND RAPIDS TRUST COMPANY

Ottawa Ave. and Fountain St.

Grand Rapids, Mich.

THE PREFERRED LIFE INSURANCE CO. OF AMERICA OFFERS

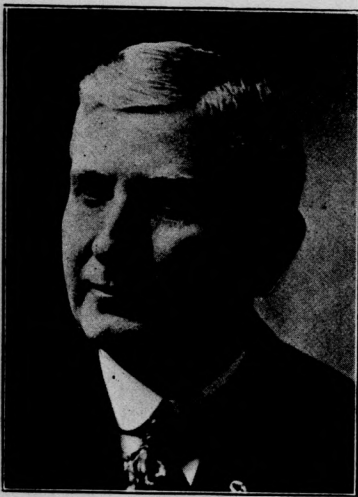
OLD LINE INSURANCE AT LOWEST NET COST
WHAT ARE YOU WORTH TO YOUR FAMILY?
LET US PROTECT YOU FOR THAT SUM

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

MEN OF MARK.

**C. W. Mulholland, Local Manager
Fleischmann Company.**

Charles W. Mulholland was born in Cleveland, Ohio, March 28, 1852. His father was of Scotch-Irish descent and practiced medicine for sixty consecutive years. His mother was a full blooded Yankee. When he was 2 years old the family moved to Peoria; two years later they moved to Muscatine, Iowa; two years later they took up their residence in Milwaukee and two years later they located at Detroit. He was 10 years old when the family located in Tuscola, Tuscola county, where they remained about twelve years. At the age of 22 Mr. Mulholland engaged in the grocery business at Pine Grove, Pa. Two years later he sold the stock and engaged in the same line of business in Toledo. Three years later he sold the stock in Toledo and took the agency of the Fleischmann Company in the Saginaw valley. He was located in Saginaw, but covered all of the cities and towns contiguous thereto, including Bay City. After conducting



C. W. Mulholland.

this agency eleven years he resigned and re-engaged in the grocery business at Toledo. Two years later he sold the stock and came to Grand Rapids where he took the management of the Fleischmann agency on the death of John Smyth. He has continued in this position twenty-two years, having made and retained in the meantime the friendship of every retail grocer and baker in the Valley City.

Mr. Mulholland was married Sept. 3, 1872, to Miss Lila Owen, of Tuscola. They have had one daughter who is now a widow and the daughter and grandson, 4 years of age, reside under the parental roof at 1256 Logan street.

Mr. Mulholland is a member of the National Union and the Knights of Pythias, but he is not very active in either organization. His only hobby is his automobile. He attributes his success to keeping continually at work. As a token to his faithfulness to the Fleischmann interests it may be stated that he has taken only two vacations in twenty-two years, amounting to four weeks altogether. As a matter of fact, he is entitled to an annual vacation and could have it for the asking, but has refrained from doing so rather than to give his competitors any opportunity to

make any inroads on the trade of his territory as the result of his absence from his post of duty. Like all the employes of the Fleischmann Company, Mr. Mulholland is exceptionally loyal to his house and would make any sacrifice, within reason, rather than be compelled to chronicle the loss of a single customer.

**Avoid Either Overbuying or Starving
the Stock.**

Overbuying is surely overstocking, while starving the stock to just the right point is an art known to but few.

The housewife who plans just turkey enough for a good Thanksgiving dinner for her own family, and then has a few more to dinner unexpectedly, so that there is not quite enough, feels badly. The ambitious retailer who is trying to starve his stock, and loses sale after sale of good profit paying shoes, because he has not bought enough, feels much worse, and the chances are the next season he is caught the other way by overbuying.

The theoretical way of conducting a shoe business is beautiful and absolutely simple—all you have to do is to be a good style picker and then pick just enough. One successful theorist will tell you not to buy any extreme sizes—that is, the very large or very small ones, and then when the season opens the first customer you have wants either one or the other, and you haven't got them. What do you think they say about your store? Another will tell you that a line of shoes that is not worth stocking in every size and width is not worth stocking at all. What have you got to say about that? Still another will tell you that there is no more demand for a staple line of shoes, and that you must buy novelties only. What are you going to do or say to the well-poised woman who wants a medium shaped shoe, and you can show her only the narrow toe and the Louis heel?

When you complain that you have lost business by following his theory, each one of these theorists will tell you to let the other fellow have that business, you are better off without it. Well, that may be all right, but if the other fellow follows the same advice a whole lot of people would have to go barefoot until there came along some bright man who had sense enough to realize there was a big chance for a real shoe store to make money by catering to people with big feet to those with small ones, to those who want stylish shoes, and to those who desire comfort. Just as sure as his store was started and stocked on these lines, just so sure would it take a lot of customers from the dealer who was starving his stock, or trimming his lines too closely.

Of course, location enters largely into the matter of the kind of shoes to buy, and how to buy them. I have in mind a store that hardly touches a staple or commonsense style, the extremes in styles only being shown. I know another that deals entirely in conservative and foot form shoes, and both houses do a successful business. Then there is a third in the same city that caters to both the stylish customer and the one who buys for comfort, and has a magnificent business. So it seems that

a man's location should be the key or guide to his buying, but on general principles, I believe there is as much money lost in underbuying or starving your stock as there is in overbuying. One sure thing, you cannot sell what you do not buy. If you overbuy you can dispose of the surplus, and if you go at it in the right way, and at the right time, the loss ought not be so serious. I think one great trouble with the shoe dealer to-day is that he does not take his loss early enough, or he does not cut the price deep enough to move the stock until the shoes he has to sell are badly shop worn, or out of style. Take the styles of this season for example. In my judgment, the man who has a stock of gaiter top boots of fancy combinations who does not hammer them, or cut the price deep enough to move them right now, cannot realize 50 cents on the dollar for them next fall. Then why not sell them instead of carrying them over, and to do so cut the price deep enough to move them.

Some one may say what is the use then of carrying that kind of shoe at all? My answer is, "Get profit enough when the line is new as you are almost sure to face a loss on some of them, and by carrying them you get the reputation of being up-to-date and having the new things."

I think most of us have about three types of customers for whom we must provide shoes. First, the breezy wide-awake customer who always wants new things, and in most cases is perfectly willing to pay the price for them. (The Faddist.)

Second, the one who wants more or less style, but insists on comfort, and who is of the larger class. (The Conservative.)

Third, the customer who wants comfort first, comfort last, and service all the time. (The matter-of-fact kind.)

The buyer for a department store or for a store of his own, who is versatile enough to grasp the demands of these three types, and then keep the assortment down for each to the lowest point will not have a large surplus stock for mark down sales, and will not lose much business throughout the season.

Here are a few suggestions which may help in selecting your stock:

Do not try to cover every size and every width in every line you buy. Select only a few lines having the full run of sizes and widths, from 2½ to 8 in women's and 6 to 11 in men's, and make the selection of these lines cover as large a range as you think your trade demands. After you have them in stock, do not be forever getting ahead of your customer in wanting to change them, for the nearer you keep them to a standard, the fewer broken lines you will have. There are still lots of people who want fairly staple shoes.

In buying near novelties and extreme novelties, there is no set rule except possibly the one not to buy many extreme sizes, either large or small in any of them, and it is safe not to buy all widths either, that is, in the most extreme styles.

For instance, if I were to buy forty-eight pairs of extreme novelties in shoes to-day, instead of having that number in one style, from A to D, I would

rather buy 12 A and 12 C of one style, and 12 B and 12 D of another style, giving a larger variety of styles for the customer with no more money invested for myself, and a clever salesman would hardly miss a sale with the combination. This suggestion might not work well in some places, and no doubt there are some who would not agree with me as to its being practical.

While on the subject of mark down sales, I want to offer a suggestion in the handling of stock which we have found to work out well in our own business, and which is of great advantage to the merchant who is short of room. After going through our stock, and selecting every pair of shoes to be sold, we divide them into lots (the fewer the better) at whatever price we propose to sell them. Then we give them a new serial number by marking the same number on each shoe of a pair, and place only one shoe of a pair in the sale. The mate is put back in the store where the room is not valuable, and arranged in numerical order, under the care of a stock boy who can instantly place his hand on the mate to the one that has been sold when the salesman calls for it. This system allows a chance to display twice the number of shoe, and where room is at a premium this means much. It also prevents the tangling and bunching up of stock on tables as is the case where they are tied together.

There are other schemes which we use successfully, that tend to keep down the stock at the close of the season, and tend to facilitate their sale when sale time comes. R. J. Healey.

Attack on the Parcel Post.

At the recent convention of the National Carriers' Association in New York, a speaker made the following attack on the parcel post:

"We well know that it is not economy to centralize the business of the country in the hands of a few concerns and thereby build up a monopoly of the channels of distribution.

"This is what the parcel post is doing, and the oil, steel, or tobacco trusts will soon be pygmies compared with the mail order trusts with the United States as chief partner and no share in the profits. If the business men of the country sit idly by, offering no criticism, no intervention, the Postoffice Department will continue this ruinous plan, irrespective of the aggregate cost to the business interests of this Nation. A strong protest by combined business, banking, and industrial interests of the United States should be presented in some forcible, decided way to the authorities at Washington."

The Depths of Humility.

"When Dr. Creighton was Bishop of London," said the present Bishop of London, "he rode on a train one day with a small, meek curate. Dr. Creighton, an ardent lover of tobacco, soon took out his cigar case and with a smile said:

"You don't mind my smoking, I suppose?"

"The meek curate bowed and answered humbly: 'Not if your Lordship doesn't mind my being sick.'"

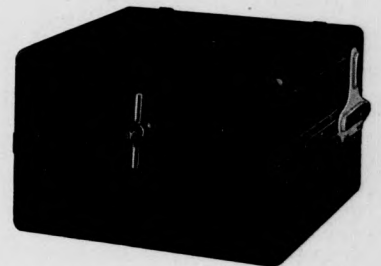
A Revolution in the Account Register. Business



The McCaskey Safe Register—OPEN
Minimum capacity 130 accounts—can be expanded to 330 accounts in one cabinet.

Don't Wait Until You Burn Out

Your accounts and business records are protected if you install



The McCaskey Safe Register—CLOSED
Perfect insulation makes the METAL CABINET practically air-tight and fire resisting. Perfected after years of costly developing.



CLOSED



OPEN



CLOSED



OPEN



CLOSED

A jointless metal cabinet. Records, sales slips, paper money (U.S. Legal Tender), have not scorched within this cabinet in severe fire tests.

Protect Your Accounts Before it is Too Late

More than 125,000 merchants are using

The McCaskey System

It saves them time, labor, worry and money by cutting out useless bookkeeping. With *only one writing* they obtain **BETTER AND QUICKER** results than under their old three to five writing method.

McCaskey Garvity Expansion Register housing

The McCaskey System
This style holds a minimum of 240 accounts and can be expanded to 440 accounts. Manufactured in various styles and sizes.

The **MCCASKEY SAFE REGISTER**

IN CONNECTION WITH

The **MCCASKEY ACCOUNT SYSTEM**

The most recent addition to

With Only One Writing **The MCCASKEY SYSTEM** The End of Drudgery
First and Still the Best!

The McCaskey Register Co.

Alliance, Ohio

Incorporated Capital \$3,000,000

BRANCHES in all Principal Cities: Dominion Register Company, Ltd., Toronto, Canada, Manchester, England.

The Largest Manufacturers of Carbon Coated Salesbooks in the World Also Manufacture Single Carbon Salesbooks in all Known Varieties



Let us show you how

The McCaskey System

will more than pay for itself in your business in the course of a few months after it is installed and will continue to earn profits for you year after year.

Write for further particulars.

Our nearest representative will gladly call.

Use the coupon when writing.



OPEN



CLOSED



OPEN



CLOSED

The McCaskey Register Co., Alliance, Ohio.

Gentlemen:—I am interested in the McCaskey System of handling accounts and records and would like to have further particulars about

The McCaskey Safe Register Other Models
Name
Address
City and State
Business No. of Accounts

MT-5-5-15

MEN OF MARK.

Ludwig Winternitz, the Long-Time Yeast Exploiter.

Nearly thirty-one years ago the writer met a gentleman who was introduced to him as the new agent of the Fermentum Compressed Yeast Co., succeeding the late P. Spitz, who was the pioneer in introducing compressed yeast to the grocers and bakers of this city. The newcomer was a handsome appearing young fellow, but his English vocabulary was so meager and his knowledge of American methods was so limited that even the most casual observer would note the fact that he was sadly hampered at the inception of a business career in competition with native Americans more favored in these respects. Judging by the rapid manner in which he has forged his way to the front, however, the apparent disadvantages under which he labored at the beginning of his career served only to spur him on to more energetic endeavor, for in the short space of a dozen years he rose from the position of local agent in charge of a retail distributing point to that of Superintendent of Agencies, with full control of a hundred agencies in as many cities and towns. His further advancement was gradual and substantial. The history of Mr. Winternitz' life is best told in his own words:

"It was in the city of Prague, in Bohemia, on April 29, 1854, that I spoiled the full dozen and made my appearance as No. 13, the last one among the Winternitz and Spitz company of boys and girls. My father was a celebrated school teacher and, like most all school teachers, not very rich. I can not say much about my early youth. My father died when I was only 11 years old, leaving us a good honest name and the fortune of six gulden. At the age of 13 I started my commercial career as office boy in a grain establishment, remaining in it about three years and attending an evening commercial college, with good results. I remember that I did not then have two kinds of pie daily on my bill of fare—was glad to get meat once or twice a week. This I remark to show the comparison between the nourishment of the young American and that of the average foreign youth. At 'sweet 16' I went into the cotton and yarn business of Ignatz Gerstel, of Prague, where I remained for about fifteen years. I started as clerk and wound up as head bookkeeper and traveling representative of the house. My dear mother stayed with me as long as she lived. First she took care of me and then I tried to make her old age as happy as possible. She died in 1883.

"In 1884 I gave up my good position in Prague and followed a magnet which drew me to America. Very few knew the real cause of my leaving Europe. My employer was one of them, and, as he was the only one who knew my financial condition, he proposed to give me 600 gulden to take with me. He said, 'You may need that money. If you can, pay it back in a year; if you can not it won't be much of a loss to me. I am willing to help you any time.'

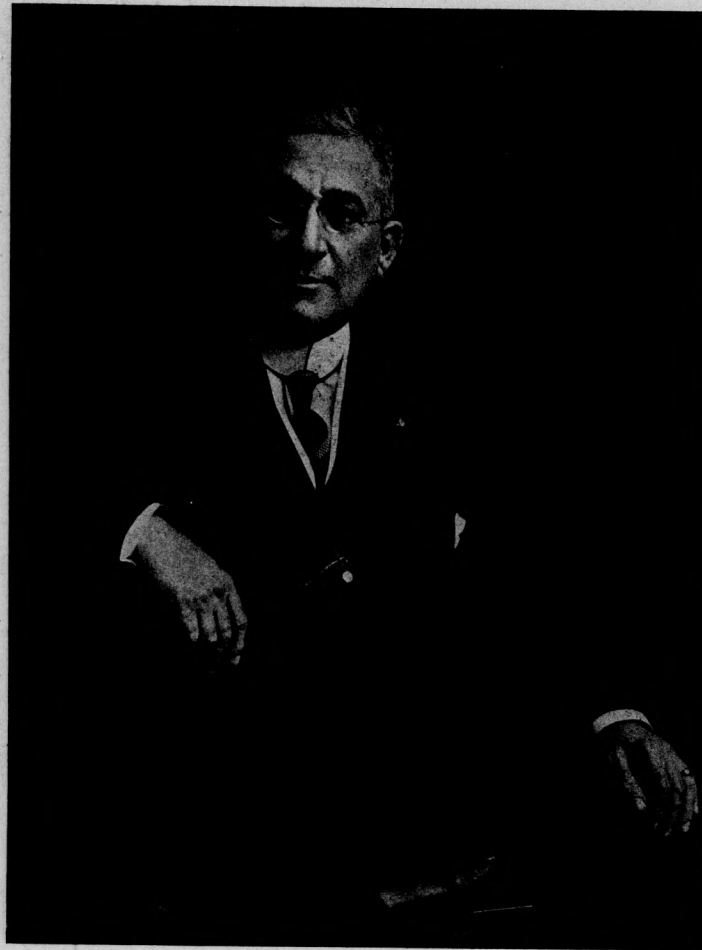
"On my way to America I learned a little English, and the moment I stepped

on Uncle Sam's ground I had to undergo the first examination. I had to make a custom house affidavit and the officer asked me to swear to it, so I uttered the worst oath I had ever heard. The crowd burst out laughing and an old lady said, 'Poor greenhorn! He meant no harm. He will be all right in a few years from now.' I am still hunting after that old lady. Want to ask her if I am now 'all right.'

"A few days after that I visited my friends at Chicago and was the happiest man in the world—I was near my sweetheart. But when I asked the old folks, pa and ma wanted to know how the green cousin would make an honest dollar. Well, for a few days I worked in Chicago and then my half brother in Grand Rapids, Mr. Spitz, got sick and

ing a cup of coffee with him for early breakfast! With the increase of our yeast business the population of Grand Rapids increased also, and we put out one wagon after another. Well do I remember when E. Bleyer, of the Paul Bechtner Vinegar Co., came to me and induced me to sell his vinegar. I started at it and the second and third seasons many carloads of Star brand vinegar did I sell. Then came pickle and mustard agencies, and finally I was lucky enough to get the agency for the Woolson Spice Co.'s Lion coffee, and that I made a success for them in Grand Rapids is a certain fact.

"But all this was not to be credited to me alone, for in April, 1885, I married my dear Clara (born Kadish). She assisted me a great deal in my busi-



Ludwig Winternitz.

I had to go there. For a while I felt kind of lost, but that feeling did not last long, as several Grand Rapids friends came to my assistance. It seemed rather strange to me when the late Moses May told me to take a broom and sweep my office and clean my windows.

"I will never forget those first impressions of American life. Very soon I got acquainted with the mode of 'treating' and spent more money than I earned introducing myself and Fermentum to the trade. New opposition came into market and that was life to trade. They made it pretty lively for me, but I learned to rise with the sun and sometimes I beat the sun. How often did I drive up and down Canal street at 4:30 of a winter's morning, waiting until Tom Wasson opened his bakery, so as to be the first one to sell him his half pound of Fermentum, tak-

ness. I used to call her my 'living dictionary,' for when I got stuck and my Bohemian tongue wouldn't twist in the right direction she would help me out.

"The Fermentum Company called me to Chicago in 1892 to act as traveling agent and in June, 1894, I was made manager of the company. In 1895 I returned to Grand Rapids to take the management of the Michigan Spice Co., which was a position entirely to my liking, because it enabled me to live among friends I loved and the merchants I knew so well. In August, 1896, I attended the National convention of the Elks at Cincinnati and naturally called at the office of the Fleischmann Company to pay my respects. To my surprise the manager offered me the position of Superintendent of Agencies at a salary nearly double what I was

receiving from the Michigan Spice Co. To say the least, I was stunned. I wanted to stay in Grand Rapids, the city of my adoption and the place where I had made my first stand in the New World, but opportunity to earn and save more money and, perhaps, be of greater service in the larger field influenced me to make the change. I have never had occasion to regret my choice, although my mind continually reverts to Grand Rapids and reviews the many pleasant days I spent in the beautiful city on Grand River. My territory included the West and Northwest, including the wonderful cities of Spokane, Seattle and Portland and the principal cities of the Canadian Northwest, in which I first introduced Fleischmann's yeast. When I went with the house it had no trade west of Denver. I developed business in every city this side of Alaska, and some time I suppose my successor will be going there also.

"In 1911 the old wagon began to break down and on June 24, 1912, President Julius Fleischmann called me into his private office, where the Executive Board of the National Association of Master Bakers were his guests, en route from a meeting at Louisville, and presented me with a fine gold watch which I am very proud of, as it bears this inscription: 'To L. Winternitz, with sincere appreciation of Julius Fleischmann.' Not many men can boast of such high honors as were bestowed upon me—the company gave me an honorable discharge and a pension for life. My associates at the office presented me with many tokens of esteem. Friends in the trade gave me a banquet at St. Louis, the Executive Committee of the National Association of Master Bakers gave me a beautiful present and I have hundreds of letters from friends in the trade who wished me well and expressed the hope that I might live long to enjoy the good things of this earth and the rest and contentment which my pension gave me.

"In November, 1912, I followed Mr. Fleischmann's suggestion and took a trip around the world on the S. S. Cleveland. I enjoyed the life and rest on the water so much that I remained in Honolulu until the Cleveland went to Frisco and back and then jointed the boat on its return trip, which brought me home to this country in July, 1913. I made a good many friends on that trip and have about 600 photos which I took—I enjoy displaying the photos and talking about my trip. Since my return I have spent my time visiting friends and am now in Grand Rapids among my old associates, happy to be once more in 'dear old Grand Rapids.' I may leave for the Pacific coast before long to visit the field I worked so successfully and where the Fleischmann Company has recently erected a large yeast factory at Sumner, Wash., to take care of its increased trade.

"I have few hobbies. I am an amateur photographer—some of my friends are kind enough to refer to me as an expert—and enjoy making pictures for my friends and the magazines. I am also a lover of the piscatorial life and am an active member of the Stoney Lake Fishing Club, which owns a fine summer home and forty acres of land

at Hackensack, Minn. My home in Chicago was my greatest hobby, however, but my dear Clara died January 8, 1909, so I am now a wanderer, making my home wherever night overtakes me. My nominal headquarters are in Chicago and I get my mail at the Illinois Athletic Club. No married people ever lived in greater harmony than Clara and I. We were one in mind and one in heart and never permitted any misunderstanding to cloud our happy relations.

"I paid my old employer in Prague the 600 gulden before the first year expired.

"I hold a membership in Grand Rapids in several societies. Have been an officer in Doric Lodge, F. & A. M. and have gone up as high as the 32d degree. I also owe allegiance to the Shrine and B. P. O. E., No. 48. I shall never forget what Grand Rapids was to me and many yet make it my resting place."

The Tradesman can add little to Mr. Winternitz' modest recital of the events of his own life except to say that his career in this country furnishes an admirable example of the effectiveness of honesty of purpose and constant application to business, properly combined. Mr. Winternitz has a faculty of making friends wherever he goes, and to this faculty is due in no small degree the remarkable success he has achieved. Generous to a fault, loyal to friends and employer, happy in disposition, enjoying excellent health, looking into the future with all the enthusiasm of a boy of 16, Mr. Winternitz has every reason to regard the coming years with complacency, believing that they will be pregnant with even greater joys and pleasures than the past has been.

Personal Letters a Factor.

An Ohio merchant uses personal letters to inform his trade of matters in which he believes it will be interested. This, too, is a service the possibilities of which are rarely touched. Customers appreciate the personal letter. This merchant has a stenographer who writes each letter personally. It is signed by the merchant himself. It calls attention to some line of merchandise on display at the store.

Letters calling attention to special showings of ready-to-wear or fabrics that are open to the inspection of certain customers, early, are always appreciated. A prominent Oriental rug house in Chicago, a week or ten days before the opening of its semi-annual clearance sales, sends notices of the sale to all its regular customers, announcing that the showings will be ready for the inspection of that trade for several days before the public is admitted.

Full Speed Ahead.

Tomkins, the hustling business man, had been ordered by his doctor to stop work and take a real rest. He went to Florida—not to a gilded palace, but to a little coast town far from the hurrying crowd. But he couldn't stand it.

"Not those people," he explained. "Why, all they did was to go down and sit on the river bank and watch the turtles and say, 'Gee, look at those fellows go whizzing by!'"

TRADE BLUFFING.

Store Episode With Its Villainy and Finale.

One day a lady came to us, accompanied by her aged mother, to enquire about a suit. She asked the usual questions about prices, number of fittings, fabrics, styles, etc. Then we asked for her card and later looked into her statements a bit. This we did because the lady said she had just had a most unfortunate experience with "A" who, as you know, is a high-class ladies' tailor. We found the standing of the prospective customer to be quite satisfactory.

After the second fitting, the customer said our suit was a great satisfaction to her because it fitted so well even with but two fittings. "Do you know," she said, 'A' required ten fittings and, at that, the suit was such a mess I had to send it back. I really couldn't appear in it at all, it was such a failure in fit and make.'

Just to make sure the order would be O. K. in every way, we requested

"The lady was compelled to accept our suit which fitted her perfectly," said "A" "and has paid for it, so we are not at liberty to discuss her. She did not have ten fittings, however. We can't let that go out."

The trouble was now disclosed! Having been forced to take and pay for the "A" suit, she did not wish to have ours, too, and so she bluffed by an artifice that she hoped to succeed in, to justify her in canceling her order with us.

After getting this information, madame passed into the fitting room where the customer was restlessly walking up and down, displaying a suit with a bottom line of wildest crookedness and a hunch on one hip that was a joke. At one side sat the aged mother, pale and distressed. Madame said afterward that she almost gave up what she had determined to do, at sight of the older woman, who was obviously begging her daughter not to make a scene.

Kneeling beside the indignant dame who was so displeased with our work

CANNOT BEAT THE DUTCH.

When King Canute, knee deep in sand, upon a slippery beach
Was learning that he couldn't awe the ocean with a speech;
The Dutch were busy building dykes of mud and turf and sand
And snatching from the hungry sea large tracts of good dry land.

When other folks were making roads that ran up hill and down
O'er which to drag their grain and meat and lumber into town,
The Dutch dug wide and deep canals without a single grade
Which saved a guilder to the ton on every trip they made.

When other nations got fussed up and mixed up in a war
And knocked each other's churches down and shed each other's gore,
The Dutch kept plodding right along about their own affairs,
And what they had before the war continues to be theirs.

They are not much for blow or show, they have no vast designs
Of roping off a conquered earth with league long battle lines.
About the things that they have done they do not bluster much,
But when it comes to common sense—you cannot beat the Dutch.

the customer to come for a final trying-on, for our satisfaction as well as hers. On the appointed day our maid helped the customer to put on the new suit, as usual, and we expected her to report that the lady was ready, when to our surprise the maid rushed into the office with her eyes bulging and her excitement so ungovernable that she could hardly speak.

"Oh, Mme. X!" she gasped, "Mrs. Blank says her suit is a fright—that it doesn't fit and she won't take it; that nobody ought to expect her to pay good money out for such a looking piece of work—and, oh, Madame!—I may be wrong—but I do believe she has something stuffed inside of her corset on the hip—to make it stick out uneven! The dress doesn't fit—but it certainly doesn't look natural to me, either."

Quieting the excited girl, we decided on a course of action. Our business manager called "A," the ladies' tailor of whom the customer had spoken so slightly, and said, "This is 'X.' We have a customer here who proves to be very difficult to get on with, and as she began her connection with us by running down her connection with you, I thought I'd better ask what you found the way to handle her. Is it true that she (Mrs. Blank) had ten fittings from you and finally turned down a suit as unfit to wear?"

and our service, madame said soothingly: "Oh, how badly your skirt looks. * * * No wonder you are displeased, Mrs. Blank!" * * * And before the customer realized what had been done, madame slid her hand up underneath the lady's corset and pulled out a nightdress and a pair of knickers.

Not a word was spoken. It was as if nothing had occurred. Madame handed the contraband garments to the maid, telling her to have Mrs. Blank's things wrapped up for her. The rest of the visit was peculiarly silent and the two ladies left the shop as speedily as they could.

We called up our attorney and requested him to go to the hotel where the ladies were stopping and to inform them that the suit would be sent C. O. D., and if not paid for and accepted, would be at once followed by a subpoena to court.

The attorney had two entirely meek women to deal with when he called, and he reported to us that he never felt so sorry for anybody as for the mother, who looked deeply mortified and humiliated through the interview. This imposition upon the older woman is the strongest memory for us, too, in connection with the unpleasant encounter with a very well-developed case of trade bluffing.—Woman's Wear.




We Call on Your Customers
Through the Magazines and tell them how good and useful is

Mapleine
The last word in flavors
Order from
Louis Hiller Co.
4 Dock St., Chicago, Ill.
CRESCENT MFG. CO.
Seattle, Wash.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

REGISTERED U. S. PAT. OFF.

MADE ONLY BY

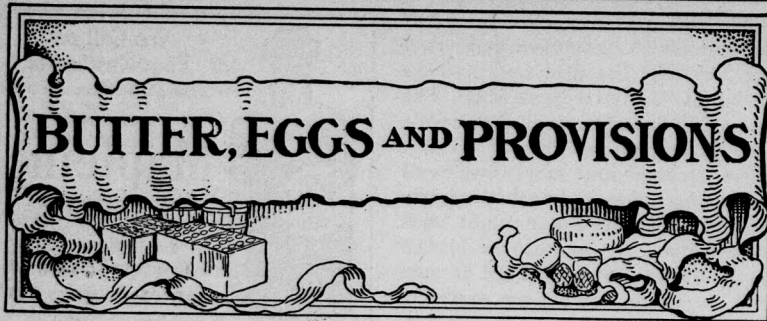
Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

Safety First in Buying

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

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

Butler Brothers
Exclusive Wholesalers of General Merchandise
New York Chicago
St. Louis Minneapolis
Dallas



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

Affidavit of Dr. H. W. Wiley on Egg Albumen.

The deponent, Harvey W. Wiley, residing at Washington, D. C., affirms that in his opinion the addition of a minute quantity of egg albumen, in the proportion of about one part to 600 parts of baking powder, has for its sole purpose the deception of the purchaser who witnesses comparative tests of baking powders, not containing albumen in vitro. Ordinary baking powders not containing albumen when placed in a glass and treated with water permit the reaction to take place between the acid element, whatever it may be, and the basic element, which is in all cases bicarbonate of soda. The carbon dioxide which is liberated in this reaction escapes freely from the baking powders containing no albumen. On the other hand, in baking powders containing egg albumen a film of the albumen holds the bubbles of the carbon dioxide, causing it to foam and fill the glass with a more or less permanent bubble. To the unscientific observer this would indicate that the carbon dioxide in the baking powder containing the egg albumen is more abundant and more serviceable than that in the powders not containing the egg albumen.

On the other hand, the flour from which the bread is made contains 12 per cent. of an albuminous substance known as gluten, which serves exactly the same purpose in the bread that the minute proportion of egg albumen serves in vitro. The minute portion of the albumen in the baking powder could not add sensibly to the entangling power of the gluten in the flour, and hence a loaf made with a baking powder containing no egg albumen could be just as porous and palatable, other things being equal, as one made with a powder containing the egg albumen.

The increase in food value is so extremely small by the use of the egg albumen in the baking powder as to be entirely negligible from any economic or physiological point of view. It is true that egg albumen is a valuable food and eggs are often mixed with flour in the making of products suitable for table consumption. The use of egg albumen to increase nutritive value is unobjectionable, but its use to deceive a customer in regard to the character of a baking

powder is highly unethical, and would justify regarding such a baking powder as adulterated in that it was powdered, mixed, colored or stained in a manner whereby inferiority was concealed. It would be easily possible to induce a customer to believe that a baking powder yielding 7 per cent. of leavening gas was much better than another one yielding 12 per cent. by such an experiment as is described above.

New Kind of Grocery Store Appears in California.

