

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$1 PER YEAR

Thirty-Second Year

GRAND RAPIDS, WEDNESDAY, MAY 12, 1915

Number 1651

RIGHT CLOSE BY

This side the hills and right close by
The richest, rarest treasures lie.
We need not seek them far away
Nor in their search beguile a day.
For they await us 'neath the sky
This side the hills and right close by.

This side the hills and right close by
Are all the treasures that supply
The needful things of priceless worth
Not measured by the wealth of earth.
The real, true values then descry
This side the hills and right close by.

This side the hills and right close by
The waiting, ripening harvests lie—
The mission fields where gifts and toil
May far outyield a foreign soil.
There's ever need, some pleading cry
This side the hills and right close by.

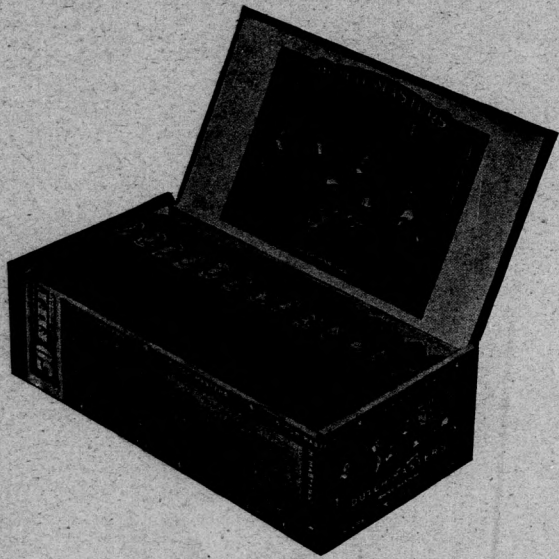
This side the hills and right close by
Are stern demands to fully try,
And ever shall all your strength and nerve
To loyally and truly serve
The cause that doth on you rely
This side the hills and right close by.

This side the hills and right close by
The best is thine, O why then sigh
For that which may be far away
And thereby cheat each precious day;
For life's real needs there's full supply
This side the hills and right close by.

Hart, Mich.

L. B. Mitchell.

DUTCH MASTERS CIGARS



Made in a Model Factory
Handled by All Jobbers Sold by All Dealers
Enjoyed by Discriminating Smokers

G. J. JOHNSON CIGAR CO., Makers
GRAND RAPIDS

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

Good Yeast
Good Bread
Good Health

Sell Your Customers
**FLEISCHMANN'S
YEAST**

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.



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.

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Thirty-Second Year

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Manufacturing Matters.

Bessemer—The Bessemer Creamery Co. has been organized to manufacture butter and ice cream upon a co-operative basis and to handle other farm products, with an authorized capital cost of \$10,000.

Detroit—The Pricilla Baking Co. has been organized to manufacture, sell and deal in baked goods and confections, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Muskegon—The Bradley & Ankerbrant Co. has been organized to manufacture cast iron plumbing and steam goods, with an authorized capital stock of \$15,000, all of which has been subscribed and \$3,000 paid in in cash.

Detroit—The Clement F. Kross Co. has been organized to manufacture and deal in all kinds of chemicals, with an authorized capital stock of \$15,000, all of which has been subscribed, \$2,326.86 being paid in in cash and \$4,673.14 in property.

Detroit—The Taylor Manufacturing Co. has been organized to manufacture and deal in pumps, starters, primers, electrical devices, appliances, etc., with an authorized capital stock of \$50,000, all of which has been subscribed, \$4,400 paid in in cash and \$33,500 in property.

Hastings—C. E. Harvey, manufacturing, buying, selling and dealing in all kinds of drugs and chemicals, has merged his business into a stock company under the style of The Hastings Drug Co., with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and \$1,000 paid in in cash and \$5,000 in property.

Detroit—The Michigan Cloak and Suit Co. is seeking an extension from its creditors for a period of ten months, payable 10 per cent. cash and 10 per cent. each month until the indebtedness is paid. Maurice Dreifuss, an attorney representing the debtors, is in New York attempting to arrange the extension. He says the necessity for the indulgence is that in Port Huron a fire recently burned out many of the manufacturing plants, throwing several hundred of the inhabitants out of employment and that a move is under way to re-erect the factories with bright hopes

for the near future. The liabilities, Mr. Dreifuss estimates at \$39,000, comprising \$27,000 for merchandise and \$12,000 unsecured notes. He gives the assets at \$24,000.

It was a humiliating position in which the son of Abraham Lincoln found himself when he admitted last week to the Industrial Commission that the great Pullman Company was the real recipient of the tips to its colored porters. This concern, whose stock is so closely held and so highly valued as to be almost never sold, has paid on an average 8 per cent. ever since its foundation. At the same time, it gives to its colored employes less than a living wage, and expects them to make up the difference between that and what they need to live on out of the gratuities of travelers. Mr. Lincoln thought that on the whole the company was entitled to great credit for keeping this field of employment open to negroes, who are so often discriminated against. But it may well be doubted whether the philanthropic motive would be noticed in the Pullman Company if it were compelled to pay the wages it should. The laborer is worthy of his hire; and when Mr. Lincoln so complacently patted himself on the back for employing colored labor at all, he ought to remember that failure to obtain sufficient tips by reason of interference with traffic, slackness of travel, or hard times has brought many a porter's family face to face with genuine suffering—even when he wore four and five service stripes on his coat-sleeve. That under these circumstances porters have yielded so little to temptation that their record for fidelity and honesty and for heroic service in accidents is admirable, is plainly no fault of Lincoln's son. The descendants of the men the father freed have long been exploited, overworked—often without sleep enough for long stretches to keep a man well—and underpaid besides by the company of which the Emancipator's son has been the head.

E. R. Dunlap & Son, hardware dealers at 1968 Division avenue, uttered a mortgage on their stock last November which was placed on record May 10. The day following they filed bankruptcy proceedings.

John M. Holland, proprietor of the Royal Lunch, 22 North Division avenue, is preparing to start another restaurant in the location recently vacated by H. M. Brock on Monroe avenue.

The firm of Furtney & Conrad have just become settled in the drug line in the new Duyser building on Kalamazoo avenue.

Bad Failure at Portland.

The Ramsey-Alton Manufacturing Co., of Portland, has been placed in the hands of a receiver by the Ionia Circuit Court. The receiver named is P. D. Smith, who has been book-keeper for the corporation for some time past. The liabilities and assets of the corporation are estimated as follows by the receiver:

Assets.	
Real estate and plant	\$47,479.80
Raw material	9,866.92
Merchandise	4,660.56
Sales department	1,647.75
Plant maintenance	938.07
Office	223.28
Cash and accounts receivable	6,488.51
Total	\$71,304.79
Liabilities.	
Mortgage on plant	\$16,000.00
Accounts payable	15,911.25
Notes payable	41,160.28
Total	\$73,071.50

Reports of the company to the banks, mercantile agencies and other creditors were to the effect that the corporation made a net profit of \$24,000 in 1912; a profit of \$3,500 in 1913; and a loss of \$22,000 in 1914. It is claimed that much of this loss was due to imperfect leather that was furnished by the American Leather Co. and which nearly cost the company the loss of its entire trade on leather covered goods. The company sued the American Leather Co. for \$20,000 damages, but the litigation was settled out of court by the leather company making a concession of about \$6,000. It is not thought that the creditors who are unsecured—only about \$11,000 of the notes payable are endorsed—will receive more than 10 cents on the dollar, on account of the peculiar character of the assets. Real estate and buildings are entirely covered by the \$16,000 mortgage.

If the defenders of slang did not try to prove so much, they would have a stronger case. It is mere enthusiasm that leads the Nashville Tennessean, for instance, to assert that "slang has contributed to English a thousand worth-while and workable words for every such word contributed by science." Slang is strong on contribution, but weak on staying power. Every season sees new verbal inventions which the next season relegates to the realm of the obsolete. The words added by science may be less colorful, although this is not invariably true, but they do not vanish away so rapidly. We may say "phone" for "telephone" and "auto" for "automobile," but the great mass of terms brought into the language by scientific discovery and invention do not undergo even the

process of abbreviation. Nor can slang be upheld upon the one ground upon which the Tennessean is momentarily plausible. The reason for the transient character of slang words, it thinks, is that "there come new ideas that must be named. The idea has its little day and passes out of the life of the people. With the idea passes the name of that idea." On the contrary, the new slang that is brought into being is usually nothing but new names for old ideas. Slang is an endless process of re-dressing ideas in new clothes. What erstwhile was "ginger" has become "pep." "Boodlers" are transformed into "gray wolves." It is no longer good form to speak of "hitting it up;" one is "going some." Such is the "progress" denoted by the changes in slang.

Postmaster-General Burleson's announcement that rural mail facilities will be extended to a million additional persons before July 1, and to more afterwards, "without additional cost," will be taken with a grain of salt. For years the cost of the rural free delivery has shown a steady increase, rising from \$37,000,000 in 1911 to nearly \$42,000,000 in 1912, and nearly \$46,000,000 in 1913. It is not probable that the scope of the service can be enlarged by more than one-tenth without new charges. No doubt, re-organization of routes, and the employment of motor vehicles, factors on which Mr. Burleson pins his faith, may accomplish much. In the Congressional debates last winter on the bill increasing the pay of rural carriers, it was shown that in many sections of the country they carried but from 15 to 150 pounds of mail daily, while in others—including thinly settled sections of the Northwest—they carried from 2,000 even to 6,000 pounds. This disparity arose largely from an imperfect mapping of the routes. In the South especially a much-needed extension of service can be inexpensively secured.

Robert F. Matz, salesman for the Grand Rapids Paper Co., has started the R. F. Matz Co., 658 Michigan street, manufacturing cigars. He has a silent partner in the business.

Clark E. Michael has succeeded Joseph Dutmers in the grocery and confectionery business at 2022 Godfrey avenue.

Calvin Bros. have engaged in the shoe business at Berrien Springs. The Hirth-Krause Company furnished the stock.

Klunder Brothers have succeeded Louis Muller in the grocery and dry goods business at 1058 Adams street.

DETROIT DETONATIONS.

Cogent Criticisms From Michigan's Metropolis.

Detroit, May 10.—Learn one thing each week about Detroit: Band instruments made in Detroit are shipped to all parts of the world. This is something to blow about.

Referring to our regular opening selection each week, we also pause to remark that our wind is giving out.

The new annex of the B. Siegel Co. was opened to the public this week. The new addition adds 16,500 square feet of floor space and makes it the largest store in the world dealing exclusively in ladies' ready-to-wear garments. The window display space now includes sixty feet on Woodward avenue and 100 feet on State street. The merchandise that is needed to fill this space would be as valuable as the stocks carried by many smaller establishments.

S. B. Kahn, general merchant of Harrisville, was in Detroit on a business visit last week.

B. M. Stahl, formerly of Detroit and later of Elkhart, has taken over the Kamman Shoe Co., on the third floor of the Annis building. Mr. Stahl, who has had a wide experience in the shoe business, will specialize in popular priced shoes for women.

Detroit Council holds its regular meeting Saturday night, May 15. The affair will be called "Veterans' night" and a large class will be initiated by former officers of the Council who will take the places of the present officers. The committee in charge of "Ye Olde Tyme Members" night consists of H. D. Murray, Stanley Hitchings and L. Williams.

Here we are into the middle of May and no one has yet heard of any of the towns that were voted dry being obliged to build an addition to their poor houses to take care of the business men who predicted their business would go to the dogs immediately after May 1.

The Princess Motor Car Co. has added 5,000 square feet of floor space to its plant on Clay avenue. The Princess Co. is making rapid strides and each month of the past six has found its output growing larger.

W. R. Holden, dry goods merchant of Auburn, Ind., was in Detroit on a business trip last week. Mr. Holden is well known in many parts of Michigan where he conducted sales for various firms.

The Harry W. Watson Co., wholesale cigar dealer, has leased the five story building at the southwest corner of Woodward and Jefferson avenues and will utilize a portion of the building for its wholesale business, besides remodeling the corner space into an up-to-date retail cigar store. The remainder of the building will be sub-leased. Until recently the structure was occupied by the American Radiator Co.

The woman mayor of a Western town wants to do away with bowling alleys. She must live next door to one and hear the pins when they drop.

Each individual has his or her idea of what constitutes their most difficult task. One woman finds washing dishes her most dreaded work, another winces at the thought of wiping dishes, while others find their most arduous labor is extracting enough of Uncle Sam's currency from what is supposed to be their superior halves to purchase a new bonnet. Tom Burton says the most perplexing of all tasks he has to overcome is getting up in the morning. Art Wood, Secretary of Cadillac Council, says his toughest proposition is going to bed and some times he overcomes that task by not retiring at all. F. C. Richter, dare devil autoist at Traverse City, finds his most heart breaking task to be merely the contemplation of relinquishing the office of Grand Secretary of the United Commercial Travelers, all of which is pre-

liminary to our annual sob stanza. It is easy to sit down and write stories about the antics and trials of the boys who earn their living by selling goods via the railroad and conversation routes—that is to say, it is easy when one has the details of the story. Ask any regular scribe on the Tradesman staff what his most difficult task is and, without hesitation, the answer will be "getting items for the Tradesman from the boys." So far as we know this is the only weekly publication in the country that is willing to set aside an indefinite number of columns of space to be devoted exclusively to the interests of the traveling men, which, of course, includes the usual number of salesmen who come under the same heading. Our annual sob, therefore, is an appeal for help—not alone for the writer, but for every mud slinging, literary, aspiring traveling man correspondent to the Tradesman. As Billy Shakespeare once remarked, "When a man is so lazy he won't talk he is called profound." An owl may be considered wise for keeping things to itself, but a cackling hen will bring the highest price. What we want is to hear a cackle like a news item occasionally, just to let folks at home know that the boys are still on the road and wearing high-class clothes.

Live bees are allowed in the mails in Britain. The Britains can be stung on land as well as on the sea.

The Michigan division of the National Electric Association, composed of electric lighting companies, will leave June 26 for a week's cruise on the great lakes. The Edison Co., of this city, is a member of the Association, whose headquarters are in New York.

The T. B. Royal Co., hardware dealer for forty years at Woodward avenue and Congress street, announces that it will move into a new seven-story building to be erected on the site now occupied by the Liggett Co. drug store. The new building, which is to be modern in every respect, will be completed by October 1.

Forty babies under one year old in the steerage of the Lusitania. A wonderful victory, indeed, for the Germans!

Frank Whitton, manager of the Saginaw office for Burnham, Stoepel & Co., accompanied by his wife, spent a few days in Detroit last week.

Quite often a man feels put out when he receives his light bill.

James H. Howell, of Adrian, was a business visitor in Detroit last week.

A man in Chicago was fined for making a false income tax return. Is is a safe bet he was not a traveling man.

Just as we were getting attached to Ellwanger's writings he up and resigns because his wife desires a bit of attention when he comes home at the end of the week. Kindly note Detonations continues to appear each week. Our better half desires to thank the editor for his kindness in accepting our efforts which, incidentally, keeps us busy being quiet over Sunday. Possibly it may remind some of the boys of the fact there are so few women writers.

The Hayes Manufacturing Co., manufacturer of sheet metal automobile parts, gave a complimentary dinner to sixty of its employees at the Hotel Cadillac last Saturday evening. Members of the firm and department heads made addresses. D. K. Stephens acquitted himself well as toastmaster for the evening.

Mr. Hughes, of Hughes Bros.' department store, Harrisville, was a Detroit business visitor last week.

Thomas Fenwick Burton, as can be judged by his picture which adorns this page, is what might be called a tolerably good looking traveling man. If one were to speak of him as Thomas or Mr. Burton the listener would have to stop and ponder over who

was referred to, but when you speak of "Tom" Burton then the thought strikes you at once of Lisk's roasters and the big good natured Tom together. Mr. Burton, who is a native of Rochester, N. Y., has traveled in Michigan for twelve years and during all this time has made his home in Detroit. He represents the Lisk Manufacturing Co., of Canandaigua, N. Y. and if enthusiasm over one's line counts he must represent his house well. Tom is one of the most ardent supporters of the United Commercial Travelers in the State and seldom lets an opportunity get by to place a boost where it will count for the order. For a number of years he was a member of Flower City Council, of Rochester, transferring to Cadillac Council about three years ago. He is one of the live members of his Council. Without a doubt there is no traveling man calling on the hardware and department store trade in Michigan who is better known or more popular than is "Sunny Tom." While he is usually very loyal to Detroit, when it came to selecting a wife he was obliged to look over the city's head and take unto himself a young lady from Grand Rapids to share his joys and letters from the house (meaning at times troubles and tribulations). About two years ago Miss Minnie Engler became Mrs. T. F. Burton and let it



THOMAS FENWICK BURTON

be said right here that Mrs. Tom shares her husband's genial disposition and accompanying popularity. Even though she was once a resident of Grand Rapids she is to-day a full-fledged Detroit—er—and as Tom says she uses nothing but Lisk's enamel ware for cooking purposes, which is a matter that should have undoubtedly been kept out of this story because the company may check up on Tom's samples as a result.