J. R. Newberry, the California grocer, is out with a brand new adaptation of the idea of cutting down service costs in the grocery trade. He is converting his Riverside grocery store—the last one left of his old chain—into a "cafeteria grocery." His plan is to operate along practically the same lines as cafeteria restaurants are conducted. Railings will be built into the store, and as the customer enters she will pick up a basket arranged for her convenience. Then she will pass down the aisles and help herself to whatever she wants, arriving at the end of her journey in front of the cashier's window, where her purchases will be checked up and she will pay over the spot cash. Every article in the stock will be plainly marked, so that the purchaser will have to ask no questions. For several years Mr. Newberry has been liquidating his business and now has his grocery interests down to the one Riverside establishment, which carries a stock of perhaps \$8,000 or \$10,000. At one time he operated a near-wholesale grocery house and a string of more than thirty retail stores all over Southern California, including two large downtown establishments in Los Angeles. These chains flopped from a high-class credit to a cash and no delivery basis five years ago and the change was not successful. Since that time he has been selling his stores as rapidly as possible and the one at Riverside alone remains.

Stones in Egg Cases.

Henneberger & Herold, of this city, received a consignment of fifty-six cases of eggs last week from E. E. Ellis, of Cuzco, Ind., in which one case was filled with stones, except the top layers, which contained eggs enough to make the case look natural when opened. The receivers suppose the shipper was imposed upon by some supplier. It is an illustration of the carelessness with which eggs are handled by some shippers. We have seen butter tubs containing rocks under a layer of butter, but never before egg cases loaded in

this manner although in the summer time many cases are shipped here containing rots and spots which might as well be stones as far as value is concerned. There will come a time when egg shippers will know both what they are buying and what they are shipping—whether as to stones or rots and spots.—New York Produce Review.

Export Type Wanted.

Cheese manufacturers should make a special effort this spring to produce a close made, firm bodied cheese. The

fresh cheese market is supported at the present full values wholly by the export demand, and export buyers are very particular in their selection. Weak bodied, soft made, open and pin holey fresh makes are only salable under present trade conditions at material concessions from the prices demanded for firm made cheese or export type and it looks now as if the increased value of a firm made cheese will more than make up for the smaller yield realized.—New York Produce Review.

We are sellers and buyers CLOVER, TIMOTHY SEED, MEDIUM

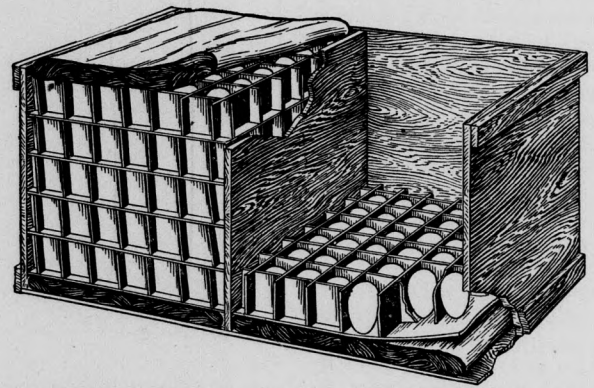
Mammoth, Alsike, Alfalfa, Red Top, Orchard Grass
 All kinds Field Seeds and Beans. Call or write

Both Phones 1217 MOSELEY BROTHERS Grand Rapids, Mich.

Endorsed by the Railroads

The Official Classification Committee of the Transcontinental Railroads has issued the following order, effective Feb. 1, requiring the use of a dividing board in egg cases—"except that when an excelsior packing mat or cushion (made of excelsior covered with paper) not less than eleven inches square, of uniform thickness and weighing not less than 2½ ounces is used, dividing board will not be required next to eggs at top."

In the wording of these specifications there is an evident testimonial to Excelsior Egg Case Cushions in preventing breakage. It means that the experimental stage of these cushions is passed. They have been tried, tested and now are approved as the best.



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

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

Samples and prices can be obtained
 from any of the following addresses:

Excelsior Wrapper Co. - - - - Grand Rapids, Mich.
 Excelsior Wrapper Co. - - - - Sheboygan, Wis.
 Excelsior Wrapper Co. - - 224 West Kinzie St., Chicago, Ill.

Our Facilities are such that Promptness is our slogan.

The Vinkemulder Company

Jobbers and Shippers of
 Everything in

Fruits and Produce

Grand Rapids, Mich.

Legal Proceedings Necessary.

George E. Cutler, of this city, received three cars of storage packed eggs from a Western shipper last week, one of which was handled under conditions that proved exasperating because of the manifest injustice of the railroad procedure in handling the matter of breakage. This car had been sold to arrive at 22½¢ and upon casual inspection of the samples brought to store was passed by the buyer as acceptable; further examination of the sample however, showed that there was breakage in the eggs and the buyer refused to accept the stock even though Mr. Cutler offered to put it in perfect condition. The line agent was called in and was fully convinced that the cases contained serious concealed breakage but the line positively refused to permit any inspection of the cases remaining on dock except four cases on which an allowance was made of four and one-half dozen broken, one and one-half dozen cracked six dozen stained and one and one-half dozen short. Mr. Cutler was obliged therefore to accept the delivery of the whole car without any chance of an amicable settlement of the loss and had to repack 187 cases out of the 300 first grade eggs in the car, many of which were very seriously broken and evidently through shock in transit. Moreover the sale of the car was cancelled and beside the loss in breakage there was loss in the labor of repacking and sale.

It is a manifest injustice that payment for such palpable damage and loss should not be collectible except through the cost of suits at law. It would seem that the arbitrary rule governing such cases should become null and void when the Cummins law becomes effective, although it may be that even the prohibition of any limitation of liability will not compel carriers to pay their debts without suit.—New York Produce Review.

Community Circles Recommended by the Government.

Washington, D. C., April 30—A cooperative plan to reduce the enormous waste now caused by the careless marketing of eggs is outlined in Farmer's Bulletin 656, "The Community Egg Circle," which has just been published by the U. S. Department of Agriculture. It is estimated that under the present haphazard methods of gathering and marketing eggs, nearly 8 per cent. of the country's output is a total loss. Since the annual production of poultry and eggs in the United States is valued at more than \$600,000,000—a sum equal to the value of the hay or wheat crop—the importance of reducing this loss is obvious.

The individual farmer too often regards his eggs as a mere by-product, to which it is hardly worth his while to devote himself seriously; in consequence he is inclined both to neglect his poultry and to gather his eggs whenever he happens to have a spare moment or two. In consequence the output of his poultry yard is not only small to begin with, but a large proportion of it has begun to spoil before it reaches the hands of the country merchants. They usually buy the eggs on "case count," paying the same price for good, bad and indifferent. The large markets, however, do not pay the same price and reject many altogether; in consequence the price per egg to the farmer is made sufficiently low to provide a safe margin and to cover the loss on eggs of poor quality.

These conditions have been so firmly

established by long usage that the individual can do little to alter them unaided. Community co-operation, however, can quickly raise the standard of the eggs shipped from any one neighborhood, and with the standard the price. The fancy trade is quite willing to pay more for a guaranteed article and the extra cost of producing the guaranteed article is more in pains than in cash.

The plan outlined in the bulletin already mentioned calls for the organization of a community egg circle, which should include as soon as possible enough members to warrant the employment of a manager. Each member agrees to gather his eggs daily and in hot weather twice a day, to keep them in a cold place, and to deliver none that is more than seven days old. No eggs are to be washed and the male bird is to be kept away from the flock, except during the mating season.

The manager of the circle inspects, grades, and markets as a whole the deliveries the members make to him. Payment is made to the members in proportion to the number of eggs to each grade that they deliver and the prevailing market prices, less their proportion of the necessary expenses. The bulletin also gives suggestions for convenient receipt forms which will enable the members to check up their payments with their deliveries.

Such a system will enable the circle to make arrangements for the delivery of regular supplies to the best and most discriminating class of trade.

Plea for Ford and His Car.

Traverse City, April 27.—I have been a reader of your paper for about twenty-five years. Sometimes I have been a little slow about paying for it, but I have always paid up before it was outlawed. I have always liked the paper, but once in a while you have put in some things that I did not like. I have been thinking that I would write you what I thought of an article which was published in the September 2 issue, where you say: "Certain Grand Rapids men who have hitherto figured as theorists rather than practical business men are urging Henry Ford to interest himself in Grand Rapids industries. In the opinion of the Tradesman such a consummation would be a calamity. Grand Rapids has always been known as headquarters for the manufacture of high grade goods. Mr. Ford's reputation is based on his ability to sell junk at a fancy price. If we wish to change Grand Rapids from a city of high ideas and good goods to something cheap and shoddy, we can do it in no easier way than by inviting Mr. Ford to become a factor in our community."

Now, that kind of talk doesn't sound very well to me or to anyone else who takes the paper home and looks at it as a family paper. It doesn't sound as coming from a man who should be looked up to by the younger members of the family. In fact, it sounds as if it was written by a man in Germany, who spells his name with a large K.

I don't know that there is such a man as Mr. Ford only as I see his name in the papers once in a while, and the car that you intimate is a bunch of junk, I know from observation for the last three or four years will give from three to four times more service for the money than any of the heavy or medium weight cars.

Of course, we will all have to admit that a heavy car will ride much easier than a light one. I do not own a car, nor do I expect to own one until some of the people whom I see going by in their automobiles who have owed me money from ten to forty years, will step in and pay up. Then I could have several—and then some.

Another thing in favor of the light machine is the wear and tear on the roads. A few years ago we had one

of the prettiest and best roads in the State along the bay between Bower's Harbor and this city.

Then the heavy auto came along and cut it full of ruts, followed by the heavy auto trucks which cut it all to pieces, so to-day it would make a person seasick to go over it with a horse and buggy.

What's more, the little ford seems to make good when called upon. I have in mind a traveling man who was making across country in a medium weight machine and ran into a piece of new made road just south of Sturgis. He stripped the gears on the transmission of his car, which left him stuck on the level road, with plenty of broken stone all around him. Then along came a bunch of junk in the shape of a ford, with a good natured driver, who hitched onto his car and took him into town.

The result was the agent traded his auto for a ford and is now making the bumps and trying to be happy.

T. D. McManus.

Watson-Higgins Milling Co.

Merchant Millers

Grand Rapids :: Michigan

AS SURE AS THE SUN RISES

**Voigt's
CRESCENT
FLOUR**

Makes Best Bread and Pastry

Satisfy and Multiply

Flour Trade with

"Purity Patent" Flour

Grand Rapids Grain & Milling Co.
Grand Rapids, Mich.

POTATO BAGS

New and second-hand, also bean bags, flour bags, etc. Quick shipments our pride.

ROY BAKER

Wm. Alden Smith Bldg. Grand Rapids, Mich.

Geo. L. Collins & Co.

Wholesale Live and Dressed Poultry, Calves, Butter, Eggs and Country Produce.

29 Woodbridge St. West
DETROIT, MICH.

Merchants' National Service Co.

National City Bank Bldg., Chicago

SALES SPECIALISTS

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

Make Out Your Bills

THE EASIEST WAY

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

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.

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.

Command your hand to guide the brush

Striking Method of Illustrating a Show Card.

Written for the Tradesman.

Something in the way of an illustration often is needed on a show card. Pictorial effects are produced in various ways. The use of cut-outs and pictures entire, culled from illustrated periodicals or from any other available sources was explained in a former article. The making of simple sketches of suitable character, either with pen or pencil or more likely with the brush, will doubtless be resorted to by every one who has a little gift in the way of drawing and painting. There is still another way of supplementing the printed message by something that appeals more strongly to the eye than words. By this last method we place on the show card the article itself (whatever it is that is being advertised.) This is "going one better" than any sort of a picture. It appeals to the intense popular liking for realism, and when well carried out is bound to make a taking and effective card.

While the use of the article itself on show cards is naturally limited to such items as are not of great size or weight and are otherwise suited to this form of display, a large number will be found to which this method of advertising is admirably adapted. A hand bag, purse, bottle of perfume, baby's bonnet, box of fancy stationery, box of chocolates, a pretty handkerchief, a bathing cap, a man's hat, a shirt, a necktie—any one of these items may be made the feature of a striking and attractive card. A large number of other articles will suggest themselves. A cleverly arranged card advertising a certain popular kind of low priced watch, had fastened to it the lower front portion of a boy's vest, in the watch pocket of which was the watch, a showy fob being of course attached.

Just the manner of treatment will vary with the nature of the article and the taste and ingenuity of the card writer. Sometimes, as in the case of a bottle of perfume or a box of chocolates, a space of proper size is cut out of the card and the article set in. Some articles like the baby socks seen in the illustration, may be fastened to the card by a few stitches, others by means of thumb tacks or push pins.

When it is desired to use a light-colored article on a white or light card, then putting in a background, either with the air brush or with brush and water colors, will aid in bringing the item out distinctly and giving a "lifelike" appearance. On tinted cardboard a little air brush shading with darker color of proper tone will impart a smart effect. However, backgrounds and shading, while they help

the appearance of the work, are not absolutely necessary if care is taken always to use a card that furnishes a proper color contrast to the article.

It will be understood that when this method of illustration is made use of, the card, which should be at least fairly good sized, should be devoted exclusively to the one article, and this should be something which it is desirable to bring into consider-

the proper tint, which is a true straw color. A yellow leaning toward mustard or orange is not so good here. The heads should be touched up with white, and a little shadow beneath each will add to the good effect. It will be found that painting these leaves and heads is very easily done by the veriest amateur. A stunt of this kind is far simpler than good lettering.

the use of compasses or with string and pencil. How to draw a perfect oval is not so generally understood. The word oval, strictly speaking, means shaped like an egg; that is larger at one end than the other; but here we use it in the popular sense of a perfectly symmetrical elliptical figure.

Determine first on the proportions, the long diameter and the short diameter, or the major and the minor axes as they are called in mathematics. The proportions used in the diagrams are seven and four. To make an oval like this (only larger of course), first draw a horizontal line A. B., seven inches long. Intersect this in the middle by a line four inches long, drawn exactly at right angles to A. B. and half above and half below. Take half of the long diameter—in this case three and a half inches—and find the point on the line E. B. that is just this distance from D. This may be done by compasses, string and pencil, or by careful measurement with a ruler. We indicate it as F. In the same way find the like point, which we call G, on the line A. E. Insert a tack firmly at each of the three points D, F and G. Pass a string around the three tacks and tie a knot in it, so that the tied portion or loop as we will call the tied portion, forms an accurate measure of the distance G. F. D. Take out the tack at D, leaving those at F and G, and leaving the string, which is now somewhat loose on them, around those tacks. Insert pencil, draw the loop out, and with pencil upright trace all around, the loop being held to the required curve at every point by the tacks at G and F.

Any desired proportions may be taken, according to the fancy of the card writer or the place where the oval is to be used. When there is little difference between the two diameters, the oval will approach a circle; when there is a great difference, the oval will be long and narrow. The work should be carefully done and a string used that has practically no stretch in it. A fine wire might be better if great exactness is desired, but a firm twine will answer for ordinary purposes. As will readily be seen, the principle of construction is infallible; so, if variation from perfect symmetry is noticed, it is due to a stretchy string or to some fault in manipulation.

When an oval is wanted on a show card, tack holes and pencil marks would generally be a blemish to the work. For this reason it usually is better to construct the oval first on some old card or on a piece of stiff paper. Then cut it out, lay it on the good card and trace around with charcoal, chalk or pencil. This out-

able prominence. It is a method which is excellent when employed fittingly, but which, like any other novelty, would lose its force and effectiveness if used unsuitably or to excess.

A Design for a Straw Hat Card.

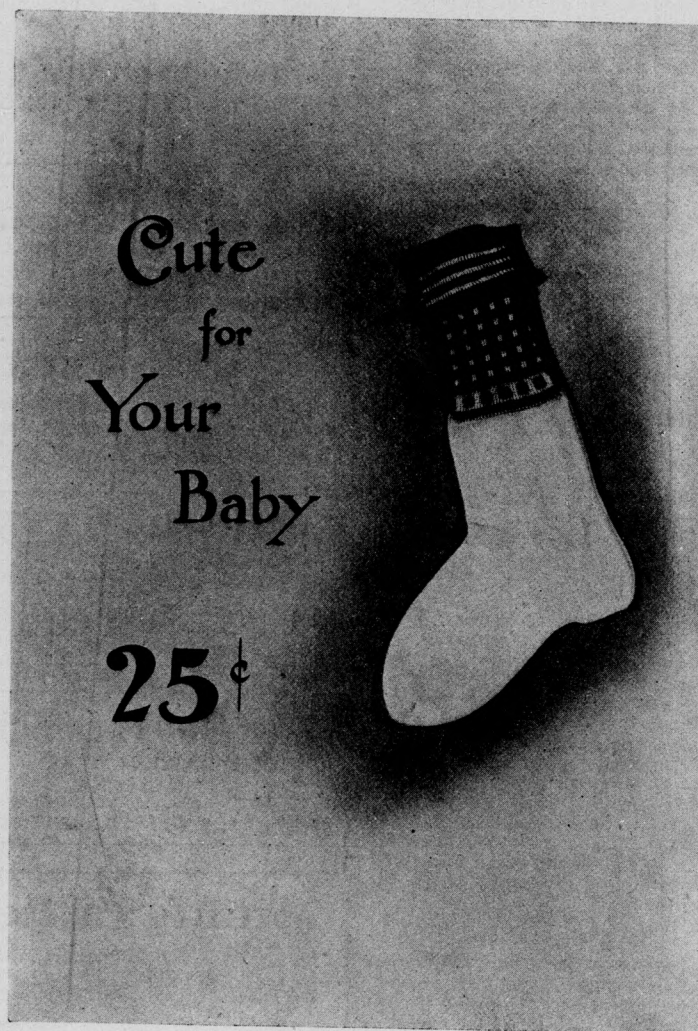
The illustration needs but little explanation. It is good worked out with the following color scheme: A green card, the word "Straws" in a light yellow, or more strictly straw color, the remainder of the lettering in white. A black shading will be good with both the straw-colored lettering and the white. The leaves, stems and heads should all be done in the same shade as "Straws." Take care to get

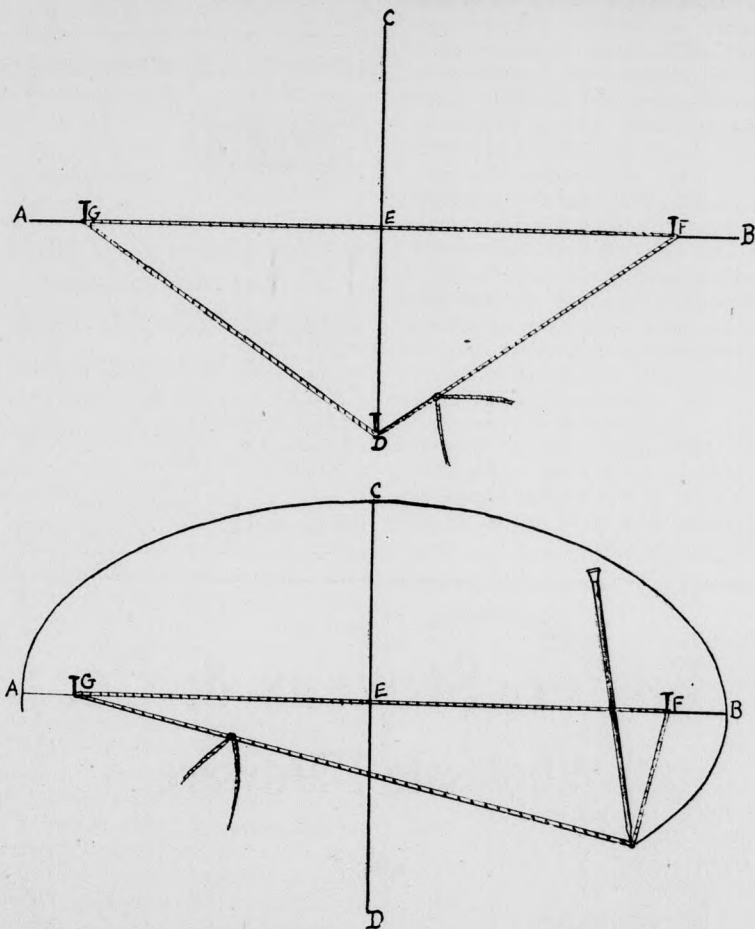
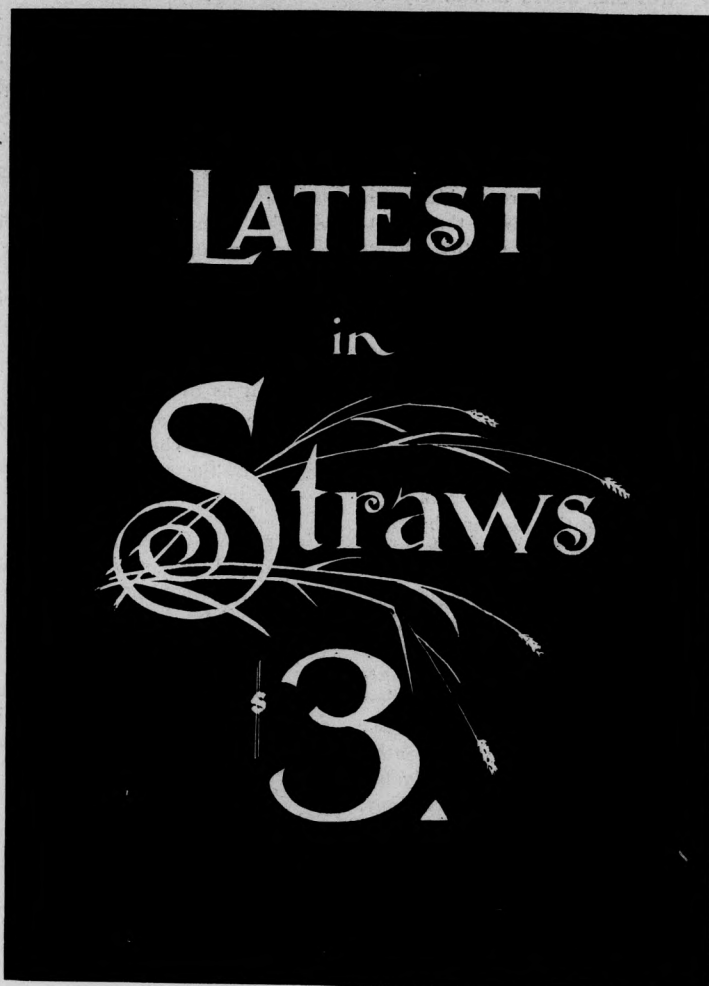
Just how to use the idea will readily be grasped from the black and white illustration, although the full attractiveness of this design can be brought out only in colors.

Should some hat manufacturer come along and say that the kind of straw pictured is not such as is used in hats; or some critically realistic botanist assert that the exact counterpart of the plant here represented is not to be found in the whole wide realm of Nature, it may be necessary to explain that a certain latitude must always be allowed to art.

To Draw an Oval or Ellipse.

Every one knows how to draw a circle of any desired size, either by





line may then be followed with a brush to make a line or band of any desired width around the oval. The air brush may be used effectively in connection with ovals and circles, either by leaving the figure covered

and shading around it, or by covering the outside space and shading the oval or circle. Also, the figure may be cut from cardboard and mounted on another card of contrasting color.

Ella M. Rogers.

CONSIDERATIONS OF PEACE.

Some Vital Points Involved in Final Settlement.

The world is longing for peace. The terrible struggle in Europe is bringing some of the combatants near to the point of exhaustion. All of them are groaning under the fearful burden of war pressure and loss. Is the day of peace near at hand, or must the awful carnage continue, the rivers of blood still run, until hope is gone and a Europe of destruction be the result of man's ambitions, the dream of imperialism waken to a reality of chaos? We believe the struggle is nearing an end. Therefore, considerations of peace are in order.

The interdependence of all nations is a principle that every statesman recognizes. If one nation—Germany, for instance—feels itself unjustly oppressed by the other nations, that feeling will surely work itself out in some manner disastrous to the other nations. It may take some years for this result to become plain, just as it has taken forty years for France to seize her opportunity of revenge upon Germany for the loss of Alsace and Lorraine. But, granted that the spirit of revenge is deep-seated and has a basis in reason, that revenge will surely bear bitter fruit.

Therefore, it would seem the part of sanity and reason to eliminate all spirit of retaliation when considerations of peace are in order. Certainly, such a time has not yet arrived, and will not arrive until Germany sues for peace. Every absolutely impartial man who views the situation from the standpoint of human brotherhood fully realizes that German imperialism and militarism must be crushed and broken for the lasting good of the German people and in order to ensure the safety of other nations. Without her army and navy as a menace to Europe there would be no danger of German ambitions. It is perfectly right for her to maintain her commercial supremacy if she can. There should be no hindrance of any nation in winning a place in sun, moon, or stars by virtue of industry, skill and perseverance in art, literature or manufacture. It is only when physical force is brought to bear and the infamous theory that might is right put into practice that objection can be taken. This is just what Germany has undertaken to do with her army and navy. Therefore her army and navy must be reduced and they must be controlled by the victors in the war, for a time at least, until she proves herself wise enough and considerate enough of others' rights to have full control of them restored to her.

It should be remembered that the present German Empire is but young; her growth has been phenomenal; her tremendous increase in army and navy has been one of the wonders of the present age; her commercial expansion has been equally marvelous. All this has been a little too much for her equilibrium, and quite naturally she has developed an undue sense of her own importance. We have

seen many a young man successful in intellectual attainments or in business matters show the same weakness for a time; prosperity has temporarily dimmed his vision. But the wiser counsels of his friends have prevailed, and in future years he has developed into a very useful and worthy citizen.

Should Germany pay a heavy money indemnity to Russia, France and England? Decidedly no. Belgium should be reimbursed, so far as money can make good her terrible loss, for Belgium is crushed and, without help, it is doubtful if she can rise again. All the money for her rehabilitation should come from German alone, because Germany is solely to blame for the wanton destruction of Belgium homes and the murder of Belgian people. But when this war is over Germany will be reduced to such a condition of prostration that adequate indemnity to Russia, France and England would be impossible for many years. Furthermore, such an added burden would dishearten her people and inspire feelings of hatred and desires for revenge that would be like a slumbering volcano, sure to break out later and entail further disaster.

The fact that Germany imposed a heavy indemnity on France, in addition to depriving her of Alsace and Lorraine, is no reason for the continuance of such a custom, which would not have been resorted to by any truly civilized nation. The money indemnity wrung from France in 1871 has cost Germany a hundred times as much as she received, because the feeling of resentment which it inspired in the hearts of every Frenchman made it necessary for Germany to erect, equip and maintain expensive fortifications along the French frontier and create and maintain a gigantic army to serve as a menace to France. But for this wrong act on the part of Germany the present war would never have occurred. The nations of the world are slowly learning that the teachings of the Galilean are sound. One of these teachings applicable to the policy of England, France and Russia toward Germany in the event of her defeat is found in Matthew 5:43-48.

Frank Stowell.

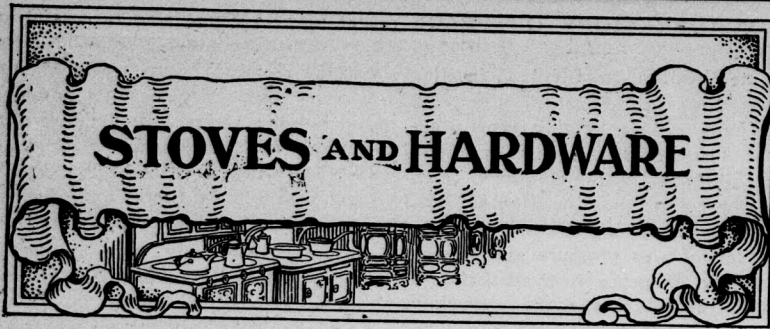
The Logic of It.

The Yale freshman year was proving very expensive to father, so father decided to have a "heart-to-heart" talk with Johnny, home for the week end.

"Now, son," said he gravely, but affectionately, "your mother and I are spending just as little as we possibly can. I get up in the morning at half-past six and I work until after five. But, son, the money just won't go round at the rate that your expenses are running. Now, I ask you, as one man to another, what do you think we had better do?"

For a moment Johnny's head was buried in thought—and then he replied:

"Well, father, I don't see any way out but for you to work nights."



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.

May Hints for the Hardware Dealer.

Written for the Tradesman.

With the arrival of May, the hardware dealer's preparations for handling spring business should be complete in every detail, and spring business itself should be well under way. The advantage of thorough preparation beforehand will now be proven by actual results. The merchant who, the first week in May, has in his mind's eye a clear vision of his programme right through the month and on into June, will find it far easier to handle the regular business of the store, or even those perplexing problems which spring up quite unexpectedly in the best regulated businesses.

Right now the merchant has an excellent opportunity to appeal to feminine trade. In the old days the hardware store was purely a man's store—and looked it; but the hardware dealer of to-day caters to the housewives and has much in his stock that should prove attractive to them. Of the goods that are now in season, a large proportion have an especial appeal to women folks; and their appeal should be used to draw women folks to the store.

Thus, house cleaning lines are still timely. It is easy to put together a house cleaning display. Almost any sort of house cleaning display right now will pull some business.

But why not give your house cleaning display an especial attractiveness by playing up what it means to the housewife—the woman?

Make the dominant note of your display the fact that you handle labor saving devices. Tell the housewife, through your window talks; that you can cut her labor in half and produce better results. "We save you drudgery" is the line of talk to use. And emphasize, in your advertising and elsewhere, the fact that modern labor saving appliances will cut the drudgery of house cleaning in half.

It is worth while to show in your window an array, say, of dustless mops, or vacuum sweepers. It is even more worth while to use show cards to call attention to them. But it is best to sit right down and visualize for yourself what labor saving devices mean to the hard working housewife—less drudgery, better health, better looks, more time for pleasure and recreation, more happiness all around.

Then make that vision the keynote

of your appeal. A woman is not half as much interested in the article you are selling as she is in what it will do for her. Results count more than anything else in this world. Remembering that, play up the results your goods will help her to secure—play them up in your advertising, your window display, your circular letters, your personal salesmanship.

You may even find it good business to step a little beyond your ordinary selling methods and make a particular appeal to the busy housewives along this line. Good results have been secured from the use of circular letters, sent to a carefully selected list of regular and occasional customers and prospects; circular letters telling just what your store can do to make housework less a drudgery and more a joy. With these circular letters, imitation typewritten and personally signed, you can enclose without extra postage a little booklet or circular regarding, say, a vacuum sweeper, a dustless mop, aluminum ware, or any one of a score of new things—including electrical devices.

Back of this, you can make a strong appeal to women by keeping a bright, clean store. Most hardware stores nowadays answer this description. Then, too, the small wares counter will appeal strongly to women. You can add immensely to the attractiveness of your store if you have the space by providing a rest room or a cool "cosy corner" with a few chairs and benches, and plenty of ice water and drinking cups. (Incidentally, have the collapsible individual drinking cups prominently displayed on a convenient counter.) Later in the summer, if you haven't enough floor space inside, you can clean up a corner of your back yard, put in a few flowers, put up an awning, and provide benches. Merchants have done that—particularly merchants who want to cater to country trade—and they have found it good business.

If you have space for a rest room—if you are convinced such an innovation is worth a trial—now is the time to get it under way. When it is ready, advertise it, particularly with your country customers.

The hardware lines which it is reasonable to push in May are numerous. The paint campaign should now be in full swing and will continue active until well into the summer. The average hardware dealer will have made his plans weeks ago; in their execution he should bear always in mind the vital importance of keeping persistently after each individual prospect. If Jones has looked at

color cards and talked indefinitely of paint, has promised to think it over and has failed to come back—go after him. Go after him personally. Have a look at his house and recommend color combinations suitable to the surroundings. Give him a volunteer estimate on the amount of paint needed; get in touch with reputable master painters if you favor that plan and give him a figure on the whole job. A Kalamazoo hardware and paint firm does a lot of business just that way, figuring on the entire job and turning the work over to painters on whom it can rely. The result is uniformly good work and a high reputation for the brand of paint handled.

A spring gardening display in early May will still be in order; although much of the planting is done by this time, there is still a great deal of cultivating to do, and the need of adequate tools should be strongly impressed on amateur gardeners. The sporting goods department is also booming, and the hardware merchant will find it timely to cater to the devotees of the various open air games.

Toward the close of the month, the hardware dealer will naturally be looking forward to his June wedding present campaign. Wedding presents, kitchen showers and household equipment generally will be salable in June; and—as always, anticipating rather than waiting for the demand—the merchant will probably find it advisable to make his first display along these lines before the month of May is out.

Hot weather, too, means a ready sale for refrigerators, fly screens, ice cream freezers, oil stoves, fireless cookers, electric cooking and household devices, and similar hot weather lines. The wide-awake hardware dealer will reach out for this business early, knowing that the average customer takes time to decide on his purchases and needs quite a bit of preliminary "educating" through window displays, newspaper advertising and otherwise, before he can be brought to the buying point.

William Edward Park.

We think rather too much about the trade of the rich man and his family. Most of the money spent in your store and mine is that of the comparatively poor.

An Apt Illustration.

A Swede was being examined in a case in a Minnesota town where the defendant was accused of breaking a plate-glass window with a large stone. He was pressed to tell how big the stone was, but could not explain.

"What it as big as my fist?" asked the nervous judge, who had taken over the examination from the lawyers in the hope of getting some results.

"It ban bigger," the Swede replied.

"Was it as big as my two fists?"

"It ban bigger."

"Was it as big as my head?"

"It ban about as long, but not so thick!" replied the Swede amid the laughter of the court.

Too Much Trouble.

George W. Coleman, head of the Ford Hall Forum, told the following story at a recent dinner of the Pilgrim Publicity Association:

"A farmer had twenty employes on his farm, and as none of them was as energetic as the farmer thought he should be, he hit upon a plan which he believed would cure them of their lazy habits.

"Men," he said one morning, "I have a nice easy job for the laziest man on the farm. Will the laziest man step forward?" Instantly nineteen of the men stepped forward.

"Why don't you step to the front with the rest?" enquired the farmer of the remaining one.

"Too much trouble," came the reply."

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.

LOCAL ORGANIZATION.

Some Reasons Why It Pays For Itself.

Written for the Tradesman.

The question: "What is there in it for me?" has proven in many an instance the reef on which a local mercantile organization has gone to wreck. The merchant who holds off from joining the local association does so on the plea that while it undoubtedly has its social value, he is too busy to spare the time; and, beyond that, "What is there in it for me? What do I get financially in return for the \$2 or \$5 or \$10 membership fee?"

If there were no financial returns whatever, the local association would be well worth while. But there are indisputable financial advantages. The association can be made and often is made to pay substantial dividends, if not in money actually earned, at least in money saved that might be lost and in money found that actually had been lost.

Most merchants are familiar with what is colloquially known as "charitable graft." Every sporting organization has canvassers who go up and down Main street, selling tickets to ball games and cricket and football matches. The merchant can't possibly attend, isn't expected to attend, but he is expected to buy a couple of tickets—representing 50 cents or \$1 outlay. Every one of a multitude of church organizations, mission circles, hospital aids and the like, makes its periodic calls on the retailer. He may not be a member of that particular church, but his money is just as good as the member's money. Every rural school district solicits prizes for its picnics or insists on selling "advertising space" in a concert programme with a possible circulation of fifty copies. These calls are not invitations to help a worthy cause, but positive demands, backed by tacit threats, that if not acceded to, the callers will "use their influence" to the merchant's detriment.

You're on Main street, and easy for the canvasser to reach. You can't get away. So you pay, pay, pay—and the total runs up a huge sum. It isn't charity in most instances; rather, it is positive blackmail.

In one town I know of the merchants formed an association. The first resolution they passed was, that no member would purchase tickets, sign subscription lists or otherwise contribute to religious or charitable causes or to sporting or other organizations of any kind at his place of business or during business hours. If the individual wanted to volunteer his support anonymously, well and good—if the ticket seller or other solicitor wanted to call at his home before or after business hours, well and good. But, during business hours, business as usual, and nothing but business.

That resolution, backed by an association which represented 90 per cent. of the merchants, killed the charitable graft in its infancy. To go up and down main street soliciting is easy; to search through every part of the

city, making one call in two or three blocks, is tedious. The resolution put charity where it ought to be put, on a purely voluntary basis. The association's signed membership represented approximately 85 per cent. of the town merchants, but the resolution was carried out to the letter by fully 99 per cent. There was not a member who did not save his annual fee many times over in this one item alone.

A local association provides, also, a means of united action for the suppression of illegitimate advertising. One association under this head classified school concert programmes, theater programmes, hotel blotters and a good many similar media which, in the experience of that particular town, had been found unprofitable. Furthermore, the association can investigate new advertising schemes. In many places the agent for an ingenious "scheme," when he starts to canvass, is referred to the advertising committee of the association. He has to show his credentials, prove the standing of the firm he represents, show a bunch of hard-headed business men that his plan is likely to prove a business-getter—and then he can go ahead. A safeguard of this sort will save the retailer, who hasn't time to investigate, a lot of needless regrets.

Credits and collections can also be handled to advantage by the local association.

Credit supervision comes first. In fact, with an adequate system of credit supervision, bad debts and the consequent necessity of collection can be reduced to a minimum. The local merchants pool their information. The data thus secured is kept in the possession of the association secretary, and revised from time to time as new information is available. The member who wishes a definite report on any individual has merely to telephone the secretary, who looks the man up in his card index and can say definitely whether he is good, and for how much.

An added phase of credit supervision is the fixing of a definite limit to credits, and the arranging of terms of settlements. The great trouble with most credit business is, not that it is done at all, but that it is handled unsystematically. There is no clear-cut understanding between merchant and customer as to how long an ac-

count is to be carried, how often settlements are to be made, or what is the limit which an account may run. An association representing 85 or 90 per cent. of the merchants of any town can fix the terms of credit, just as the wholesale houses do. Not merely the merchants, but the customers will benefit in the long run through the inculcation of more systematic business methods.

Another phase of the financial work of the association is the collection of overdue accounts. This may be undertaken in various ways. Some associations—particularly those affiliated with state or National associations—have a definite system of collection letters, one following another, and each a little stronger. These are drafted by experts who know the business of saying all that is necessary without saying too much.

The association represents, to the delinquent customer, a powerful force. So long as he can dodge from one merchant to another he has a pretty wide field in which to operate. When, however, he is confronted with a demand for payment, not from his individual creditor, but from an organization representing every merchant in town, he sits up and takes notice. The collection letter from the Merchants' Association receives a degree of attention which the debtor rarely gives to the merchant's dunner, or even to the lawyer's letter.

Here and there the scheme has been tried of appointing an official collector for the association. Slow pay accounts are turned in to the secretary who lists them, and hands them over to the collector who goes after them personally. Often the collector is placed on salary, the salary being covered by a membership fee in the collection department, which is distinct from the association membership, although no merchant can be a member of the collection service without first joining the association. In some instances the fee is fixed at \$10 a year; in a small place with a membership of 120 this would give a collector sufficient to justify him in devoting the larger part of his time to the work. Or, a sliding scale of fees may be adopted, based on the size of the business. The money collected is apportioned among the creditors at regular intervals.

Experience shows that this system

is fairly effective; in some instances outlawed accounts have actually been realized upon. It is not as good as an effective system of credit rating, for the simple reason that no cure is quite so good as prevention. But the money thus collected is money found. The great trouble is that merchants expect too much; far from rejoicing that 10 or 15 per cent. of the face value of their worthless accounts have been collected, they complain because the collector fails to secure the entire amount. Nevertheless, the scheme has its good points although as a rule merchants consider the outlay out of all proportion to the returns.

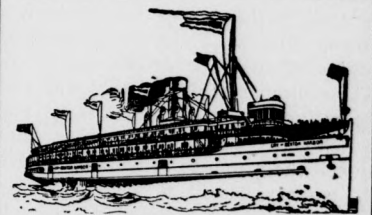
Along the lines indicated, any local association can do a lot for the merchant in a purely financial way.

William Edward Park.

Business Feelers.

What might be termed business antennae or feelers are the lines of bright red radiating from a Los Angeles store window. They are painted on the sidewalk in front of the store and extend to the edge of the curb. Each of these lines of red leads to a paper of the same shade inside the glass, apparently forming a continuation of it. Each paper strip in turn leads to some object marked at a bargain price. The novelty of the plan seems likely to attract many passers-by who are prompted by curiosity to see what is at the end of each line.

It is so much easier to tell what ought to be done than it is to do it.



CHICAGO BOATS

Graham & Morton Line

Every Night



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

THE FIRST AND FOREMOST BUILDERS OF COMPUTING SCALES

GENERAL SALES OFFICE
326 W. MADISON ST. CHICAGO
 ALWAYS OPEN TERRITORY TO FIRST CLASS SALESMEN

SMALL TOWN MERCHANT.

He Can Regain His Hold on Local Trade.

The first mail order house in this country was established in Chicago in 1872 by A. Montgomery Ward, then a young man who had worked for some years as a salesman in Chicago retail stores and had traveled a little for a wholesale house.

During the latter part of the 60's and early 70's there grew up a strong organization among American farmers known as the Patrons of Husbandry. The locals of this organization were called granges. Montgomery Ward caught the idea of offering to act as an agent for a number of these country granges scattered through the Middle West and to buy for them in the Chicago market. Gradually he worked up a good sized business of this kind, but the buying features of the granges did not prove generally satisfactory to the farmers, and Montgomery Ward shifted his business as buying agent for granges to that of individuals. In course of time he began to carry a stock of his own from which orders were filled, and so arose the first consumers' mail order house.

In 1882 Montgomery Ward incorporated his business in Illinois. In 1913 the concern was reincorporated in New York. There is said to be over 1,200 mail order concerns in the United States now.

Chief of the present day mail order houses is Sears, Roebuck & Co. R. S. Sears, the founder of this concern began as a station agent in the latter 80's and early 90's up in a Minnesota town. One day a watch was received at his office to be delivered c. o. d. The customer could not be found and Sears notified the shippers. The watch concern wrote back asking him to sell the watch to someone else. He did so at a profit of \$2. Then the watch company suggested that he sell more watches for them in the same way, which he did, and very successfully. He found the watch business so satisfactory that he gave up his job as station agent in 1892 and went to Minneapolis and started a mail order watch and jewelry concern. In 1895 this concern was moved to Chicago.

Sears continued in the business down to 1906. In that year he dropped out and Julius Rosenwald, a former employe, became President, but the name of Sears was retained. Since 1906 the business has grown by leaps and bounds. In 1913 the total sales exceeded \$95,000,000 and in 1914 they exceeded \$100,000,000. Sears, Roebuck & Co. is now the largest retail concern in the world, measured by its sales.

Montgomery Ward's sales now amount to nearly \$50,000,000. Another concern in New York, the National Cloak & Suit Company, has sales that probably reach \$15,000,000. Several other concerns have sales exceeding \$1,000,000. The total mail order business in the country exclusive of mail order sales by regular stores is estimated at from \$250,000,000 to \$500,000,000, about 4 per cent. of the

total business transacted through all classes of retail stores. But in country districts, it seems safe to say that mail order business averages 8 to 10 per cent. of the total.

It is commonly asserted that the big mail order houses succeed over the regular local, small town dealers for three reasons.

1. It is taken for granted that the expense of retailing through the mail order method is less than over the counter in regular stores.

2. The advertising and salesmanship of the mail order houses are in many cases much more efficient than in regular small town stores.

3. The great mail order houses have very much stronger buying power than most small town retailers. Because it underbuys, it is urged, it can undersell the regular dealers.

Let us examine each of these points. First, what is the cost of doing business in the mail order houses, and how does it compare with the costs of doing business through the regular channels of trade? Is the mail order

we have considered no net profits at all, just expense. In the case of Sears, Roebuck & Co., the net profits amounted to 10 per cent. of their sales during 1914.

If no other consideration but expense is allowed to enter our comparison, it may be shown that the mail order method of distribution is not an economical one, for the bulk of goods handled by mail order houses can be, and is, handled through the regular channels of distribution; the jobbers and retailers, on a margin of 30 per cent. of what the consumer pays. In expense distribution, the mail order house has no superior advantage over the regular retailer.

Second, it may be admitted that the large mail order houses are using superior methods of advertising and salesmanship. Their advertising is scientific because it does just what is wanted of it. The correspondence departments are in charge of wonderfully efficient letter writers. The wonder is that they do not get more business than they do.

ed and recognized in the courts. Perhaps he can eventually get legal action against unfair price discriminations in the same way that small shippers obtained relief from the railroads through the enactment of the Interstate Commerce act. The buying power of the mail order house is the one point at which the small retailer is unable to compete successfully working by himself.

Finally, I am inclined to think the mail order house business will not continue to grow in the future as it has in the past.

The social conditions of this country have helped the mail order houses considerably. Mail order trade is largely country trade. The country dweller in this country has been willing to give his trade to mail order houses because he has had little or no interest in his nearest town. The American farmer lives as no other farmer in the older civilized countries. In this country he lives out in the country on his farm all by himself. His lonely life makes an independent individualist out of him. The farmer in European countries lives in villages and he goes out on the land only to work, not to live.

The German, French or Austrian farmer lives in his village, perhaps next door to the shopkeeper, the mechanic or the burgomaster. His interests are village interests. He gets together with the retailers on matters of religion, education, politics and health, and he also gets into intimate contact with the retailers on matters of trade. You can't do a mail order business that amounts to anything with farmers who live that way.

In America it is different. Here the farmers have had no interest in the city schools, churches or politics; and it is not surprising that a mail order catalogue should exert just as big a trade pull as the village merchant. Having no interest in the village, it has been easy for him to conclude to send to the mail order house. It has been as easy and in some cases easier to form trading relations with the distant house.

Now, this condition seems to be passing away. The second and third generation of farmers want to enjoy more social life than the pioneers enjoyed. They are coming into town for social purposes, for schooling, and other reasons, and a better feeling between town and country is the result. Under equal conditions, the farmer is not likely to send his money away to distant merchants if he realizes that he has interests in his home town.

Do not fear the mail order house competition unless you are inefficient. Get your salespeople educated, and look to your buying. To survive, you must meet mail order competition under equal conditions. Finally, get the country people interested in your town, your schools, your churches your literary societies and your civic problems. When they get together with you on these things they won't desert you when it comes to trade.

Paul H. Neystrom.

But you are not expected to love your neighbor as he loves himself.

WHY—Michigan People should use Michigan Flour made from Michigan Wheat

- 1—It excels all other flours in flavor.
- 2—It excels all other flours in color (whiteness.)
- 3—It excels all other flours for bread making.
- 4—It excels all other flours for pastry making.
- 5—It requires less shortening and sweetening than any other flour.
- 6—It fills every household requirement.
- 7—Michigan merchants should sell, and Michigan people should buy Michigan flour made from Michigan wheat for every reason that can be advanced from a reciprocity standpoint.

method of distribution really an economy over the regular method? Let us see.

In testimony given before the Parcel Post Sub-Committee of the Post-offices and Post Roads in the House of Representatives, Wm. C. Thorne, Vice-President of Montgomery Ward & Company, stated that the costs of doing business in mail order concerns range from 16 to 25 per cent. of sales.

In figures collected by the writer from seven of the largest concerns, the range was found to be from 16 to 26 per cent. or an average of 21 per cent. of the sales.

If one takes 21 per cent. as the average or normal cost of doing business by the mail order method, one must add other items of expense; the expense of sending the letter and money order, the interest on the money during the wait for the goods and the transportation charges.

It is reported that the average order received by Sears, Roebuck & Co. during 1914 was \$6. It may be safe to estimate that this average transportation and other expenses indicated above amount to about 60 cents, or at least 10 per cent. of the order. Adding this to the mail order house cost of doing business, an average of 21 per cent. raises the cost to 31 per cent. of sales. In these figures

Most small town retail stores and their salespeople are far behind in expressing the idea of service. Insofar as this defect is due to ignorance or laziness, the trade deserves to be lost, for the time has come when every retailer and retail salesperson should be trained for his work. We must learn how to make our stores and our service fit the public and must get over the idea that the public will in some way fit itself to our stores. There is only one remedy for this sort of competition in which the mail order houses excel, and that is to beat them. The natural advantages are on the side of the regular retailer.

Third, the buying power of the mail order houses is undoubted. They do get prices in many lines of merchandise that permit them to undersell regular dealers even after loading on their expense and a generous profit. The only remedy seems to be for the retailers to get together and demand, through buying associations or otherwise, prices as good as those given the mail order houses.

In lesser ways the retailer can refuse to handle the goods upon which he is unable to meet the competition of the mail order houses. He can push price-protected goods. He can help to get price maintenance legaliz-

Let Your Husband Know

That it is just as important for you to have good materials for baking as it is for him to have good materials for his work.

Results count in household work as in business and best results come from the use of best materials.

Your greatest efficiency comes from the combination of your effort and skill with material best adapted to your use.

LILY WHITE

"The Flour the Best Cooks Use"

Is made with special regard to the needs of women who do home baking, whether it be bread, cake, pastry or any of the various other things which require flour for a foundation.

It has a record of thirty years' continuous, satisfactory service which should inspire confidence in the uniformity of its quality.

There is a great advantage in selecting a brand of flour and using it steadily because then you become familiar with the best method of handling it.

Many families are proud to state that they have used Lily White thirty years. We are naturally proud to think Lily White is worthy of their loyalty.

Valley City Milling Co.
Grand Rapids, Mich.



Earning or Economizing—Which is Better?

Written for the Tradesman.

Whether to stay at home and economize or "to get out and hustle"—this is a problem that confronts a very large class. It may be called the peculiar problem of that great number of married women whose husbands earn enough to support the family in a way, but are not able to provide a really satisfactory and adequate income. In our typical case we will suppose the woman is not only a wife but a mother as well, the children being not babies in arms, but still young enough to require oversight and training. Shall a wife so situated stay at home and by rigorous economy stretch out the meager income to its utmost capacity in procuring food, clothing and meeting other unavoidable expenses, or shall she put her shoulder to the wheel in a more direct manner, and supplement her husband's earnings by her own?

The incentives which spur her to the latter course are strong and compelling. In the first place she has so many wants. A few pieces of new furniture would make the home so much more inviting and comfortable. The rugs are becoming badly worn, in fact she hardly sees how she can get along without a new one for the living room. The kitchen needs painting, while two or three of the other rooms require repapering or tinting. Many pieces of her china and glassware have been chipped or broken outright. How can she ever manage to replace them, when every cent in her husband's pay envelope has to be used for the necessities of life. Her clothes, even her best ones, are becoming worn and shabby. She would so much like a new suit and a pair of good gloves and a stylish pretty hat. And always she is ambitious that her children shall have things like other people's children have, be dressed well and provided with a little spending money, so that, as they grow up they can have a part in the social life of their school companions, and enjoy whatever is going. Very likely she also craves for them special educational advantages.

It seems to the woman situated as we have described that even a few dollars a week would go a long way in procuring comforts and little luxuries which she covets—would do much in transforming the plain prose of bare existence into the poetry of real living.

She may not be able to get well paid work—what offers may be hard, irksome, disagreeable; but still it promises relief from the miseries of

long-continued straitened circumstances. The temptation is strong to find a place in some store or factory or office and go to work.

The motives uppermost in the woman's mind will commonly be those just spoken of or very similar to those. But back of all individual motives and reasonings there are two tendencies that are drawing women of the class described into the ranks of paid workers—tendencies so strong as to be all but irresistible. One of these is the woman movement—the widespread unrest among women and dissatisfaction with the hampered lot of their mothers and grandmothers—an unrest and dissatisfaction that have taken definite form in agitations for political, legal and industrial rights, and in the entrance of the more aggressive of the sex into callings that a generation or two ago were followed by men only. Unquestionably this movement has had its effect on all but ultra-conservatives. Many women who are in no sense agitators, and who would be the last to take up any unusual or mannish occupation, still are possessed by an almost overpowering desire "to get out and do something."

The other tendency which sends women out of the home and into the factories is the gradual but sure dying out of household manufactures of almost all kinds. Machine processes and the economic advantages of doing things on a large scale have taken away from the women of the present time much of the labor that busied the hands and brains of their mothers and grandmothers. The good dames of the first half of the nineteenth century spun yarn and wove cloth for their households. Spinning machinery, power looms and perfected knitting machines have done away with those old occupations. It would be absurd for the modern woman to make cloth or boil soap. She can buy cheaper.

Even sewing and cooking are fast following the lead of other domestic industries and are being done more and more in great factories. Women of moderate means now buy much of their own and their children's clothing ready-made. It does not seem worth while to spend a day's time or more to make a common shirt waist, when you can purchase one for 20 or 25 cents more than the price of the material. Go into a factory where the work has been reduced to a system, and a dozen complete waists or skirts or aprons are made with fewer hours of labor than it takes the individual sewer to make one, and the reason

for the supremacy of the ready-made garment becomes apparent.

Many foods now are sold ready-prepared or in form that they require only a few minutes heating up. The number and sale of such is increasing constantly. Light housekeeping as we know it at the present time would have been an utter impossibility seventy-five years ago. It is now not only a possibility, but an established fact with great number of families. A wife and mother can now get up the meals and keep her household going with far less labor on her part than would have been absolutely necessary two generations ago.

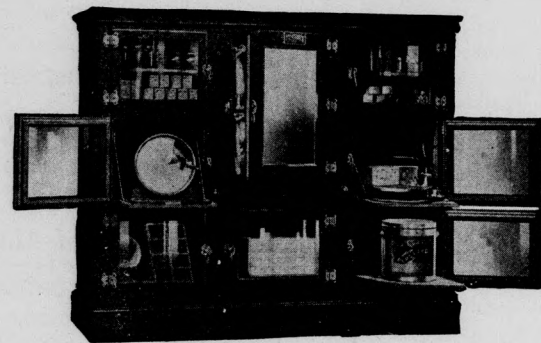
True, most women are just as busy as ever. The matron in well-to-do circumstances takes up church and club and charitable work. To carry out all our up-to-the-minute ideas about sanitation and cleanliness, to swat flies and kill germs—all this requires time and labor. The care and training of children are by many made much more elaborate processes than formerly. Social duties are more exacting. So no one's time hangs heavy on her hands. But the woman whose special problem we are considering does not take upon herself many duties of a public and social nature. She hasn't the means to carry on these activities. And if she will reduce her housework and family cares to the very lowest possible terms, it is practicable for her to fill a position or "hold down some job" that requires seven or eight or possibly nine hours a day, provided of course that she has health and strength. Shall she do it?

If she is energetic and anxious to get ahead, she is quite likely to try it, and having made the trial to continue to earn for a term of years. Nor can any one have the heart to blame her for thus seeking to better her family and herself.

To a woman of ambition and spirit it is not an inspiring task to stay at home and pinch and scrimp and patch and mend and make over, and rack her brain to make each nickel buy a dime's worth of value. Then every one likes to see some tangible results of their labor, even if only a few dollars in a pay envelope and these must be quickly expended. And every woman, no matter how good and generous a husband she may be blessed with, likes some money she can call her own. Altogether it is not to be wondered at that so many wives and mothers decide to enter the lists of paid workers. Do they really gain by so doing?

Certainly not the full amount of their earnings, because unavoidably the woman who works outside her home takes on an expensive way of living and becomes hasty and careless in expenditures.

Here is Mrs. Landers. She has three children. Her husband is not very competent and she tries to help out by working in a laundry. Being strong and quite skillful she receives \$9 a week. But is she really that \$9 ahead? By no means. The family live largely on canned goods and bakery bread, pies, cakes and cookies. The cost of each item is small, often so trifling that the argument that i



Pay for Themselves!

The McCray Grocers' Display Refrigerators soon earn their own cost by the saving from spoilage and increasing your sales by attractively displaying your goods. Enterprising grocers and butchers in all parts of the country know it and take advantage of this opportunity.

McCray Refrigerators

keep all food and dairy products in perfect condition—attractively displayed and of easy access for your clerks.

The McCray patented system of refrigeration produces a circulation of pure, cold, dry air in every compartment. All odors and moisture are automatically discharged through a water-sealed drain and trap. Food is kept absolutely fresh and wholesome, free from taint and danger of contamination from contact with other foods. The McCray complies with all legal requirements in regard to the display of perishable food products.

The McCray may be arranged for either ice or mechanical refrigeration. We have them in a great variety of stock sizes or built to order to fit any requirement.

Let us Send You the Following Catalogues:

No. 69—For Grocers. No. 61—For Meat Markets. No. 92—Regular Sizes for Residences.
No. 50—For Hotels and Restaurants.

McCray Refrigerator Company

775 Lake Street

Kendallville, Indiana

For Branch Salesroom in Your City See Your Telephone Book

doesn't pay to bake and cook when you can buy the ready-prepared, looks plausible. But almost all the ready-to-eat goods are expensive when considered as food materials. For some reason or other the factory processes seem to add relatively more to the cost of foods than to the cost of at least many items of clothing. At any rate the woman who is a shrewd, careful buyer and cooks and bakes economically can provision her family on far less than is spent by the delicatessen patrons. When you think what it means to feed five people on costly things instead of cheap, you see why the Landers' grocery bills are so enormous. But Mrs. Landers can not take the time for long processes of cooking. She must get up each meal in a few minutes.

She is always in too much of a hurry to go over the clothing each week and put the various articles in repair. Stockings and underwear are worn with holes in them until they become too disreputable, and then they are cast aside and new garments are bought and put on. Not only clothing but everything about the house goes to pieces very fast. Mrs. Landers never feels that she can take an hour to sit down quietly and plan expenditures and study how she may lay out her money to the best advantage. A thing is never bought until it is needed. Then one of the children is dispatched to a store post haste to get it, and no attempt is made to secure the best possible value.

Under this system or lack of system, it is not surprising that Mrs.

Landers finds she does not have money for new furniture and little luxuries which she hoped to be able to get. It seems to take everything just to live. But if they can only just make ends meet when she earns, how would they ever get along were she to stop, she reasons.

The Landers girls and boy are growing up without the slightest knowledge of economy and frugality. They don't know the meaning of the words. It is only to be expected that they will follow in the parental footsteps and always live from hand to mouth.

Worst of all, in her life of unceasing strain and hurry, their mother lacks the mental poise and serenity of spirit necessary to give her children the care and training they need. For every woman situated as she is, the financial gain of going out to earn is elusive and never so great as it appears, while her power for good in her home is necessarily crippled. Still it is hard to resist a tendency that is in the very air.

Quillo.

"Not Like Us."

Mrs. Anderson's husband is Scotch. Mrs. Anderson is an American woman and she has in her employ as black a cook as ever descended from Ham. One day the cook said to her mistress: "Yo' husband ain't no 'Merican, is he?"

"Oh, no, Phoebe; he is a Scotchman," replied Mrs. Anderson.

"Well," said the cook, "I could see he wasn't like us, missus."

How to Make Advertisements Pay Dividends.

Advertising is the conveying of ideas and impressions. A very good definition, although slightly deceiving, as it makes seemingly easy a task which is really quite difficult. The mere act of conveying wouldn't be hard work, were it not for the fact that we must consider just how our message will be received; what effect our arguments will have on those to whom they are directed.

Advertising copy to be effective must be readable. It must tell a story. And there's no article so commonplace as to lack basis for an interesting text. To be sure, it is sometimes necessary that the writer use his imagination more or less to inject life into an apparently dead subject—something by no means easy for the inexperienced advertisement writer but intelligent and persistent work will bring marked development along this line.

Manifestly, the first essential to successful advertisement writing is having something to say. Material must first be gathered—good, live material that will arrest attention and hold the reader. The dealer who is really interested, and always alert to improve his advertising will get plenty of ideas—often times from the most unexpected sources. And he should never allow one to get away; for it may not come back. A note book should be ever handy and ideas jotted down as they come up. They can then be considered at a later date, and their availability determined.

Do lots of reading. In the large daily papers and popular magazines you should be able to get some excellent advertising suggestions. You'll find here the handiwork of experts—advertisements that tell stories, and mighty interesting ones, too. Note carefully the varied assortment of appeals that are used. When you find one that gets right up under your vest and sets you thinking, study it with special care; see what there is about it that is so action-compelling. Ascertain this, and you've gained a very important point—one that should be of inestimable value in your own advertising.

F. L. Edman.

Selfish Men.

Representative Martin B. Madden, in an address in favor of woman suffrage, said, in Washington:

"It seems to me that the men who oppose suffrage are selfish. They want to have the best of everything without paying for it. They remind me of the clerk.

"A clerk and a lawyer were on the way downtown on the trolley the other morning, when the lawyer looked up from his paper and said:

"My that's a pretty girl over there in the corner."

"The clerk looked up from his paper in his turn. Then he smiled.

"I know her," he said. "I know her well."

"Holy smoke man," said the lawyer, "if you know her, why don't you go over and sit with her?"

"I will," the clerk answered, "as soon as she pays her fare."

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at five plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

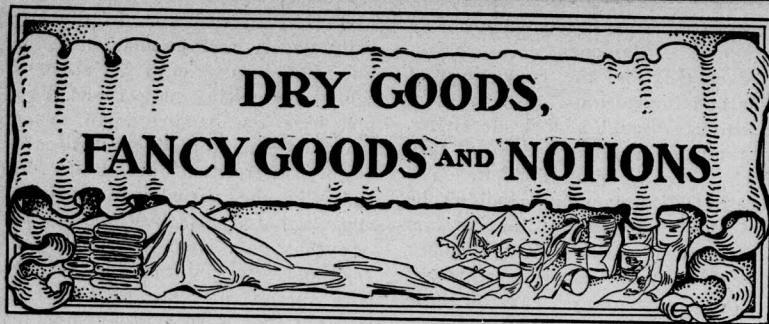
Vegetables:—Peas, Corn, Succotash, Stringless Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Tomatoes, Spinach, Beets.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Plums, Pears, Peaches.

W. R. ROACH & CO., HART, MICH.

Factories at

HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE.



Observations Regarding the Selling of Women's Suits.

Written for the Tradesman.

A cloak and suit department always is an interesting place to go. Here the struggle of selling and buying, at least as seen in retail business, seems to reach its culmination. On the one hand is the merchant or manager with his force of salespeople and a stock that must be moved in its proper season. To carry over or even to have on hand when the best time for selling is past, any considerable portion of the goods bought, means heavy loss. The pressure and urgency of this fact can be felt in the very atmosphere, and it spurs every helper who prizes his or her position to utmost effort. It is a fine art to be able to control and partially conceal this unavoidable anxiety, so that it may not repel customers.