Joseph F. Cronin, of the Cronin Coal Co., is suffering from a broken jaw as a result of being struck by an automobile last week. He is recovering rapidly at his home, 795 Trumbull avenue.

Mr. Touff, of Touff Bros., Freeland, was in Detroit last week in the interest of the firm's general store.

At the meeting of Cadillac Council last Saturday night great enthusiasm was manifested by the large gathering present over the prospective trip to Lansing in June, when the Grand Lodge holds its annual meeting and convention. Both councils in Detroit expect to turn out in large numbers and efforts will be made to secure the 1916 convention for Detroit.

Charles G. Stricker, member of the office force of the Peninsular Electric Light Co. (Edison Co.), has joined the benedicts. Charley says married life has no terrors for him because he has been around high voltage wires more or less for the past few years.

Deboilt & Lee, hardware dealers,

2332 Woodward avenue, have dissolved partnership. Mr. Deboilt will continue the business, while Mr. Lee will open a hardware store at 2550 Woodward avenue.

W. L. Day, of the General Motors Co., who spoke before the Motor Truck Manufacturers Association convention held in Detroit last week, has twice been Supreme Counselor of the United Commercial Travelers. He came to Detroit from Kansas a short time ago. Under his directions the plans were formulated that brought a large increase of business to the company.

Some of these fellows who are such devils among the women will probably retain the title after they have passed hence.

Truly Warner has opened a new men's furnishing goods store at 3 Campus Martius. The store is one of the most unique in the city. The interior is a representation of a hamlet in Holland. Quaint little houses with red tiled roofs form the display cases for hats and haberdashery. A tree with spreading branches rears itself from the red tiled floor and disappears through the ornamental ceiling. The store is one of a chain conducted by Mr. Warner.

The news of the opening of the Bryant House, at Flint, will be hailed with joy by thousands of travelers who make that city in the course of their travels. A city the size of Flint should be able to support two hotels without any embarrassment to either.

Europe is making hats of wood. Heads made of the same stuff seem prevalent in Europe.

Mrs. John Bowers, of Anchorville, was in Detroit on business last week.

Add another rung to the uplift of our coming generation. A momentous event in the life of Paul Klaffke has occurred. He can now taste tobacco without rolling, his eyes or changing his complexion from pink to white. Paul is connected with the notion department for Burnham, Stoepel & Co.

Half a loaf is better than none for the fellow that can't loaf all the time.

George Drach, of the Drach Co., Ludington, was in Detroit on a business trip last week. As announced previously, on like occasions there were no casualties. George slipped his anchor quietly and sailed for Chicago, where we learn he likewise escaped as announced previously on like occasions.

Sample Case: "There is no salesman in the world who knows it all." But you can't make some of 'em believe it.

Charles E. Buck, formerly assistant advertising manager of the Hupp Motor Car Co., is now a member of the advertising staff of the Whitehead & Hoag Co., advertising specialties.

The Roger J. Sullivan Co., furniture dealers, has vacated the building at the corner of Michigan and Second avenues and moved the stock to its warehouses, 24 Howard, where it will continue to sell furniture at retail.

A. Pennefather, 620 Meldrum avenue, has opened an employment agency. The business from the beginning has proved excitable if not profitable.

Do not overlook the meeting of Council No. 9 next Saturday night. One of the largest meetings in years is expected to give the "old vets" a good send off.

M. Howarn, chairman in charge of Mr. C. C. Starkweather's campaign for the office of Grand Sentinel of the U. C. T., states that the prospects for Mr. Starkweather's election next month are highly gratifying, in spite of the fact that the Bay City candidate has many friends and is also qualified for the work. The local committee, however, are taking no chances and are busily engaged in their work. C. C. Starkweather is without question, one of the best

qualified members who has tried for the office in years.

Stanley Hitchings, A. Krolik & Co.'s pudgy little traveling representative, says that opportunity is something that is never seen until it isn't there to be looked at. Stan is some philosopher.

Now that it is impossible to buy any habit forming drugs—

The victims shake for it.

James M. Goldstein.

Scintillant Splinters From the Saginaws.

Saginaw, May 10.—Al Leit, proprietor of the North Branch Mercantile Co., of North Branch, is quite a baseball fan. All that the natives can see is a streak of dust when Al motors to the baseball games in Detroit.

Tom Haugh, of Lapeer, has equipped his market with new sanitary show cases, and with his many other improvements, has one of the most up-to-date markets in the State.

R. S. Stearns, head of the contract and institutional departments of Swift & Company, of Chicago, was in Saginaw Saturday and gave a very good talk to the salesmen of the Saginaw Beef Company.

Saginaw's baseball season was officially opened last week Wednesday, when Saginaw defeated Battle Creek in a close and exciting game. The baseball game was preceded by a large automobile parade, accompanied by Amsden's third regiment band. The Mayor declared a half holiday for this opening baseball game and a large crowd turned out. When the season is all over and the smoke clears away, you will again see Saginaw up there at the top of the league.

On account of increasing business, the Heagany & Treanor Co., in the Bearing building, has arranged to double the present floor space. The company will take over in the near future of the store adjoining on the south, which is now occupied by the Grinnell music house. While the lease calls for occupation by October 1, it is expected the extension will be made before then. The present store space is 15,000 square feet and this will be doubled. The partition between the two stores will be torn out and they will be made into one large and well lighted store. Heagany & Treanor started in business eleven years ago in a temporary building at the corner of South Baum and Germania and later moved to the Cass block on North Baum street. When this store was outgrown the company moved to its present quarters. The additional room will not necessarily mean new lines of business, but rather an extension of the present departments, which include all furnishings for the home and clothing for the family.

They seem to get an early start in Saginaw. Three boys, ranging from 14 to 16 years of age, were arrested the other evening when caught in the act of ransacking the Charles J. Stevens electrical store, 317 Lapeer street.

The local conductors on the street cars of Saginaw, are not only ticket punchers, but regular athletes. They have a regular baseball team, which plays a similar baseball team from Bay City on May 18.

The annual rummage sale for the benefit of the Home of the Friendless was brought to a successful close. The ladies in charge are well pleased over the results, which even exceeded expectations. Big crowds attended the sale each day and the patronage was heavy and steady.

Water is the liquid ordinarily used in shower baths, but Joseph M. Raths, 903 Congress street, a member of the Dittmar & Raths, Oil Co., and Charles L. Passow, 1309 State street, a driver for the company, set a new fashion yesterday morning when they took a shower of gasoline. It was entirely unintentional, for neither Mr. Raths, nor Mr. Passow had any yearning at the moment for a shower

bath of any sort. Both were rather heavily clad for bathing anyhow, and to this they owe the fact that their skins are whole, for their heavy clothing reduced to a great extent the irritating effect of the gasoline. It was all an accident, brought about when a valve on a big oil car gave way before it had been connected with a storage tank on the company's grounds. The gasoline poured out in torrents, deluging both Mr. Raths and Mr. Passow, while they worked to close the broken valve. Both the men escaped with no injury further than a few highly irritated spots upon their bodies.

Proof that the Michigan Tradesman is fast becoming the voice of the people was received by the writer, in the form of a communication from the Saginaw Bay Water Association. "Your articles in the Michigan Tradesman have brought to mind that considerable attention should be paid to the local merchants, who help to keep up the interests of the city. Vast experiments have been made even here in the small city of Saginaw, to imitate its larger cosmopolitan cities, to have a filtration plant for the muddy city supply. Look at the location of Saginaw and Grand Rapids, for comparison. The latter city has three times the wealth of Saginaw and filtration costs them only \$400,000, while Saginaw would have to spend a sum of \$750,000, with only one-third the assets of Grand Rapids. Saginaw is located in the valley of the best inland lake of America, only fourteen miles from the Bay Water Association proposition, from which pure water can be pumped direct to Saginaw. Mayor Ellis, of Grand Rapids strongly advocated pure water for Saginaw, also Flint officials supported the idea, before the last election. The secret of the whole scheme is, that none of them advocated pure water. A filtration plant was all they supported, which was voted upon and lost. Give the people pure water and they will vote for it."

A good word can be said for the old, reliable home merchant. He is the chap who gives you credit when you need it and carries your account until you are able to pay. He is right there to give you back your money or make exchanges when you are not satisfied with what you have bought. He is the fellow who keeps on his shelves right near your home goods and wares to meet the needs of the community. He pays taxes to support the town, to maintain the schools, pave the streets and police the city; he assists churches and charitable organizations and in a thousand ways aids in the welfare and upbuilding of the whole community. The real home merchant is your neighbor and your friend and helper, and if you will get close enough to him, you will find that he has many troubles and that his profits are no greater for the amount invested than your own. Arthur B. Cornwell.

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

Buffalo, May 12.—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)—Broilers per lb. 40@42c; cox, 12@13c; fowls, 18@19; geese, 12@13c; turkeys, 15@18c; ducks, 17@18c.

Beans—Medium, new, \$3.40; pea, \$3.25; Red Kidney, \$3.50@3.65; White Kidney, \$3.75; Marrow, \$3.75@3.90.

Potatoes—35@40c per bu. Rea & Witzig.

People are so much alike in this world that by finding fault with one you hit a thousand.

Charity covers a multitude of sins, and tailors cover a multitude of sinners.

WHAT IS SALESMANSHIP?

Interesting Discussion by a Veteran Traveler.

Grand Rapids, May 11.—There has been a lot written in magazines, newspapers and periodicals concerning salesmanship and occasionally we read something good on that subject in the Tradesman which, to my mind, reaches the class of people who are best qualified to be judges of that subject.

I picked up a Grand Rapids paper some time ago and was attracted by the headline of an article, "School for Salesmanship." The article went on to state that certain members of certain large corporations were going to expound the art of selling good to the salesmen gathered at a banquet that evening and desired that every man interested in the welfare of the jobbing business should be present.

Individuals all have their ideas with regard to religion, politics, business, recreation, pastimes, etc. We cannot all think alike on any subject, so if some of the readers of your valuable paper cannot acquiesce in my views on this subject, it is only my opinion and open to criticism.

People generally read what is most interesting to them. The religious man will read the church news. The postmaster inevitably will be interested in the political news, the sport in the baseball news and it would not be surprising if some salesmen would be interested in salesmanship, incidental to their work.

What is salesmanship and who are the men who are salesmen? This is a subject that would naturally draw criticism from a man who could not coincide with my views on this subject. We have frequently heard that salesmen, like artists, musicians, actors, orators, etc., are born and not made. That is true, in a measure, but we must allow for cultivation. The man who has traveled for ten years can look back to his maiden trip and possibly smile at the tactics he used to sell goods at that time. From time to time his wits are sharpened by obstacles that he has to contend with. He may be ever so conversant with the subject he is handling, but he finds it difficult to persuade his customer to acquiesce in his views.

I contend that it is the utmost folly for any man to show any temper at what is said to him of a derogatory nature from behind the counter. Many times a merchant may deride him as a test of his disposition and in the event of his getting angry, laugh at him. Although it may make a man bite his lips to take everything good naturedly at times, take insults as compliments—and you are liable to get them at any time—but always be cheerful under the most trying circumstances. Don't offer resentment. I know this is hard to do at times, so is getting the ball over the plate, but a man is apt to rebuke himself for having treated you harshly, providing you, in the meantime, act very gentlemanly with him.

Let me illustrate with a circumstance in my own career and ask the boys what they would have done under the circumstances: Some years ago, while working the city of Detroit, I went into a merchant's store by the name of Hoffman, and, in my usual English fashion said, "Are you Mr. Hoffman?" He said, "Yes." I said, "Allow me to make your acquaintance," and held out my hand to shake his. He advanced his and withdrew it again, saying, "I don't know that I am obliged to shake hands with every blank blank who comes into my store." For a moment I was at a loss to know how to master the situation, as it was my initiatory experience at a problem of this nature. After a moment's thought, I replied with a smile, "Mr. Hoffman, I thank you very much for the compliment. If I am no worse than that I am delighted. I have always been

an admirer of good dogs; in fact, I have seen dogs that I sometimes thought had more brains than men, and if I could not be a human being and could have my selection among the animals, I certainly would be a good dog." It may seem strange to your readers, but I have the records at my home at the present time to show that I left his store with as good an order as I received in Detroit on that trip.

Where did the salesmanship come in there? I claim it was tact or a comprehensive mind to deal with the emergency in a becoming way.

Men are the victims of circumstances. I have known splendid salesmen to labor with a man for an hour or more to land an order and be unsuccessful. Perchance he dropped into his store in the evening for sociability's sake without any intention of talking business to him, whereupon his customer, without any preliminary remarks, said, "John, I believe I'll have you send me that deal of yours." Here is an instance where, were it not for the circumstances, the salesman would have left the town devoid of his purpose. What got that order?

I well remember calling upon a merchant in Laurium some years ago. He was a hard man to sell and in the course of the conversation he said, "Your stuff don't sell." I said, "The poor stuff can't talk. If it could, it would sell itself. It has the quality and the price. From the appearance of your stock and the manner in which your store is kept, Mr. Blank, I believe you are no back number. You are an up-to-date merchant, and where there's a will there's a way. If you are favorably impressed with the article, you will make an effort to sell it and, if not, it may stand as an ornament. Should I annoy you in some way it would be an easy matter for you to cut my goods out, no matter how good a seller they might be."

He was obdurate and I left his store without an order. The next day I met a fellow traveler who was in the store at the time and heard the conversation and he said Mr. Blank said he was about to give me an order, but he would just let me see I couldn't sell him. I was chagrined at losing an order through paying the gentleman a compliment. On my return to the Douglas Hotel, at Houghton, Saturday evening, I was agreeably surprised to receive word in a letter from my house that Mr. Blank, at Laurium, had sent in a nice mail order.

What got that order?

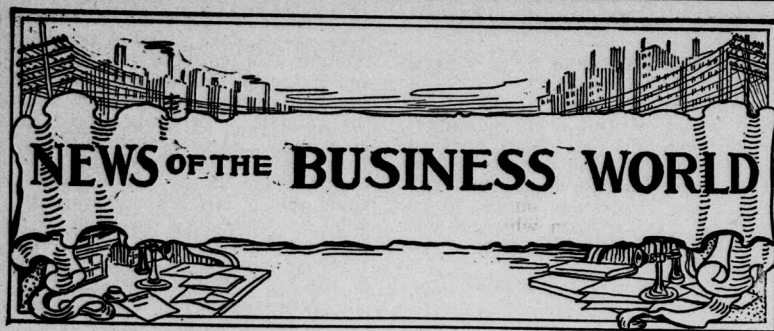
While the gentleman was unwilling to admit the force of my argument, I must have impressed him with the fact that I was right. It is very doubtful if he would have sent in that order were it not for my visit.

I asked the question, What is Salesmanship?

I am not attempting to answer my own question. I would like to get some competent judge's views on this subject through the columns of the Tradesman. I have attempted to give some instances in my own career that proved successful, but they are no criterion to general salesmanship. I frequently hear of the wonderful exploits of some men selling goods on the road, like the man who sold the carload of nutmegs or that of the man who sold a retail merchant fifty great gross of wooden butter dishes. While they are good things to tell about, would it not have been better for the man and his house if he hadn't sold quite so many?

To my mind the man becomes an important factor in his house and with his customers who is scrupulously honest in his dealings with his fellow man. The good salesman, as I view it, is the man who gains the unlimited confidence of his customer and the firm for whom he travels.

Let us hear from some of the other boys. Algernon E. White.



Movements of Merchants.

Crystal—I. C. DeHart has engaged in the meat business.

Scottville—Harry J. Lane has opened a soft drink, cigar and tobacco store.

Boyne City—Roy Scott succeeds Smith & Son in the grocery business.

Scottville—Samuel N. Fitting succeeds J. Henke & Son in the meat business.

Scottville—George J. Reed succeeds Frank J. Pierce in the garage business.

Bear Lake—William McCarthy has opened a restaurant and billiard parlor.

Ionia—John Nelson has opened a restaurant and cigar store on West Main street.

Leslie—J. E. Smith has sold his bakery to Claude Miner, who has taken possession.

Three Rivers—E. L. Banker has opened a baked goods department in his grocery store.

Ann Arbor—The Michigan Furniture Co. has decreased its capital stock from \$60,000 to \$50,000.