On the other hand, and with a widely different mental attitude, is the customer, or rather, strictly speaking, the "prospect," who comes in to examine the lines, and by so doing at once arouses the hope of making a sale. She feels also a heavy weight of responsibility. She wants to buy, but she fears she may not buy aright. Have not her friends sometimes been "let down," paying good money for garments of shoddy material and unbecoming styles?

Of course there are all kinds of customers and not every one takes it quite so seriously. There is an occasional woman, and she is the joy of the suit seller's heart, who buys a suit much as she would buy a box of matches or a paper of pins. She comes in, tries on a few, maybe not more than two or three, sees something that strikes her fancy, and pays for it, not taking the time and trouble to consider carefully style, fit, color or quality. If she happens to be flush in funds she gives a little heed to the price. If such a one buys a suit frequently, say every spring and fall, she is indeed a comfort and a delight to the store she favors with her patronage. Merchants are only human and this is the kind of a customer they want. Unfortunately she is rare.

Another sort is the fashionable woman who purchases many suits and expensive ones, perhaps vibrating between the better grades of the ready-made and her tailor. She is apt to be very fastidious, she wants a large variety to select from, and is exacting in her requirements as to fit, style, material, shade of color, etc. Her patronage, if she is wealthy, is much sought after, but she certainly makes managers and salespeople earn their money.

There are women of both the types mentioned. But by far and away the greater part of all suits handled must be sold to what we may call the average customer, the woman who can not buy a new suit every season, who must purchase for service as well as for style and beauty, and who can pay only a very moderate price. Such as she make up the great body of customers to whom most stores must look for patronage. Accordingly, to get her point of view, to know how to cater to her wants and sell her goods that will be pleasing and satisfactory — that is the great suit department problem, if the store is one that depends mainly on middle-class patronage.

This typical customer commonly wears a suit two seasons. It is the piece de resistance of her whole wardrobe. She does it to go to church, to go shopping, to travel in, perhaps for making calls. How important it is to her that it should be just right in every particular. The anxiety and apprehension with which she approaches the task of making a selection are not to be wondered at.

If she is a person of taste she will want her suit to be one that is cut on lines correct for her figure, modish but not extreme in style, made of good serviceable material, with substantial linings, handsome buttons, etc., and of a becoming color. All this for an amount of money which, while it looks large to her since it is all she possibly can afford to pay, still is small when compared with the prices that are asked for the highest grades of such garments. To secure these merits in proper variety of kinds and sizes, and so as to retail at prices the average customer can pay—this is the task of the buyer. It is by no means an easy one.

The selling of suits presents some peculiar temptations. Owing to the necessity for moving the goods, the unscrupulous salesperson is likely to try to convince the customer that "this little suit is just the thing," when it isn't the thing at all, and when there is nothing that is just suitable in stock.

Or a customer weak of will or lacking in judgment and experience may be persuaded to take a suit that is altogether too large or is otherwise ill-fitting, being assured that those defects can all be remedied in the alteration department. Such breaches of honesty and sound business policy usually reflect a dishonest and shortsighted management.

The possibilities of alteration are sadly overworked in some quarters, particularly toward the end of the

season, when sizes are broken. A department that values its reputation for reliability never recommends a change that it cannot make good on, and confines its alterations to the narrow limits which are their proper field. It does not attempt to reduce a forty-two coat to fit a thirty-six figure.

Alterations should be made by a skillful tailor or tailoress—not by an amateur dressmaker. All the style and smartness of an elegant suit may be spoiled by a botch job in making some little necessary change in collar or sleeves.

Another peculiar temptation of the suit department is to reduce a price in order to make a sale. Even an occasional yielding to this makes a reputation for so doing and causes no end of damaging consequences.

It requires great tact and patience to sell suits. Owing to the importance of the purchase, it is only to be expected that the customer often will take a long time to come to a decision, that she will want to see what is being offered at other places, and compare prices and values. Many do not dare to rely on their own judgment, but must bring their friends with them, or have a suit under consideration sent to the house so that "the folks" may see it. It frequently is a case of pleasing not one person but several.

And there must be a great deal of showing of goods and trying on, only a portion of which materializes in actual sales.

The suit saleswoman should be thor-

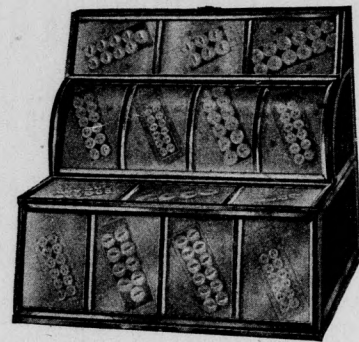
oughly posted as to materials and styles. Then she will be able to talk convincingly as to what is the correct thing to buy and why some fabrics will give better service than others. The man or woman who knows is valuable in the suit department as elsewhere, provided the knowledge is put forth persuasively and never in a way to offend.

It is also a strong point to be able to carry the stock well in mind, so that when an idea is gotten of what the customer is wanting, the garments that would be most likely to fill the requirements may be quickly turned to. It is never wise to show a prospective purchaser too many suits, nor such as are in no way adapted to her wants, for the result is confusion of mind which militates against focusing attention on one or two desirable styles.

It is harder work to sell suits than to sell most dry goods lines. It requires a higher and more forceful order of mind than is needed to dispense notions and staple piece goods. It is a field where genuine salesmanship is essential. But there is a pleasure in consummating each hard-won sale, and the sales aggregated make up the manager's satisfaction at the close of a successful season. For the customer it may be said that she remembers with gratitude the store where she buys a pleasing and satisfactory suit. Fabrix.

What competition does to your trade depends more upon what you do than what the other fellows do.

Free---A Metal Cabinet With Glass Front



This case contains 300 cards of first quality pearl buttons put up on attractive blue cards backed with silver foil.

150 cards are Fish Eye sizes 14, 16, 18, 20, 22, 24, 30, and 150 cards are Staples sizes 14, 16, 18, 20, 22, 24.

Price per assortment \$10.50.

We have sold two lots and are now booking orders to be filled from our third shipment which we expect soon. Our salesmen are showing samples. Take a look at them.

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

COLLECTING OLD ACCOUNTS.

Getting the Money and Keeping the Customer.

If there is one phase of the retail business that calls into play an unusual amount of ingenuity, resourcefulness and diplomacy, it is the handling of collections. This is an undesirable task, and for this reason, is often neglected, with the result that in an incredibly short time a surprisingly large amount of capital is tied up in book accounts—capital that could be most profitably used toward the up-building of the business.

At a recent meeting of retail merchants the question of handling collections came up, and the discussion which ensued disclosed some astonishing facts. Some small merchants

It is manifestly impossible to hit on a definite plan for collecting all outstanding accounts without losing a single patron. Some are sure to take offense, even when approached in the most diplomatic manner, but there are a number of dealers who have worked out very satisfactory systems.

Ways of Presenting Old Accounts.

Merchants differ somewhat as to the best way to present an overdue account. It is a very delicate proposition at best, and the plan of action most apt to be successful depends largely on the dealer himself. He must use his own judgment. If he is an especially brilliant talker, then a personal interview is obviously the logical method of procedure; otherwise he had best trust to the letter.

worry about hurting his feelings; he hasn't any.

Follow Up Letters.

"My first letter is not the least bit severe, merely calling attention, in a very courteous manner, to the fact that the account is past due."

The three letters shown herewith are sent at intervals in the order they are numbered. This dealer says that they serve the purpose admirably. Rounding up the "Hopeless Ones."

"One would naturally assume that those who still failed to respond might well be considered hopeless, but there is still another weapon which brings many of these 'hopeless ones' to time in a hurry. We have what we call a 'Final Notice Before Suit.' This is a legal-looking communication, gotten up in a manner to throw a scare into the recipient. It contains a good sprinkling of such words as plaintiff, defendant and other legal words and phrases. The air of finality it bears has a decided tendency to hasten action."

The plan of having a special credit man to look after all credits and collections has found favor with some retail firms. Such an individual must, of course, be well acquainted with the people of his community and thoroughly posted as to their respective credit standings. Such work is usually turned over to a member of the firm, or to a responsible salesman, and all requests for credit are referred to him.

Understanding as to Settlement.

"I never sell a bill of goods on credit without having a definite understanding as to when settlement is to be made," says an Indiana retailer, "and I never fail to call attention to the account as soon as it is due. I mail notices, and those who fail to respond I see personally, if possible. I do not hesitate to call a man up by telephone if I can conveniently reach him in no other way.

"I am known all over my part of the State as a first class collector, and I can truthfully say that I lose very few customers by being strict in this regard. All receive the same treat-

ment—rich and poor alike. Everyone knows what to expect if they allow their account to become delinquent, and, as a result, I am not imposed on as are a great many other merchants. I might say right here that the well-to-do people are not always the best-pay customers. Never allow an account to run merely because you consider a man good for the amount. Many of those 'good' accounts turn out much harder to collect than some of those which don't look so good."

—F. L. Edman in Shoe Retailer.

"FOLLOW UP" LETTERS THAT BRING IN THE CASH.

No. 1.

The first letter calls attention in a courteous manner to the account due:

Mr. John Doe, Doetown, Mo. Doetown, April 10, 1915.

My Dear Sir:—Reference to our books shows that your account of \$— is slightly overdue.

Just an oversight on your part, of course. We're all liable to forget.

Any time within the next ten days is soon enough.

Thanking you for past favors, we are,

No. 2.

Those who fail to respond to the first letter receive this communication:

Mr. John Doe, Doetown, Mo. Doetown, Mo., April —, 1915.

My Dear Sir:—Your account with us, amounting to \$—, still remains unsettled.

Your failure to pay raises no question in our mind as to your good intentions. We presume it has in some way escaped your notice; otherwise, it would have been settled ere this, we are sure.

Of course, you do not wish an account of yours to run along in this way, and we, too, are anxious to straighten this out on our books, so we trust the matter will have your usual prompt attention.

No. 3.

The next to the final summons is couched in the following peremptory demand for settlement:

Mr. John Doe, Doetown, Mo. Doetown, Mo., May 15, 1915.

My Dear Sir:—We are considerably surprised to note that your account, amounting to \$—, is still unpaid.

We dislike to believe that you are trying to avoid paying this account but are at a loss to understand why our two previous letters have not been answered.

Our strict policy regarding credits must be adhered to. Your account is long past due, and, unless you pay all, or part of it within ten days, we shall be obliged to take measures to enforce settlement. May we hear from you?

actually had as much as \$5,000 tied up in book accounts. Awful negligence, to be sure. What a burden for any retailer to carry, especially when he must compete with larger stores, mail order houses and other direct-to-customer concerns who always get cash in advance.

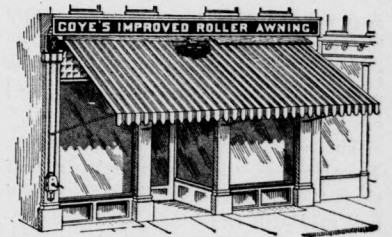
Making Collections.

"How can I get the money and keep the customer?" That's the question that is agitating a large percentage of dealers in all lines. A few of the more venturesome have tried the "all cash basis" with varying degrees of success and failure, but it is really unnecessary to take such a speculative step if the dealer will only play reasonably safe in extending credit and then devote a fair amount of time to properly taking care of collections.

"Collection by letter is my system," says one progressive merchant. "I follow up all accounts closely, never allowing a debt to grow cold. The longer you let a man put off paying, the harder it is to get the money, for to the debtor it is very much like paying for a dead horse.

"There are all kinds of credit buyers. A mere hint that the account is overdue is sufficient to get action from some, while others must be pushed, others scared, and still others must be forced. When a dealer is obliged to force a man to pay, he cannot reasonably expect any more of his patronage; but does he want it? Isn't it good riddance of bad rubbish? So, when dealing with a professional debt-dodger, it is unnecessary to

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.

A Safe Match

Means a Safe Home



Every responsible grocer wants to sell his customers matches which are nothing short of the safest and best made. Thereby he safeguards the homes of his community.

Any grocer who is not handling "SAFE HOME" matches, should take steps to do so at once. Ask any wholesale grocery salesman about them or drop a line to the manufacturer, who will have his salesman call and explain their superiority.

Every "SAFE HOME" match is non-poisonous, strikes anywhere, is extra strong and sure, is chemically treated to prevent afterglow when blown out, and is inspected and labeled by The Underwriters' Laboratories, Incorporated.

Made Only by

The Diamond Match Company

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.



New Spring Fabrics

Your customers expect you to have a good assortment of wash goods at this season of the year.

If your stock needs replenishing, we can supply you promptly.

We are showing the largest and best variety in the history of our business. All the new weaves in white and colored.

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Some Things the Grocer Can Do in May.

Written for the Tradesman.

The business man of to-day does not wait for his competitor to lead the procession. This is true in connection with summer lines in the grocery department. The wide awake merchant realizes that to capture the cream of any class of trade, he must start his advertising a little ahead of the season.

Thus, the grocer toward the middle of May will find it advantageous to play up such lines as lime juice, lemonade powder, mineral waters, camp coffee, cooked meats, prepared breakfast foods, fancy biscuits, canned goods and all the wide range of similar lines so welcome in the really hot weather when the housewife appreciates anything which renders the preparation of the meals a quick and easy process.

These are essentially summer lines. Nevertheless, they are timely in that they facilitate the making of "hurry up" meals in the house cleaning season when the housewife is busy with her annual tearing up. Although many housewives started to tear up as far back as early March, some of these are not through yet; and there are a good many who have yet to commence operations. Those not yet through the throes of house cleaning, and those who have yet to begin, will appreciate the grocer's suggestions regarding easily prepared meals.

Incidentally there is business still to be done in house cleaning goods—soaps, cleansers, brushes, mops and brooms. Right now is a good time for a follow-up display of these lines. With this display (if the merchant has a double window) might be linked up a display of canned and prepared foods suitable for "quick lunch" purposes. Make the themes of these displays "Easy House Cleaning" (emphasize the importance of proper modern equipment) and "Easy Meals" (emphasize the facilities and wide variety afforded by ready-cooked foods).

Window display is, of course, the one most effective medium of appealing to the locality trade; and the window displays in May should be of timely goods. Coincidentally, the grocer's newspaper space should be devoted to goods that are eminently in season and particularly to the goods which, while in season now, will in a few months be out of season again. Such goods should be pushed out rather than carried over for another year.

With the approach of warmer weather, the lighter cereals will come rapidly into demand. It is worth while remembering that the housewife feels the first hot spell in May much more than she does the steady heat of summer. We can accustom ourselves to anything; it is the change we notice. Hence, the psychological moment to appeal to her—to effectively introduce hot weather lines—is the moment when the change first becomes noticeable.

In most homes the stock of preserves put up last summer—probably a much smaller stock than usual, owing

to the high prices of sugar—will by this time be completely exhausted or narrowed to one or two monotonous lines. For this reason, canned fruits, jams and marmalades, the season for which opened up in April, can now be pushed to excellent advantage. Coincidentally, the first preserving is in order. Pineapples are coming in and in recent years the practice in Northern latitudes of preserving pineapples for winter use has been growing. So, too, orange marmalade is in order and fresh rhubarb is also used for marmalade purposes. The pushing of the sale of fruit for these purposes will enable the grocer to handle larger shipments to better advantage; it will also give him an opening for the sale of bottles, jars, sugar and other preserving incidentals. This trade just now is not as important as it will be later; but here, as elsewhere, the axiom that it pays to be first in the field holds good.

There will naturally be a good demand for fresh fruits for table purposes; so, too, early vegetables and greens will have a ready sale. A good combination window is one of seeds and early garden truck. "Grow Your Own for the Summer" is a timely slogan. The gardening season is well under way, but there will be a good sale for seeds for some weeks to come and the grocer should display his stock prominently where the purchaser can readily make a selection.

Incidentally, a word or two of suggestion, as, "Why not try salsify?" or "Have you ever grown kohlrabi?" will help to introduce and popularize seeds for which the demand normally is small. The customer to whom such vegetables are a novelty this year will, if he does well with them, become a very steady purchaser year after year; and, although the individual sales are very small, anything that gets a customer into the habit of coming regularly to your store is well worth while.

In this connection, there will be a ready sale for garden plants and flowers—such as tomatoes, cabbages, cauliflowers and peppers on the one hand, and asters, pansies, geraniums and others for decorative purposes. These are usually handled on a commission basis for the florists or truck gardeners who live on the outskirts of town. They help to brighten up the windows and work well into timely displays. As a rule the grocer is not called upon to make any investment, beyond his shop room and window space; the plants (particularly the flowers) are replenished daily, and a fair commission is allowed for handling them. It will be worth while to carry and feature and introduce to customers lines (such, for instance, as pepper plants) for which there is usually a comparatively small sale. It costs nothing extra to stock these lines, and they can be sold if the salespeople take the trouble to suggest them to customers. Similarly; with flowers; don't be satisfied to handle a few old stand-bys. Try to introduce new things. Get into touch with your florist, find out what he has, learn what they're good for; and, if you don't carry everything, be able

at least to make suggestions to customers as to what to plant for any given decorative purpose, and to add: "We'll order at once and sent it on the next delivery." One enterprising grocer does a big business every year selling roses, clematis and shrubs, yet he never has a plant of them inside his store. But he knows just what to plant, and where and how to plant it, and he is always glad to make suggestions to his customers—and they're common sense suggestions, too.

This is a good time to lay your lines with a view to securing a steady supply of fresh eggs and good quality butter throughout the hot weather. The merchant who has these things to sell the year round attracts trade from his less fortunate competitor; and to be sure of a steady supply he must make arrangements well beforehand. It does not pay to put off this important duty until the last moment. Find out what your regular egg and butter patrons intend doing this summer, and know exactly where you stand in regard to a supply of these lines.

Do you know that right now a good many housewives are wondering what to do for pie filling. The preserves are exhausted. Fresh fruits suitable for the purpose are not yet in. Here is a good opening for sensible suggestions. For instance, you can push canned fruits, preserves and jams, the latter particularly for tarts. Then, this will give you an opening for the sale of dried fruits, to which many Egrocers pay little attention. Finally, custard-powders and similar lines may suggest possibilities. One grocer talks over these topics with his wife. She has a great collection of pie recipes; and he makes it a practice to bulletin a fresh "filling" in his window every morning. Very few women pass without reading the recipe. Such a feature gives a store a touch of individuality, helps to attract attention, and brings business.

A timely line to handle is bakery products. These, like flowers, can be had on a commission basis. They are delivered fresh every day and unsold goods are usually taken back; although the grocer who selects judiciously usually cleans out his entire stock. The margin of profit on an individual sale may be small; but, like most specialties, bakery products help to attract trade. They are a particularly good line for the corner store, where there is no bakery within easy reach.

"Brighten up" will be the grocer's watchword. The store windows should be kept clean and displays frequently changed; the interior arrangements should be altered and seasonable goods brought to the front. Perishable goods need watching, with warm weather coming on; the refrigerator must be looked to. Then, too, there is the ever present fly to guard against and to swat.

William Edward Park.

Don't stop with being honest with your customers and with your fellow business men, employes or employer; be honest with yourself as well.

An Indictment of Parcel Post.

E. B. Penny, a merchant of Bryson, Neb., in a letter to the Omaha Trade Exhibit, pays his respects to the parcel post business of the Post-office Department. His remarks are to the point and merchants will agree with these words:

"I have put in nearly thirty years on the job of retailing and I firmly believe fully one-half of the country stores will be forced out of business unless there is a radical change in the mail order buying.

"This little postoffice (Fullerton), serving not to exceed 4,000 people, received and delivered 1,231 packages the first two weeks of October. Estimate express at 300 packages, and it gives over one package for every three people during two weeks.

"From what I can learn the parcel post is losing nearly 50 per cent on its service, which would mean the Government is directly subsidizing the mail order business for millions every month.

"The parcel post business was merged with the two-cent letter postage so the Government would not be required to make a showing on the parcel post business by itself. I believe a showing should be demanded so the country could at least know how much subsidy the Government is paying to a few mail-order houses in a country that will not stand for one dollar subsidy to build up a merchant marine flying the American flag.

"Every ruling of the Postoffice Department has been for the benefit of the mail order houses, including the numbering of the rural delivery boxes so the mail order catalogues would not go astray, requiring the postmasters to check up and correct mail order lists, the C. O. D. feature and numerous other items.

"I have always been a believer in the mutual interests of the jobber and the retail merchant, but do not think either one is making any practical effort such as they should to combat the mail order business, and am satisfied that the situation means combinations of the retail merchants to find some method for meeting mail order competition.

"I believe a strongly organized universal demand to know just how much loss is being entailed by the parcel post should be made.

"The efforts of the Government officials to make the postoffice appear as of benefit to the farmer in selling his products direct to the city is one of the biggest jokes of the season."

Still Hanging Around.

"When Miss Sweetleigh refused Jack, he went out in the front yard, tied a rope around his neck and swung from the limb of a tree."

"What did she have to say to that?"

"Nothing. But when her father discovered the dead body, he said: 'Great Scott! That fellow is still hanging around here, I see.'"

A Verse For To-day.

To-day is the time for laughter,
To-morrow the time for tears,
Whatever may come hereafter,
Whatever of woe with years,
To-day is the time to borrow
The best that the gods can give.
We can sorrow, if need be, to-morrow,
But to-day is the time to live.

CATALOGUE COMPETITION.

The Catalogue House Patron and His Ideas.

Written for the Tradesman.

Second Paper.

"What's the use in paying the merchants a big profit, when we can send away and save so much money?"

Did you ever hear that line of talk, Mr. Merchant? Of course you have. What did you say in return? No doubt you said: "Now, why do you send away for your groceries and dry goods? You know the catalogue house never helps you when your cow dies; the catalogue house never comes and pays any taxes into our town and the catalogue house never supports your church, etc.; therefore, you should buy all of your goods of your home merchants."

I've heard it dozens of times. Just for a minute, Mr. Merchant, please jump out of your skin and into the catalogue house patron's skin. Listen to this line of talk and tell me honestly what you think about it anyway:

You may say, "Yes that's true, I should buy more at home," or "I'll try and do better next time," etc., but what do you really think? Why, only one thing, of course—"What do I care if they don't pay taxes here? What do I care if they don't help fix up my roads? I think I can buy goods at a lower price of them and I am spending my own money and I shall just keep right on spending it where I darn please, and don't you forget it either, Mr. Merchant."

Mail order customers will rarely say this out loud for obvious reasons, but I have gained this information after questioning them, so that I know the most of them care little what reasons the merchant gives along this line.

Mail Ordering a Habit.

Now here is one way to go against this line of talk. It works, too, because I've tried it. You will find by careful observation that many—yes, a majority—of the mail order customers buy that way from force of habit. When they ask you why they should pay you more than they do the catalogue house, say to them: "Mr. Jones, I don't expect you to pay me a cent more than you do the catalogue house. You usually come in here and buy one pound of coffee, one pound of rice and a half pound of tea. Now I want you to bring me down the very next mail order that you make out; don't frame one up on me, but make out a regular order for just the items you need—just as you have been doing. Put down the prices and add it up as you generally do. Bring along your catalogue from which you took your order as a matter of fairness and let me fill the order."

Now, the customer will say: "You can't do it, Mr. Merchant." They always say this. I've heard them many times. They are sincere in their belief, too, that you cannot do it. But here is where you are making or losing a customer, perhaps for life. You must convince the customer that you can do it. Show him that you will

give him the goods at once—that he will not have to wait for days for them; that your goods are as good in quality and perhaps better. Be posted on a few of the "leader prices" of the catalogue house, flash them on your customer and tell him that you can meet these prices if he will only give you a cash and quantity order, the same as he has been giving to the mail order house. Keep right after this customer. Find out when he will send away and see that you get this order and, when you get it, **do not fail to fill it at the prices named.** This is very important. Fill the order whether you make or lose. You won't lose more than a few cents, if anything, and I am absolutely certain that you will make money on this order in eight cases out of ten. This initial order is not the point of profit, however. You are breaking up the habit of this customer of buying from the mail order house. Now, you know the quantities you have supplied this customer with and you ought to know about when he will be in the market for another order. Keep right after him and get the next order. Tell him that you appreciate this business; that it makes you a small margin and that you are giving him the goods with no delay. In nine cases out of ten, after you have filled two or three orders, he will become attached to your brands of goods; he will like to trade with you and the first thing you know he will come down and buy one can of coffee or one pound of starch, saying he is not quite ready for a complete list. Give him good, close prices and the first thing you know you will have a permanent customer out of this casual buyer and old-time mail order customer.

This is one hold you have on the mail order customer which the mail order house itself does not have. They cannot talk straight at the heart of their customers. This is a big leverage and you cannot afford not to take advantage of it. It is not what you make in dollars or cents on the first few orders this customer gives to you; it is the goods you will sell him later on that will repay you many times over for your trouble in the filling of the first few orders.

After you have gotten him away from the catalogue plan, if you handle him correctly, he will be your best friend and plug for you; he may even tell you of other neighbors of his who are prospective customers of yours. Get after them the same way and if you will keep everlastingly at this one line of work, in the course of a few years you will make the picking for the catalogue house mighty slim around your locality.

This is only one way of striking at them and I am going to tell you of a few more next time that may surprise you; not that you will be surprised at the plan, but rather because of the brands of goods being sold by reputable manufacturers to these mail order houses and to you at the same time, but I presume at different prices.

They Think You a Robber.

Some of the catalogue houses educate their customers into thinking that the merchants are highwaymen. For instance, look into your catalogue and you will find something like this: "Ladies' Fine Patent Leather Shoe (follows with full description) Price \$1.98. Regular Retail Price \$4." Now, who says this is the regular retail price? Why, the man who wrote the advertisement for the catalogue house. He likely was born back on the farm; he knows that some farmers dislike to pay a big profit and he knows that this will catch the eye of the farmer quicker than any other one thing. The farmer looks at the catalogue, sees the price and believes the whole story when as like as not he can buy the shoe for \$2 to \$2.50 at retail in any shoe store.

Merchants Must Secure Legislation.

Merchants must get together on this point and have laws passed in every state that will compel the catalogue houses to write honest copy. It should be as much a misdemeanor to say the retail price of an article is \$3 when it is only \$2.50 as it is to say that a garment is all wool when it is one-half cotton. Why not take this side of the question up with your State Representative the very next time you see him and secure his assistance in getting laws passed that will force catalogue houses, and regular merchants as well, to write absolutely no copy that is not true in every detail? This will make it much easier for the merchant who is trying to play fair and, believe me, it is a thing that is bound to come sooner or later. L. A. Packer.

Don't Advertise Without a Plan.

Is it better for your business of living to overeat one day and then go without food for two days? Or to eat moderately every days? It's the constant, regular nourishment that keeps you going without breakdowns.

Likewise it's the constant, regular, sticking advertising that's the best nourishment for your business. Plan to keep yourself before your customers and prospective customers all the time.

Statistics show that it is safe to appropriate from 1 to 3 per cent. of your total year's business to advertise a retail store. Use the last year's total for figuring this year's appropriation. With your increase of business this year the amount to spend in sales effort next year increases.

And do not spend your whole appropriation in one month and let the public forget you for the next eleven. Keep at it. Plan for a little extra spurt every so often, yes. But in between times don't let your sales efforts lag.

You know it's the constant drop, drop, drop of water that will wear a hole in the rock. It's the constant, persistent sales effort that wears a hole in the other fellow's business.

Advertising is simply sales effort. Decide on a plan and stick to it.

If a man knows more than his wife it is up to him to keep her in ignorance of the fact.

Michigan Falls in Line.

The Michigan State butter brand bill, has been enacted by the Legislature of that State and signed by the Governor. It becomes effective ninety days after the adjournment of the Legislature. In brief the new law provides for a commission of three members, who are given power to make specifications, rules and regulations for the application and use of the brand, provide for the copyrighting of the brand, and the licensing of those granted the use of the brand. The law thus throws upon the State Brand Commission, which is composed of the Dairy Commissioner, and the presidents of the State Dairy-men's Association and State Butter-makers' Association, the full burden of working out a practical plan of operation, and this may prove to be a wise policy, since experience with such legislation is very limited in this country and initial provisions may thus be quickly modified and corrected as experience dictates without awaiting legislative action.

We congratulate the dairy industry of Michigan on this new evidence of a real desire to encourage the production of high grade, pure butter produced in sanitary creameries, by furnishing a distinguishing mark whereby such butter can be recognized on the markets. We realize well enough that the practical application of the State brand idea will present some difficulties, but in spite of this it will if intelligently developed prove of material assistance in the advancement of the more progressive dairy interests of Michigan or any other state, and will exert no small influence in increasing the make of high grade butter, made from pasteurized cream in clean, sanitary creameries.—New York Produce Review.

Not So Crazy as He Looked.

The good clergyman was ministering to the inmates of a private lunatic asylum and he was especially warned against an exceedingly cross-grained, recently arrived patient. Nothing daunted, however, the reverend gentleman entered the little room where the man was confined and began conversation with him.

"Is it true," enquired the crazy man, "that Queen Elizabeth has recently married the Sultan of Turkey?"

"Quite true," replied the visitor, "And it is also true, I suppose," went on the demented one, "that Theodore Roosevelt has been elected President of the United States for thirty-second time?"

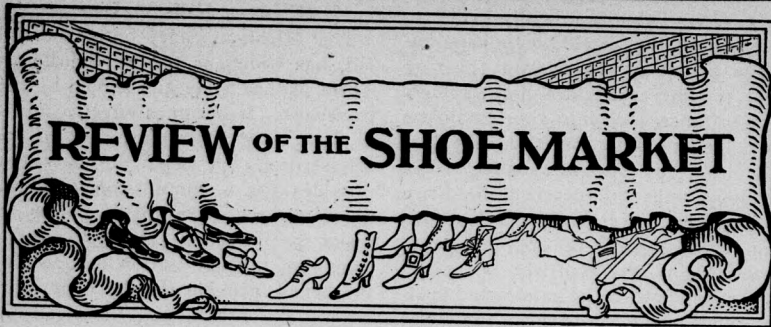
"Quite true," said the clergyman fervently.

"Ah," said the madman, rubbing his hands with glee, "and pray what may you be?"

"I? Oh, I am a minister of the Gospel."

"Well," said the man reflectively, "you look like a minister of the Church and you may be one, but you are about the biggest blankety-blankety liar I ever met."

It sometimes happens that one's past is an ever present menace.



REVIEW OF THE SHOE MARKET

How Small Dealers Should Play the "Style Game."

I feel that the retailer has too little nerve and displays too little courage in his novelty buying.

I do not believe it makes a tremendous amount of difference in any locality, whether it is New York or a town of seventy-five hundred, exactly what is the big seller in any men's line, or what any man thinks is going to be a big seller.

Every retailer has his own peculiar problem to face, and can face it, and in a sense he can face it to-day practically as well as he can in a month, or six weeks hence, that is, as regards his early fall buying.

The decision that the retailer has to make at this minute, no matter what his locality, in a sense, is, are we going to have lace or button boots for women in the fall? I believe it is most likely that we are going to have lace boots again next fall.

His next decision, in a sense, has to do with whether he wants side, rear, or front lace boots. This settled, he can arrange his buying. He does not need to wait until he finds out whether sand, or blue, or gray, or whether some brand new color is going to be touted from Paris as the latest style for fall.

I believe that any retailer, and more particularly the dealer in the smaller city or town, rather than the dealers in the big cities, controls the shoe sentiment of his people; and provided he spaces out and plans to-day a good snappy line of pretty shoes, bearing in mind one thing particularly,—selecting colors which are good, safe neutral, or contrast colors—that he will be all right.

I do not believe it makes a particle of difference to-day whether we are going to have some very peculiar or delicate shades of color in vogue in the fall, in the large city shops, because the country at large will not buy them.

The plan I want to outline and suggest is this: If the manufacturer will encourage the retailer not to over-buy, and instruct his salesmen not to over-sell his customer, or send in large orders, but rather to encourage the retailer to make a selection of smaller lots, we will all be greatly benefited. If the manufacturer were to encourage a dealer to take a certain size group, and select not one style, but six or eight styles, ordering a few pairs of each, it would be an encouragement for the dealer to buy, and at the same time help the manufacturer.

Take, for instance, the general prop-

osition of lace boots; we run our sizes from 4 on the Albert, down to 2½, on Charlie, for instance, and so on, whichever is the group or size selection the average retailer makes. On that group, have the dealer place a preliminary fall order for lace boots. If you let him give you an order of sixty-four pairs, one pair of each size, on his whole group, he will drop dead—because he does not know, but if you were to ask him, or select for him a group of styles of whole tops, or vamp overs, or quarters overs, or anything else you feel is reasonably suitable, and make in that group a selection of colors, as to tops, he will have a good fall showing, and quickly determine himself, on receipt of his goods what is or is not going to be good, without risk, or forcing a big lot on any one.

I notice that manufacturers are afraid to encourage small-lot buying; I think they are wrong. They do not need to be afraid to encourage small-lot buying if they will encourage the retailer to get a decent profit on what he buys from them and make their price accordingly. It is all right to have a basic price if you do not frighten the retailer to death by suddenly jumping him, but showing him his fancies at a price which is fair to you, made in small quantities, everyone will be benefited by it.

Just to repeat what I said before, a large number of pairs, or sizes, a complete style group, ordered in six or eight different combinations, is a safe thing for any retailer to do.

The argument particularly for the small retailer is this: His trade is limited; the number of people buying any one thing will be limited, and will stand out like a house on fire if he tries to sell all of one kind to his local trade.

One of our customers told me the reason he did not buy fancy boots from us was that he had to buy twenty-four or thirty-six pairs, and he asked me what the effect would be. I was sitting on a hotel piazza at the time and looking across the street at the post office when he asked me what the effect would be if all his twenty-four or thirty-six pairs of patent leather, gray topped boots came down to catch the mail, say at 11 o'clock in the day time! I encouraged him to buy six or eight different styles in his whole group, and so you will get his business, and you will make him safe, and you won't have this panic happening throughout the country of dealers waiting to place their fall orders. Do not sell him the things that he cannot dispose of, and

NEW and SEASONABLE

NUMBERS FOR WHICH YOUR TRADE WILL BE ASKING



**Military Boots
McKay Sewed**

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

**IN STOCK
FOR
PROMPT SHIPMENT**



Cupid Mary Janes

- No. 446—Wos. Gray Top, Patent Vamp, 2½-6..... \$1.40
- No. 389—Misses' same 12½-2..... 1.25
- No. 610—Child's same 8½-12..... 1.15

- No. 445—Wos. White Sea Island Top, Patent Vamp, 2½-6..... \$1.40
- No. 388—Misses' same 12½-2..... 1.25
- No. 609—Child's same 8½-12..... 1.15

- No. 241—Wos. Gray Cloth Top, Patent Vamp, Lace Boot, 2½-6..... \$1.75
- No. 242—Misses' same 12½-2..... 1.50
- No. 594—Child's same 8½-12..... 1.25

HEROLD-BERTSCH SHOE CO.

Mfrs. Serviceable Footwear

GRAND RAPIDS, MICH.

A BIG SELLER

For Your Farm Trade



No. 8056½

Made of high grade chrome stock treated by a special tannage, making the best leather for shoes to be worn on the farm.

Price \$2.30

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

Light

Comfortable

Serviceable

do not sell him case-lots of stuff he is going to gamble on.

Generally speaking, fancy shoes are going to be in vogue for fall. Within reason, lace shoes are going to exceed button shoes; the type of heel and toe depends on the locality in which they are to be sold. All we can do is to generalize, but it is possible that solid color, rather than combinations, are going to be used. A. J. Hart.

Quantity Prices and Privilege.

The strongest claim the founders of this Government had on public favor was their guaranty of equal rights to all and special privileges to none. This proposition appealed favorably to those who had been accustomed to carry the aristocracy of Europe on their shoulders and million of them came to us. This guaranty was made good until mechanical power was applied to the production and distribution of goods, and the great corporation began to take the place of the individual, not only in private affairs, but in Governmental affairs as well.

Our state legislatures devoted most of their time in removing obstacles that individuals enterprises might put in the way of the big corporations while Congress protected them from the competition of the outside world. With the advantages of abundant capital and Government aid, the corporations quickly absorbed individual enterprise, and then began to absorb one another, until to-day we are further away from the practical application of equal rights than any other civilized country in the world. About the only occupation a man can enter here is to be a servant, a farmer or a retail merchant. The big interests are making it about as hard for the retail merchant to succeed as it will be for the proverbial camel to go through the eye of the needle.

The mail order houses sell but a small percentage of the goods used in the country, and yet through them the farmer gets his goods more cheaply than the country merchant does. Quantity price and free deals by the manufacturer to those few favorites in the retail business are doing to the retail merchant of the country what rebates and subsidies did to the independent packer, miner and manufacturer. They are gradually putting them out of business. I see nothing to prevent an enormous increase in mail order distribution in the future unless the manufacturers place their goods on a basis of equal price to all. If the mail order houses are to have the advantage that they have had in the past in the buying of goods, and in addition to that the aid of Uncle Sam in delivering under parcel post, the future looks gloomy to me.

The retail merchant and small business man have always been the greatest sufferers in strikes and labor troubles. He generally gives the whole community credit, and when their pay stops by strike or lock-out, he cannot collect. The retail merchant always stands for law and order and through him generally peace is restored. I could never understand why the big interests should discriminate

against him as they do, unless, like our politicians, they have gone mad and are bringing about their own destruction.

The history of the world proves that just as soon as the middle class is reduced to servitude, the destruction of the masters quickly follows. Last fall's election brought about the destruction politically of a lot of our once popular idols in politics, simply because they betrayed the people, and I predict a day of retribution for the manufacturers who are betraying the retail merchants with free deals and quantity prices. I am firmly in favor of a Federal law compelling those who do an interstate business to sell at the same price to all purchasers, freight considered, and all state laws to conform with it.

John W. Lux.

Hardship of Catalogue Operations.

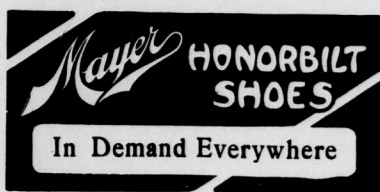
E. S. Gill, Secretary of the Wenatchee, Wash., Business Men's Association, wails aloud over the effect of the big mail order houses in destroying the prosperity of the small villages of his country, in a letter to the National Grocers' Bulletin of the National Retail Grocers' Association. After commenting on the recent melon-cutting of a \$20,000,000 stock dividend by Sears, Roebuck & Co., he says:

"One of the causes for hard times in this valley just now is the fact that hundreds of our people have been sending their ready cash to this concern for goods, while they have 'stood off' the local dealers. These con-

cerns do not contribute one cent of taxes to Chelan county, they do not help to build highways, school houses, court houses, jails, pay salaries of county officials or contribute in any way to the upbuilding of the community nor the civic betterment. With them it is all 'tails I win, heads you lose.'

"There has been too much patronizing of mail order stores by the people of North Central Washington. As said above, it is one of the causes of financial depression here to-day. Local business men are continually giving of their means to better conditions for all. Organizations like the Commercial Club, that are working for the upbuilding of the community receive the largest part of their income from the local business men. Churches, societies, charitable organizations and all enterprises having for their object the bettering of conditions, look to the local business men as their chief means of support. And it is from this source they receive it."

Is it any less dishonest to help yourself to a nickel's worth of goods twenty times a month than to a dollar's worth at one time?



Rouge Rex Outing Shoes

"Merit-Made"

Hy-Cuts

Stock No.		
452-8 in. Tan Bronco Elk, 4 in. Cuff, 2 Chrome Soles, Nailed	\$2.15
450-8 in. Black Bronco Elk, 4 in. Cuff, 2 Chrome Soles, Nailed	2.15
446-8 in. Brown Extra Quality Elk Outing, 2 Chrome Soles	2.35
445 Bronco Elk Outing 1 1/2 in. Cuff, 2 Chrome Soles, Nailed	2.15
442 Barnyard Chrome Outing, 1 1/2 in. Cuff, Grain Top Sole, Chrome Out Sole, Nailed	2.15
472 Black Bronco Elk Outing 1/2 Double Hemlock Sole, Nailed	2.00
447 Tan Bronco Elk Outing 1/2 Double Hemlock Sole, Nailed	2.00
456 Black Bronco Elk Outing, 2 Chrome Soles, Nailed	1.95
453 Tan Bronco Elk Outing, 2 Chrome Soles, Nailed	1.95
415 Black Elk Outing, 2d Quality, Chrome Soles	1.70
416 Tan Elk Outing, 2d Quality, Chrome Soles	1.70
6501 Boys' Tan Bronco Outing, 2 Chrome Soles	1.65
6401 Youths' Tan Bronco Outing, 2 Chrome Soles	1.50
6503 and 6403 Boys' and Youths' Black, Outing, Same as Above	..	1.65 and 1.50

Our Chrome Soles are waterproof and of extra wearing quality.

HIRTH-KRAUSE COMPANY

Hide to Shoe Tanners and Shoe Manufacturers

GRAND RAPIDS, MICH.

Make No Mistake

Keep in Touch with Headquarters

Here is one of the smoothest and cleanest

Ventilated Oxfords

ever shown anywhere



Men's Price \$2.00 per pair Less 5% in 30 days

Here's Another World Beater

Men's White Duck Oxford

Leather Sole



Price 95c per pair Less 5% in 30 days

Our store is full of these seasonable up-to-tomorrow ideas.

Get in touch with us

We carry the largest line of Tennis goods in Michigan

Grand Rapids Shoe & Rubber Co.

The Michigan People Grand Rapids



CLOTHING

An Investment Which Pays Generous Dividends.

I am a retail clothier in a Central Western city. My store is not the largest men's wear establishment in town, but it is probably the most progressive. I have always placed a high valuation on the good-will and friendship of the public, and much of whatever success I have achieved may justly be attributed to the many little original things I have done at different times to increase my popularity as a clothier among the people of this city, all of whom I consider prospective customers. Like all other merchants, I use the daily newspapers and my store windows to advertise my goods, but I do not stop at that. My methods are not sensational, but I like to have people talk about me, my goods and my store, and I never hesitate to take advantage of any opportunity that presents itself to do something that would tend to produce this result. Complimentary word-of-mouth publicity has always appealed to me as being a very powerful and effective means of creating new business for a merchant, and seldom, indeed, do I fail to put into practice any idea or plan that would induce my customers to speak favorably of my store to their friends.

Here is a little scheme which I have found successful in advertising my business, and which other merchants may adopt if they care to. Whenever I read a report in the local newspapers of an accident that has occurred here in town in which a man has been injured, perhaps temporarily incapacitated, I make a note of this man's name and address and write him the following personal letter:

"Dear Sir:

"I am very sorry to hear of your misfortune, and sincerely trust that you will soon have completely recovered.

"Are you a patron of my store? I always like to take care of my customers, and if you were wearing a suit of my clothes at the time of the accident, please let me know, and I shall gladly refund the money you paid for it.

"This transaction will involve no obligation whatever on your part. Awaiting your reply, I am, with best wishes,

Yours very truly."

Of course, I do not send this letter to everyone who is injured in this big city, nor do I publicly announce the fact that I send it to anyone. I try to use discretion in the matter and select only those cases which I believe to merit such treatment. If the information contained in the newspaper report of the accident and in my store records of customers is not sufficient upon which to determine this matter, I do a little investigating myself, or have one of my

right-hand men do it for me, before the letter is sent out. If the injured man happens to be a bank president, even though he is a good patron of my store, I would not, of course, make such a proposition to him, but if he happens to be a man whose family depends on him, and who has become, as a result of the accident, temporarily unfitted for work, naturally his would be an applicable case.

If the injured man informs me that he is a patron of my store, and that at the time of the accident he was wearing one of my suits, for which he paid, say, \$20 I immediately send him a check for that amount, estimating that the direct and indirect returns which I will get will more than justify this expenditure. If, however, the man who has received this letter does not happen to be a customer of mine he will probably regret it and perhaps determine right then and there that my store is a good one to patronize. I know of two or three instances where the poor injured fellow has deliberately lied about it, declaring that he was one of my customers and wore a suit of my clothes or an overcoat at the time of the accident, when as a matter of fact my accounts showed no record of his ever having bought a thing in my store, but I treated these cases just like the others, accepting the statements of these men without any argument whatever, and sent each a check for the amount he said his clothes cost. This money was not wasted, because these fellows, and some of their friends, have since become regular customers of my store, and probably repaid me in trade over and over again for having allowed my offer to be abused. In nine cases out of ten, if the man who has been in an accident is not a customer of mine, and was not wearing at the time a suit of clothes bought at my store, he will come right out and say so, but my offer makes its appeal, just the same.

About a year ago a young man who buys nearly everything he wears at my store was hit by an automobile while crossing the street and laid up for nearly a month. I saw a report of the accident in one of our local newspapers, wrote the young man a letter something like the one quoted elsewhere in this article (excepting that I did not ask him if he was a patron of my store, because I knew he was) received his reply stating that he was wearing a \$30 suit of my clothes when the accident occurred, and sent him a check for that amount. It is impossible to estimate the new business that young man has helped to create for my store since that time. He has never ceased telling his friends about my "kindness" in refund-

ing him the money he paid for a suit that, as he expresses it, "was hardly scratched" in the accident. He is a living advertisement for my store.

But this is merely one illustration out of possibly a score or more of a similar character. Of course, accidents do not happen very frequently, even in a big town like this, and when a man is struck by a street car or automobile or receives an injury in some other way, it does not always develop that he is a customer of mine. I consider the money I spend this way well invested.—Correspondence Apparel Gazette.

Buy It Now.

Say,
Do you remember when you were a kid,
How they used to tell you
About throwing a pebble into a pond,
And how it made a ripple
That went on, and on, and on, and on,
Until it reached the distant shore,
Or something like that?
And when you got big enough
You went to the minstrel show
And saw the end man
And the middle man
Show how a quarter of a dollar
Paid off ten dollars' worth of debts
In about five minutes,
By passing from Tambo to Bones,
And from Bones to Rastus,
And from Rastus to Ephriam,
And from Ephriam to Lijah,
And so on around the half circle?
And then, when you were sent up
To college,
The high-brow Professor
Tried to explain the same thing?
You remember?
Well,
This is no talk on Political Economy
Or anything like that;
It's just a gentle hint
To the effect that Right Now
Is a good time for you
To start a little ripple of your own,
A good time
To start your dollars
Moving round the circle.
Pay off your debts.
Buy what you need,
And buy it now.
Get things started.
Put money in circulation.
That's good sense,
And patriotism,

And good business.
Every ripple in the pond,
No matter how small,
Helps break the stagnation.
Get busy
And make a splash.
"Buy it now,"
And get your money back.

Poor Burglar.

"A burglar got into my house about 3 o'clock this morning when I was on my way home from the club," said Jones.

"Did he get anything?" asked Brown.

"I should say he did get something," replied Jones. "The poor devil is in the hospital. My wife thought it was me."

OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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



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

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

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

Brown & Sehler Co.

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



"STYLES THAT SELL"

SOFT
&
STIFF HATS

THE
NEWLAND
HAT

STRAW GOODS
&
CAPS

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

Newland Hat Company

168 Jefferson Avenue

Detroit, Michigan

PERSONALITY AND PRICES.**Mutual Relations They Sustain in Successful Merchandising.**

Written for the Tradesman.

I saw an advertisement in a newspaper the other day relating to the good qualities of a new typewriter lately put upon the market.

The advertisement was a very taking one and yet it lacked something to make it go, the same lack that so many advertisements in the magazines are cursed with—no selling price given.

What would you think of a store which filled its front window with many handsome gowns, lingerie and the like, with a simple notice, "Please come in and get prices." Would that attract you? It would some of course, but the main body of the passers would move on, perhaps remarking, "how pretty," but giving no further thought to the articles on display.

Per contra, if the articles were marked in plain figures, some would exclaim on the cheapness of the goods, and at least two would go in to purchase where one ventured before. The observer would simply know before entering the store if he or she was able to make the purchase. In the one case those entering would go in to buy, while in the other they would go in to ask "how much?" and might go away disappointed.

I am an advocate of quoting prices.

So many otherwise well worded advertisements in the magazines are, because not giving prices, so disap-

pointing. Now, referring to the typewriter in question. I had thought some of testing a new machine. I saw the advertisement, but in order to know what I must pay to obtain it I must of necessity enter into a correspondence with the advertiser. Life is too short for anything of that kind. Had the price been given it might have attracted me to buy.

I have seen dozens of these business advertisements which disgust me because they expect you to write to find out prices. Very seldom do I enquire. If the man who has something to sell is too reticent to take the public into his confidence so far as to give the price of his article he certainly isn't deserving of patronage.

Patronize the man who openly and above board gives the price of an article he has to sell. As the boy said on a certain occasion, "Why don't you say so then, not have it picked out of you?" It is the same with the merchant. If you would succeed make prices that attract, and see that the public know what those prices are, without having to use a crowbar to pry them out of you.

Take the public into your confidence; in no other way can you get on the right side of the people and get them coming your way. Be careful to have one price to all, showing no partiality whatever. Treat everybody alike; even the smallest child should be met with the same genial smile you have for your best lady customers.

While it is necessary to quote prices, it is also necessary to have a personality to your store, something not exactly like the general run of establishments. The day has gone by when the lazy clerk can lay stretched out on the counter, reading a dime thriller, while a customer who happens in is greeted with a lazy yawn and an enquiry if he or she wants anything.

It looks better to be on the alert all the time. There is no room for a lazy man behind the counter of an up-to-date store. That sort was long since relegated to the dump-heap of useless things.

Can a clerk talk too much? Decidedly yes. He can moreover be too patronizing. The loud-voiced, boisterous fellow has gone out. Low, pleasant speech, with a plain regard for the feelings of the customer, mark the modern goods dispenser. Don't be a back number, a has-been. Be neither a curled darling nor a big, throaty patronizing monstrosity.

Be courteous. Listen to any story the customer has to tell, and if he brings back an article, being dissatisfied with it, plainly make the exchange with all the pleasure you experienced in making the first sale. Satisfied customers are what you want yet at the same time it is not necessary to become a humble and efficient door-mat for people to wipe their shoes on. Being the latter is almost as undesirable as flaunting your independence in a loud way before the public.

While the business is in a small way, the proprietor should be on hand all the time, showing himself to the customers, greeting and waiting on them in a most friendly manner. His personality will count for good or evil right from the start.

When the store outgrows the one man management, see to it that the mantle of genial personality falls upon the clerks, especially upon the chief one, that he may continue in the way the proprietor has gone. Personality counts for much more than most people seem to think. This is manifested in the fact that some one clerk often wins a large clientage to his employer's store because of the geniality that makes the women like to trade with Johnny Clarke.

Be approachable, quote prices, treat the people square and you will have fulfilled the main requirements that go to make up a successful merchant. There are other, minor things that the ready young merchant will call to mind, and which he will keep to the fore. The main requirements, however, for business success, are the ones I have mentioned.

Old Timer.

Very Helpful.

Several members of a woman's club were chatting with a little daughter of their hostess.

"I suppose you are a great help to your mamma," said one.

"Oh, yes," replied the little miss, "and so is Ethel; but it is my turn to count the spoons to-day after the company is gone."

Regular Customers From Occasional Buyers

As a dealer you are interested primarily in increasing sales and larger profits. Every occasional buyer whom you convert into a regular customer is a stride toward greater success for your store. Upon the quality of your stock depends your ability to catch new trade and hold it. **PERFECTION OIL**, the most efficient illuminating oil obtainable, attracts new business for the dealer who handles it and occasions "repeat" orders.

Perfection Oil Pleases Customers

By a new refining process the **STANDARD OIL COMPANY**—an Indiana Corporation—has been enabled to produce **PERFECTION OIL**. It has met with instant success. It pleases the customer because it is a "clean" oil; because it burns 20 per cent longer and gives 20 per cent more light than any other oil. It burns without odor and without charring the wick. It is adapted admirably for use in oil-burning cook stoves and heaters, and is an ideal fuel for incubators.

A Service Organization

Perfection oil is all that is claimed for it. Dealers may recommend it with perfect confidence in its merits. It is a guaranteed product of **STANDARD OIL COMPANY**—the most perfect consumers' service organization in America. Establish a **PERFECTION** trade in your locality before your competitor seizes the opportunity. For further information address any distributing station of the

Standard Oil Company

An Indiana Corporation
CHICAGO

The Traveler Who Tears Down Reputations.

The man who tears down reputations always gets most of the dirt himself.

Some one has said: "There are but two kinds of young men, those that are good, and those that are no good."

This scarcely applies to salesmen, for there are many kinds in between.

To which class do you belong?

We have the Knocker, the Order-taker, the Wheelbarrow, the Sky-rocket, the Fussy or Over-anxious, the Quick-tempered, the Know-it-all, the Old-Timer, and a few others with accompaniments not altogether in the nature of selling-assets.

In the whole category of men who sell things, the one whom the novice should strive to imitate is the well-rounded, strictly up-to-the-minute business-getter. Such a one is at once ambassador, minister plenipotentiary, and promoter of his house.

The salesman who is worthy of his profession is not only the ambassador of his house, he is in reality the house itself, when he is out in the field. His every word and action should be clothed with a dignity suitable to the work with which he is intrusted.

In the natural course of business events, it is generally found that large institutions which employ many travelers are able to secure the services of enough really capable ones to make the general average good. If this were not so, and they were obliged to draw their entire selling strength from the list of misfits mentioned above, they would very shortly find a padlock on the front door and the sheriff in charge.

When one government sends an ambassador to another, a man is selected for the mission who has stood high in the community, and who is endowed with peculiar ability to perform the duties. If a mistake is made, and he is found to be lacking in the necessary qualifications, such as tact, honesty, or loyalty to duty, he is promptly recalled and his place filled by another. Or, if he lacks ability only, he may wake up some morning to find that he has been relegated to some unimportant post in an out-of-the-way country.

But to return to salesmen. Beginning with the Knocker and taking them in order, we find them an interesting and heterogeneous group.

The Knocker is the most obnoxious type, and is branded at once as the most useless. He can scarcely be rated as an asset in the selling staff, unless we take him in the inventory at a discount of 90 per cent. The remaining 10 per cent. might be realized upon as a job lot, to be sold out in the first clearance sale that comes along.

The editor of "The Philistine" says: "Knocking is criticism and with criticism there is no advancement."

In making that statement he certainly was not speaking of salesmen, or he would have said, "Knocking is robbery, and the thief is a parasite."

The knocking salesman should not pray, with the Pharisee, "O Lord,

make other men as we are," but rather, "Let us see ourselves as others see us." If the latter prayer were granted, they would take the shortest cut possible to the nearest oculist to have their eyes fitted with long-distance, clear-seeing glasses to replace their blue goggles of doubt, hate, and suspicion.

The Knocker reminds me in some of his phases of the story of the man down in the spring branch trying to clear the water so that he could get a pure drink. He was doing all he could to filter the water, when some friends called out to him: "Stranger, come up a little higher and run that hog out of the spring, and it will clear itself."

No trouble then. The hardest work a man ever undertakes in this world is to try to lift himself up while trying to pull his brother down. It is like trying to pull yourself out of quick-sand; the more you try to work free from it, the deeper you sink. There is no such thing as boosting yourself by knocking some one else.

Did you ever look at yourself from head to foot—look at yourself as a salesman?

Did you ever wake up in the morning and shut your eyes and lie still and say: "Well, suppose every salesman in the house were just like me, what sort of a house would we have?"

"Suppose every salesman in our house knocked as much as I knock, what sort of a house would we have? Suppose every salesman in the house worked as little as I work, how long before the whole thing would go into bankruptcy?"

It is well now and then to get a square, honest look at yourself.

What sort of a salesman are you?

A salesman's tongue has a great deal to do with his salesmanship; or, rather, a salesman's salesmanship has a great deal to do with his tongue.

The Knocker's tongue is full of deadly poison. It is sharp-edged and treacherous as an ever-ready stiletto.

Sit beside the victim of the Knocker. Put your ear to his heart, and you can hear a steady drip, drip, drip, as of blood from a gaping wound.

"What did that?" you say. His reply is: "An unkind tongue wound it there."

The meanest man on earth is the one who will wound a man's character with his tongue.

The Knocker is no respecter of persons; he knocks the credit man, knocks the buyer, knock the sales-manager, knocks his fellow-travelers; in fact, he knocks everything and everybody in the place from office boy to president. He even knocks his own interests. Every one but the Knocker himself knows that "the dog that will carry a bone will fetch a bone," but as a temporary mischief maker he causes "Maud," the mule of comic newspaper fame, to appear to have creeping paralysis when compared with him as to their relative kicking merits.

Knocking is a habit and a bad one. Don't acquire it. If you do, some day you will give yourself a knock-out blow. Remember the old say-

ing, The man who attends to his own business has not time to attend to the business of others.

Now, recollect, if you are a salesman and love your house, everything you cannot help, everything you would have warded off if you could, everything you would have conquered if you could, everything in the salesman's life except dishonesty—and knocking is a form of dishonesty—works for good; and no power on earth can make this negative quality work for anybody's good, because dishonesty is the reversal, the throwing out of gear, of the machinery of our nature.

When we begin to undermine the honest efforts of others, we reverse the machinery of our nature and run it backwards. You can no more do good work for your house when you reverse the machinery of your nature than you can make a lawn-mower cut grass when you run it backwards. One is as impossible as the other. All things work for your good when you are running in harmony with your house and in line with your house.

When you walk up to a piano and touch a key, and that key is out of tune and out of harmony, it is out of harmony not only with the rest of the keys of the piano, but with everything in the universe that is in harmony with them. But when the piano tuner walks up to the piano and opens it, and takes out his instruments and work away at that particular string, he restores the harmony that was lost. And success lies in getting into harmony with your house. Then everything moves along harmoniously, adjusting and setting the rules of the house to music. Is it not so?

When your firm bids you do this or that, the command should immediately touch a responsive chord in your nature in sympathy with the work in hand, and then you are in harmony, which makes easy of accomplishment the most difficult task. Your house wills it, and they will do their part to make your daily efforts conduce to your final success.

When you are tempted to believe that your house is going straight to perdition, and that you are the only man on the premises who can save it, think of the incident that occurred in 1864 in the administration of Ab-

raham Lincoln as President of the United States. The political aspect of the whole country was that of a seething, boiling Niagara. Some gentlemen from the West were excited about the commissions or omissions of the Administration. President Lincoln heard them patiently, and then replied: "Gentlemen, suppose all the property you were worth was gold, and you had put it in the hands of Blondin to carry across the Niagara River on a rope; would you shake the cable or keep shouting out to him, 'Blondin, stand up a little straighter!' 'Blondin, stoop a little more!' 'Go a little faster!' 'Blondin, lean a little to the south!' 'Blondin, lean a little more to the north?' No; you would hold your breath, as well as your tongue, and keep your hand off until he was safe over. The Government is carrying an immense weight. Untold treasures are in our hands. Keep silence, and we'll get you safe across."

Knocking or "kicking" salesmen classify themselves as among the reform forces.

Inasmuch as their object seems to be the immediate reformation of the entire business world, they are hopelessly beyond argument, and therefore the best course for a sensible salesman to pursue with regard to them is to leave them alone, and let them kick. They don't suggest any remedies, but they just kick, and there are always a few of the weaker sort standing around to give them encouragement and assistance.

To reform the whole earth and make it over different is a job that only the saints can tackle.

Your house has enough to take up all its attention with things that are happening every day, without bothering about things that can't be mended or with things that are going to happen some time in the future, except, perhaps, to ask your resignation if you can't break the habit of knocking.

What you have to do is to take care of the things that are within the sphere of your duty, and you will have no time to bother about things that do not concern you. That's what your house is doing, and what the men are doing who head the sales list in your house.

The Knocker is bad enough, but his friends who stand around in foolish

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.

little cliques encouraging him are no better. He at least has the courage of his convictions, such as they are, while those others stay around in the dark and act as cat's paw to pull his chestnuts out of the fire.

The Knocker is of the least account in the entire group of negative salesmen. The others try to amount to something in their own way, but he has been mean ever since he was born.

In reviewing them all, I want you to understand—if you are a Knocker—that you are worse than a hundred of the poorest salesmen put together.

The most stupid Knocker of the entire kicking class is the one who seems to take peculiar delight in running down his competitors.

There is no surer help to the efforts of a salesman than that which comes through speaking well of his rivals in business whenever opportunity presents itself, and that not merely in the sense implied by the witty preacher who said, while seeking a goodly collection from a large audience, "In order to get a good collection nowadays an audience must be assured beyond a reasonable doubt that it will get back two dollars for every one put in the box." Kindness for kindness' sake alone is its own reward.

When I was about to make my first trip on the road, my employer came to me and said: "I hope you can sell Mr. — at —. If you succeed in getting a bill there, we will give you a long credit mark. As yet no man calling from our house has been able to interest him."

On my arrival there, I was given a cold reception. Quite naturally, I was anxious to land an order, as can well be imagined; but like the rest, I failed, and was greatly crestfallen over my defeat.

I kept on drumming that customer, determined that I would get him sooner or later. About the time of my fourth visit he surprised me by saying: "I need some goods to-day. If you have what I want, you'll get a good order."

When he had finished looking through my sample line, he turned to me with, "Do you know why I am giving you a trial?"

I told him I supposed it was because I had happened along when he was out of goods.

"Well," said he, "that is only part of the reason. The first time you called at my place you asked me what house I traded with mostly, and you spoke so highly of them that I made up my mind you would give me a square deal if you had a chance."

I sold that man goods until he retired from business ten years later, and he was one of the best friends I had.

President Roosevelt, in his last message to Congress said: "Science in business is advanced as never before. No one of us can make the world move on very far, but it moves at all only when each one of a very large number does his duty. Our duty is not in doing what we think is best, or what is best for ourselves,

but in doing what is best for the common good of all."

There are people who believe that criticism and fault-finding are indicative of wisdom, and that the man who performs his daily task quietly and without murmur is lacking in the substantial qualities of mind. To be disparaged is the penalty Brilliance must ever pay to Dullness.