Sandusky—The Producers Elevator Co. has increased its capital stock from \$10,000 to \$30,000.

Ishpeming—Nels Pertulla has engaged in the grocery and meat business on East Division street.

Traverse City—Dominick J. Dyer has engaged in the grocery business at 545 West Eleventh street.

Alpena—O'Callaghan Bros. have opened an ice cream parlor in connection with their drug store.

Springwells—The Springwells State Bank has increased its capital stock from \$25,000 to \$50,000.

Nashville—W. J. Simeon, recently of Laingsburg, has engaged in the furniture and undertaking business here.

Muskegon—Mrs. S. Miller has sold her jewelry and pawnbroker stock to Jacob Rose and removed to Jackson.

Pearline—M. Horling has sold his stock of general merchandise to Borst & Smits, who will continue the business.

Laingsburg—W. J. Simpson has sold his furniture and undertaking stock to R. E. Simpson, who has taken possession.

Cedar Springs—L. E. Woodworth has sold his stock of groceries and dry goods to C. H. Hopkins, who has taken possession.

Corunna—Howard Wallace has purchased the Elzie Sanders shoe stock and will continue the business at the same location.

Mendon—Gover E. Laird has sold his meat stock and fixtures to the former owner, G. A. Royer, who has taken possession.

Kaleva—C. M. Cushway has purchased the Hillard store building and will occupy it with a stock of hardware about May 15.

Cadillac—E. L. Munyon, who conducted a millinery store at Kalkaska for the past six years, has engaged in a similar business here.

Houghton—The Houghton Department Store Co., a newly organized concern has taken over stock of the Miller Department Store Co.

North Grove—W. J. Williams has sold his stock of general merchandise to B. C. Wheeler, recently of Caro, who will continue the business.

Otsego—Fred Lewis has sold his bakery to A. C. Bennett & Son, who will continue the business at the same location on West Allegan street.

Galesburg—S. A. Briggs has sold his stock of books, paints, wall paper and stationery to M. V. Hessey, of Bangor, who will continue the business.

East Grand Rapids—Thomas Morgan has succeeded W. W. Hunter in the grocery business at the corner of Bagley avenue and Wealthy street.

Owosso—E. R. Wilber has sold a half interest in his meat stock to H. J. Fuller and the business will be continued under the style of Wilbur & Fuller.

Three Rivers—Carl, Claude and Howard White have formed a copartnership and engaged in the bakery business under the style of the White Bakery.

Caledonia—George Mutchler, recently of Hartford, has purchased the stock of the Caledonia Lumber Co. and will continue the business under the same style.

Kalamazoo—D. J. Beadle has purchased the William Austin grocery stock and will continue the business at the same location on Portage and Vine streets.

Hastings—D. Fortino, who has conducted a fruit store here for several years, has sold his stock to M. Belsito & Son, of Durand, who will continue the business.

Lexington—Miss Maggie Beam has opened an ice cream parlor

Cassopolis—Charles Rasak has engaged in the ice cream and confectionery business.

Ovid—Harry Lewis, recently engaged in general trade at Bridgeville, has purchased the John A. Rose grocery stock and will continue the business at the same location.

Central Lake—Hinkley & Muckle, coal and wood dealers, have dissolved partnership and the business will be continued by John Muckle, who has taken over the interest of his partner.

Zutphen—Herman and Henry Cook have formed a copartnership and purchased the grocery stock of William Goorman and will continue the business under the style of Cook Bros.

Alto—The Alto Elevator Co. has been

organized with an authorized capital cost of \$10,000, of which amount \$7,090 has been subscribed, \$1,090 paid in in cash and \$6,000 in property.

Traverse City—Frank O. Nicholson has taken over the interest of the late Thomas A. Beamish in the grocery stock of Beamish & Nicholson and will continue the business under his own name.

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

Detroit—The Schiller Butter & Egg Co. has been organized to buy and sell butter and eggs, cheese, dairy products, etc., with an authorized capital stock of \$10,000, of which amount \$5,300 has been subscribed and paid in in cash.

Port Huron—Schwikert Brothers have merged their business into a stock company under the style of Schwikert Brothers Co., with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Detroit—Geo. F. Minto & Co. has been organized to deal in dry goods, men's furnishings, etc., with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed, \$13,126 paid in in cash and \$26,873.54 paid in property.

Detroit—The Meade Construction Co. has been organized to build and construct railway, telegraph, telephone and electric light and power lines, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Kalamazoo—The Crystal Candy Co. has been incorporated with an authorized capital stock of \$6,000. The company is located at 608 East Main street and will deal in soda fountain supplies and confectioners' novelties in connection with its confectionery business.

Breedsville—Wm. E. Trude has completed a new warehouse for his growing business. Besides flour and feed, implements and spraying materials, he manufactures cement burial vaults. While still a young man Mr. Trude has made marked progress in his business.

Ann Arbor—N. Frank Allen, dealer in retail men's and boys' clothing and gent's furnishing store, has merged his business into a stock company under the style of the N. F. Allen Co., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Moscow—The Moscow Co-Operative Association has been organized to market and sell farm produce in a co-operative way and buying of all produce and other articles used on a farm, with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in in cash.

Detroit—Beginning June 1, Joseph B. Mills, advertising manager for the J. L. Hudson Co., will assume the duties of sales manager for the store. In a previous article it was stated that Mr. Mills would be director of sales under Oscar Webber, which is not the case. Mr. Webber is the Vice-President of the company.

Detroit—The Temple Jewelry Co. manufacturing, buying, selling and dealing in jewelry and other articles incidental to a jewelry business, has merged its business into a stock company under the style of W. E. Waite Co., with an authorized capital stock of \$2,000, of which amount \$1,030 has been subscribed and paid in in cash.

Battle Creek—J. C. Grant, representing Marshall Field & Company in Michigan for the past seven years, has resigned his position to take effect June 1, and has purchased the interest of W. J. Dolling, of the dry goods house of the Toeller-Dolling Co., Battle Creek. Mr. Grant becomes Vice-President and general manager. Mr. Grant has had fifteen years experience in the dry goods business, having been previously connected with the L. H. Field Co., of Jackson. His wide experience and natural executive ability fits him admirably for the responsibility which he assumes with the new corporation.

Ionia—Martin Klenk, the shoemaker has a unique record. Mr. Klenk was born in Germany and began work at his trade when he was six years old. He has missed but three days since. He began work in 1855 and worked three years for nothing. At the end of the three years he received one dollar per week, which at that time was the highest wage paid, and out of that had to pay for his tools and clothes. Mr. Klenk came to the United States in 1868, his mother dying and leaving him the money so that he could make the journey. He came first to Owosso, but only remained there a short time, coming thence to Ionia, where he has been continuously to the present time. Mr. Klenk has worked at his trade for sixty years and looks good for twenty more.

Manufacturing Matters.

Detroit—Topping & Co. have increased their capital stock from \$10,000 to \$30,000.

Detroit—The Park Chemical Co. has increased its capital stock from \$2,000 to \$20,000.

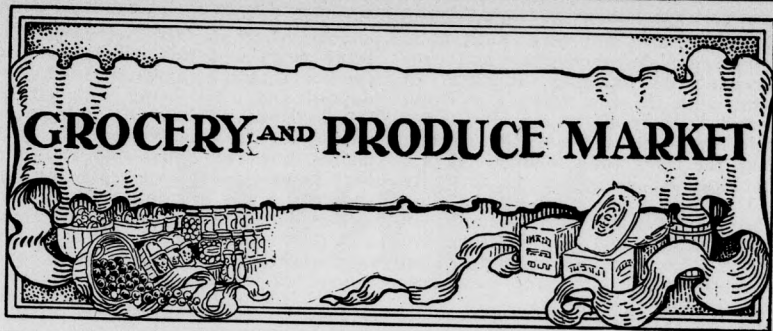
Ionia—Walter Harter has removed his cigar factory to the Tower building and has opened a retail cigar store in connection.

Moline—Vander Meer & Biys have merged their business into a stock company under the style of the Moline Milling Co.

Flint—The Hamilton Radiator Co. has been incorporated with an authorized capital stock of \$10,000 of which amount \$5,200 has been subscribed, \$200 paid in in cash and \$5,000 in property.

Moline—The Moline Milling Co. has been organized to manufacture and sell flour and dairy feeds and deal in grain and building materials, with an authorized capital stock of \$20,000, of which amount \$15,000 has been subscribed and paid in in cash.

Detroit—The Sure-Get Tool Co. has been organized to build, manufacture, sell and distribute automobile parts and accessories, with an authorized capital stock of \$4,000, of which amount \$3,000 has been subscribed, \$800 paid in in cash and \$2,200 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 \$3.75 per hundred pounds. The price per bunch is \$2@3.

Beets—60c per doz.

Butter—There is an active demand for all grades of butter, and the receipts are selling as fast as they arrive. The market is firm, but inasmuch as receipts are reasonably sure to increase, a decline may be expected when this occurs. The present weather is very favorable for the making of fine butter, and the bulk of the receipts are showing up very well. Fancy creamery is quoted at 27½c in tubs, 29c in prints. Local dealers pay 21@23c for No. 1 dairy, 16c for packing stock.

Cabbage—\$3.50 per bbl. for new from Texas.

Carrots—65c per doz

Celery—\$1.75 per case of 3 to 4 doz. for Florida; 60c per bunch for California.

Celery Cabbage—\$2 per doz.

Cocoanuts—\$4 per sack containing 100.

Cranberries—Cap Cod Late Howes are steady at \$4 per bbl.

Cucumbers—\$1.25 per dozen for hot house.

Eggs—The market is steady at present prices, with liberal receipts. Eggs now coming forward are very fine, as they always are in April and early May, and a considerable quantity is going into storage. The consumptive demand is also good. Local dealers are paying 18c this week.

Grape Fruit—\$3@4 per box.

Green Onions—Silver Skins, 15c per doz.; Evergreens, 12½c.

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

Lemons—Californias and Verdellis, \$3.50@4.50.

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, \$1.75 per crate for white and \$1.50 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.; 85c per box.

Pineapples—\$2.75 per crate for Cubans.

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@2.75 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, \$1.25@1.50; 24 quart crate, \$2.40 @2.65.

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

Tomatoes—75c per 5 lb. basket for Southern.

Turnips—50c per doz.

Veal—Buyers pay 7@11c according to quality.

The Grocery Market.

Sugar—The market is steady on the basis of 6c f. o. b. New York. The market is not materially changed from last week. Raws have declined some little, but not very much. With the indications pointing to short crops in Europe, as well as Cuba, and the fact that most of the production of the Continent is not available of the Allies, it seems likely that England and France will be compelled to have recourse to our market to eke out. They do not care to climb for sugar but at a price can be induced to take hold. The refiners, moreover, have contracts on their books from the domestic trade to take care of meltings for some weeks to come and consequently can maintain a firm front to the European buyers. The withdrawals should pick up from now on, for the active season is not far off, the warm weather being conducive to a large consumption. The canners will want sugar, and the demand from the manufacturers of ice cream and soft drinks should be a large factor. Refiners are forcing out the overdue contracts and are firm in their ideas at the basis of 6c for granulated.

Tea—Cables from Japan note that the "new season opened at about the same price as last year but arrivals from interior are small and prices held firm. The market is in hesitating position on account of the present disturbing conditions." The settlement of the Japan-China crisis has prevented prohibitory prices being asked for China teas. Heavy buying in all lines has been the event of the week and Formosas range 3 to 5 cents per pound over last year. Europe

which never used Formosa teas buying heavily. The Ceylon and India situation is growing from bad to worse. Very little tea is being shipped to this country owing to a shortage in bottoms to carry the goods, most of the steamers having been taken for war purposes, and it is feared that all shipments from Ceylon are or will be temporarily discontinued. Altogether the tea market is in rather uncertain condition.

Coffee—The market is steady, with the demand for Rios and Santos coffee small. Good roasting milds are quiet, with a fair demand for the better grades. Prices are unchanged. Java and Mocha are unchanged on last week's basis.

Canned Fruits — The low prices named on California peaches seem to have stimulated demand, and a large business on orders from the retail trade was received. Cherries are wanted, but the supply here seems to be about exhausted. Apricots are dull and easy and pears are getting little attention. Gallon apples are dull and nominal.

Canned Vegetables — Business in spot tomatoes is slow and on a hand-to-mouth basis at about previous quotations. Southern corn in Maryland-Maine style has a fair demand at previously quoted prices. Cheap peas are in small compass and, while demand is not active, a fair business is being done and the market has a strong undertone as a result of the close clean-up of desirable stock. Medium and finer grades are steady under limited supplies, but the demand for them at present is comparatively light.

Canned Fish—Domestic sardines are very weak. The catch is large and the packers are predicting that there will be a slump to around \$2.25 for quarter oils. The demand is light. Salmon is unchanged, it still being possible to buy in the East lower than the Coast parity. Imported sardines are firm at unchanged prices.

Dried Fruits—There is a firmer undertone to the spot market for California prunes, as most of the stock which was urged for sale to avoid payment of cold storage charges has passed into second hands owing to the concessionary prices made by holders. There is little or no demand from the trade here for peaches or apricots, and no important sales for export are reported. The market is easy both here and on the Coast. The movement in spot or forward shipment raisins are slow, but as the Associated Company has guaranteed prices up to June 1, a steady feeling prevails. There is continued export demand for Coast Sultanias, and, as stocks are in close compass, the market is firm. Currants are strong on the spot in sympathy with advices from Greece, although there is no important demand at present from the home trade. England is reported to be in the primary market for considerable supplies, but the scarcity of freight room restricts business. Dates are fairly active. Advices from London say that stocks there are small.

Cheese—The market is very firm, with the make reported to be larger than usual at this season. No im-

mediate change seems in sight. The market is ruling unusually high, largely on account of the export demand. The consumptive demand is light.

Corn Syrup—The free deal on "Karo" syrup has been withdrawn. This was one case free with fourteen cases and one-half case free with seven and one-half cases.

Fruit Jars—Pig zinc advances have caused fruit jar prices to be higher. Pig zinc was \$7.35 per hundred pounds December 1, and now is \$17.50. The advance affects all users of zinc in manufacture. Some manufacturers in lines utilizing zinc have left the prices alone on old stocks, but as they have to rebuy they must add the increase based on the zinc rise. At any rate fruit jars have advanced over the early opening prices so that the table stands: Pints, \$5 per gross; quarts, \$5.50; two quarts, \$7.75; caps, \$2.25. The former prices were respectively, \$3.75, \$4.25, \$6.50 and \$1.35. Rings are quoted from 40 cents to 85 cents per gross.

Washboards—The price has recently been advanced 25@50c per doz., on account of the advance in zinc.

Provisions — Stocks of provisions are reported ample, with an increased demand and an advance in some cuts of ¼c. Pure and compound lard are both steady and in light demand, prices being unchanged. Barreled pork, dried beef and canned meats are unchanged in price and in increased consumptive demand.

Salt Fish—There is a little stronger feeling in Norway mackerel, due to advices from Norway that the North Sea fishing this year would be very much interfered with, possibly resulting in a 50 per cent. reduction in the catch, but the stronger feeling is not very noticeable. The presence of so much poor mackerel in market renders the situation very soft. New shore mackerel have not yet come on the market for the current season. Cod, hake and haddock are all dull at unchanged prices.

William Judson, President of the Judson Grocer Co., leaves to-day for San Francisco, whither he goes to attend the annual convention of the National Wholesale Grocers' Association. Mr. Judson is booked to deliver the response to the address of welcome on the opening of the convention next Wednesday. He expects to return to Grand Rapids by Memorial Day.

The Peck-Johnson Co., manufacturers of pharmaceuticals, has sold its machinery, stock on hand, labels, good will and trademarks to the O. F. Schmid Chemical Co. of Jackson. The transfer has already occurred and the Peck-Johnson Co. has ceased to exist. All of the creditors were paid in full.

A. Casabianca & Co. are now settled in their new location at 38 Market street, were their facilities for handling goods in their line are much superior to the former location on Ottawa avenue.

Welch & Peters have re-engaged in the grocery business at Highland Park for the summer season. The Worden Grocer Co. furnished the stock.

UPPER PENINSULA.

Recent News From the Cloverland of Michigan.

Sault Ste. Marie, May 10.—According to reports from Menominee they have a cheap bunch of thieves who would do more for a dollar than most of our amateurs around the Soo. Thomas Hornibrook, one of Menominee's grocers, states that the thieves went to the trouble of breaking through three doors, starting their work on the stable door in the rear of his store. They were stopped by a heavy bolt which they had to split in two by force before getting into the next room. The second door was locked by a hook which was lifted by a knife blade. The third door was locked with a lock which baffled them for a few minutes, but they finally broke through the third door with the aid of a bar which snapped off the bolt. They found \$1 in the cash drawer for their trouble and from all accounts they will lose money on the job.

Our popular city attorney F. T. McDonald, was one of the most surprised men in the city when he received a special message from Governor Ferris appointing him member of the Newberry State hospital board. Mr. McDonald left last week to attend the first meeting of the board at Newberry. It pays to be a Democrat in this case. Mr. McDonald is well qualified for the office and a better selection could not have been made. Francis reports having an amusing trial in court a short time ago in a murder case, in which the lawyers dwelt mostly on the facts of marriage, paternity and whether there had been any insanity in the families of the men under examination, and when they got around to Pat, who had been patiently waiting for his turn after being asked the first question, he immediately got to his feet and started off with, "My name is Pat Blank and I live on River street and I am 35 years old and I am married and have one child and I have never had any insanity in my family and if I had I wouldn't be fool enough to tell you."

E. S. Taylor, Pickford's booster and popular grocer, has returned from his Eastern trip and announces that he has purchased a large motor truck which he will use in transferring freight from the Soo. While in Chicago Ed, stopped at the Auditorium, which is his usual stopping place. There was a man at the dining room entrance to take care of the hats, who is celebrated for his memory about the ownership of the headgear. This caught Ed's eye and when he left the dining room the man in charge handed Ed his new hat without any preliminary. Ed looked at the man and asked him, "How do you know that is my hat?" "I don't know it, sir," replied the man. "Then why do you give it to me?" insisted Ed. "Because you gave it to me, sir," promptly replied the man without moving a muscle of his face. Ed was satisfied.

Mr. Pelucan has moved his sawmill south of Dafter, where he has a contract of cutting logs for Fagen, Welsh, Armstrong and others. This will help to make the busy burg still busier, as Dafter is coming to the front at a rapid pace and the farmers are busy loading hay in cars and there are few unoccupied moments around the freight shed. Dafter is getting to be one of the principal shipping points and at the present rate will keep Rudyard on the move to keep ahead of her neighboring sister.

Fred Green, the old reliable Pickford grocer, who has been one of the most successful merchants in the business, reports a very satisfactory winter in his line of business. He is contemplating the purchase of a new auto, but is undecided whether it will be a touring car or a combination

truck. He has no room for two autos and it will be largely left to the convincing arguments of the salesman to decide this important question.

William Kirkbride, Pickford's cattle king, has a record of making the most miles in his auto which he is keeping on the road throughout the country almost continually. He paid the Soo a visit last week for a few moments. William came in on a "Safety First" errand to purchase a good revolver for self protection and, after considerable thinking, decided that the best place to keep it would be in the safe, so that if a burglar unexpectedly happened to drop in, all William would have to do would be to walk to the safe, arrange the combination, open the door of the safe, hunt in his vest pocket for the key to the inner compartment, unlock the inner door, pull out the revolver, find some cartridges and then turn on the burglar. Leave it to William.

I. Sandleman, of Pickford, manager of I. Sandleman & Co.'s general store, is busy getting ready for the summer business and states that it will keep him going some to get squared away with last winter's operations and it will possibly be June 1 before he will be in shape for the regular summer business. He is assisted by his brother, Sam, who is also an all around hustler.

Joseph Bayliss, our former popular sheriff and ex-politician, but now engaged by one of the large implement concerns, making Indiana, is in the city on a short visit and shaking hands with his numerous friends. He reports the usual quietness in trade, but he is one of the optimists who can see a bright future ahead this year. He is looking fine and from all appearances the change agrees with him. He likes the vocation of a traveling man and tells of an amusing instance occurring on his return trip here of an Irishman sharing the seat with Joe in the smoker. After the usual greetings Mike's face put on a triumphant smile. "What is the matter with you?" asked Joe, and Mike's countenance beamed satisfaction as he answered, "Shure, I've been riding on this road fer tin years and I've got the best of the company fer once in me life." "How's that?" Joe enquired. "Well, I've just bought meself a return ticket, and," lowering his voice to a whisper, "be jabbers, I ain't coming back."

Dr. I. V. Yale, one of our leading physicians, has purchased a new auto as he could not stand this walking around, although walking was, in his estimation much healthier, as the doctor is a great athlete and believes in physical exercise. Doctor was doing some looking around for a car before deciding upon a new one and the demonstrator of the old car said to Doc, "This car is almost human. Perhaps you have noticed—" "Yes, I have," replied the doctor. "It reminds me of several men I know—been smoking ever since we left the garage, and the last hill we climbed it puffed like a porpoise. Haven't you something that is less human and more generally satisfactory?" This accounts for Doc having a 1915 model.

Dr. Winslow, one of our leading physicians, has purchased a new Overland touring car, having just family enough to fill all the seats comfortably and as he goes by one cannot help but remark that a "thing of beauty is a joy forever." His first call in the new car on one of his patients was somewhat amusing when the patient remarked, "Doctor, how can I ever repay you for your kindness to me?" "Doesn't matter, old man," said Doc, "check, money order or cash."

The Monarch marked was opened for business last week, with Frank Shafer as proprietor and Mike Horton as general manager. They are very much pleased over the business they have done since opening up.

The Anchor mission, under the charge of Mr. and Mrs. Fullton, is being remodeled throughout and after receiving its finishing touches of paint, with the new veranda in front, it will be a credit to the city and a welcome home to the wandering boy from the lakes and country. It is a much-needed institution in this city and will be appreciated by the class who are homeless and strangers in the land. Mr. and Mrs. Fullton have had a large experience in this kind of work and they are the right persons in the right places. The business men are giving them every support and willing hands are at their disposal to encourage them in the good work.

Chambers Bros., of St. Ignace, have taken over the agency for the Standard Oil products, succeeding Thomas Taylor. W. P. Moher, district agent at the Soo, was in St. Ignace last week effecting the change.

The many friends of Guy D. Welton, former proprietor of the once famous Iroquois Hotel, our popular summer resort hotel, which was burned a few years ago, will regret to learn that Mr. Welton's home at Hunt Spur, where he now resides, was burned to the ground last week, while Mr. Welton was away. Mrs. Welton was alone at the time and had retired for the night. She was awakened by the barking of her pet dog and, getting up to investigate, she discovered the house afire and had barely time to make her escape from the house when the roof caved in. The loss is complete, the deplorable part being that many mementoes and keepsakes were destroyed.

Clyde Hecox, the St. Ignace hustling editor of the Enterprise, is certainly some rambler and is an artist of exceptional ability in his line. Thanks for the way you spread the salve last week, Clyde. It certainly was a finished product.

There was certainly a hungry bunch of politicians holding their hat under the plum tree when our city council met last week, dishing out the various offices to the eager applicants and that there was a shake up is putting it mildly. We have everything from an amateur to professionals in the various offices now and the Republicans evidently did not spare many of their Democratic friends, regardless of their ability or faithfulness. It is hoped that the new ones will prove to be worthy of their respective offices and that no mistake has been made.

The hustling town of Engadine is to have another new meat market. Mr. Game, formerly of Beulah, is at Engadine, looking over the ground and purchased the Pangborn property and interests and will build a meat market to be a credit to the hustling village, which can also report another step forward by Heck McDonald running his auto to meet all trains and all who are guests at the Cottage Hotel can have a free ride. The traveling men are all glad to make Engadine now and put in a good word for the hustling little village.

The Lyman Hotel, at Gould City, has again changed hands. The former landlord having moved to Lake Linden. The Lymans themselves will now run the Lyman Hotel, which means that excellent service will be the order of the day.

The little town of Hillman in Montmorency county, was almost wiped out by fire last week, incurring a loss of about \$25,000, which was another case of a cigarette being dropped in the town hall. The same day the village of Brutus, in Emmet county, suffered a similar fate.

Jim Fox, known as Sunshine Jim, being no relation whatever to Sunny Jim, is again in the Soo on his usual order campaign. Jim lost a bet made at the Murray Hill last week with a friend who happened to tip the scales at about 300 who happened to be in the 300 class and, of course,

Jim has been holding the fat man's championship in this territory for some years and was willing to lose the bet to take a chance on his avoirdupois, and after being weighed he felt satisfied to buy the gingerale which he did most cheerfully. Jim claims, however that this was the first bet he lost since starting on the road when he took his wife and two other ladies to lunch on a wager, and as they seated themselves in the lofty oval dining room, Jim's wife whispered to him, "Ask for a menu, Jim." Jim puffed out his chest and chuckled. "One menu only?" he said, "One menu for four? No, I'll do the thing well, now I've started it. Here, waiter, four menus—fresh ones, mind, and see that they're not overdone."

The many friends of Captain Carpenter, of Whitefish, were pleased to meet him on his visit to the city last week. He expects to spend a few days picking up his supplies for the summer season. He is looking the picture of health and is enjoying the sights of the city while a guest at the Murray Hill Hotel.

Only twenty-five saloon licenses have been taken out in Mackinac county, so that the inhabitants will have to fill in some of Lake Superior in case there is an unexpected tourist rush this summer. They are well restricted throughout the resorts, so that Hessel and Cedarville at the Snows will be well taken care of.

William G. Tapert.

Boomlets From Bay City.

Bay City, May 10.—The Bay City Industrial Works, after a period of partial activity, has resumed operations upon a nine hour schedule, the result of having secured orders for several large cranes. A number of these cranes may be shipped to Europe. The plant is at present operating with a force of 300 men and more are being added daily.

The DuPont de Nemours Powder Co., of Wilmington, Delaware, broke ground for its new factory at Grayling last week. Superintendent Clark of the Bay City branch, is supervising arrangements. There will be manufactured at this plant wood alcohol, acetate of lime and charcoal.

E. D. Turgeon, of Bay Council, who was operated on for appendicitis at Mercy hospital a few weeks ago, has so far recovered as to be able to take a trip to Gaylord, where he expects to remain about two weeks.

S. S. Cloggett, formerly manager of the Johannesburg Manufacturing Co.'s store, has moved to Custer, Ohio, where he will engage in the general merchandise business.

The regular meeting of Bay Council was held Saturday night, with a large and enthusiastic attendance. The matter of attending the convention at Lansing was discussed. A special meeting will be held next Saturday afternoon to make final arrangements. E. A. Moag was appointed Chaplain by Senior Counselor J. H. Belknap.

E. Hall, proprietor of the Roscommon Hotel, who several weeks ago was operated on for appendicitis, has fully recovered and is now attending to business. Since purchasing this property, about two years ago, he has enlarged and remodeled it, and with other improvements has made it one of the best hotels north of Bay City.

E. A. Kerr, who is engaged in general trade in Alger, is one of the live wires of Arenac county. "Ted" is popular with all who do business with him, and by strict attention to every detail has built up a large and profitable trade.

President Handy, of the Detroit, Bay City & Western Railroad, says the extension will be completed to Peck and trains in operation by July 1.

W. T. Ballamy.

If a man has a large and expensive family to provide for, he hasn't much time to worry.

Quality Buying

As a retailer, you are interested in delivering to your customers the best goods that you possibly can for the price you are charging, because you know that **GOOD GOODS** make repeat orders, while cheaper goods do not.

Our Company is interested particularly in soliciting your trade for the better class of goods which you want for your regular customers.

If you are not acquainted with our line, we believe it would pay you to come into our house and let us show you the large assortment we have, and the splendid grade of goods we are putting out to our trade. We believe they are the kind of goods you want and that you will realize that it is to our mutual advantage to do business together.

GOOD GOODS make satisfied and lasting customers. We sell **GOOD GOODS**.

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO

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E. A. STOWE, Editor.

May 12, 1915.

CAPTURE THE CAMPERS.

With the coming of really warm weather, people commence to look eagerly forward to camping out, picnicking and excursions. Catering for campers, picnickers and excursionists is an important part of the grocer's business, while the season is on. Hence, he should make a strong appeal for this class of trade.

Now, while the really warm weather has not yet set in, is the proper time to plan for capturing the camping trade. It is worth while to map out, beforehand, a definite series of window displays and advertising; and, if such is deemed necessary, a definite follow-up campaign for this class of business.

How soon should these displays start? That depends largely upon the climate and latitude. It is a safe axiom, however, that the merchant should anticipate and, in fact, awaken the demand, rather than wait until the season is on him before making his initial appeal to the public.

So, to catch the camping trade, the grocer should run at least one display in May, and two each in June, July and August. This programme will reach the earliest cottagers and the latest excursionists of the season.

The average grocery stock is replete with items which will give the camper-out just what he demands: a quickly prepared meal. Foods that require much cooking have no interest for him. As a rule, he is hungry, and he wants what he wants when he wants it, without unnecessary delay. Nor does he enjoy the fire which is necessary to prepare slowly cooked dishes.

Canned goods will naturally suggest themselves. They require little care and attention, they are put up in impervious containers, and they keep well under the most adverse conditions. Particularly for an extended trip, canned foods are preferable to fresh fruits and vegetables.

A staple with campers is the old, reliable pork and beans. No summer larder is complete without it. Concentrated soups are readily prepared; they give variety to the menu; they can be served quickly and in a wide range of flavors, and add little to the weight of the camping outfit. Al-

though the camper will usually prefer fresh milk if he can get it handily, condensed and evaporated milk are lines worth pushing, and should always be displayed prominently. They have been found invaluable by prospectors, forest rangers, and cottagers in distant places.

Then, too, there is a wide range of canned fruits, vegetables, meats and fish from which the intending camper or cottager can make his selection. In vegetables, tomatoes, corn, beans, peas and string beans are available, while a demand can be stimulated for the higher priced imported delicacies. Jams, marmalade, and canned and preserved fruits provide dessert; for the piece de resistance there are salmon, kippered herring, lobsters, mackerel, canned chicken, veal loaf, tongue, and a host of other preparations. Pickles, sauces, olives, catsups, bacon, cooked ham, macaroni, sodas (particularly in tins) fancy biscuits and the like, will all be welcome in the backwoods. Then, too, a supply of coffee, tea and chocolate should be taken along; while soft drinks are worth pushing in this connection. The men in the camping party will appreciate smoking materials—and don't forget to suggest an adequate supply of matches.

With so wide a range of edibles to select from, the merchant's problem in putting together his display will be, not what to put in, but what to leave out. Right here a good suggestion is in order. Whatever else you put in or leave out, be sure to put into your display the spirit of out-of-doors.

It isn't enough to put the goods in the windows, ranged in neat array, and labeled: "Camping goods." Add to your display something that will make the passer-by think of the backwoods. Put in the background, say, a miniature tent, set up, backed by sprigs of pine or cedar or tamarac, and with a camp kettle and a pile of fagots under it occupying the foreground. And, at night, a big piece of red tissue and an incandescent light will give all the effect of a campfire. These little incidentals make the display three or four times more "pulling" than it would otherwise be and pay generously for the space you give them.

What applies to doing business with the camper-out and the cottager, who go away for the summer, applies for the picnicker and the excursionist whose outing is only for the day. The grocer will not sell as much, but he will find the picnic and excursion business worth his while.

In getting this class of business, nothing helps so much as service. The merchant should put his intelligence, his knowledge of food stuffs, at the service of his customer.

Thus, one merchant makes a practice (with the aid of a very sensible wife) of getting up suggested "picnic menus." He has a variety of these typewritten, and keeps them handy to show to intending picnickers. He can tell any hurried, flustered housewife just how much to take for a family of three, four, five or six; just what will be good for children and

what will not; and he makes a practice of introducing to his patrons goods which, in all probability, they have never heard of before, but of which they often become regular buyers afterward. The housewife who has got into a rut in the matter of preparing a picnic luncheon, who seems always to think of only the same old things to eat, finds in her merchant an invaluable assistant, who can at a moment's notice provide her with a menu entirely different from anything she has had before. It is merely a matter of knowledge of the goods, plus ingenuity, plus tactful suggestion; but it gives this one merchant a decided advantage of his competitors in dealing with the picnic trade.

Similarly, suggestion will be helpful in securing business from the cottagers and campers. Naturally, a man who is going on a long outing prefers to buy from a merchant who can give him genuine help in selecting what he should take and whose motive is to help rather than to load him up with goods regardless of his peculiar needs. Often it will be worth while to go after the campers' trade personally or by letter; to compile a list of people who go camping in the summer; to interview them personally and to offer your assistance in preparing the commissariat.

THE RETAILERS' CONVENTION

The eighteenth annual convention of the Retail Grocers' of the United States, which is now in session, at San Francisco, found the Association in an unusually flourishing condition. True it will not show so large a balance in the treasury as last year, but its reports will show that an effort has been made to do something with the money spent—and that's what it was earned for.