A psychologist tells us: "In each human being there are four personalities, namely; first, John as he is known to himself; second, John as he is known to his friends; third, John as he is known to his enemies; fourth, the real John, who is known only to his Maker, and on whom every deed of the other Johns leaves its impress for good or evil. Those who love us see us at our best, and only by striving the soul grows stronger."

However perfect a piece of mechanism may be, it must be kept well oiled, in order that it may perform its functions properly. In the same manner the house and its salesmen must fit together and work harmoniously; yet none the less there will occasionally be found external and internal causes which create friction or clog the wheels.

The "petty dust" of daily business life is more than apt to upset the mental machinery, and the best lubricants is to be found in tact combined with humor. A kind word or a thoughtful silence, which sometimes is better than speech, a boost in place of a knock, each has its place in keeping the wheels of commerce running smoothly along the roadway of business life. So, that, after all, the conclusion of the whole matter may be found in the old rule, "Do unto others as you would have others do unto you."

Boost, brother, boost! Don't knock. W. D. Moody.

Copyrighted, 1907.

Advertise With Care as to Location.
Written for the Tradesman.

At this time of the year we find the agriculturist, the horticulturist and others busy preparing suitable places to plant trees, shrubs, plants and seeds. A great deal of attention is paid to properly prepare the place for the object to be planted. Whether the plant is to bring forth fruit or flowers, shade or for ornamental purposes, the main object is to get results, and location and surrounding conditions play a most important part in securing these results.

Is it not just as important in planting advertising? The man who advertises is looking for fruit where he pays out good money for this purpose. When I speak of planting advertising, I have especially in mind the outdoor advertising, which at this time of the year is receiving much attention. In order to make myself plain, let me briefly state what I have seen in going from place to place, especially in rural districts.

A hardware dealer sent out a man to put up a large poster showing a good make of barn door hanger he was handling. In one place the man "planted" his advertising on the door of a shed used by many farmers in

which to feed their teams while trading at the mill and stores. The poster was designed to show the advantages of a good door hanger. The door on which he placed his poster was hung on hinges made from a few pieces of harness trace spiked on, the door kept open or shut by means of an old railroad tie set against it.

In another town a hardware merchant placed several posters showing the same article. He also placed his advertising on the door of the public shed for horses. This merchant however, took the old strap hinges off the door and replaced them with a set of door hangers such as were shown on the poster. He saw to it that the hangers were put on right and also placed a good fastener on the door, which was a part of the outfit.

Farmers come and go in both cases but the one goes and perhaps looks at the poster and forgets about it, while the other looks at the article on the door, then at the picture and sees the name of the dealer and in many cases starts out to see the hardware man. He wants to know more about the hanger that he had occasion to try out for himself. The fact that the dealer has enough confidence in the article to place one on the door where this class of customers cannot fail to see it appeals to him and he does not forget it, even if he does not immediately purchase a set.

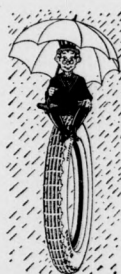
In both cases the location was ideal but the one thought only of location, while the other had an eye for fruit and was willing to invest a little

to make the planted advertising productive.

Two shoe merchants in a certain town put out advertising posters through the country. One of them chose mostly bridges and four corners and other places where the farmer is very often occupied with his team and has no time to read or notice posters, while the other chose to plant his advertising by the cool and shady drinking troughs where the teams would stop and while the horses were drinking the driver has ample time to note the poster. Or else he would place his advertising beside the road on the upgrade where the driver would be apt to drive slower and not have to watch his team so closely.

These are only a few instances, but I believe it is of the greatest importance to place your advertising in such places as will be productive of the results you desire.

If it pays at all to advertise—and it does—it certainly pays to do it with a little thought of the location and surroundings. L. A. De Witte.



Mr. Squeegee says:
Diamond Tires
keep you going a long time in the right direction.
Put on Diamonds

You can get them from our distributors

SHERWOOD HALL CO., LTD.

Grand Rapids, Mich.



What is the Biggest Asset of YOUR Store?

Your service? Your stock? Your advertising? Your location?
Your store fixtures and front?

Here is the plain statement of a merchant handling ready-to-wear apparel and furnishing goods in a city of 25,000 (name and address on file at our office):

"In 1913 we invested \$3,500 in new Wilmarth fixtures. The next year we curtailed our advertising and clerk hire just the amount we had spent for the new fixtures. 1914 was not a very good year in our town, yet we netted 20% more profit in 1914 than in 1913."

Which goes to prove that every dollar spent for Wilmarth equipment was worth a dollar and a half spent in advertising or in extra stock.

Our Designing Department will give you the benefit of the cumulative experience of hundreds of stores in your class, and without obligations on your part. The time to plan for summer and fall installation is now.

WILMARTH SHOWCASE CO.

1542 Jefferson Ave.

Grand Rapids, Michigan

CHICAGO: 233 West Jackson Blvd.
ST. LOUIS: 1118 Washington Ave.
MINNEAPOLIS: 27 N. Fourth St.

NEW YORK: 20 West 30th St.
BOSTON: 21 Columbia St.
PITTSBURG: House Bldg.

DES MOINES: Shops Bldg.
HELENA: Horsky Bldg.
SAN FRANCISCO: 576 Mission St

Made In Grand Rapids



Grand Council of Michigan U. C. T.
 Grand Counselor—M. S. Brown, Saginaw.
 Grand Junior Counselor—W. S. Lawton, Grand Rapids.
 Grand Past Counselor—E. A. Welch, Kalamazoo.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—W. J. Devereaux, Port Huron.
 Grand Conductor—Fred J. Moutier, Detroit.
 Grand Page—John A. Hach, Jr., Coldwater.
 Grand Sentinel—W. Scott Kendrick, 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. Cornelius.
 Secretary and Treasurer—Clyde E. Brown.
 Board of Directors—Chas. E. York, J. W. Putnam, A. B. Allport, D. G. McLaren, W. E. Crowell, Walter H. Brooks, W. A. Hatcher.

Possibilities in Salesmanship.

One of the most valuable money-making qualities which any man or woman can possess is that of salesmanship. To be a good salesman or saleswoman means to be in demand by, and among, the world's workers. A good salesman is rarely or never "out of a job" and the better ones are constantly sought for at higher and still higher compensation.

"Salesmanship" is a very broad term. The silk-tiled drummer for a boot and shoe house, the insurance agent and manager, the great banker and broker whose business it is to dispose of millions of dollars' worth of stocks and bonds—all these are "salesmen," trafficking in one kind of goods or another—all form a part of the world's great system of organized barter.

To the successful salesman starting in the humbler ranks of this system all things are possible. In the insurance business, for example, the good local agent is supposed to be able to train others, and he becomes a local manager. The good local manager in time becomes a state or district manager, and, if he develops organizing ability, control of some large department of the business or of a general office of the company is in sight. Somewhere along his upward line in promotion he is able to contract for his services to such good effect that, instead of gaining a mere salary, he commands a contingent compensation larger than the salaries of many of his superior officials. It is his salesmanship that brings about these results, and he gradually builds up a connection that makes him a power in the field—makes rival companies anxious to secure his ser-

vices at almost any price. Only a short time ago two companies actually went to law about an agent who transferred his connection from one to the other, his original employers holding that he had no right to do so, as he was under contract (at a \$50,000 salary.)

A good training in salesmanship is well worth acquiring. The qualities needed are courtesy, tact, resource, reserve power, facility of expression, honesty (for permanent success), a firm and unshakable confidence in one's self, a thorough knowledge of, and confidence in, the goods which one is selling, and ability to close. True cordiality of manner must be reinforced by intelligence and by a ready command of information in regard to matters near at hand. It will be instantly seen that all these qualities make the man as well as the salesman—they will bring success in any career, when coupled with sincerity and high-mindedness.

The foundation for such a training can hardly be laid too early. The boy who uses his spare time in school, in vacation season, or out of business hours, for acquiring the art of salesmanship, will gain power to climb in the world that cannot be obtained so quickly by any other means. The very fact that he is meeting people regularly, brushing against their opposition, and finally winning them over to his point of view, brings to him a feeling of self-confidence, a mental and physical poise, that commands the quick attention of employers, on the lookout, as they always are, to discover and develop ability.

Orison Swett Marden.

"Your Collection Department is Too Insistent."

"Mr. Blank, we have to get our money in promptly in order to sell goods at the margin of profit that we do, and in order to sell them as cheaply as we do. When you find a house that doesn't insist upon payments right on the dot when they are promised, you will find a house that will take it out of you in other ways. That's as true as two and two make four.

"A firm like ours could of course continue to stay in business if this account of yours were definitely deferred; it would not perhaps ruin us if a large number of accounts were treated in the same manner. But if we allow you unusual allowances of time in which to settle, we would have to extend the same courtesy to every one of our customers.

"You must see that all our customers have to be treated on a basis of equality. There can be no discrimination in the

way of sending better goods to one than to another at the same price, and by the same reasoning we can't give one special privileges as to settlement which the others do not share.

"When our collection department asks for a remittance it is only asking what the rules require. You know, Mr. Blank, when you go to lodge that it is necessary in order to get a seat in the lodge room that you have your passport. It doesn't make any difference who you are or how many favors you have done the lodge, or anything of the kind. It is simply a rule that you must do a certain thing, and you do it or stay out. Nor do you have any hard feeling toward the lodge if you can't get in. It is just so with a debt, isn't it? The organization is simply asking for the pass-word.

"Mr. Blank, really you have been too long in the business ever to think that a statement from the house is a reflection on your ability to pay. You know that among your customers you have lots of old farmers out in the country that are worth a great deal of money and who just simply want you to carry them on that account. They're good; you know it. But that isn't cash in hand. Our organization is no different from yours—we only want to be used in the matter of collections just as you want your customers to use you.

"When there is occasion for a reminder from our collection department it may be inferred that your customers haven't been paying up promptly, may it not? Now you are in close touch with your customers—in far closer touch than we can be with ours—and all you have to do is to put out a number of bills and make your delinquents pay us.

"Do you realize, Mr. Blank, that one of the reasons why our house—why any house—gets after their collections is because back balances show undesirable conditions? Not that we are afraid we will lose the money, but rather that it is a poor trade condition against which we are fighting. Leaving the chance for losing the money entirely out of the question, see what chance there is for misunderstanding over some trifling collections. We esteem your good will too highly to jeopardize it by having it on our delinquent list.

"If our collection department sends you a reminder it is for the best of reasons. We don't want any back collections as a matter of business principle, and we don't want your name on that list—if we have it—as a matter of justice to you." G. M.

Quick Work Over The Phone.

In the line of goods that my house handles we have about six active competitors. I received a telegram about eight months ago to go at once to the town of J— and try to close a large contract. To finish out the ten words of the telegram the house had added the consoling words "Competitors ahead of you."

I got into the town late in the evening and found out from the hotel man what the situation was. Five competing salesmen were there, and were watching each other and keeping close track of the man who had the say about the contract. Some of them were with him all the time.

Chances to me looked pretty slim for my getting a contract with him, as some of the men had been there days taking him out to lunch, to the theater, and making good fellows of themselves in every way. I had never seen the buyer, but the hotel man told me that he was a shrewd yet fair man. My next step was to assure myself as to whether he knew the various lines, and after some trouble I found out that he did, having been buyer for a house in Milwaukee that handled our line as well as our competitors.'

I blocked out my plan in short order. I ascertained from the secretary of the company what they wanted, and made out a conditional order. To the order I attached a list of prices on everything else that might be needed. I then stepped to the telephone and called up the buyer.

"Mr. Blank," I said, "I represent the firm of H— Bros. & M—. You know our house; you know our line. Now what is of interest to you is price alone. You don't want to spend a minute more time with me than you can help. I have made up a list of exactly what you want with the price list, and am sending it to you by messenger before I leave the city. I could stay here a week and drum you for your order, but that would cost my house just exactly \$50. Prices speak for themselves. I have deducted \$50, my expenses for the week, from the bill in case you wish to place your business with us." He had not said a word meanwhile, so I said: "You get my message all right, do you?" He answered, "Yes," and I said "Good-bye," and that closed my interview.

I left town that afternoon, and the next day the order with some minor changes was forwarded to the house.

The beauty of it was that my customer got the benefit of the \$50 concession that I had made.

D. W. Lewis.

A man never shares the self-esteem of his neighbor.

HOTEL CODY

EUROPEAN
 GRAND RAPIDS, MICH

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

Hotel Breslin

Broadway at 29th St.
 New York

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

A High-Class Hotel with Moderate Rates.

Exceptionally Accessible

500 Rooms—Reasonable Restaurant Charges

RATES:

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

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

Scintillant Splinters From the Saginaws.

Saginaw, May 4.—Tom Graham of New York, who is connected with the United Profit Sharing Coupon Co., gave a talk Saturday at the salesmen's meeting, of the Saginaw Beef Co. Mr. Graham gave a very good talk explaining the advantages of this coupon. His first remark was that he is opposed to trading stamps. He said they put a fixed tax upon the retail dealers and that the retailers were right in opposing what is known as the trading stamp. The united profit sharing coupons are bought and paid for by the manufacturers and that the manufacturers making the same product were not given the privilege of packing the coupons with their goods. For instance, Swift & Company are packing the united profit sharing coupons in their soaps, and so long as they continue to do so, no other brands of soap will have these coupons. He made the statement that 50 to 60 per cent. of the retailers' profitable business was lost to mail order houses who issue premiums with their goods. There have been tests made in many of the states by disinterested parties who have been appointed by soap and coffee manufacturers to find out what per cent. of the business they were losing, and the average loss of these tests to the retailer amounted from 40 to 70 per cent. He said these figures were certified and obtainable at any time. He said the idea of the united profit sharing coupon was to bring this lost business back to the retailer. He also stated that all the manufacturers who use the coupon do not decrease the quality of their product or raise the price. This being due to the fact that the advertising departments of these concerns pay for the coupons instead of investing more money in bill board and magazine advertising. There was an argument brought up that these coupons were saved by the customers and were sent away for premiums and that the merchant was losing the sale of the articles which were procured by the coupons. He answered this argument by stating that in the first place, most of the articles called for by the customer were in the nature of luxuries and probably would never have been bought if the customer had to pay his hard cash for such articles. Besides this, he stated that when a customer went into the retailer's store and purchased a product containing the united profit sharing coupons, he was giving the retailer 100 per cent. of his money and as the coupons the customer receives are worth 8 per cent. for redemption of premiums, the merchant is only losing 8 per cent. whereas, if this sale had been given to some mail order house such as Larkins, who give premiums with their goods, the retailer is losing an average of 52 per cent. of his profitable business. He said, Which do you think the retailer would rather do, lose 52 per cent. or 8 per cent.? Mr. Graham gave many other good points which all seemed very logical. He was a very interesting and convincing speaker.

Mr. Cain, Swift's advertising man, was in Saginaw Saturday. He gave a talk to the salesmen of the Saginaw Beef Co.

C. C. Cox, Swift & Company's soap salesman, of Detroit, was in Saginaw Saturday and attended the salesmen's meeting of the Saginaw Beef Co.

F. R. Rose, of Ovid, has sold his stock of groceries to George Lewis, formerly of Bridgeville. Mr. Rose expects to remain in Ovid for this summer at least.

The new Franklin Hotel, in Saginaw, is nearing completion. They expect to have it opened by the first day of June. Every room will have running hot and cold water, the cold water being procured from a deep well so the guests will be able to get

a drink of cold pure water without going to the trouble of having a bell boy bring it up in a pitcher. Most of the rooms will be equipped with baths and a large number of them will also have shower baths. They have secured an option on the adjoining building, so that if the need arises, they will be in a position to enlarge the present hotel.

Geo. Gauss is now running two up-to-date meat markets, one at the Hayden market and the new one in half of J. B. Nauer's grocery store, at 230 North Warren.

Jenks & Co., of Collins, have moved their stock of goods to Belding, where they will continue in business.

Our customers and friends at Collins, Hillman and Brutus, who suffered heavy losses from the large fires, have our sympathy and our best wishes to see them soon established in business again.

Arthur B. Cornwell.

Boomlets From Bay City.

Bay City, May 1.—The Young Cattle & Packing Co., of this city, has recently purchased 120 acres of the Aplin farm. Last year Mr. Young acquired from these people the south 120 acres of the tract. This last purchase gives the company a total of nearly 1,000 acres which will be cultivated to provide rations for the large number of hogs and cattle which are to be fattened on the property. In its extensive hog pens the company has this spring the largest number of hogs and little pigs ever brought together in one place in this section of the State. At present there are about 1,200 of them, while it is planned next year to have at least 1,000 brood sows doing their share toward keeping up the meat supply of the country. Mr. Young has also a herd of several hundred head of cattle on the ranch. The new plant, when completed, will represent an outlay of \$1,000,000 and will give Bay City the largest packing plant in the State and will furnish a market for the large number of hogs and cattle which heretofore have passed through Bay City to Detroit and Buffalo stock yards.

The Board of Commissioners of the Michigan Farm for Epileptics, at Wahjamega, Tuscola county, named Pratt, Bickel & Campbell, local architects, to draw up plans and specifications for the new \$200,000 hospital buildings to be erected this summer. R. E. Bickel is to be supervising architect.

Local Masonic lodges are making arrangements for entertaining the Grand Lodge, F. & A. M., May 25 and 26. At this meeting George L. Lusk, of this city, will be elevated to the office of Grand Master.

The new plant for the Kuhlman Electric Co., which will be erected in this city, will be ready for the installation of the machinery by July 1 at the very latest. The various contracts were awarded Friday afternoon. Henry Weber, of this city, was given the contract for the erection of the building, which will be of brick, 52 by 225 feet in size.

Julie T. Boilore, a prominent meat dealer of Alpena, spent Saturday and Sunday in Bay City.

A. E. Starks, one of the leading grocers of Onaway, is giving his store building a general overhauling. Among other improvements is a new front with fine display windows. When completed he will have one of the most up-to-date grocery stores north of Bay City.

Bay City Consistory and co-ordinate bodies, A. A. S. R., will hold a reunion at the Masonic Temple, Bay City, May 11, 12 and 13.

From 160 saloons in 1907 to 115 in 1915 is the record of Bay City, the latter being five fewer than last year.

E. Dougherty, of Au Gres, has recently purchased the Sproule store building and stocked it with a first-class line of groceries, fresh and salt meats.

H. A. Proulx is one of the busy dealers in Au Gres. He not only conducts an up-to-date grocery, but buys

cream for Vassold Bros., Bay City, which keeps Herb. busy. Wishing to keep posted on what is going on around the State in a business way, he decided to subscribe for the Michigan Tradesman, which, of course, was the only thing to do.

Charles Tanner, of Alpena, a member of Bay Council, who has been suffering for some time with rheumatism, has gone to Mt. Clemens to take baths. Charlie, you have our sympathy, the writer had a similar experience.

The first jitney bus in Bay City will make its appearance on the streets next Monday, when D. F. Cook will start an auto bus in service from the corner of Center and Washington avenues to the Astor House, in South Bay City. The jitney will meet all incoming trains on the D., B. C. & W. at the Center avenue crossing, and also carry passengers to and from the ball park when the Beavers are at home.

W. T. Ballamy.

Business Better in Copper Country.

Calumet, May 3.—Merchants of Calumet and Laurium are confident that the present year will be one of the best, in a business way, that the district has ever known. Improvement of business and industrial conditions generally all over the country, the resumption of work in more mines the return to the former high wage scale and taking of several hundred more men to work have all been responsible for bringing about this optimistic feeling.

Local businessmen report that last Saturday they enjoyed the best "pay-day" business they have known in years. Local wage earners, although they have not yet had a payday at the increased scale, seem willing to discount the future somewhat in their purchases.

Former copper country residents are returning to the district in large numbers, many of them expert miners and artisans and nearly all of them are obtaining work. There is good demand among the various mining companies, it is said, for the skilled workman and the companies are giving preference to the American born or men who have resided in this country long enough to become fully naturalized American citizens.

It is also stated that places are being made in the mines, mills and shops for the young men and that more attention is being given to this idea, that of employing the young men and keeping them at home with congenial employment, by some of the mining companies than ever before.

As the result of the returning to Calumet and vicinity of many former residents of the district there is a good demand for homes and where there were many vacant houses or flats through the winter months, nearly all of them are now being rented. In the Tamarack location many of the company-owned houses that have been unoccupied are now being rented. The Tamarack has taken on about 300 men, it is stated, and will take on more gradually until its force is increased considerably more.

It is also stated that there has been some picking up in the realty business of late and that several transfers of property have been made.

Jackson Grocers to Eat and Talk.

Jackson, May 3.—On Wednesday evening, May 5, the Jackson Retail Grocers' Association will have a meeting which promises to be one of the most interesting of the year. Special invitations have been printed and are being sent to each member of the Association, in fact each grocer will receive several invitations by way of reminders.

At 7:15 o'clock a supper will be served, so the grocers need not go home after closing their stores. The feed will be a substantial and a good one. The speaker of the evening will be Secretary Paul A. Leidy, of the

Chamber of Commerce, and he will speak of several interesting things. Many important business matters will come up for discussion and vote.

The wholesalers of the city are the attendance committee for the next meeting and they are leaving no stone unturned to have a big attendance. The eighteen wholesalers have promised to be present in a body and the down town merchants have all said they would make a special effort to be present. The local Association has been growing in a wonderful manner, starting a year ago the officers decided to inject new life into the organization and they have accomplished their purpose. Meetings used to bring out some ten grocers and now they attract about fifty. The membership is getting larger. At the meeting next week there will be a roll call of members as well as officers.

In and Around Little Traverse Bay.

Petoskey, May 3.—Geo. F. Madison, of Grand Rapids, representing Libby, McNeill & Libby, is making Petoskey and surrounding towns this week. He reports business good.

A. Smith, of Smith & Lake, is suffering with a bad cold.

M. F. Quaintance, R. T. Logan, Asmus Peterson and E. C. Kortenhoff spent the week end as guests of D. H. Walsh at the Walsh Lodge on Oden Island. If reports are true, a good time was had by all. Mr. Kortenhoff bears the reputation of being one of Petoskey's most able fishermen as well as a star candy salesman, but it has also developed that he is a first-class manicurist.

Several prizes have been offered for the largest trout caught this season. The honor goes to R. T. Logan. We do not say how much the fish weighed, but we do know that Bob's basket would not hold him.

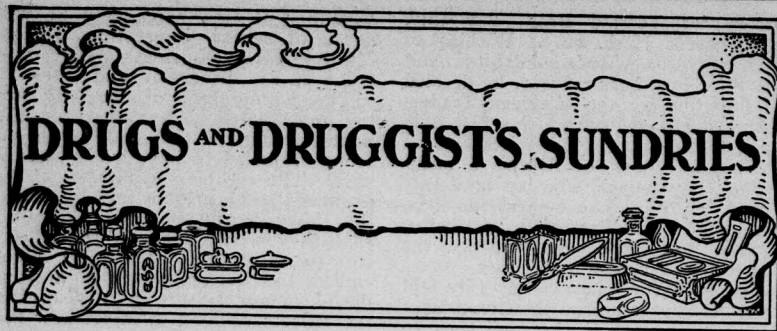
Herb Hamill lost several fine blooded ducks and geese from his farm on the Clarion road. With the aid of the sheriff and a shot gun the goods were returned.

The thriving little town of Brutus was visited last week by a very bad fire, caused, supposedly, by a tramp sleeping in a vacant building. The large store of L. A. Maxfield was a complete loss, as were also five dwellings. Only by the heroic work of the citizens was the store of L. B. Burtch & Co. saved. Mr. Maxfield's loss is about \$10,000, with only a small amount of insurance. Herbert Agans.

Death of Leading Langston Merchant.

Langston, May 3.—Fred D. Briggs, for many years one of the leading merchants of this place, died recently at Dr. Kelsey's sanitarium, Lakeview, from gangrene. He had been an inmate of the institution for about one week. Lack of circulation was given as the contributing cause. Fred Briggs was benevolent by nature and had hosts of friends. He was born in Handy, Livingston county, April 7, 1861. Most of his life was spent in Langston, and as a young man he attended the Greenville high school, where he made many friends. For about five years he was in the employ of R. F. Sprague as book-keeper, during the log-running days. He served the village and township in nearly every official capacity, as supervisor several terms, clerk and treasurer, and in the later years as postmaster, also secretary and treasurer of the school board. He was a stockholder in the Commercial State Bank of Greenville. Mr. Briggs was a charter member of the Knights of Macabees, also a Modern Woodman and a member of Ancient Order of Gleaners.

Henry Idema, President of the Kent State Bank, is at Mt. Clemens for a couple of weeks, taking the baths and otherwise recuperating.



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 Annual 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.

Things to Push in May.

In some sections baseball outfits will be in high favor, likewise fishing tackle with juvenile customers, which may pave the way to a more profitable acquaintance. The possibilities of moving days range all the way from wall-paper, wall-paper cleaning compounds, and furniture polish to liniment and court plaster. Give your customers reasons for buying. The earliness of the season will often suggest to the resourceful advertiser the lines that will go best. The spring season is good for pushing perfumes, stationery, post-cards—but it shouldn't be necessary to mention dyes. This month the stores handling paints, varnishes and glass should get busy brushing up their stock and informing their customers of their facilities and pleasure in filling orders. Here are some products which may be exploited in spring:

1. Postcards—prescriptions.
2. Hot water bottles—clearing sale.
3. Codliver oil emulsions.
4. Perfumes and toilet waters.
5. Dyes—linseed meal.
6. Cough balsam lozenges.
7. Confectionery — talcum powders.
8. A good malt extract.
9. Seeds—sarasparilla —disinfectants.
10. Stationery—bathroom supplies.
11. Liniment, corn salve, and ointment.
12. Furniture polish and stains.
13. Preparation of your own manufacture.
14. The soda fountain.
15. A good tonic—walking sticks.
16. Wallpaper, paints and glass.
17. Toilet soap—everything for baby.
18. Fountain pens and writing materials.

19. Flavoring extracts — spring medicine.
20. Sponges and chamois skins.
21. Tooth paste—free samples given.
22. Massage and complexion creams.
23. Fancy hand-painted china.
24. Insect destroyers.
25. Brushes—perfumes—cigars.
26. Razors, cutlery and shaving brushes.
27. A good hair tonic.
28. Camphor balls and disinfectants.
29. Metal polish—whisk brooms.
30. Straw hat cleaner—condition powders.

Druggist Scores on Park Improvement.

D. D. Alton, the Fremont druggist, who is one of the City Commissioners of his home town, has long cherished an ambition to see the city park improved. At the last meeting of the Commission he succeeded in securing an appropriation of \$500 for this purpose and the appointment of a committee of five to initiate the work. On being appointed three of the five members of the committee each contributed \$100 to the fund, so that the committee will have \$800 to expend this season. In future years Mr. Alton will probably look back upon this effort as one of the most praiseworthy acts of his life.

Compound Elixir of Hexamethylenamine.

Hexamethylenamine	2 oz.
Lithium Citrate	1 oz.
Asparagus	2 oz.
Cinnamon, Saigon	1 oz.
Saw Palmetto Berries	2 oz.
Santal	2 oz.
Cardamom, hulled	2 dr.
Sugar	8 oz.
Diluted alcohol, enough to make	8 pt.

Percolate the vegetable drugs in the usual manner to obtain 25 fluid-ounces of percolate; in this dissolve the hexamethylenamine, lithium citrate, and sugar. After standing one week, filter.

Glycerin and Starch Jelly.

Powdered Starch	4 drs.
Glycerin	2 ozs.
Distilled Water	2 ozs.
Solution of Cochineal	5 dps.
Oil of Lavender	3 dps.

Mix the starch, glycerin and water, and heat until a jelly is formed, stirring constantly. Remove from the source of heat, and when cold mix in the color and perfume well. Keep in well-corked bottles.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, May 3.—Learn one thing each week about Detroit: A Detroit factory last year furnished 10 per cent. of all the paint used on the freight cars in America.

Cadillac Council holds its regular monthly meeting Saturday night, May 8, at its hall in Elks temple. U. C. T. members who are in Detroit on this date are cordially invited to attend.

Some people's idea of honor is never to do anything dishonest—but hire someone else to do it for them.

F. Rosecrans, of Tecumseh, pioneer dry goods merchant, was in Detroit on a business trip last week.

That Detroit is not suffering from a business depression is illustrated by the fact that nearly all of the automobile factories are running night and day. Between March 22 and April 22 the Packard Motor Car Co. added 1,600 men to its working force.

I. C. Gordon, dry goods and furnishing goods, 1275 Mack avenue, has remodeled the interior of his store and had a new and up-to-date front installed.

The time will come to every human being when it must be known how well he can bear to die.—Johnson.

Alfred Smith and Oliver Glennie have opened an exclusive men's furnishing goods store in the Peter Smith building under the style of Smith & Glennie. Mr. Glennie, before engaging in business, was manager of the hat department for the J. L. Hudson Co. Both young men have many friends in the city who will be pleased to see them succeed in their new venture.

F. L. Jacobs & Co. have let contracts for a two-story brick addition to their factory at 451 Guoin street. The Jacobs Co. manufactures parts and does general automobile work.

Two news notes garnered during the past week: "15,000 people attended the races in England." "Over 2,000 Canadians killed at the front."

Frederick A. Harris has resigned as sales manager for the Hupp Motor Car Co. and has been succeeded by Lee Anderson, well known to the automobile trade.

E. J. Willis, who conducts a tailor shop at 1283 Grand River avenue, has sold the building which he owned and occupied to Henry Killinger. Mr. Willis has leased the store and will continue to occupy it as a tailor shop.

Most of us would give every cent we own to be rich—G. Young of A. Krolik & Co.

R. Holland, general merchant of Inkster, was a Detroit business visitor last week.

In writing the biography of C. C. Starkweather, which appeared in the last issue of the Tradesman, we omitted to state—according to Michael Howarn—that our subject had received many flattering offers to act as advance agent for the Seven Sutherland Sisters. No wonder the top of his head glows with pride.

J. D. Kingsbury, representative of the Grand Union Tea Co., of New York, has been elected Vice-President of the company. Mr. Kingsbury has lived in Detroit for the past twenty years and has been connected with the company for thirty years. While his hosts of friends in this city will hear of his promotion with pleasure, they regret that the new duties will cause his removal to New York, where he will make his home.

George H. Gifford, of Willow, was a business visitor in Detroit last week.

Current events cast their shadows all about them.

John R. Wood's Michigan Railway Guide for May has been issued. Mr. Wood, who has been publishing guides for over thirty years, says that the May guide is one of the most

complete he has ever issued. Which means that it must be some book, because with the possible exception of the humor page, all issues always seemed to be up-to-date and complete.

At the next meeting of Detroit Council an innovation will be offered to the members. The work will be carried on by veteran members who have been through the chairs, many of them a great many years ago. They will also carry on the initiatory work. The Council holds its regular meeting Saturday, May 15. The following is the list of ex-officers who will participate: Senior Counselor, H. D. Murray; Junior Counselor, M. Wohlgenuth; Past Counselor, John A. Murray; Conductor, I. Marks; Page, S. Rindskoff; Sentinel, L. Williams; Chaplain, Fred J. Moutier.