Few presidents have displayed so marked a personality as Frank Connolly. He may have had his faults, but he has displayed a degree of firmness and independence that has done much to preserve the dignity of the Association. He has stood his ground on many issues where predecessors feared to be firm, even to the extent of refusing advertising in the convention programme from concerns which he regarded as practicing policies inconsistent with the tenets of the Association. Even in raising the local entertainment fund he has done the unheard of thing of refusing to accept donations from manufacturers and every cent came either from the local Association treasury or the legitimate enterprises of the convention.

Mr. Connolly will undoubtedly be re-elected. Unfortunately—and this is not carelessly said—John A. Green will probably not accept re-election. For eight years he has managed the secretaryship successfully, always with personal dignity and that sometimes in the face of baffling obstacles. As a preacher of the retail grocers' gospel and an advocate of co-operation and square dealing he has steadily advanced in influence among manufacturers and jobbers and has become a landmark around which

the retailers' interests revolved without getting far astray. If he would consent to remain in office he would be re-elected.

That was a clever stunt of President Connolly to put the two chief rivals for Mr. Green's shoes in a joint debate on the vital question of whether or not the Association has been a success. As a vehicle for displaying the relative personal capacity of the two aspirants—showing them up to the delegates—it has great possibilities, while the merits of their argument will go far to indicate their relative breadth of grasp as to what an association should be and how it could be made such. With Tom Sullivan on the side lines, however, it may be that both will be "lost in the shuffle."

CLEANING UP KANSAS CITY.

In a whirlwind survey of every grocery store in Kansas City, carried on by a special committee of the Consumers' League, the women were surprised at some of the results, being contrary to what they had expected. No housewife wants chickens wandering around in the basement of the grocery store that sells her food. Nor does she care for open sewer drains in the grocery basement, stopped up refrigerator drains and grocery toilets without outside ventilation. Yet all of that was found. The committee already has received reports of 618 stores.

The survey was the special contribution of the Consumers' League to a local cleaning up campaign. The survey was not made with a view to making a white list. It had a more active end in view, the purpose of making every food merchant in the city observe the rules of sanitation. The committee had slips printed for each member, with blank spaces for details concerning refrigerators, drains, toilets, basements and general sanitation.

WHO SAID RAISIN DAY?

There was a "Raisin Day" a few days ago—April 30. Did anyone in this region know it? Or did anyone eat any more raisins because of the appointed day? On the contrary, the local trade says that the demand was rather lighter than usual, and although systematic investigation for new ways to use raisins has done something to promote wider demand—and there is plenty of room for more of such intelligent promotion—any given day or week has done little, save to amuse the public at large, and perhaps overload the unwary grocer, who is easy for schemes and rather short on his knowledge of human nature.

The frequent use of manufacturers' cuts in your advertising space will give you good illustrations at no expense. These are better than meaningless or comic cuts.

Columbus was probably looking for a place where hay fever was unknown when he discovered America.

What is bred in the bone shows up in the soup.

ADD AN EXTRA PROFIT

By Carefully Saving What Many Merchants Waste.

There's a good net profit for the grocer in the value of the box, bag or barrel in which his goods come packed.

The trouble is to get the value out.

Some grocers don't try; they use the boxes for kindling, and give the bags away.

But there are other grocers who always figure that they can sell their boxes, barrels and containers for enough to add from 3 to 5 per cent. to their net profits.

And at the present margins in the grocery business, that is a percentage worth saving.

The thing is to study the container problem, and find a market for your boxes and barrels and tinfoil and bags which is not already glutted.

Look around your own town and neighboring towns, carefully, and see if you can find some places where you can regularly and profitably unload. It may be a farmer who wants boxes for his sweet potatoes or his seed corn; it may be a commission man, or a creamery or a cannery or some other small factory.

Sometimes it may be necessary for the merchant to rent a good sized shed or barn in which to store boxes in order to collect a carload for shipment to some neighboring town where a factory is located which can use them.

The thing to find is a market of your own for the things which the ordinary store wastes—and then your extra profit is assured.

Pays to Save the Pennies.

"Give me the right sort of a market for the boxes, bags, barrels, crates tinfoil, etc. in which the goods which I sell come packed, and I won't need much of any more net profit."

This is what Harry Whittelsey says.

Mr. Whittelsey is one of the owners of the Owl stores in Topeka, a local chain which does upwards of \$250,000 business in groceries each year.

Naturally Mr. Whittelsey has a lot of boxes, bags, etc., to get rid of.

Since the policy of the Owl store merchandising is to sell all lines of groceries at a narrow margin, and to cut down the operating expense to the lowest possible notch, it becomes vastly important to him to watch the pennies.

"Every grocer," says Mr. Whittelsey "could make more money by watching more carefully to prevent waste.

"Of course it amounts to more where the volume of business is large, in a string of stores like our Owl stores but it is none the less important for the small store.

Boxes Cost Money.

"You take the matter of boxes. The average merchant does not realize what he is paying for boxes. The actual cost to the food manufacturer of such boxes as are used in sending out canned goods, package goods, etc., is from 15 to 30 cents. To make a

box $2\frac{1}{2}$ feet long, $2\frac{3}{4}$ feet wide and a foot deep costs about 30 cents. Such boxes are of cheap construction, but rather better than the average. I presume the average grocer is glad to sell them at 5 cents each and sometimes when he gets a little overstock, he will sell a big pile of them for a dollar, to be used as kindling.

"We accumulate a great many canned goods boxes, which are smaller in size than find a ready sale for packing goods. We finally made an arrangement with a canning factory to save all our boxes for that factory and they paid us 10 cents apiece for them. This meant about 7 cents net. The canners saved 4 or 5 cents on each box. It was money in our pockets, too, for it simply meant an addition of $3\frac{1}{2}$ cents a dozen profit on all our canned goods. In a business like ours a clean pick up of $3\frac{1}{2}$ cents a dozen is not to be despised.

"The thing is that so many merchants ignore these opportunities for an extra profit; they waste what might be a source of good income. It is necessary to hunt around, sometimes, to find a market for this waste, but it is generally to be found.

Bags Are Same as Cash.

"I know there are some grocers who, when they sell a bushel of potatoes, throw in the bag. We don't at the Owl stores. We save all our bags. If we have a bushel of potatoes to deliver, they go out in our bag, but the driver is instructed to empty them into some sort of a container at the customer's home, and bring back the bag. These bags are all carefully piled up. We make no special effort to sell them, but the commission houses and potato raisers know that we always have a bunch on hand which can be purchased. Recently the market on burlap has been very high, as a result of the war, and we have sold bags at $4\frac{1}{2}$ cents. We had thousands of them on hand to sell. We have made a nice profit on our bags this year.

"The inside sugar bags, which are of cotton, we sell readily at 40 cents a dozen. They go to hotels, restaurants and into private families. They are used for dishcloths, linings, and many other things for which a good stout cloth is desirable.

"Bags in which we buy beans are carefully saved, and are readily sold to farmers, who use them for alfalfa, seeds, etc. If we get an over supply of such bags, all we have to do is to put a little advertisement in the paper, offering them to the farmers at a dollar a dozen, and we clean them out in a hurry.

Barrels, Too, Are Valuable.

"We never destroy or give away a good barrel. Good barrels are worth from 15 to 25 cents—I mean the ordinary sugar, oatmeal or cracker barrel. Smaller barrels such as are used for bulk salt, cranberries, etc., do not bring over 15 cents. We always count on quite a little revenue from our barrel sales.

Tinfoil.

"A great deal of tinfoil and lead foil is sure to accumulate around a grocery. Large packages of tea come packed in lead foil. Of course, we

save all that stuff—most grocers do. And they generally sell it at about 20 cents a pound. We found that by sending the stuff to St. Louis we could get 29 cents a pound. So that's where we send all our tinfoil and lead foil now. We advise merchants to enquire around some and see whether they can't find somebody who will pay a better price for these side products of the grocery than the firm with which they are in the habit of dealing.

Returnable Containers.

"Some of these days I expect a returnable container will be used by a great many manufacturers. We will perhaps get our canned goods in collapsible steel crates, and more delicate goods, like breakfast foods, in sheet iron boxes which can be closely nested, and shipped back to the manufacturer. The freight on such shipments should be very low and there should be no trouble about getting them returned by simply giving a cash rebate for them, as is now done with beer cases, etc. The railroads and express companies make such well with many other kinds of con- low rates on returned empties, such as milk cans, beer cases, etc., that it is almost nominal. I can't see why the same plan would not work just as tainers, and save a tremendous lot of money now being wasted in lumber and labor of boxmaking. Grocers and food manufacturers are likely to find more and more, as time goes on, that economies of this kind are necessary to success. They are the easiest profits there are to be had in the grocery business."—Merchants' Journal.

A Fort Wayne man is calling his brother hard names, all because the latter lent a helping hand. The brother was standing in front of the Fort Wayne man's cigar store, when two other men came down the stairs with a safe and asked for assistance. The brother took off his coat and helped the two put the safe on to a truck, when they drove away and the brother rested, feeling at peace with the world because he had performed what seemed to him to be a kind deed. In fact he felt so good he enquired why the safe was sent away, whereupon the cigar store proprietor gasped and threw up his hands, then rushed to look at the safe, which had disappeared, along with \$990 in money and \$890 in checks which were in the safe. Just imagine how the brother felt when he realized that he had helped thieves carry off his relative's safe.

When the directors of the United States Steel Corporation voted at their quarterly meeting in January to pass the dividend on the common stock, they met with a storm of protests from the stockholders, who argued that a dividend should be declared even if the corporation had to reduce wages to obtain the money. The directors took the view that the great army of employes needed the wages more than the stockholders needed the dividends, and they were right. Business is looking up in the steel industry, although Judge Gary intimates that it may yet be necessary to cut wages. Recently the Pennsylvania

Railroad went into the market to spend \$20,000,000 on equipment, and this will help the steel trade. It is to be hoped that no wages will be cut and that the stockholders will get their next quarterly dividend.

Fears were expressed around the cabinet table in Washington a while ago that the Government receipts necessitated additional taxes, and so they were arranged. It was confidently expected that the income tax, for example, would show a falling off and that something must be done to provide for the deficiency. Now the reports are in, and instead of coming up to the original estimate of \$80,000,000 it is certain that the sum received will exceed this by several millions. This would indicate either that business is improving or else that the people are more honest in making their return and have confessed to larger incomes than they did a year ago. The reason matters less in the long run than the fact that the funds will be forthcoming, and perhaps pave the way for the reduction of some other tax.

Women of Japan have won a victory because one member of their sex has been awarded \$10,000 by the highest court in the country in a breach of promise suit, the first to be adjudicated in Japan. The award is considered a long step forward in the recognition of the rights of women, and that is why the real victor is not only the one woman who won the suit, but every woman in Japan considers that she has cause for joy. In the olden times and in the olden way, the rejected lady would take her rejection meekly and say nothing. The modern young woman took her case to one court and was turned down. Then she went to another and lost, but she carried her case to the highest tribunal and won what is regarded as a small fortune in Japan.

A Chicago woman is seeking to have her alimony "pittance" of \$300 a month increased to \$500, or to be given a lump sum settlement. She says she would prefer a death sentence to life on \$300 a month. Her car is all worn out and she can't use it nor sell it. The poor woman is to be pitied for her poverty. She has to live in a cheap flat at \$70 a month, can allow only \$40 for maids, and only \$50 to \$80 a month for groceries. A recital of her woes ought to reduce any jury to tears.

The coffin makers' union of New York City has decided to postpone its general strike on account of the low death rate of the city. If people persist in living the strike will be further postponed. The coffin makers say they are not anxious for people to die, but they propose to strike when there is a long period of hot weather and there are many deaths from heat. Evidently they haven't heard the prophecy that we are going to have a cold summer.

Don't insist on doing anything the good old way you always have done it unless no better way has been discovered.



Lessons Drawn From Observation of Store Windows.

Written for the Tradesman.

It is worse than useless to make statements that no one will believe. If made verbally they are a waste of time and breath. If made by printer's ink or by a sign or by any other form of printing, an unbelievable assertion is a waste of money. And in either case there is a far greater loss in not making, in place of the affirmation that no one can credit, some other telling assertion that would arouse interest and inspire confidence.

Recently I saw occupying a very prominent position in a store window, a show card that was a noticeable example of an incredible statement. It was a handsome, well-executed card, one on which the card writer had done his full duty. The trouble was with the copy furnished him, presumably prepared by the manager or the window trimmer of the store. The card read: Our Policy—\$20 Value, \$15; \$25, \$27.50 and \$30 Values, \$20.

To begin with, this little rigmarole is the stalest sort of a chestnut. The effort to make people believe this kind of nonsense has been made too many, many times to attract any attention except a little well-deserved contempt and derision. Every one sees the fallacy in it at once. No merchant can as a usual and everyday thing give \$20 values for \$15. If he could they wouldn't be \$20 values. The public is shrewd enough to know that an item that is sold right along at \$15 can not greatly exceed that amount in actual worth. It was a sorry waste of valuable advertising opportunity to use conspicuous window space for an effort that could only serve to "put the store in bad" with possible customers.

The mistake lay in announcing as a settled and steady policy what could be possible and probable only as an unusual and extraordinary occurrence. Genuine \$20 values for \$15 or even much less than \$15 are not unknown. But the public is too wise to believe that any store is doing business continuously on such a basis.

Any real bargain should be put forth as such. The announcement of a very remarkable offering does not necessarily arouse suspicion. Indeed many people are always on the lookout for just such, and ready to investigate and believe whenever a dealer is able to deliver the goods. But all such offerings should be advertised as specials.

In a window of another store was

a display of wool dress goods of different kinds and colors, and a card "Special on Thursday. Values 85 cents to \$1.25, 59 cents." This was well calculated to cause, not suspicion and doubt, but belief. The gracefully draped goods were handsome in shade and texture, and would be sure to arouse the feeling that here was something worth one's while to consider.

Window space is the most valuable space in a store. Nothing else can take the place of good windows shrewdly and skillfully utilized. And window dressing costs money. For these reasons it should be the aim to make every window display 100 per cent. efficient in getting business.

Efficacy of the Price Ticket.

Here is an attractive display of stylish waists on forms. The card reads, "Wash Silk Waists, Reasonably Priced." A few doors further on is another display of very similar waists plainly priced at \$1.98 each. Which is the better and stronger advertising? It is a mooted question whether to price all window displays—a question on which merchants never are entirely agreed. Some hold to the idea that if the price is not given then every person who really is interested in that article will step inside, and thus some salesperson will have the opportunity to add the power of oral and personal persuasion to the attractions of the goods themselves, and so a sale will ensue. This doubtless sometimes works out according to programme. But when you consider that as a rule at least fifty and often a greater number will note a price and make a mental size-up of the value offered, to one who will go inside the store to make enquiries and examine the article if the price is not given, you see the opportunity that is being lost when display goods are not plainly priced. The price ticket talks to dozens of people to the salesperson's one.

Such a statement as "Reasonably Priced" is too general and indefinite to bring results. It certainly never would convey the impression that the prices were especially low. If merchants could only realize how much most women prefer reading the price of an article to having to ask what it costs, they would not lessen the advertising power of a single display by omitting the price tickets.

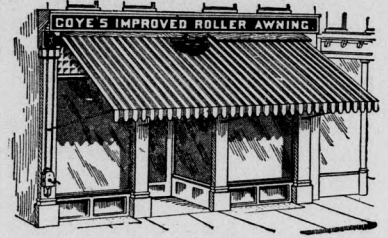
It is only in the most exclusive shops, those that cater to the wealthiest and most fashionable large-city trade, that the price ticket can be considered in the least prejudicial to patronage. There is some question whether, even in such places, it would

be the offense that custom has made most dealers believe it would. Certain it is that the liking for plain marking of prices is not confined to the poor. Many women in comfortable or even affluent circumstances show as great a preference for it as do those who have to count the pennies.

Utility Goods in the Window.

Last I noted a very attractive window containing ready-made gingham dresses for children, ages 6 to 12 years. There were blues, browns, pinks and grays, in pretty plaids and stripes. Some had white guimpes, others white collars and cuffs, still others showed some plain material combined with plaid or striped. They were of good style and well made. The prices ran from \$1.50 to \$2—not

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.

When It Rains Always think of



A complete stock of attractive styles
IN STOCK

WRITE FOR SWATCHES

The Michigan
People

Grand Rapids Shoe & Rubber Co.

Grand
Rapids



We Are Prepared For

The Rainy Season

With a
Full Line of

Men's Rain Coats from \$2.50 to \$7.50 each
Ladies' Rain Coats, Tan and Navy, at \$3.75 each
Children's Rain Capes at \$13.50 and \$21.00 dozen
Colors Gray, Red and Blue

Girls' Rainy Day School Outfit—Black and white check Coat and Hat, dark blue school bag, 1 outfit in box, ages 6, 8, 10, 12, 14, 16, \$3.00 each.

MAIL ORDERS PROMPTLY FILLED

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

great bargains but still excellent values. It was a display calculated to interest any busy mother with young daughters needing everyday dresses for school and home wear.

Such a window as this serves to remind that useful, practical articles should be given a prominent showing, as well as the elegant and expensive things. On the general principle of putting the best foot foremost and desiring to make the store front as handsome as possible, the nifty, high-priced articles are sure to get into the windows. Give room to utility displays as well. The articles that are for service rather than for show make up a large percentage of the whole amount of goods sold. See that you have good values in such and then give them a chance to sell.

Fabrix.

Sixty-Seven Merchants Petition for Relief.

Marquette, May 10.—Mayor Begole as head of the department of public affairs, and City Attorney Geo. P. Brown, have under consideration an ordinance designed to regulate by a license system all business done in this city by non-resident hawkers, peddlers, or firms, which has been submitted to the city commission by the merchant's committee of the Marquette Commercial Club. With the ordinance was a petition signed by sixty-seven retail merchants of the city favoring its adoption.

In submitting the ordinance to the commission, A. E. Archambeau, C. A. Hager, and A. H. Heyer, members of the merchants' committee said that it is not the intention of the merchants to prohibit hawkers and peddlers or outside firms from doing business in Marquette but that they believe it unfair to allow outsiders to come here and do thousands of dollars' worth of business every year without any form of taxation.

"The merchants in this city pay 10 per cent. of the taxes," said C. A. Hager. "They have to pay taxes for the privilege of doing business here, while hawkers, peddlers, or any outside business house can come here and do business year after year without paying one cent of taxes or without being licensed. The merchants contend that this condition is unfair to them."

Mr. Hager cited several examples of out-of-town firms who have had large numbers of regular customers in Marquette, whose trade amounts to thousands of dollars yearly. Mr. Archambeau, and Mr. Meyer also addressed the commission and explained the purpose of the ordinance.

The proposed ordinance was drafted by Attorney E. A. McDonald, and is modeled largely after a similar ordinance which has been in force for some time in Alma, Mich. It provides for a daily license for peddlers, hawkers, and outside firms who are residents of Michigan, and who sell at retail "anything whatsoever" in Marquette.

Mayor Begole was doubtful as to the constitutionality of the ordinance, thinking that it would prohibit the sale of life insurance, bonds, or timber lands by out-of-town firms, but Mr. McDonald explained that the ordinance would not affect firms unless agents made a house-to-house canvass, and said further that the constitutionality of ordinances similar to this has been upheld by the United States Court in several instances.

It is all right to follow the "Fight it out on this line if it takes all summer" policy unless there is some other line you can adopt that will prove easier going.

Use of Borax in Exterminating Flies.

New York, May 10.—I was interested in reading in a recent issue of the Michigan Tradesman an article with the caption "War Against the Fly." If other publications would publish matter on this dirty, filthy, disease-carrying insect, and the public would follow instructions, what a blessing it would be to mankind and other animals when this pest is annihilated.

I note you say that stable refuse and garbage ought to be thoroughly saturated with chloride of lime or crude petroleum, which will effectively prevent the eggs from incubating. Now, in recommending any substance to prevent the propagation of flies, there should be taken into consideration the effect on the substance when used, as manure, or on garbage where it is used to feed hogs or other animals.

In reference to the destruction of fly larvae, the Department of Agriculture in Bulletin No. 118, "Experiments in the Destruction of Fly Larvae in Horse Manure," says in part: "By far the most effective, economical and practical of the substances is borax in the commercial form in which it is available throughout the country."

"Borax increases the water-soluble nitrogen and alkalinity of manure and, apparently, does not injure the bacterial flora."

"Apply .62 pound borax to every ten cubic feet (eight bus.) of manure immediately on its removal from the barn. Apply borax particularly around the outer edges of the pile with a flour sifter or any fine sieve, and sprinkle two or three gallons of water over the borax-treated manure."

"The reason for applying the borax to the fresh manure immediately after its removal from the stable, is that the flies lay their eggs on the fresh manure, and borax, when it comes in contact with the eggs, prevents their hatching. As the maggots congregate at the outer edges of the pile, most of the borax should be applied there. The treatment should be repeated with each addition of fresh manure but, when the manure is kept in closed boxes, less frequent applications will be sufficient."

"Borax may also be applied to floors and crevices in barns, stables, markets, etc. as well as to street sweepings and garbage. Water should be added as in the treatment of horse manure. After estimating the proper amount of borax a measure may be used which will hold the proper amount, thus avoiding subsequent weighings."

The Government arrived at the above conclusions after experimenting with fifteen other chemicals. The .62 pound borax to every ten cubic feet would mean about one ounce of borax to a cubic foot.

The New York Board of Health is demonstrating to farmers, butchers, etc., how to apply the borax. It seems to me as though it is up to the Boards of Health to prevent the propagation of the fly, as it is a well-known fact that flies carry all kinds of contagious disease germs on their hairy legs.

H. L. Harris.

Reasonable.

There is a certain middle-aged and old-fashioned business man who is a little doubtful whether he, or the other, carried off the honors of war in an interview given to a smart young man.

The smart young man was applying for a berth.

"Let me see," said the merchant, "you've called on me before, but not on your present errand. The first time you represented Up-to-Date Limited and offered to put our concern on modern lines. Then you

came on behalf of Systems and Files, and said you were business doctors. And after that you came as the publicity expert of the Newest in Advertisements Company?"

"That is so, sir."

"And are all these—er—companies dead?"

The young man reluctantly admitted that they were.

"Yet, after coming here three times to offer to teach us our business, when your concerns go down you coolly solicit a berth in this poor, effete old firm. Why, what use are you to us? Look at your record!"

The optimist countered that easily.

"You never know, sir. I might be very useful. Look what a splendid experience I've had in winding up companies."

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.

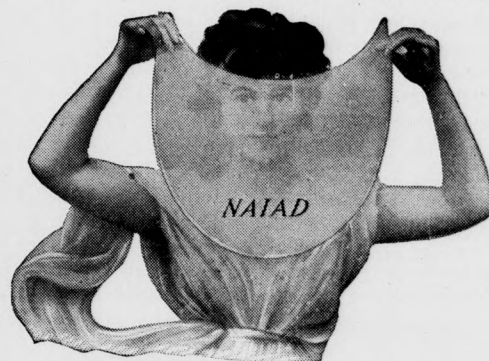
OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

TO REACH YOUR PATRONS AND FRIENDS
USE A MICHIGAN STATE TELEPHONE

"The Crowning Attribute of Lovely Woman is Cleanliness"



NAIAD Dress Shields

add the final assurance of cleanliness.

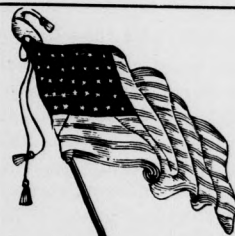
FREE FROM RUBBER

Can be quickly sterilized in boiling water. All styles and sizes to fit every requirement.

Regular, Full Dress, Shirtwaists are made in flesh color. Guarantee with every pair.

Naiad Waterproof Sheeting for the nursery and hospital

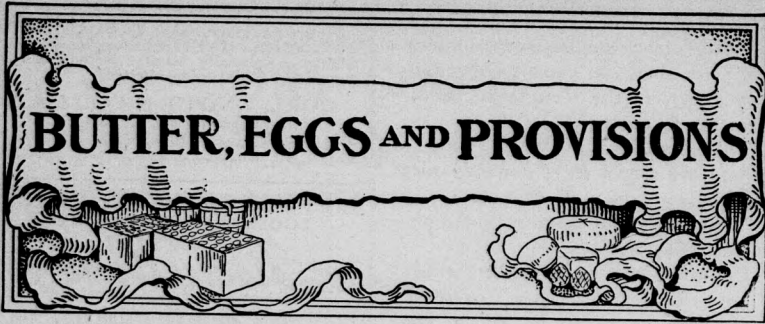
The C. E. CONOVER CO, Mfrs.
101 Franklin St. New York



**Will Soon Be Here
Memorial Day is Coming Soon**

How is your stock of decorations? We carry a complete line and can supply you promptly. Wool Bunting Flags, Cotton Bunting Flags, Flags on Sticks, and Red, White and Blue Bunting by the yard. Write for prices.

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



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, Williamston; C. J. Chandler, Detroit.

"Swat the Rooster."

T. E. Quisenberry, of the Missouri poultry experiment station, sends in the following:

"Swat the Rooster" on May 15. The summer season is coming on and with it the question of the quality of summer eggs. All agree that the 'Swat the Rooster' campaigns conducted in Missouri have done more than any other one thing to improve the quality of summer eggs. 'Swat the Rooster' and sell infertile eggs is the right thing to do. The producer gets more for his eggs, the dealer can afford to handle them with less per cent. profit, and the consumer will have better eggs, which will increase the demand.

"All great campaigns to benefit humanity have some negative results because of some people taking advantage of the situation for selfish motives. One of the undesirable effects is that both producer and dealer think because an egg is infertile it will keep indefinitely under all conditions, and, therefore, treat it that way. The infertile egg should be handled just as carefully and marketed just as often as the fertile egg. Then the consumer gets better eggs.

"Infertile eggs from incubators should never be placed on the market but boiled and fed to the baby chicks. It's the cheapest and best feed you can give them for the first week. Valuable males which have proven themselves to be good breeders should be placed in a pen with eight or ten females and kept for next year's breeding. Flocks of hens without males lay more and better eggs, are quieter and easier to handle, and eat less feed. Therefore, kill, sell, or pen all male birds on May 15.

"At the time the males are marketed is a very good time to market the over-fat hens. They will not be profitable layers during the summer, and the young stock will have more room."

Storage Sense.

It is a great relief to find a few pages of common sense in the vast volume of nonsense about cold storage of foods. The commission which has been investigating the subject in Pennsylvania filed its report last week. It finds that there is no conspiracy among storage men for the

purpose of advancing the price of foods; that storage may be used by any one to preserve foods in large or small quantities; that the fixing of arbitrary time limits on the period of storage is less important to consumers than the condition of the products when they go into and out of the coolers; that branding stored foods does not accomplish its purpose—whatever that may be; and that storage laws should be uniform in the interest of trade. There is nothing new in these findings to any one who really knows anything about the subject. They merely corroborate the statement made by sensible and honorable business men during all the agitation which provoked half-baked legislation on storage. The thick-skulled agitators and feather-headed club women who now clamor for the retention of such laws should read this report and learn something about cold storage, if they are capable of understanding a plain statement of facts. It is time to quit cussing this great boon to producers and consumers, time to stop legislating against it, time to go to using it.—National Stockman and Farmer.

Storing Eggs After Apples.

It is very common to store apples in egg rooms and practically all of the cold storage houses throughout the country do this where there is demand for apple storage space during the fall and winter. If the rooms in which apples have been stored are pretty well ventilated or aired out and purified by carefully whitewashing the ceiling, side walls and floor, there is very little danger of damage to the eggs when stored following the apples. It is possible that if the apples become badly damaged from rotting and the juice saturated the floor that it might lead to damage to the eggs, but we have really never heard of such a case. The odor from apples is not a penetrating one nor a lingering one like that from citrus fruits and therefore apples are not likely to damage eggs if stored in egg rooms as suggested, but we really would not think of storing eggs in a room which had had apples in it throughout the season without first whitewashing.

While shellac may be used for meat rooms where it is desired to wash down the walls for cleaning purposes we do not recommend it for egg rooms. There is really nothing better, (nor as good so far as we know) than plain ordinary whitewash made after an approved formula and containing a certain percentage of salt and cement.

How to Secure Prosperity.

I urge the prosperity of the average men. To secure that prosperity I urge the imperative National necessity of taking business out of an atmosphere of attack into the old-fashioned go-ahead atmosphere of business initiative and American enterprise. I urge relief from the fads, fancies, and isms which have filled our streets with unemployment, and put away the dinner pail of the workman empty upon the shelf in the impoverished home. I urge the res-

toration of confidence in the fact that American men of business are the peers of any in the world. I urge that the American workingman cannot be prosperous unless the American men of business prosper. I urge that prosperity can come to us only with the full dinner pail. Finally, I urge that the public interest in transportation is that it shall be prosperous in order that it may be a successful and energetic aid to all the business it is designed to serve.

William Sproule.

The Vinkemulder Company

Jobbers and Shippers of
Everything in

Fruits and Produce

Grand Rapids, Mich.

We are sellers and buyers

CLOVER, TIMOTHY SEED, MEDIUM

Mammoth, Alsike, Alfalfa, Red Top, Orchard Grass

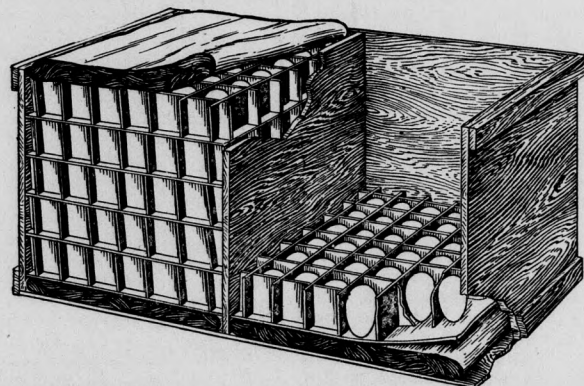
All kinds Field Seeds and Beans. Call or write

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.

Say It Won't Work.

Here's what some tradesmen, who are not at all alarmed about the middleman being eliminated, say about the probable workings of the parcel post:

Sol Westerfield, chairman of the trade relations committee of the National Retail Grocers' Association, said the "farm to flat" plan of the present Washington administration would be a cause for alarm on the part of city merchants if the plan would work. He insisted that it will not work, and he based that statement on reports received by grocers and retailers in Chicago and other parts of the country.

"Goods sent that way," he said, "are easily spoiled in the hot mail cars, and then there is the inefficient packing of the farmers to consider. The condition of the goods when received by the city consumer has disgusted the purchaser and he has not repeated the experiment after the first trial.

"The farmer desires to serve city dwellers, but he also wants all the profits of the retailers. The city consumer wants the goods he buys from the farmer at a price minus the middleman's profits, and when he does not get it at that price he feels that he has been 'held up.' These factors alone will defeat the plan."

"The farm to flat scheme has been tried, but the public is not patronizing it," said Thomas F. Deuther, Secretary of the Northwest Side Commercial Association. "People buy on what I call the emergency basis. That is, they buy food when they need it—for each meal, and maybe lay in a stock on Saturday night or on pay day. Some people have got goods from the farm and in the end it was not cheaper than they could have bought them for at the retail store in the city. If people want to reduce the cost of living they should buy things in bulk, and not the advertised package goods. It is the advertising, the labels, and fancy packages that cost money."

"We have never thought the farmer would make much of a success as a retailer because he can't make collections," said Frank P. Collyer, Secretary of the Chicago Butter and Egg Board. "The consumer is mighty slow pay, you know, and the farmer wants his money at once. Then, too, the parcel post is slow, much slower than express, and it does not provide refrigeration. The butter would be melted and the eggs broken, and the consumer probably would receive the farmer's worst eggs, the best being reserved for the wholesalers."

Do Iced Cars Prevent Freezing?

When the weather grows suddenly cold, as sometimes is the case, there is often a great deal of perishable fruit yet to market. Then the danger of freezing faces the shipper and it is almost as bad as the danger from excessive heat in summer.

Some shippers then say "we will ice our cars and prevent freezing," while others disagree with that theory, saying it is unreasonable, and many a hot old argument has ensued.

Does the icing of a refrigerator car prevent the freezing of fruit in cold weather? Yes, it does to a certain extent, but not to a very great extent.

Water freezes at 32 deg. F. Fruit freezes between 28 and 29 deg. F. If we have five tons or 10,000 pounds of ice in a car with a load of fruit it is necessary to lower the temperature of the five tons of ice from 32 deg to 28 deg. before the fruit will commence to freeze.

If we were to put in an added amount of fruit equal to the weight of ice we would have a much better prevention of fruit freezing than as if we used the ice because it only requires about five-eighths as much "cold" to lower the temperature of a pound of ice as it does to lower the temperature of a pound of fruit one degree each. Therefore if we were to put but 6,300 pounds or 42 bbls. additional in our carload of fruit it would be just as good a prevention against freezing as five tons of ice and save the icing charges. It is possible to get this much additional load in a car if apples are packed in boxes.

Putting five inches of straw, sawdust or shavings in the bottom of the car and lining all the sides, doors and vents with two layers of good building paper, paying especial attention to the calking of all cracks about the doors, is as good a prevention as can be taken, other than to heat. —Edwin Smith in Fruit Grower and Farmer.