One might be inclined to think that the German army contained many traveling men. They are now shooting gas at their adversaries.

J. N. Krolik, of A. Krolik & Co., has returned from a trip to the Panama exposition.

L. Higer, Port Huron clothier, was in Detroit on business last week.

D. Scheyer, department manager for A. Krolik & Co., returned from a trip to New York last week.

H. Harwood, of Grand Rapids, was in Detroit last week covering the territory for William Druke, who is ill. For a substitute Mr. Harwood did nicely and acted like a man who had been in the city before. He neither shied at many street cars and automobiles, nor bought any jewelry from strangers.

F. J. Joly, dry goods and furnishing goods dealer at 805 McGraw avenue, has remodeled and redecorated his store throughout, giving the interior the look of a new store.

Buckets of joy at the Ruda home! Like a man treading on egg shells and all bills paid is Harry Ruda, the lively little dry goods merchant at 634 Hastings street. All this display of inflated chest and unconfined joy is over the arrival at Harry's home of a healthy 7 pound boy on April 10. All hands, including mother, father, baby and nurse, are doing well.

We must not lose track of the fact that the war, according to Kitchener, opened last Saturday.

S. H. Humphrey, manufacturing manager of the Hupp Motor Car Co. and prominently identified with many leading automobile manufactories, has been appointed manager of the works of the Chalmers plant.

You cannot tell by looking at a merchant's automobile how much money he owes on his stock.

Benjamin Siegel, proprietor of the largest ladies' ready-to-wear store in Michigan, will make his fourth annual gift to the children of the public schools next Friday. It will be in the form of 400,000 trees, of the hardest varieties, including Michigan grown apple trees, maples and elms.

Selling & May, formerly among Detroit's leading clothiers, will build a three-story building on the triangle corner between Randolph street and Library avenue, on the north side of Bates street. The main floor will contain five stores. The second and third floors will be used for light manufacturing, a portion of which, it is understood, has been leased.

The Goodfellows Club, composed of members of the firm and employees of Gregory, Mayer & Thom, has been organized and held its first annual banquet at Log Cabin Inn last Saturday evening. Wm. Gregg, President of the Club, acted as toastmaster. Entertainment was furnished by several of the salesmen who possess ability in that line. Speeches were made by members of the firm. Frank Stevens and J. W. Shoettle, members of the sales force, are Vice-President and Secretary, respectively. The new organization should

prove a great benefit to both the members of the Club and the firm. With all due respect to our co-scribe, Ellwanger, whom we consider on a par with the best Grand Rapids has turned out, we cannot understand why he follows along the lines of his predecessors and misspells Clint Furtney's name. R. J. E. spelled it "Turtney" in last week's Gabby Gleanings and Lord knows Clint doesn't want any "T" in his name—not when he can get anything else.

At a meeting of the directors of the Velvet Brand Ice Cream Co., Inc., last week the following officers were elected: George W. Bates, President; Norman F. Wray, Vice-President and General Manager; Stanley F. Wray, Secretary-Treasurer. The directors consist of the officers and Charles H. Smith.

G. H. Middlesworth, general merchant of Weidman, was a Detroit business visitor last week. The Interstate Glass Co., with head offices in New York, has opened an office at 202 Moffat building.

Harry Thompson has taken charge of the men's furnishing goods department in Harry P. Watson's new store on Kercheval avenue.

Berdan & Co., one of Toledo's largest wholesale houses, has opened a branch in Detroit and will enter into lively competition for a share of the local patronage. The Berden Co. was founded in 1836 and has always remained in the ownership of the Berden family. C. J. Austin has been appointed manager of the new branch.

P. C. Post, of Belleville, was in Detroit last week in the interest of his general store.

Mrs. A. L. Clements has opened a new and up-to-date dry goods store at 1601 Grand River avenue. She was formerly engaged in business on Twelfth street.

E. Bishop, of Byron, was a business visitor in Detroit last week.

J. Bielfield, dry goods merchant at 844 Joseph Campau avenue, has purchased a new automobile and is now busily engaged in "Seeing Detroit."

An increase of \$3,145.84 over the month of April, 1914, in the sale of postage stamps was shown in the postmaster's report. If there is a business depression there is no evidence of it in Detroit.

May 1 in many Michigan counties opened clear and dry— And will continue so indefinitely. James M. Goldstein.

With more justice comes less desire to talk about it.



FIRST

Reynolds shingles are more—much more—than just "shingles." They possess an "appearance" which identifies them with the best to be had in good roofs. They are attractive when laid, and are just as attractive in years to come after years of service on the roof.

They are fire-resisting, and the building which they cover, together with the contents are given a preferential insurance rate because of their fire-resistant values.

They cost but little to buy, less to lay, and nothing for repairs. They are what you might call "A mighty good shingle," and once on the roof they require absolutely no attention for many years.

For sale by all Lumber Dealers. H. M. Reynolds Asphalt Shingle Company

Originators of the Asphalt Shingle GRAND RAPIDS, MICH.

Ask for free booklet.

WHOLESALE DRUG PRICE CURRENT

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

Acids	Acetic 6 @ 8	Boric 10 @ 15	Carbolic 1 20 @ 1 25	Citric 68 @ 75	Muriatic 1 1/2 @ 5	Nitric 5 1/2 @ 10	Oxalic 23 @ 30	Sulphuric 1 1/2 @ 5	Tartaric 53 @ 55	Ammonia	Water, 26 deg. 6 1/2 @ 10	Water, 18 deg. 4 1/2 @ 8	Water, 14 deg. 3 1/2 @ 6	Carbonate 13 @ 16	Chloride 10 @ 25																																																																																																																																																																																																																																																																																																																				
Balsams	Copaiba 75 @ 1 00	Fir (Canada) 1 50 @ 1 75	Fir (Oregon) 40 @ 50	Peru 4 50 @ 4 75	Tolu 75 @ 1 00	Berries	Cubeb 85 @ 90	Fish 15 @ 20	Juniper 10 @ 15	Prickly Ash @ 50	Barks	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 65 @ 75	Elm (powd. 35c) 30 @ 35	Sassafras (pow. 30c) @ 25	Soap Cut (powd. 35c) 23 @ 25	Extracts	Licorice 27 @ 30	Licorice powdered 30 @ 35	Flowers	Arnica 30 @ 40	Chamomile (Ger.) 55 @ 60	Chamomile (Rom) 55 @ 60	Gums	Acacia, 1st 50 @ 60	Acacia, 2nd 45 @ 50	Acacia, 3d 40 @ 45	Acacia, Sorts 20 @ 25	Acacia, powdered 30 @ 40	Aloes (Barb. Pow) 22 @ 25	Aloes (Cape Pow) 20 @ 25	Aloes (Soc. Pow.) 40 @ 50	Asafoetida 60 @ 75	Asafoetida, Powd. Pure @ 1 00	U. S. P. Powd. @ 1 25	Camphor 56 @ 60	Gualac 40 @ 45	Gualac, powdered 50 @ 55	Kino 70 @ 75	Kino, powdered 75 @ 80	Myrrh 40 @ 50	Myrrh, powdered 50 @ 60	Opium 9 30 @ 9 50	Opium, powd. 11 00 @ 11 25	Opium, gran. 11 50 @ 12 00	Shellac 28 @ 35	Shellac, Bleached 30 @ 35	Tragacanth No. 1 2 25 @ 2 50	Tragacanth pow 1 25 @ 1 50	Turpentine 10 @ 15	Leaves	Buchu 2 25 @ 2 50	Buchu, powd. 2 50 @ 2 75	Sage, bulk 28 @ 35	Sage, 1/4s loose 35 @ 40	Sage, powdered 30 @ 35	Senna, Alex 30 @ 35	Senna, Tinn. 27 @ 30	Senna Tinn powd 32 @ 35	Uva Ursi 18 @ 20	Oils	Almonds, Bitter, true 6 50 @ 7 00	Almonds, Bitter, artificial 1 50 @ 1 75	Almonds, Sweet, true 1 25 @ 1 50	Almonds, Sweet, imitation 50 @ 60	Amber, crude 25 @ 30	Amber, rectified 40 @ 50	Anise 2 00 @ 2 25	Bergamont 4 25 @ 4 50	Cajeput 1 35 @ 1 60	Cassia 1 75 @ 2 00	Castor, bbls. and cans 12 1/2 @ 15	Cedar Leaf 90 @ 1 00	Citronella 75 @ 1 00	Cloves 1 75 @ 2 00	Cocanut 20 @ 25	Cod Liver 1 75 @ 2 00	Cotton Seed 85 @ 1 00	Croton 2 00 @ 2 25	Cupbebs 4 25 @ 4 50	Eigeron 2 00 @ 2 25	Eucalyptus 1 00 @ 1 20	Hemlock, pure @ 1 00	Juniper Berries 2 00 @ 2 25	Juniper Wood .. 70 @ 90	Lard, extra 80 @ 90	Lard, No. 1 65 @ 75	Laven'r Flowers @ 6 00	Lavender, Gar'n 1 25 @ 1 40	Lemon 2 00 @ 2 25	Linseed, boiled, bbl. @ 67	Linseed, bld. less 72 @ 76	Linseed, raw, bbl. @ 66	Linseed, raw, less 71 @ 75	Anise 20 @ 25	Anise, powdered @ 25	Bird, ls @ 12	Canary 12 @ 15	Caraway 15 @ 20	Cardamon 2 00 @ 2 25	Celery (powd. 40) 30 @ 35	Coriander 10 @ 18	Dill 20 @ 25	Fennel 40 @ 45	Flax 5 @ 10	Flax, ground 5 @ 10	Foenugreek, pow. 8 @ 10	Hemp 7 @ 10	Lobelia @ 50	Mustard, yellow 16 @ 20	Mustard, black 16 @ 20	Mustard, powd. 20 @ 25	Poppy 15 @ 20	Quince 1 00 @ 1 25	Rape @ 15	Sabadilla @ 35	Sabadilla, powd. @ 40	Sunflower 15 @ 20	Worm American 20 @ 25	Worm Levant .. 85 @ 90	Potassium	Bicarbonate 25 @ 30	Bichromate 20 @ 25	Bromide 95 @ 1 05	Carbonate 30 @ 35	Chlorate, xtal and powdered 47 @ 50	Chlorate, granular 52 @ 55	Cyanide 25 @ 40	Iodide @ 77	Permanganate 65 @ 70	Prussiate, yellow 53 @ 55	Prussiate, red 90 @ 1 00	Sulphate 20 @ 25	Roots	Alkanet 30 @ 35	Blood, powdered 20 @ 25	Calamus 40 @ 70	Elicampaga, powd. 15 @ 20	Gentian, powd. 15 @ 25	Ginger, African, powdered 15 @ 20	Ginger, Jamaica 22 @ 25	Ginger, Jamaica, powdered 22 @ 28	Goldenseal pow. 6 50 @ 7 00	Ipecac, powd. @ 3 50	Licorice 18 @ 20	Licorice, powd. 12 @ 15	Orris, powdered 30 @ 35	Poke, powdered 20 @ 25	Rhubarb 75 @ 1 00	Rhubarb, powd. 75 @ 1 25	Rosinweed, powd. 25 @ 30	Sarsaparilla, Hond. ground @ 65	Sarsaparilla Mexican, ground 30 @ 35	Squills 20 @ 35	Squills, powdered 40 @ 60	Tumeric, powd. 12 @ 15	Valerian, powd. 25 @ 30	Seeds	Almond 20 @ 25	Bird, ls @ 12	Canary 12 @ 15	Caraway 15 @ 20	Cardamon 2 00 @ 2 25	Celery (powd. 40) 30 @ 35	Coriander 10 @ 18	Dill 20 @ 25	Fennel 40 @ 45	Flax 5 @ 10	Flax, ground 5 @ 10	Foenugreek, pow. 8 @ 10	Hemp 7 @ 10	Lobelia @ 50	Mustard, yellow 16 @ 20	Mustard, black 16 @ 20	Mustard, powd. 20 @ 25	Poppy 15 @ 20	Quince 1 00 @ 1 25	Rape @ 15	Sabadilla @ 35	Sabadilla, powd. @ 40	Sunflower 15 @ 20	Worm American 20 @ 25	Worm Levant .. 85 @ 90	Tinctures	Aconite @ 75	Aloes @ 65	Arnica @ 75	Asafoetida @ 1 35	Belladonna @ 1 65	Benzoin @ 1 00	Benzoin Compo'd 1 00 @ 1 50	Buchu @ 1 50	Cantharidies @ 90	Capsicum @ 1 50	Cardamon @ 1 50	Cardamon, Comp. @ 2 00	Catechu @ 1 00	Cinchona @ 60	Colchicum @ 75	Cubeb @ 1 20	Digitalis @ 80	Gentian @ 75	Ginger @ 95	Gualac @ 1 05	Gualac Ammon. @ 80	Iodine @ 2 00	Iodine, Colorless @ 2 00	Ipecac @ 75	Iron, clo. @ 80	Kino @ 1 05	Myrrh @ 2 70	Nux Vomica @ 2 75	Opium @ 90	Opium, Camph. @ 90	Opium, Deodor'd @ 2 75	Rhubarb @ 70	Paints	Lead, red dry .. 7 @ 8	Lead, white dry 7 @ 8	Lead, white oil 7 @ 8	Ochre, yellow bbl. 1 @ 1 1/2	Ochre yellow less 2 @ 5	Putty 2 1/2 @ 5	Red Venet'n bbl. 1 @ 1 1/2	Red Venet'n less 2 @ 5	Vermillion, Eng. 1 25 @ 1 50	Vermillion, Amer. 15 @ 20	Whiting, bbl. 1 1-10 @ 1 1/2	L. H. P. Prep'd 1 25 @ 1 35	Insecticides	Arsenic 10 @ 15	Blue Vitrol, bbl. @ 8	Blue Vitrol, less 9 @ 15	Bordeaux Mix Pst 8 @ 15	Hellebore, White powdered 15 @ 20	Insect Powder 25 @ 50	Lead Arsenate 8 @ 16	Lime and Sulphur Solution, gal. 15 @ 25	Paris Green 16 1/2 @ 21	Miscellaneous	Acetalid 2 00 @ 2 60	Alum 6 @ 8	Alum, powdered and ground 7 @ 10	Bismuth, Subnitrate 2 97 @ 3 00	Borax xtal or powdered 6 @ 12	Cantharides po 2 00 @ 7 00	Calomel 1 29 @ 1 34	Capsicum 30 @ 35	Carmine 4 25 @ 4 50	Cassia Buds @ 40	Cloves 30 @ 35	Chalk Prepared 6 @ 8 1/2	Chalk Precipitated 7 @ 10	Chloroform 37 @ 43	Chloral Hydrate 1 00 @ 1 40	Cocaine 4 60 @ 4 90	Cocoa Butter 55 @ 65	Corks, list, less 70% 4 @ 5	Copperas, bbls. @ 01	Copperas, less 4 @ 5	Copperas, powd. 4 @ 5	Corrosive Sublm. 1 25 @ 1 35	Cream Tartar 36 @ 40	Cuttlebone 35 @ 40	Dextrine 7 @ 10	Dover's Powder . @ 2 50	Emery, all Nos. 6 @ 10	Emery, powdered 5 @ 8	Epsom Salts, bbls @ 2	Epsom Salts, less 3 @ 5	Ergot 2 00 @ 2 25	Ergot, powdered 2 75 @ 3 00	Flake White 15 @ 20	Formaldehyde lb. 10 @ 15	Gambler 10 @ 15	Gelatine 50 @ @ 60	Glassware, full cases 80%	Glassware, less 70 & 10%	Glauber Salts bbl. @ 1 1/2	Glue, brown less 2 @ 5	Glue, brown grd. 11 @ 15	Glue, brown grd. 10 @ 15	Glue, white 15 @ 25	Glue, white grd. 25 @ 30	Glycerine 25 @ 35	Hops 45 @ 60	Indigo 1 75 @ 2 00	Iodine 4 55 @ 4 80	Iodoform 5 20 @ 5 80	Lead Acetate 15 @ 20	Lycopodium 1 50 @ 1 75	Mace 85 @ 90	Mace, powdered 95 @ 1 00	Menthol 3 50 @ 3 75	Menthol 3 75 @ 4 00	Morphine 5 65 @ 5 90	Nux Vomica @ 15	Nux Vomica pow @ 20	Pepper, black pow @ 30	Pepper, white ... @ 35	Pitch, Burgundy @ 15	Quassia 10 @ 15	Quinine, all brds 30 @ 40	Rochelle Salts 26 @ 30	Saccharine 3 25 @ 3 75	Salt Peter 12 @ 16	Seidlitz Mixture 25 @ 30	Soap, green 15 @ 20	Soap, mott castile 12 @ 15	Soap, white castile case @ 6 75	Soap, white castile less, per bar @ 75	Soda Ash 1 1/2 @ 5	Soda Bicarbonate 1 1/2 @ 5	Soda, Sal 1 @ 4	Spirits Camphor @ 75	Sulphur roll 2 1/2 @ 5	Sulphur Subl. 3 @ 5	Tamarinds 15 @ 20	Tartar Emetic @ 60	Turpentine Venice 40 @ 50	Vanilla Ex. pure 1 00 @ 1 50	Witch Hazel 65 @ 1 00	Zinc Sulphate ... 7 @ 10

Walrus Soda Fountains
Electric Carbonators
Cyclone Mixers

Glasses Cups Holders
Spoons Dishers Paper Soda Cups
Squeezers Shakers, Etc.

Coca Cola, Cherry Smash
Root Beer, Grapefruitola
Syrups and Flavors

Chairs, Stools and Tables

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.

ADVANCED

Flour Mackerel

DECLINED

Split Peas

Index to Markets

By Columns

Table listing various grocery items under columns A through Y, including Ammonia, Axle Grease, Baked Beans, etc.

Main table of grocery prices organized into columns 1 and 2, listing items like Clams, Corn, French Peas, etc.

Table of prices for various goods including Cheese, Chocolate, Cocoa, Coffee, and other specialty items.

6

7

8

9

10

11

Table of goods including Saltines, Seafoam, Snaparooms, Spiced Jumbles, Sugar Flingers, Sugar Crimp, Sultana Fruit Biscuit, Sweethearts, Vera Lemon Drops, Vanilla Wafers, Butter, Excelsior Butters, NBC Square Butters, Seymour Round, Soda, NBC Sodas, Premium Sodas, Select Sodas, Saratoga Flakes, Saltines, Oyster, NBC Picnic Oysters, Gem Oysters, Shell, Sugar Wafer Specialties, Adora, Nabisco, Nabisco, Festino, Festino, Lorna Doone, Above quotations of National Biscuit Co., subject to change without notice, CREAM TARTAR, Barrels or Drums, Boxes, Square Cans, Fancy Caddies, DRIED FRUITS, Apples, Evapor'd Choice blk, Evapor'd Fancy pkg., Apricots, California, Corsican, Citron, Currants, Imported, 1 lb. pkg., Imported, bulk, Peaches, Mulrs—Choice, 25lb., Mulrs—Fancy, 25lb., Fancy, Peeled, 25lb., Peel, Lemon, American, Orange, Raisins, Cluster, 20 cartons, Loose Muscatels, 4 Cr., Loose Muscatels, 3 Cr., L. M. Seeded, 1 lb., California Prunes, 90-100, 25lb. boxes, 70-80, 25lb. boxes, 60-70, 25lb. boxes, 50-60, 25lb. boxes, 40-50, 25lb. boxes, FARINACEOUS GOODS, Beans, California Limas, Med. Hand Picked, Brown Holland, Farina, 25 1 lb. packages, Bulk, per 100 lb., Original Holland Rusk, Packed 12 rolls to container, 3 containers (40) rolls, Hominy, Pearl, 100 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Chester, Portage, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., Sago, East India, German, sacks, German, broken pkg., Tapioca, Flake, 100 lb. sacks, Pearl, 100 lb. sacks, Pearl, 36 pkgs., Minute, 36 pkgs., FISHING TACKLE, 1/2 to 1 in., 1 1/2 to 2 in., 2 to 3 in., Cotton Lines, No. 1, 10 feet, No. 2, 15 feet, No. 3, 15 feet, No. 4, 15 feet, No. 5, 15 feet, No. 6, 15 feet, No. 7, 15 feet, No. 8, 15 feet, No. 9, 15 feet, Linen Lines, Small, Medium, Large.

Table of goods including Bamboos, FLAVORING EXTRACTS, Jennings D C Brand, Extract Lemon Terpenless, Extract Vanilla Mexican, Both at the same price, No. 1, F box, No. 2, F box, No. 3, F box, No. 4, F box, No. 2, 1 1/2 oz. flat, FLOUR AND FEED, Grand Rapids Grain & Milling Co., Winter Wheat, Purity Patent, Fancy Spring, Wizard Graham, Wizard, Gran. Meal, Wizard Buckw't cwt., Rye, Valley City Milling Co., Lily White, Light Loaf, Graham, Granena Health, Gran. Meal, Bolted Med, Voigt Milling Co., Voigt's Crescent, Voigt's Royal, Voigt's Flourloigt, Voigt's Hygienic Graham, Watson-Higgins Milling Co., Perfection Flour, Tip Top Flour, Golden Sheaf Flour, Marshalls Best Flour, Worden Grocer Co., Quaker, paper, Quaker, cloth, Kansas Hard Wheat, Voigt Milling Co., Calla, Lily, Worden Grocer Co., American Eagle, American Eagle, American Eagle, Spring Wheat, Roy Baker, Mazepa, Golden Horn, bakers, Wisconsin Rye, Bohemian Rye, Judson Grocer Co., Ceresota, Ceresota, Ceresota, Voigt Milling Co., Columbian, Worden Grocer Co., Wingold, Wingold, Wingold, Wingold, Wingold, Meal, Bolted, Golden Granulated, Wheat, New Red, New White, Oats, Michigan carlots, Less than carlots, Corn, Carlots, Less than carlots, Hay, Carlots, Less than carlots, Feed, Street Car Feed, No. 1 Corn & Oat Fd, Cracked Corn, Coarse Corn Meal, FRUIT JARS, Mason, pts., Mason, qts., Mason, 1/2 gal. per gro., Mason, can tops, GELATINE, Cox's, 1 doz. large, Cox's, 1 doz. small, Knox's Sparkling, doz., Knox's Sparkling, gr., Knox's Acidu'd doz., Minute, 2 qts., Minute, 2 qts., Nelson's, Oxford, Plymouth Rock, Phos., Plymouth Rock, Plain, GRAIN BAGS, Broad Gauge, Amoskeag, Herbs, Sage, Hops, Laurel Leaves, Senna Leaves, HIDES AND PELTS, Hides, Green, No. 1, Green, No. 2, Cured, No. 1, Cured, No. 2.

Table of goods including Calfskin, green, Calfskin, green, Calfskin, cured, Calfskin, cured, Pelts, Old Wool, Lambs, Shearlings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, HORSE RADISH, Per doz., Jelly, 15lb. pails, 15lb. pails, 30lb. pails, JELLY GLASSES, 1/2 pt. in bbls., 1/2 pt. in bbls., 8 oz. capped in bbls., MAPLEINE, 2 oz. bottles, 1 oz. bottles, 1/2 oz. bottles, MINCE MEAT, Per case, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels, Red Hen, No. 2 1/2, Red Hen, No. 5, Red Hen, No. 10, MUSTARD, 1/2 lb. 6 lb. box, OLIVES, Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, Stuffed, 5 oz., Stuffed, 8 oz., Stuffed, 14 oz., Pitted (not stuffed), 14 oz., Manzanilla, 8 oz., Lunch, 10 oz., Lunch, 16 oz., Queen, Mammoth, 19 oz., Queen, Mammoth, 28 oz., Olive Chow, 2 doz. cs., PICKLES, Medium, Barrels, 1,200 count, Half bbls., 600 count, 5 gallon kegs, Small, Barrels, Half barrels, 5 gallon kegs, Gherkins, Barrels, Half barrels, 5 gallon kegs, Sweet Small, Barrels, Half barrels, 5 gallon kegs, PIPES, Clay, No. 216, per box, Clay, T. D. full count, Cob, PLAYING CARDS, No. 90, Steamboat, No. 15, Rival assorted, No. 20, Rover, enam'd, No. 572, Special, No. 98, Golf, Satin fin., No. 808, Bicycle, No. 632, Tournt' whist, POTASH, Babbitt's, 2 doz., PROVISIONS, Barreled Pork, Clear Back, Short Cut Cir, Bean, Brisket, Clear, Pig, Clear Family, Dry Salt Meats, S P Bellies, Lard, Pure in tierces, Compound Lard, 80 lb. tubs, 80 lb. tubs, 50 lb. tubs, 50 lb. pails, 10 lb. pails, 5 lb. pails, 8 lb pails, Smoked Meats, Hams, 14-16 lb., Hams, 16-18 lb., Hams, 18-20 lb., Ham, dried beef sets, California Hams, Picnic Boiled, Hams, Boiled Hams, Minc'd Ham, Bacon.

Table of goods including Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, new, Pig's Feet, 1/2 bbls., 3/4 bbls., 40 lbs., 1/2 bbls., 1 bbl., Tripe, Kits, 15 lbs., 40 lbs., 7/8 bbls., Casings, Hogs, per 1/2, Beef, rounds, set, Beef, middles, set, Sheep, per bundle, Uncolored Butterline, Solid Dairy, Country Rolls, Canned Meats, Corned beef, 2 lb., Corned beef, 1 lb., Roast beef, 2 lb., Roast beef, 1 lb., Potted Meat, Ham, Flavor, 1/2s, Potted Meat, Ham, Flavor, 1/4s, Deviled Meat, Ham, Flavor, 1/2s, Deviled Meat, Ham, Flavor, 1/4s, Potted Tongue, 1/4s, Potted Tongue, 1/2s, RICE, Fancy, Japan Style, Broken, ROLLED OATS, Rolled Avenna, Stoll Cu, 100 lb. sks., Monarch, bbls., Monarch, 90 lb. sks., Quaker, 18 Regular, Quaker, 20 Family, SALAD DRESSING, Columbia, 1/2 pt., Columbia, 1 pint, Durkee's, large, Durkee's, small, Snider's, large, Snider's, small, SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Wyandotte, 100 3/4s, SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Granulated, 36 pkgs., SALT, Common Grades, 100 3 lb. sacks, 70 4 lb. sacks, 60 5 lb. sacks, 28 10 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, 56 lb. sacks, 28 lb. dairy in drill bags, Solar Rock, 56 lb. sacks, Common, Granulated, Fine, Medium, Fine, SALT FISH, Cod, Large, whole, Small, whole, Strips or bricks, Pollock, Smoked Salmon, Strips, Halibut, Chunks, Holland Herring, Y. M. wh. hoop bbls., Y. M. wh. hoop 1/2 bbls., Y. M. wh. hoop kegs, Y. M. wh. hoop Milchers kegs, Standard, bbls., Standard, 1/2 bbls., Standard, kegs, Trout, No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 2 lbs., Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., Lake Herring, 100 lbs., 40 lbs., 10 lbs., 8 lbs.

Table of goods including SEEDS, Anise, Canary, Smyrna, Caraway, Cardomon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, SHOE BLACKING, Handy Box, large, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rapple in jars, SODA, Boxes, Kegs, English, SPICES, Whole Spices, Allspice, Jamaica, Allspice, lg Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. dz., Ginger, African, Ginger, Cochin, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. dz., Nutmegs, 70-180, Nutmegs, 105-110, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Mace, Penang, Nutmegs, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Kingsford, 40 lbs., Muzzy, 20 lb. pkgs., Kingsford, 40 lb. pkgs., Muzzy, 40 lb. pkgs., Argo, 24 5c pkgs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 1lb. packages, 16 3lb. packages, 12 6lb. packages, 50lb. boxes, SYRUPS, Corn, Barrels, Half barrels, Blue Karo, No. 1 1/2, 4 doz., Blue Karo, No. 2, 2 dz., Blue Karo, No. 2 1/2, doz., Blue Karo, No. 5, 1 dz., Blue Karo, No. 10, 1/2 doz., Red Karo, No. 1 1/2, doz., Red Karo, No. 2, 2 dz., Red Karo, No. 2 1/2, 2 dz., Red Karo, No. 5, 1 dz., Red Karo, No. 10 1/2, doz., Pure Cane, Fair, Good, Choice, Folger's Grape Punch, Quarts, doz. case, TABLE SAUCES, Halford, large, Halford, small, TEA, Uncolored Japan, Medium, Fancy, Basket-fired Med'm, Basket-fired Choice, Basket-fired Fancy, No. 1 Nibs, Siftings, bulk, Siftings, 1 lb. pkgs., Gunpowder, Moyune, Medium, Moyune, Choice, Moyune, Fancy, Ping Suey, Medium, Ping Suey, Choice, Ping Suey, Fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, Medium, Formosa, Choice, Formosa, Fancy, English Breakfast, Congou, Medium, Congou, Choice, Congou, Fancy, Congou, Ex. Fancy, Ceylon, Pekoe, Medium, Dr. Pekoe, Choice, Flowery O. P. Fancy.

Table of goods including TOBACCO, Fine Cut, Blot, Bugle, 16 oz., Bugle, 10c, Dan Patch, 8 and 16 oz., Dan Patch, 4 oz., Dan Patch, 2 oz., Fast Mail, 16 oz., Hiawatha, 16 oz., Hiawatha, 5c, May Flower, 16 oz., No Limit, 8 oz., No Limit, 16 oz., Ojibwa, 8 and 16 oz., Ojibwa, 10c, Ojibwa, 5c, Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Peach and Honey, 5c, Red Bell, 16 oz., Red Bell, 8 foll., Sterling, L & D 5c, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 10c, Sweet Cuba, 1 lb. tin, Sweet Cuba, 1/2 lb. foil, Sweet Burley, 5c L&D 5c, Sweet Burley, 8 oz., Sweet Burley, 16 oz., Sweet Mist, 1/2 gro., Sweet Mist, 8 oz., Telegram, 5c, Tiger, 5c, Tiger, 25c cans, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz., Plug, Am. Navy, 16 oz., Apple, 10 lb. butt., Drummond Nat. Leaf, 2 and 5 lb., Drummond Nat. Leaf, per doz., Battle Ax, Brazer, 6 and 12 lb., Big Four, 6 and 16 lb., Boot Jack, 2 lb., Boot Jack, per doz., Bullion, 16 oz., Climax Golden Twins, Climax, 14 1/2 oz., Climax, 7 oz., Day's Work, 7 & 14 lb., Creme de Menthe, lb., Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gilt Edges, 2 lb., Gold Rope, 6 and 12 lb., Gold Rope, 4 and 8 lb., G. O. P., 12 and 24 lb., Granger Twist, 6 lb., G. T. W., 10 and 21 lb., Horse Shoe, 6 and 12 lb., Honey Dip Twist, 5 and 10 lb., Jolly Tar, 5 and 8 lb., J. T., 5 1/2 and 11 lb., Kentucky Navy, 12 lb., Keystone Twist, 6 lb., Kismet, 6 lb., Maple Dip, 20 oz., Merry Widow, 12 lb., Nobby Spun Roll 6 & 3 5/8, Patterson's Nat. Leaf 93, Peachey's, 6, 12 & 24 lb., Picnic Twist, 5 lb., Piper Heidsieck, 4 & 7 lb., 69, Polo, 3 doz., per doz., Redicut, 1 1/2 oz., Scrapple, 2 and 4 doz., Sherry Cobbler, 8 oz., 32, Spear Head, 12 oz., Spear Head, 14 1/2 oz., Spear Head, 7 oz., Sq. Deal, 7, 14 & 28 lb., Star, 6, 12 and 24 lb., Standard Navy, 7 1/2, 15 and 30 lb., Ten Penny, 6 and 12 lb., Town Talk, 14 oz., Yankee Girl, 12 & 24 lb., Scrap, All Red, 5c, Am. Union Scrap, 5c, Bag Pipe, 5c, Cutlas, 2 1/2 oz., Globe Scrap, 2 oz., Happy Thought, 2 oz., Honey Comb Scrap, 5c, Honest Scrap, 5c, Mail Pouch, 4 doz., 5c, Old Songs, 5c, Polar Bear, 5c, 1/2 gro., Red Band, 5c, 1/4 gro., Red Man Scrap, 5c, 1/2 doz., Scrapple, 5c, Sure Shot, 5c, 1/4 gro., Yankee Girl Scrap 2oz., Pan Handle Scrp 1/4 gr, Peachey Scrap, 5c, Union Workman, 2 1/4 6 00, Smoking, All Leaf, 2 1/4 & 7 oz., BB, 3 1/2 oz., BB, 7 oz., BB, 14 oz., Bagdad, 10c tins, Badger, 3 oz., Badger, 7 oz., Banner, 5c, Banner, 20c, Banner, 40c, Belwood, Mixture, 10c, Big Chief, 2 1/4 oz.