What Bad Eyes May Mean to a Nation.

Many people think but little of the consequences of bad eyes, unless blindness, or very sore eyes are threatened or present. Such conditions are terrible, but they do not threaten the people or state as much as other eye diseases that are not apparently pitiable.

People who are blind or whose eyes are hopelessly diseased are usually taken care of in institutions and do not become a menace to the public. But school children whose eyes look all right, but who have certain diseases or defects that render study and education a hardship, may become a danger to other people. A school child, born with an undetected cataract, or very near-sighted, so that he cannot see the blackboard, soon falls behind his class and becomes discouraged with his school-life. A child with far-sight, or astigmatism, or some muscular defect of the eyes, by which, when he studies his eyes pain and he suffers from headache will contract a dislike for books, study and education, and will perhaps be punished or kept after school for something for which he is really not to blame. Such children, their educational progress embarrassed or almost stopped by reason of uncorrected physical defects, soon acquire a loathing for education and all that education represents, and, the seeds of idleness and irresponsibility being sown, may develop into criminals and dependents. No flight of fancy is required to transform such children into the non-supporting "ne'er do well," the wandering and menac-

ing tramp, or the idle pleasure-seeking and misery-finding prostitute. Bad eyes that hinder education mean a distaste for school. Idleness, truancy, bad associates and habits, drinking, gambling, stealing, murder, prison and the gallows may follow. This is no fancy picture. It can be proved by observation and statistics. Visit the criminal courts, the reformatories the jails and prisons, and how often do you find lawbreakers from the ranks of the educated. Some, it is true, are natural criminals, the offspring of criminal parents, but even here there must have been a beginning, proceeding some generations back, perhaps from some ancestor who was deprived of proper training, education, possibly by bad eyes. The great mass of criminals, however, are not born offenders, but become so through associations and lack of a cultivating and ennobling education, which is, of course, practically impossible if bad eyes or other defects prevent a suitable education. Education is one of the greatest barriers to crime and poverty. It is therefore essential that our children, the coming generation, should be well educated, and that bad eyes, or any other physical or mental defects, should be detected and corrected, in order that the acquirements of an education may become as easy and agreeable as possible.

Special sales are successful just about in proportion as the selling force of the store takes an active interest in their success.

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co. Burlington, Vt.

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

HART BRAND CANNED GOODS
Packed by
W. R. Roach & Co., Hart, Mich.
Michigan People Want Michigan Products

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.

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

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



Rea & Witzig
PRODUCE COMMISSION MERCHANTS
104-106 West Market St.
Buffalo, N. Y.
Established 1873
Live Poultry in excellent demand at market prices. Can handle large shipments to advantage. Fresh Eggs in good demand at firm prices.
Fancy creamery butter and good dairy selling at full quotations. Common plenty and dull.
Send for our weekly price current or wire for special quotations.
Refer you to the People's Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

Are Your Net Profits Satisfactory?
Probably not, if you are like nine out of ten merchants.
Your trouble probably is (1) you have too much of some items; (2) not enough items.
If you will buy the "many lines in one bill" offered by our monthly catalogue of General Merchandise, you easily can apply the remedy.
Butler Brothers
Exclusive Wholesalers of General Merchandise
New York Chicago
St. Louis Minneapolis
Dallas



Karl D. Keyes, banker and State Senator, died at his home in Olivet May 2, aged 48 years. Mr. Keyes was Senator from the Fifteenth district and was a member of the firm of George W. Keyes & Son, bankers of Olivet, and President of the Keyes-Davis Manufacturing Co., of Battle Creek.

Plans and drawings for the newly organized Farmers' State Savings Bank of Bay City, in the building formerly occupied by the Commercial Bank have been completed and the interior furnishings are ready for shipment from the manufacturers. The interior decorating work will be rushed from now on so that the furnishings can be installed.

Saugatuck township, Allegan county, has approved a bond issue of \$30,000 for building that portion of the West Michigan pike. Bids for the bonds will be accepted until 5 p. m. May 15. The denomination will be \$500, interest payable annually at 5 per cent. maturing January 1, 1916, and January 1, 1917. Wheeler Chambers, Clerk, Douglas, Mich.

The Bank of Saginaw will erect a new branch bank structure in North Saginaw in the near future.

Letters sent by Comptroller of the Currency Williams to cashiers of all National banks, directed them to show in their next condition reports whether overdrafts had been standing more than six months, whether they are temporary or to officers and directors, and the overdrafts for the last five years, with amounts charged off each year. Other information requested includes a report of fees paid for attendance at directors and executive committee meetings; net revenues from bank buildings and the amount each bank charges itself for rental. The cashiers are directed to send duplicates of their condition reports to the proper Federal reserve agent.

The expected suit of trust company origin to test the constitutionality of Section 11 (k) of the Federal Reserve Act is causing some uneasiness. This is the section authorizing the Federal Reserve Board to grant to National banks the right to act as trustees, executor, administrator, or registrar of stocks and bonds when not in contravention of state or local law. The matter was first taken up by the Union Trust Company of Detroit, which laid before the Federal Reserve Board a brief,

setting forth the opinion of counsel that this provision of the act is unconstitutional. The Board was requested to obtain from the Attorney General an opinion on the subject, but declined to do so, whereupon the trust companies, or some of them, organized a committee which obtained from John G. Johnson, of Philadelphia, an opinion generally in the line with that of counsel already submitted.

The subject was discussed rather warmly at the meeting of the Executive Council of the American Bankers' Association at Old Point, Va., last week, but has gone over for further discussion until the annual meeting of the Association in Seattle next fall. It is expected, however, that in the meanwhile, certain trust companies will seek to institute suit against the Reserve Board, bringing it possibly in Michigan where the State laws forbid trust companies from doing a commercial business.

One point made by the trust companies is that in some states it would be a discriminatory act to confer upon National banks trustee powers, while local trust companies were being prohibited by law from receiving deposits. While it may be that the primary reason is objection to competition by National banks, another and more fundamental one is urged. Trust companies declare that the National banks exist under authority as an instrument of the Federal Government, with powers carefully restricted to the main purposes of their incorporation. The trust companies, on the other hand, act under state law and for the benefit of persons and property within the state.

Force of this argument is not recognized by the Federal Reserve Board which has granted many applications for trustee powers. The National banks as a whole are not expected to have much sympathy with it. A canvass of the bankers assembled at Old Point last week disclosed that in some sections of the country at least the larger banks are unwilling to add a trust department to their business, and that many National bankers have their doubts as to the wisdom of mixing up a trust company business with National banking.

Many banks get around all angles of the situation by promoting trust companies of their own, either by ownership or alliance. They thus take care of all classes of business, and are relatively indifferent to the issue

now being raised by the trust companies. In the East great banks like the First National Bank of Boston, and the National Bank of Commerce of New York, have not hesitated to acquire trustee powers, while, on the other hand, some of the trust com-

panies, like the Guaranty Trust Company of New York, are invading the fields of the Federal banks, and advertising for acceptances.

The question is asked often by persons not familiar with such subjects



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

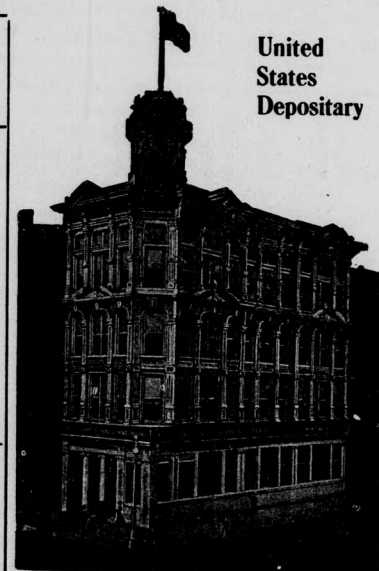
United
States
Depository

Commercial Deposits

3 1/2

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

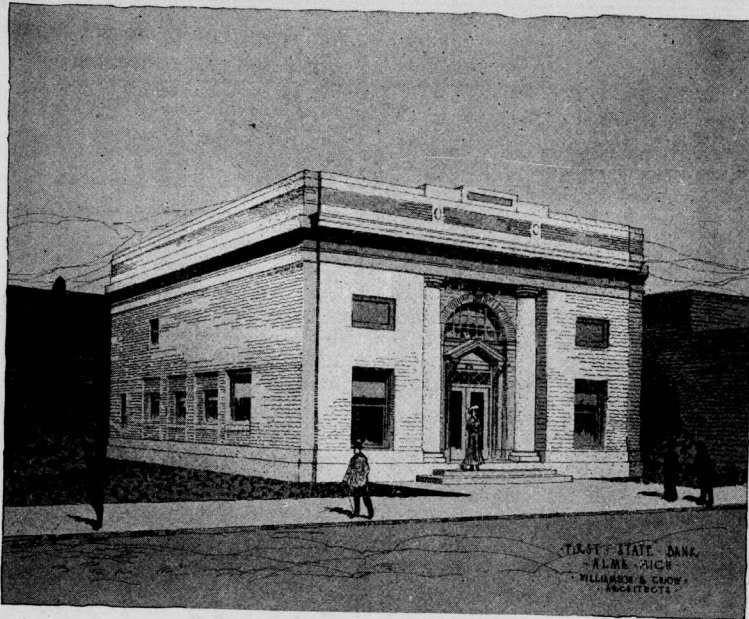
Capital Stock
and Surplus
\$580,000



The Old National Bank

GRAND RAPIDS, MICH.

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



Above is an accurate representation of the new building now being erected by the First State Bank of Alma from plans prepared by Williamson & Crow, of Grand Rapids. The design respects much credit on the architects and indicates that the building will be a credit to them as well as to the owner.

why a failure occurs when the assets are scheduled as greater than the liabilities. This is readily answered, and yet one finds many items of curious interest in the schedules of such a bankrupt. A statement by accountants sets forth that J. B. Greenhut & Co. of New York, who failed a short time since, had assets of \$18,179,964 and liabilities of only \$12,703,364. Here is a balance to the good of \$5,476,600, which is quite a neat fortune if you really have it. One finds however that the cash on hand and in the bank was only \$142,084, which seems a trifle thin for a business so great. But among the assets is found \$2,858,495 in good will and trade marks, while land, buildings and equipment stand for \$9,773,212. Both of these are big amounts and slow of movement. It appears also that there were mortgages among the liabilities amounting to \$9,350,716. Thus the fixed investments were pretty well covered up with fixed liabilities. This is one of those numerous cases of doing business with other people's money, and that requires care and skill. Such a policy is profitable when well managed. For example, the late P. D. Armour was a tremendous borrower but he kept his assets in liquid condition and he made a handsome profit over his interest account. The Greenhut concern appears to have been a bit behind the times, for liquidity and quick action are the rule of modern business. It is a misfortune to those concerns, but a benefit to business in general, for such houses as the H. B. Claffin Company and J. B. Greenhut & Co. to be taken out of the way.

We have been accustomed to consider our country the ultimate Eden, and much there is here to promise such a culmination. To each individual comes the duty of performing his part, and particularly at this time to resist the impulse to despair of human future. We have a great National weapon in the native wealth of

the country and we have a population which in a general way may be considered fit. Our land is ours to protect, and normal, safe, productive industry conducted under the inspiration of the best principles is the policy for us. Meanwhile one cannot help raising the question whether the United States Government is doing more than the words of its executive officers would indicate for the safety of their country. Are some of these orders for war munitions ostensibly from European powers really given to our manufacturers by our own Government? It is senseless to assume that with half of mankind engaged in war some portion of the other half may not come into the same experience.

Notin' Serious.

"What did your father die of?" the doctor asked an Atchison negro, who was being examined for life insurance.
"Ah don't know, boss," he replied, "but it wasn't nothin' serious."

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

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.

WHEN an estate is placed in the hands of a trust company the expense of administration is usually less than when it is handled by individuals owing to the experience and expert services of the trust company which gives its clients, without extra charge in ordinary matters, the benefit of its excellent legal knowledge.

*Send for Blank Form of Will and Booklet on
Descent and Distribution of Property.*

THE MICHIGAN TRUST CO.
of Grand Rapids



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.

The Hardware Dealer Can Swat the Fly.

Written for the Tradesman.

Hot weather and the fly season are synonymous. The first fly long ago made his appearance and was swatted; but since then a good many have appeared and escaped the watchful swatter and have multiplied at a rate which has been so often elucidated that it does not need to be figured out in detail again.

Suffice, that if you kill a female fly to-day, the number of flies forty days hence will be 64,136,401 less than if you let her go.

The hardware dealer is a very important factor in the fly swatting campaign. True, his stock has little attractiveness for flies, which in summer weather is a very comforting circumstance, but his stock also contains a number of articles which, although they do not attract the fly in the least, will help materially to lessen his numbers.

Of these articles, by far the most important to the fight against the fly is the tight-covered garbage can. The fly thrives in the open garbage pail; he breeds generously and enthusiastically in the wooden box in which the too economical housewife dumps her potato peelings, banana hides and stale cream. Most progressive municipalities have enacted ordinances requiring the use of properly covered metal garbage cans for "wet" garbage. As a rule, these ordinances are obeyed rather than enforced. In any event, the covered garbage can should be part of the spring campaign, and if the hardware dealers can secure a strongly worded public pronouncement from the local health officer, so much the better for the public health.

Anyway, the hardware dealer can inaugurate his own private "Swat the Fly" campaign. Better still, he can enlist the co-operation of the local newspapers. Incidentally, he can advantageously feature his fly swatting equipment.

The covered garbage can, plus a regular and systematic collection and disposal of garbage, prevents billions of flies from breeding. The hardware store has equipment that can be used for the killing of flies already brought forth. The average small boy—or small girl, for that matter—will enjoy using a fly swatter, and even energetic adults, particularly

bald-headed ones, are not averse to flattening out a few hundred of the annoying and disease-spreading insects on an otherwise dull day.

Preventive methods also include screen doors and window netting. There should, when the screens are brought out in the spring, be in most houses some wire that needs renewing; it will be renewed if the hardware merchant advertises the fact that a screen with a half inch hole in it is no whit better than no screen at all. Then, too, there is a demand for fly traps of various kinds; while—although they are not always handled in the hardware store—if the merchants conduct a Swat the Fly campaign he can advantageously carry a stock of fly pads and fly paper.

There are other phases of the fly business that are helpful to the hardware dealer. For instance, on the farm, dirty stables, horse-stalls and feeding troughs spread disease, through the facilities they offer for the breeding of flies. Farmers have learned by experience that concrete troughs and flooring are far more readily cleaned, that animals are healthier for the absence of the fly nuisance, and that concrete is more durable than wood. Here is the chance for the hardware dealer who handles it to sell cement for farm purposes. The health argument is one which is often overlooked in this connection.

The farmer will also provide a market for preparations designed to drive off flies and insects from animals, and to disinfect the compost-heaps in which flies are apt to breed. A more liberal use of inexpensive preparations designed for this purpose would materially lower the typhoid death rate in most municipalities.

For local trade, the hardware dealer will find the "Swat the Fly" campaign very helpful. A fly-killing contest for the young people is one excellent means of educating the public to the necessity of fighting the fly. In one large city a contest was held a couple of years ago. The flies, after being caught and killed, were turned over by the contestants to the health department, the latter weighing them and keeping a record of the quantity, to be used in finally deciding the winners. Prizes were offered by leading citizens. In one town the local council of women offered a first prize of \$10, a second prize of \$5, three \$2 and four \$1 prizes—sufficient in prize money to stimulate a host of ambitious youngsters into unprecedented activity.

A three weeks' Swat-the-Fly campaign in an Eastern city eliminated

forty bushels of flies—16,267,083 according to careful approximation, which probably did not err by more than a million either way.

Such contests do good, first, in the actual killing of flies; second, in their educative influence on the public. The hardware dealer may find it advantageous to stage such a contest by himself. In any event, he will find it timely to push the sale of fly fighting apparatus of various kinds.

This means, as the warm weather progresses, at least one striking "Swat the Fly" window. An aggressive hardware dealer in one instance made his display striking in a double sense. The central figure was a "dummy," worked by a motor, whose arm, holding a swatter, automatically rose and fell, with each downward stroke swatting a big cloth-and-wire fly. The display was helped out with a liberal showing of "Swat the Fly" goods and a generous sprinkling of "Swat the Fly" show cards.

Another "feature" is a collection of dead flies. One merchant who ran a contest of his own put a big glass jar in his window and emptied into it each day the flies as they were collected by the eager contestants; he supplemented the regular prize list by offering a special prize to the person who would guess nearest to the day, hour and minute that the jar would be filled.