SPECIAL PRICE CURRENT

15

16

17

12


13

14

Smoking	
Big Chief, 16 oz.	30
Bull Durham, 5c	5 85
Bull Durham, 10c ..	11 52
Bull Durham, 15c ..	17 28
Bull Durham, 8 oz. .	3 60
Bull Durham, 16 oz. .	6 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 52
Briar Pipe, 5c	5 76
Briar Pipe, 10c	11 52
Black Swan, 5c	5 76
Black Swan, 14 oz. .	3 50
Bob White, 5c	6 00
Brotherhood, 5c	6 00
Brotherhood, 10c ..	11 10
Brotherhood, 16 oz. .	5 05
Carnival, 5c	5 70
Carnival, 1/2 oz.	39
Carnival, 16 oz.	40
Cigar Clip's, Johnson	30
Cigar Clip's, Seymour	30
Identity, 3 and 16 oz.	30
Darby Cigar Cuttings	4 50
Continental Cubes, 10c	90
Corn Cake, 14 oz.	2 55
Corn Cake, 7 oz.	1 45
Corn Cake, 5c	5 76
Cream, 50c pails	4 70
Cuban Star, 5c foll ..	5 76
Cuban Star, 16 oz. pls	72
Chips, 10c	10 30
Dills Best, 1 1/2 oz. .	79
Dills Best, 3 1/2 oz. .	77
Dills Best, 16 oz.	73
Dixie Kid, 5c	48
Duke's Mixture, 5c ..	5 76
Duke's Mixture, 10c ..	11 52
Duke's Cameo, 5c	5 76
Drum, 5c	5 76
F. F. A., 4 oz.	11 52
F. F. A., 7 oz.	6 00
Fashion, 5c	5 28
Fashion, 16 oz.	5 28
Five Bros., 5c	5 46
Five Bros., 10c	10 53
Five cent cut Plug ..	29
F O B 10c	11 52
Four Roses, 10c	96
Full Dress, 1 1/2 oz. .	72
Glad Hand, 5c	48
Gold Block, 10c	12 00
Gold Star, 50c pail ..	4 60
Gail & A. Navy, 5c ..	5 76
Growler, 5c	42
Growler, 10c	94
Growler, 20c	1 85
Giant, 5c	5 76
Giant, 40c	3 72
Hand Made, 2 1/2 oz. .	5 76
Hazel Nut, 5c	5 76
Honey Dew, 10c	12 00
Hunting, 5c	38
I X L, 5c	6 10
I X L, in pails	3 90
Just Suits, 5c	6 00
Just Suits, 10c	12 00
Klin Dried, 25c	2 45
King Bird, 7 oz.	2 16
King Bird, 10c	11 52
King Bird, 5c	5 76
La Turka, 5c	5 76
Little Giant, 1 lb.	28
Lucky Strike, 10c	96
Le Redo, 3 oz.	10 80
Le Redo, 8 & 16 oz. .	38
Myrtle Navy, 10c	11 52
Myrtle Navy, 5c	5 76
Maryland Club, 5c ..	50
Mayflower, 5c	5 76
Mayflower, 10c	96
Mayflower, 20c	1 92
Nigger Hair, 5c	6 00
Nigger Hair, 10c	10 70
Nigger Head, 5c	5 40
Nigger Head, 10c	10 56
Noon Hour, 5c	48
Old Colony, 1-12 gro.	11 52
Old Mill, 5c	5 76
Old English Crve 1 1/2	5 76
Old Crop, 5c	5 76
Old Crop, 25c	20
P. S., 8 oz. 30 lb. cs.	19
P. S., 3 oz., per gro.	5 70
Pat Hand, 1 oz.	63
Patterson Seal, 1 1/2	48
Patterson Seal, 3 oz. .	96
Patterson Seal, 16 oz.	5 76
Peerless, 5c	5 76
Peerless, 10c cloth ..	11 52
Peerless, 10c paper ..	10 80
Peerless, 20c	2 04
Peerless, 40c	4 08
Plaza, 2 gro. case ..	5 76
Flow Boy, 5c	5 76
Flow Boy, 10c	11 40
Flow Boy, 14 oz.	4 70
Pedro, 10c	11 93
Pride of Virginia, 1 1/2	77
Pilot, 5c	5 76
Pilot, 14 oz. doz.	2 10
Prince Albert, 5c	48
Prince Albert, 10c	96
Prince Albert, 8 oz. .	3 84
Prince Albert, 16 oz. .	7 44
Queen Quality, 5c ..	48
Rob Roy, 5c foll	5 76
Rob Roy, 10c gross ..	10 52
Rob Roy, 25c doz.	2 10
Rob Roy, 50c doz.	4 10
S. & M., 5c gross	5 76
S. & M., 14 oz., doz. .	3 20
Soldier Boy, 5c gross	5 76
Soldier Boy, 10c	10 50

Pilot, 7 oz. doz.	1 05
Soldier Boy, 1 lb.	4 75
Sweet Caporal, 1 oz. .	60
Sweet Lotus, 5c	5 76
Sweet Lotus, 10c ..	11 52
Sweet Lotus, per dz.	4 60
Sweet Rose, 2 1/2 oz. .	30
Sweet Tip Top, 5c ..	50
Sweet Tip Top, 10c ..	1 00
Sweet Tips, 1/4 gro. .	10 08
Sun Cured, 10c	98
Summer Time, 5c ..	5 76
Summer Time, 7 oz. .	1 65
Summer Time, 14 oz. .	3 50
Standard, 5c foll ..	5 76
Standard, 10c paper	8 64
Seal N. C. 1 1/2 cut plug	70
Seal N. C. 1 1/2 Gran.	43
Three Feathers, 1 oz. .	48
Three Feathers, 10c .	1 32
Three Feathers and	
Pipe combination ..	2 25
Tom & Jerry, 14 oz. .	3 60
Tom & Jerry, 7 oz. .	1 80
Tom & Jerry, 3 oz. .	76
Trout Line, 5c	5 90
Trout Line, 10c	11 00
Turkish, Patrol, 2-9	5 76
Tuxedo, 1 oz. bags ..	48
Tuxedo, 2 oz. tins ..	96
Tuxedo, 20c	1 90
Tuxedo, 80c tins ..	7 45
U. S. Marine, 10c ..	96
Union Leader, 50c ..	5 10
Union Leader, 25c ..	2 60
Union Leader, 10c ..	11 52
Union Leader, 5c ..	6 00
Union Workman, 1 1/2	5 76
Uncle Sam, 10c	10 98
Uncle Sam, 8 oz.	2 25
U. S. Marine, 5c ..	5 76
Van Bibber, 2 oz. tin	88
Velvet, 5c pouch	48
Velvet, 10c tin	96
Velvet, 8 oz. tin	3 84
Velvet, 16 oz. can ..	7 68
Velvet combination cs	5 75
War Path, 5c	6 00
War Path, 20c	1 60
Wave Line, 3 oz.	40
Wave Line, 16 oz.	40
Way up, 2 1/2 oz.	5 75
Way up, 16 oz. pails .	31
Wild Fruit, 5c	5 76
Wild Fruit, 10c	11 52
Yum Yum, 5c	5 76
Yum Yum, 10c	11 52
Yum Yum, 1 lb., doz.	4 60

TWINE	
Cotton, 3 ply	20
Cotton, 4 ply	20
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales ..	10 1/2
VINEGAR	
White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands	
Highland apple cider	18
Oakland apple cider ..	13
State Seal sugar	11 1/2
Oakland white picklg	10
Packages free.	
WICKING	
No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75
WOODENWARE	
Baskets	
Bushels	1 00
Bushels, wide band ..	1 15
Market	40
Splint, large	4 00
Splint, medium	3 50
Splint, small	3 00
Willow, Clothes, large	8 75
Willow, Clothes, small	7 25
Willow, Clothes, me'm	8 00
Butter Plates	
Ovals	
1/4 lb., 250 in crate ..	35
1/2 lb., 250 in crate ..	35
1 lb., 250 in crate ..	40
2 lb., 250 in crate ..	50
3 lb., 250 in crate ..	70
5 lb., 250 in crate ..	90
Wire End	
1 lb., 250 in crate ..	35
2 lb., 250 in crate ..	45
3 lb., 250 in crate ..	55
5 lb., 20 in crate ..	65
Churns	
Barrel, 5 gal., each ..	2 40
Barrel, 10 gal., each	2 55
Clothes Pins	
Round Head	
4 1/2 inch, 5 gross ..	65
Cartons, 20 2 1/2 doz. bxs	70
Egg Crates and Filters	
Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2, complete	28
Case No. 2, fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15

Faucets	
Cork lined, 3 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90
Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 30
Pails	
2-hoop Standard	2 00
2-hoop Standard	2 25
3-wire Cable	2 30
Fibre	2 40
Toothpicks	
Birch, 100 packages ..	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes ..	22
Mouse, wood, 4 holes ..	45
10 qt. Galvanized	1 55
12 qt. Galvanized	1 70
14 qt. Galvanized	1 90
Mouse, wood, 6 holes ..	70
Mouse, tin, 5 holes ..	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	8 00
18-in. Standard, No. 2	7 00
16-in. Standard, No. 3	6 00
20-in. Cable, No. 1 ..	8 00
18-in. Cable, No. 2 ..	7 00
16-in. Cable, No. 3 ..	6 00
No. 1 Fibre	16 50
No. 2 Fibre	15 00
No. 3 Fibre	13 50
Large Galvanized	6 25
Medium Galvanized ..	5 50
Small Galvanized	4 75
Washboards	
Banner, Globe	2 60
Brass, Single	3 50
Glass, Single	3 40
Single Acme	3 15
Double Peerless	4 50
Single Peerless	3 50
Northern Queen	3 60
Double Duplex	3 25
Good Enough	3 40
Universal	3 50
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 75
15 in. Butter	2 50
17 in. Butter	4 75
19 in. Butter	7 50
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white ..	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	10
Wax Butter, full c't	15
Wax Butter, rolls ..	12
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz. .	50
Yeast Foam, 3 doz. .	1 15
Yeast Foam, 1 1/2 doz.	85
YOURS TRULY LINES	
Pork and Beans 2 70@3 60	
Condensed Soup 3 25@3 60	
Salad Dressing 3 80@4 50	
Apple Butter	@3 80
Catsup	2 70@6 75
Macaroni	1 70@2 35
Spices	40@ 85
Herbs	@ 75
AXLE GREASE	
	
1 lb. boxes, per gross	8 70
3 lb. boxes, per gross	22 70
CHARCOAL	
Car lots or local shipments, bulk or sacked in paper or jute. Poultry and stock charcoal.	
M. O. DEWEY CO., Jackson, Mich.	

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., 1 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 cages 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	
1 lb cans 4 80	
3 lb cans 13 00	
5 lb cans 21 50	

CIGARS	
Johnson Cigar Co.'s Brand	
Dutch Masters Club	70 00
Dutch 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.

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

Roasted Dwinell-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	
City Grocer Company, Bay	
City; Warner, Davis &	
Warner, Jackson; Gods-	
mark, Durand & Co., Bat-	
tle 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	3 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.	6 75
Star	3 35

||
||
||

BUSINESS-WANTS DEPARTMENT

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

BUSINESS CHANCES.

For Sale—Stock of dry goods, boots, shoes and groceries. Doing a cash business. Stock in A1 condition. Will inventory about \$4,000. Good town and future prospects the best. This is an opportunity for one wishing such a stock. For particulars write P. H. Co., c-o Tradesman Company. 105

WHO WANTS MONTGOMERY next to raise money quickly? To-day my business advice on special selling is endorsed by merchants everywhere. You furnish the stock; I furnish the crowd through the most complete successful and inexpensive method. Write to-day. W. G. Montgomery, Hotel Charlevoix, Detroit, Michigan. 107

For Sale—The ready made department and piece goods department in leading department store in city of 5,000. Low rental. Great opportunity to right party. Address 109, care Tradesman. 109

For Sale—Ladies' and childrens' shoe department in leading department store located in a town of over 4,500. References required. Address 110, care Tradesman. 110

We pay CASH for merchandise stock and fixtures. Grand Rapids Store Fixture Co., 7 North Ionia Ave. 203

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. Krusisenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

For Sale or Trade—Milk and ice cream plant in good Indiana city of 6,000 population. Fully equipped, including five ton ice machine, auto truck, etc. Will make net profit of over \$4,000 per year. For particulars address D. S., 28 When Bldg., Indianapolis, Ind. 82

For Sale—Two 25-light Pilot acetylene gas generators. Absolutely new and in original crates. Will be sold at a decided sacrifice. Address H. H. Toman, Cherokee, Iowa. 94

On account of failing health I offer my hardware, tinning, plumbing and heating business for sale. Here is a good opportunity for the right man to embark in the business with a trade already established. Address A. M. Parmenter Hardware Company, Knoxville, Illinois. 95

For Sale—On account of illness, only millinery shop in village of 1,000; no city for ten miles. Good trade; new room with living rooms in back. Good opening to add other lines of business. Reasonable price if sold soon. B. Johnson, North Cherry St., Hartford City, Indiana. 96

For Sale—No Trade—Clean stock of dry goods and groceries, small town, good territory; established twelve years. Have good trade. Stock and fixtures about \$6,000. Can be reduced. Good reasons for selling. Address No. 98, care Tradesman. 98

For Sale—Clean stock of general merchandise. Good trade. Low expenses in country town. Address No. 99, care Tradesman. 99

For Sale—Variety stock and store; or will rent store. F. E. Warren, Colon, Michigan. 100

For Sale—Quick, for cash. In this busy city of 6,000 population, bankrupt stock of ladies' ready-to-wear goods and millinery; inventory about \$1,700. This firm has been in business in Dowagiac for ten years and has a well established trade. For further particulars write Don B. ReShore, Trustee, Dowagiac, Michigan. 101

80 acres rich unimproved land Clare county, Michigan, only \$5 acre. Geo. W. Allen, Boscobel, Wisconsin. 102

ADVERTISING INSTRUCTION.

Michigan merchants and clerks write your own advertisements better. Costs nothing to try. Full course designed especially for retailers. Sample lesson free. Commercial copy service, 1466 Central Station, St. Louis, Mo. 106

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

Wanted—To hear from owner of good general merchandise store for sale. State price, particulars. D. F. Bush, Minneapolis, Minnesota. 17

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

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 164, 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—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

Wanted—Clean stock of general merchandise in a good town in Southern Michigan. Address A. L. Loung, Albion, Michigan. 56

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

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—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

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

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—Great opportunity to buy stock of general merchandise in live town of 1,600, Eastern Michigan. Must be sold. Sickness. Address 986, care Tradesman. 986

For Sale—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—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

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

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

We buy and sell second-hand store fixtures. Grand Rapids Store Fixture Co., 7 North Ionia Ave. 204

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

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

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

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

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Address "Hartzell," care Tradesman. 907

PRINTING.

1,000 letter heads \$1.50, 5,000 \$5. Copper Journal, Hancock, Mich. 917

HELP WANTED.

Wanted—Registered pharmacist for drug and general merchandise work. Room and board and salary. Address No. 108, care Tradesman. 108

We have some excellent open territory for good live agents, able to finance themselves, to handle our line of high grade cash registers. American Cash Register Mfg. Company, Saginaw, Michigan. 97

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—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 dry goods man. Capable, honest and industrious; good salesman, buyer and ad writer. Had long experience in ladies' ready-to-wear, carpets, draperies, etc. Prefer town of 5,000 to 10,000, Central or Southern Michigan. Address No. 103, care Tradesman. 103

Wanted—By energetic middle aged man of business experience executive ability, a position as manager of clothing or general store, with privilege of working interest. Best of reference. Position 34, care Tradesman. 111

A1 road man and canvasser now traveling in upper part of lower peninsula wants a change in line. Address 48, care Tradesman. 48

Fine business location; corner store, 50x100 ft.; first floor and basement at Adrian, Michigan. Address D.B. Morgan, Adrian, Michigan.

SOMETHING MORE

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

Tradesman Company :: Grand Rapids

Henry Rose's Lecture on Washington.

The Tradesman does not often go out of its way to recommend a lecture of any kind, but it deems it a duty to its readers to urge them to attend the illustrated lecture which will be delivered at Powers opera house Thursday evening by Henry M. Rose, Assistant Secretary of the United States Senate. Mr. Rose has, probably, the most remarkable delivery of any man in the world. Although he speaks in subdued tones, his voice has a wonderful carrying power which enables him to be distinctly heard and definitely understood by everyone in his audience, no matter how greatly impaired his hearing may be. To this remarkable gift is, probably, due Mr. Rose's election to his present office for life by the unanimous vote of the United States Senate.

The Nation's beautiful capital is an inspiring and entertaining subject for a lecture and no man is better prepared than Mr. Rose to properly present it from the platform. Mr. Rose is clearly and distinctly well within that class of lecturers at the head of which are Stoddard, Howe, Elmendorf and Wendell, and has the advantage of all of them in the selection of a subject that is so near and dear to the American heart. The lecture is historical, educational, patriotic and fascinating. The audience is shown its own possessions, about which it knows much too little, in a manner to thoroughly arouse its interest and to enkindle the desire that its Capital City should become not only the lofty ideal of a great and growing country, but also the grandest and most beautiful capital in the world.

The vivid pictures presented are the finest obtainable of Washington, its great public structures, its splendid parks and open spaces, its erected and projected monuments, statuary, memorial fountains, trees, flowers and art objects, that have yet been presented in a lecture of this character.

Dollar Day Proves Successful in Ionia.

Ionia, May 5.—Dollar Day is a thing of the past, and the majority of the merchants on Main street say without fear of contradiction that other Dollar Days will be held in Ionia and that the one just passed was the greatest success, speaking from the standpoint of the total volume of trade, and not from the standpoint of any individual business, that the city has ever witnessed. Chautauqua days, circus days and days of a similar kind bring people to Ionia with the intention of attending the Chautauqua or attending the circus. Still they are good days. And yet Ionia was visited Wednesday by a crowd of people who exceeded in numbers any circus crowd or any Chautauqua, and this great through of people were here with the sole intention of visiting Ionia stores, meeting Ionia merchants and buying Ionia goods.

The crowds were here. Advertising had brought them. It was the best advertised single event ever pulled off in the city. People were in Ionia from every nook and corner of Ionia county and many from adjoining counties. Montcalm contributed many, Lowell residents bought Ionia goods, people from over

in Barry and Eaton and Clinton counties were here and they were buying goods from Ionia merchants. This fact on itself bears witness to the success of Dollar Day. This movement which was worked out by the various committees who were named by Mayor Green was aimed to

Jackson—The Jackson Vitrified Brick & Stone Co. has been organized to manufacture and sell vitrified brick and stone work, lattice work, chimneys, etc., with an authorized capital stock of \$10,000, of which amount \$5,-

has been organized to manufacture dies, sheet metal stampings and to do general machine work, with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Colwell-Ideal Corporation has been organized to manufacture, buy and sell plumbing and heating supplies, with an authorized capital stock of \$150,000, of which amount \$95,000 has been subscribed and paid in in property.

Butter, Eggs Poultry, Beans and Potatoes at Buffalo.

Buffalo, May 5.—Creamery butter, fresh, 25@30c; dairy, 22@27c; poor to common, all kinds, 17@20c.

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

Eggs—Choice fresh, 19@20c. 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, \$3.25; Red Kidney, \$3.40@3.50; White Kidney, \$3.50; Marrow, \$3.75@3.90.

Potatoes—35@40c per bu.
Rea & Witzig.

Earl C. Adams, who has been employed as a carpenter in this city for several years, has started in the grocery and confectionery business at 727 Butterworth street.

BUSINESS CHANCES.

Tailoring Business—Cheap, in good town. Address Brown the tailor, Bangor, Michigan. 112

For Sale—A \$4,000 stock of 5 and 10c goods, well assorted, on one of the best business streets of Chicago. Can be used with basement for a department store. Long lease. Address D. Jacobson, c-o John V. Farwell Company, Chicago, Ill. 113



HENRY M. ROSE,
Assistant Secretary of the United States Senate.

produce a single result. It was inaugurated for the purpose of getting the outside people into Ionia to make them acquainted with Ionia stores and Ionia goods and to start them in the Ionia buying habit. The crowds were here and they bought Ionia goods in large quantities. They went away, for the most part, we believe, perfectly well satisfied that Ionia merchants lived up to their advertisements, and greatly pleased with the treatment they received in Ionia stores. They also went home with a better idea of the quality of Ionia goods.

It is true that certain lines of business did not feel the impulse of the day. The people who were here in swarms came for the purpose of purchasing of certain articles. Clothing, boots and shoes, dry goods, house furnishinhg, wall paper, novelties and goods of that character sold heavily. Other lines such as groceries, meats, jewelry, etc., had average days. There is not a merchant who believes that his business fell below its normal amount as it is bound to do on a circus day, while there are a few who claim that they did but an ordinary day's business and felt no special buying movement in their lines.

However, the concensus of opinion along the street is that Dollar Day was a huge success, that two of them a year would be money well spent, and that while every merchant and every business did not dispose of extra quantities of goods, that the general effect was greatly beneficial and that the people who came to Ionia Dollar Day to buy carpets, or cloth, or shoes, will come some other day and order from the retailers in other lines.

Manufacturing Matters.

Detroit—The M. S. Products Co. has engaged in business, to manufacture and deal in chemicals, chemical compounds and proprietary articles, with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed and \$500 paid in in cash.

500 has been subscribed, \$1,050 paid in in cash and \$2,000 in property.

Detroit—The Detroit Stamping Co.

Thomson & McKinnon BROKERS

No. 3, The Rookery
Chicago, Ill.

Fletcher American Bank Bldg.
Indianapolis, Ind.

MEMBERS:

New York Stock Exchange

New York Cotton Exchange

Chicago Board of Trade

Chicago Stock Exchange

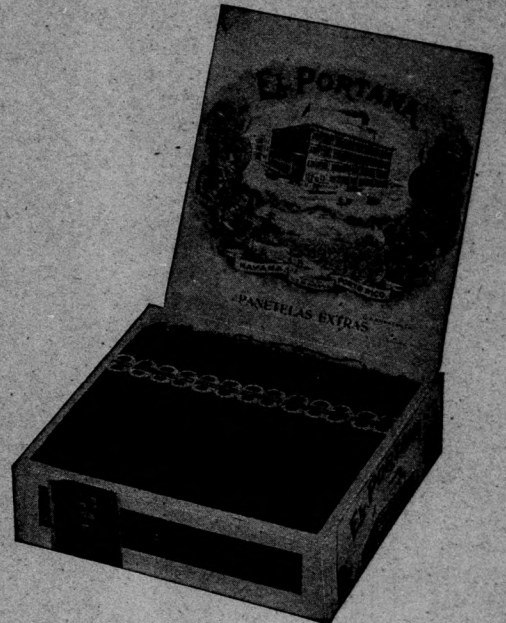
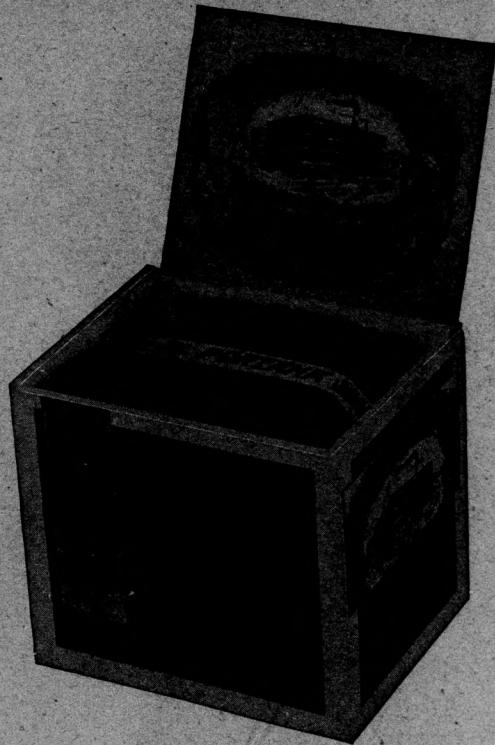
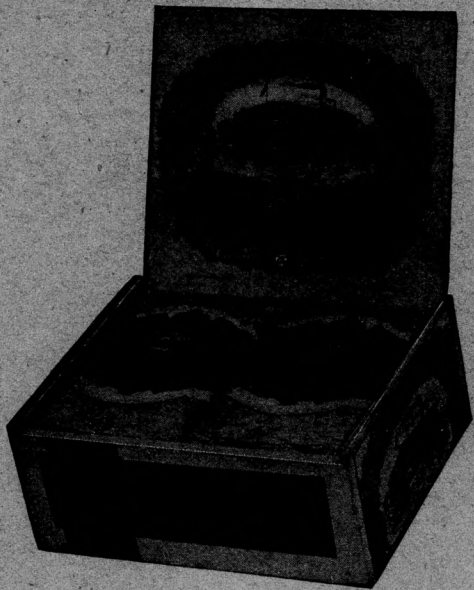
Beg to announce that they have opened a branch house under the management of Mr. Fred G. Fisher, at 123 Ottawa avenue, N. W., in the former location of the Grand Rapids Trust Company, for the transaction of brokerage business in STOCKS, BONDS, GRAIN, COTTON, PROVISIONS AND COFFEE.

Direct Private Wires to All Financial Centers

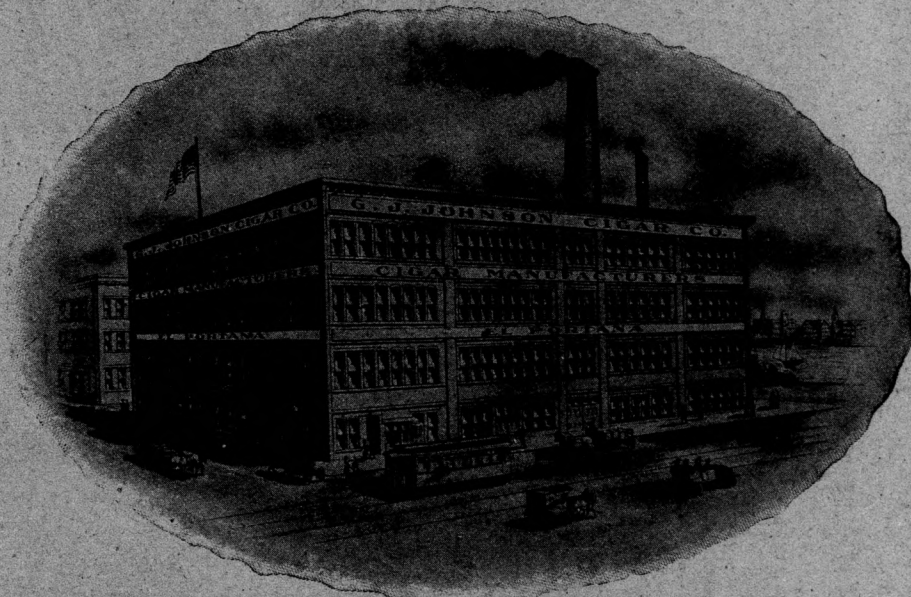
Phones: Bell, Main 218; Citizens 8063

123 Ottawa Ave., N. W.

EL PORTANA 5c CIGAR



“In a
Class by
Itself”



Manufactured
Under
Sanitary
Conditions



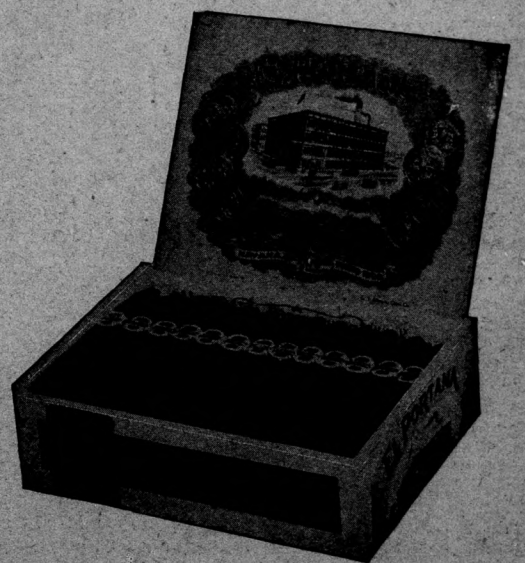
Made in

Eight Sizes

G. J. Johnson
Cigar Co.

Makers

Grand Rapids, Mich.



When You Want Something Particularly Nice—

You can always depend upon K C not to disappoint you. The double raise makes doubly certain—nothing is left to "luck." If the batter is a little thin, K C will raise it light and feathery and it will be all the better. Jar on stove or turning the pan around makes no difference—K C sustains the raise until you bake, or refreshments for reception to provide, take no chances—

Use K C

Purity Guaranteed

under all State and National Pure Food Laws. You can pay a higher price, but you cannot get a baking powder that will raise nicer, lighter biscuits, cakes and pastry, or that is any more healthful.

Your money back if K C fails to please you. Try a can at our risk.



Truthful Advertising

of

K C BAKING POWDER

is constantly making business for thousands of dealers, who, by selling and recommending K C are gaining the everlasting gratitude of the housewife who appreciates the *better value* to be had in this brand.

YOU profit by this advertising, Mr. Grocer, in the larger margin of profit for yourself—and your customer profits in the guaranteed satisfaction you offer. It will pay you—you will get *your* value from this advertising—by recommending K C as the

"Best At Any Price"



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 Best at Any Price

No other baking powder will raise nicer, lighter biscuits, cakes and pastry, none is more pure and wholesome

Then Why Pay More?