Dead flies spell results—and results are what convince people.

Naturally, the hardware dealer will not tolerate the buzzers about his store. Fly swatting, like charity, begins at home; and a flyless store is a most convincing argument.

William Edward Park.

Don't try so hard to make your advertisements original and different that you make them "fresh."

Make Out Your Bills

THE EASIEST WAY

Save Time and Errors.

Send for Samples and Circular—Free.

Barlow Bros., 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.

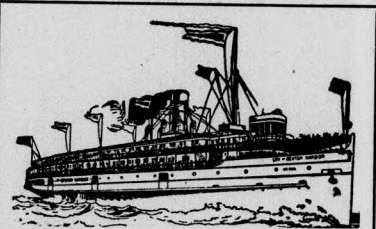
A record of over 300 rooms ought to be evidence of our ability.

Steam and Water Heating with everything in a material line.

Correspondence solicited.

THE WEATHERLY CO.

218 Pearl Street Grand Rapids, Mich.



CHICAGO BOATS

Graham & Morton Line

Every Night



Any desirable roofing effect is obtainable with REYNOLDS GUARANTEED SHINGLES.

Heavy, long fibre felt, saturated with asphalt and coated with a very heavy coating of asphalt in combination to secure flexibility and long life, and finally top-surfaced with granite and slate in natural colors—garnet, red, gray and green—heat-treated and welded to the asphalt body without pressure.

Reynolds shingles are fire-resisting, weather proof, and will not fade, crack, curl, rust nor blow off.

Approved by the National Board of Fire Underwriters.

For sale by all Lumber Dealers.

H. M. REYNOLDS
 ASPHALT SHINGLE CO.
 GRAND RAPIDS, MICH.

Ask for free booklet.

Foster, Stevens & Co.

Wholesale Hardware

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

Grand Rapids, Mich.

THE MEAT MARKET

Canned Specialties Boom in Summer.

There are a large number of canned specialties which have a large sale during the summer months, due to the fact that the average person eats less substantial meals than is the case during the winter. These are the goods that make possible those dainty meals that appeal to the palate when the mercury is hovering around the nineties, and which cut deeply into the sales of the products which the ordinary butcher handles. Thus the butcher with the canned goods department has the opportunity to hold his business at an even volume practically the year through, while the one who does not handle these goods naturally expects a falling off during the summer months, which diminishes his profits in the better months of the year.

Every butcher knows the tastes of his clientele better than any outsider, so he will know exactly what goods to push. These should be arranged in attractive interior displays, so that the full force of their suggestiveness will strike the customer as she enters the shop and help her to answer that eternal question, "What shall I have for lunch to-day?"

The show window, too, can be used to advantage, especially as the warmth of the weather makes it almost impossible for the butcher to make displays of fresh meats then. It gives him a chance to make this part of his market an all-the-year-round affair, and not a six or seven months' one, as is often the case.

Many of the packers of goods that sell well at this time of the year provide their dealers with literature and advertising booklets, many of them containing recipes for the use of their products. The butcher who receives these should see that they are distributed where they will do the most good; it is foolish to just lay them on the counter and expect the public to help themselves. Wrap them with every parcel you send out and let them get in their good work with the housewife when she is at home and when she has time to absorb their contents.

Push these goods extensively in the advertising that you do. Keep them constantly before the attention of your customers. You will be surprised to find how rapidly you will build up a sizeable trade in them and how soon this trade will establish itself on a repeat basis.

Beef Hams.

The hams, as soon as they are cut from the cattle, should be either spread out or hung up in a room held

at a temperature of from 33 to 35 degrees F. for 24 hours, thereby ensuring the elimination of all animal heat. They are then best cured in vats holding 1,000 pounds each, although many cure them in tierces or barrels.

The formula for the pickle used is as follows: To 1,500 gallons of 80 degree pickle add 300 pounds of granulated sugar and 105 pounds of saltpeter. When a smaller amount of pickle is wanted make it proportionate to the above. If the meat is packed in vats sprinkle a little fine salt over it as it is thrown in. The vat should then be filled with the above pickle and a rack or weight put on the top to keep the meat submerged. The hams should be overhauled three times, first in ten days, again twenty-five days later, and again forty days after the second overhauling. Beef hams are usually fully cured in from seventy-five to eighty-five days by this method.

If it is desired to cure them in tierces or barrels the following formula may be used: Dissolve 150 pounds saltpeter in hot 88 degree pickle made from dairy salt, a sufficient amount of pickle being used to make fifty-two gallons when dissolved. It is necessary to heat the pickle in order that the salts may be dissolved. Add 450 pounds of granulated sugar and sufficient cold 88 degree pickle to make 200 gallons of the finished solution. This is then chilled to a temperature of 40 to 45 degrees F. One gallon of the solution is put in each barrel before beginning to pack the meats.

To each barrel of meat use twenty-three pounds of dairy salt, sprinkling it over each layer as the meat is packed. When the barrel is packed and coopered, fill with water at a temperature of 40 to 45 degrees F., rolling then, ten, thirty, and fifty days after being packed. They should be stored in a temperature of 38 degrees F. if they are to be used in ninety days. If they are to be held for five or six months they should be kept at a temperature of 35 to 39 degrees F. for the first thirty days, and thereafter at a temperature of 28 to 29 degrees F. until used.

New Fish Supply Discovered.

During the summer of 1914 the Department of Commerce, through the Bureau of Fisheries, conducted an exploration of certain fishery grounds off the coast of Oregon and Washington to determine, particularly, if halibut were present in sufficient quantities to support a fishery. The fishery steamer Albatross was used for this survey. The survey covered, as well

as time permitted, the area inshore of the 100-fathom curve from just north of Grays Harbor, Wash., nearly to Cape Blanco, Ore. A halibut ground of some value was found off Newport, Ore., covering an area of approximately 250 square miles. The run of fish on this bank reaches its maximum in August and September, but apparently is of commercial importance as early as June, and probably some halibut could be taken in the latter part of April. As an immediate result of the Albatross findings fishermen made twenty-one trips to the ground, taking about 850,000 pounds of halibut, valued at about \$24,000. Trips yielding 40,000 pounds were made in four days or less. Irrespective of the abundance of fish, weather conditions and the lack of harbors will inhibit fishing except from April to October. Several smaller areas off Grays Harbor and Goose Bay may be expected to produce halibut in limited numbers, and the entire coast of Oregon was found to abound in flounders, soles, rock cod and black cod—a valuable food supply when market conditions warrant its exploitation.

Taint in Corned Beef.

This condition may happen through either of the two following causes: See that the meat is absolutely free from bone taint before it goes into pickle. If this exists it will grow worse throughout the entire time that it is in the vat.

If you find that the meat you are corning is absolutely sound before it goes into the vat, then the taint it probably due to your method of packing. All beef that is corned, and rump beef especially, should never be packed tightly in the vat, as this prevents the pickle from permeating the meat as it should. This condition results in the outer part of the meat being corned properly, but in the inner part, and especially the part around the bone, being tainted, as the pickle is not able to permeate this far in enough strength to preserve it. Pack your meat more loosely; it is a good plan to let it practically float. Before going into the vat the meat around the bones in the rumps which are to be corned should be loosened with a long thin-bladed knife, so that the pickle will have every chance to penetrate it.

Calf's Roll With Tongue.

Take from a calf's breast all the ribs and bones, leaving the meat in one piece. Put it in brine for two days, then dry it with a cloth and sew it up lengthwise, closing up one end of the roll. Chop very fine some veal and pork, using two parts veal to every one of pork. Season this to taste with salt, pepper and ground ginger and two or three very finely grated shallots, cut some salted boiled pig's tongue into small pieces and mix with the chopped meat. Roll in a cloth fastened at one end and boil for one hour. Then take it out and place under a heavy weight until quite cold, when the cloth may be removed.

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

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.

AS SURE AS THE SUN RISES

Voigt's
CRESCENT
FLOUR

Makes Best Bread and Pastry

PEACOCK BRAND Ham, MILD CURED Bacon

"Peacock Ham is more than fine
'Tis never weighted down with brine."

All-Leaf LARD

For Sale by all LEADING GROCERS

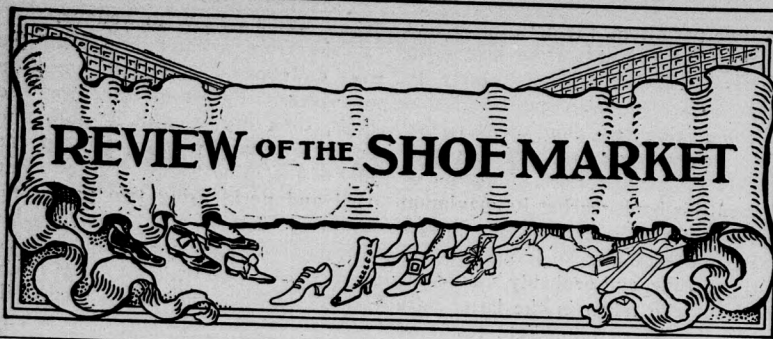
MEAT RESIDUE FEEDS
for hogs, cattle and poultry at the FEED STORE

Hollywood Brand

Sliced DRIED BEEF & BACON in Glass Jars
At Meat Markets and Grocers

CUDAHY BROTHERS CO.

Cudahy, Wis.



Sell at a Long Profit and Don't Duplicate.

Style in the shoe trade is the real life of the business, and if it were not for style the total business would be reduced very considerably. Therefore, when retailers and others in the shoe business bitterly cry out against too many styles it might be well for them to consider what would be the condition of business if the real staple number was the proper thing.

Active shoemen to-day can carry themselves back to the time when very staple shoes were in demand and only sold, such as grain and kid boots for men. Every store in the Western states, even to some post-offices, carried a side line of boots. These stores could not lose money on a staple boot, therefore everybody that had a store and wanted a side line put in boots. As there was practically only one style in boots, nobody wanted two pairs, the result was only one-half the business then as compared with the volume to-day when many styles are in demand.

The only trouble as regards style is in getting the right thing not too late or too early, but this can be remedied by the factories which are in close touch with the style situation putting into stock the proper new styles as they appear, if they possess merit, have sizes sufficient to go around, and not sell them to every retailer in the United States, but only to that factory's customers.

In the past, shoes for in-stock purposes have been selected from staple numbers, but from close observation it has been observed that the average successful retailer has made his success through his own individuality, and that individuality has always been carried out in the selection of his staple shoes for the community where he is located. This retailer carries out his own knowledge and ideas in buying shoes made to his order. The average stock staple shoe does not meet his demand, and staple shoes in stock are a drug, for the reason that a staple shoe may not be and is not considered staple in every section. What may be considered staple in one man's territory is not in another. The result is, there are probably more styles in staple shoes than there are in novelties, and hence the styles in novelty shoes are in no way a detriment to the shoe business. They simply encourage the sale of more pairs of shoes.

The shoe business is like any other business. It does not follow because anybody that sees fit to open a store in any particular location can expect

to obtain a successful and profitable business. The vast amount of business done to-day is on staple shoes, shoes on which the retailer builds up his reputation and sold to his customers' families season after season. Novelty shoes may not be handled by that particular retailer. He may have no call whatsoever for novelties. If some of his customers are tempted to buy a pair of novelty shoes, they still have to buy as many staple shoes in a great many instances therefore, the style question can just as well be considered additional business, much more so than it can be considered the demoralization of the regular shoe business.

There are some factories that stock the very latest styles as they come along, make up a certain quantity, and when they are through look around for something new. This policy permits the retailer to stock, if he so desires, a few novelty shoes. In buying some of these shoes he has the satisfaction of knowing that they are carefully selected as the best styles at that particular moment.

The great trouble with so-called stylish shoes is the fact that retailers all over the United States pick and select what they consider styles. These shoes are not always good styles, just mere fancies. True, they may become styles, but the better name for them would be "freak" shoes.

There is a great difference between "freak" and stylish shoes. It is true a stylish shoe may be a "freak," but if it is stylish there are so many used that it loses its freakism and is accepted as style.

We have had so-called style "crazes," but not so many after all, and style "crazes," if you wish to call them so, have been wonderfully big sellers. Take, for instance, the styles as they have appeared from the present time back a few years, and every retailer and manufacturer knows the tremendous quantity of such shoes being sold. For instance, the present demand for lace boots and the following styles in the order about as named, colonials, white Nubuck, Russian calf, black velvet and black suedes, so-called high toes and short vamps in stage boots. All these wonderfully good sellers were designated as "freaks" by many, yet had it not been for the introduction at every period of these particular styles, very much less business would have been done.

The retailer that creates from his own knowledge and individuality his staple shoes, relying on the up-to-

Whittemore's Shoe Polishes



We have just received a full carload of

Whittemore Shoe Dressings

We can supply your needs completely in all the various kinds of shoe finish restorers.

Black Liquid, Pastes and Combinations

Tan Pastes, Combinations and Dyes

White Liquids and Powders

There is money for you in the shoe findings department. Send for our complete catalogue.

HIRTH-KRAUSE COMPANY
Grand Rapids, Mich.

What Did It?

Answer

Pure Value and Service First

These are two of the main reasons why

Our April shipments showed a gain of 130% over April of one year ago

PURE VALUE is only obtained when the merchandise, the style, the price and the service properly balance one with another for the purposes intended and the needs of the ultimate consumer.

Nearly everybody knows that

Hood Tennis Shoes and Oxfords

have snap and style—have quality and fitting character. Nearly everybody in your town would be glad to buy them of you, provided you had them. **Then why don't you stock them now?** The Harvest is on, why don't you reap your share?

Our catalogue illustrates all styles, gives prices, in fact is very clear.

Get it now. Give your customers "pure value." You can do it, for we are here to make it possible.

Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids

date in-stock department of to-day for the latest styles, won't have many hard-luck stories to tell about the change in style ruining his business, because they won't. These styles will add a certain amount of new business to his store, providing he understands how to regulate and handle the styles.

Two principles to be observed are, first, obtain a sufficient profit on novelties; secondly, do not duplicate too often. Be satisfied with a fairly good business on the style and then look around for the next good number.—George Gregory in Shoe Retailer.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Five new wells have been completed at the Verona water plant and Battle Creek people will soon be drinking artesian water entirely, without supplementing with Goguaac lake water.

Alpena now has a full-paid fire department of thirteen men.

Schoolcraft has let contracts for a new waterworks plant.

Chas. F. Hickok, who organized the forest fire protective department for the Michigan Hardwood Manufacturers' Association three years ago, with headquarters at Gaylord, has resigned to take charge of the forest lands of the Consolidated Lumber Co., of Manistique. The new fire warden at Gaylord is Senator J. Lee Morford.

Sault Ste. Marie will celebrate its first home coming the week of September 18.

Howard City has turned on more light and in place of fourteen arcs and one incandescent for street lighting is using thirty-one big Tungsten incandescents and one arc.

The Upper Peninsula Library Association will hold its annual meeting June 3 and 4 at Marquette.

Grand Ledge has arranged for free collection of garbage throughout the city twice a week.

The Bay City Board of Commerce supports the plan to adopt Eastern time.

Jackson's new slogan, taken from nearly 1,200 suggestions to the Chamber of Commerce, is "The World Takes What Jackson Makes."

Students in agriculture at the Iron Mountain high school will cultivate an acre of land at the city park.

Battle Creek has adopted new traffic rules. Cars may not be parked longer than thirty minutes on Main street, bright head lights must be dimmed, and there are other strict regulations.

Government engineers are looking into the matter of extending the harbor at Saugatuck to Douglas. The Lake Shore Commercial Club is supporting the movement.

George B. Chambers, for two years Secretary of the Menominee Commercial Club, has resigned to accept similar duties at Sandusky, O.

Two new buildings costing \$89,000 will be erected at the State hospital, Kalamazoo. One will be a home for men and the other an industrial build-

ing where men and women may be put to work.

A free employment bureau has been opened by the State at Pontiac. Almond Griffen.

Jackson Grocers to Close Thursday Afternoons.

Jackson, May 10.—All grocers who are members of the Jackson Retail Grocers' Association will close their stores Thursday afternoons from June 3, until September 30. This was decided at the regular monthly meeting of the Association held Wednesday evening at Sauer's hall. This means that nearly all the groceries in the city will be closed Thursday afternoons during the summer months, as practically all the grocers now belong to the Association.

During the last few months the Association has shown remarkable growth, from five to ten members being taken in at each meeting. At present the membership exceeds 100 out of a possible 130 grocers. The Association is in the best condition at present of any time since its existence.

Hereafter all collections of the Association will be placed in the hands of a mercantile credit agency, which will endeavor to collect all bad accounts. This matter came up at the meeting Wednesday evening, and it was decided to place the accounts in the collection agency's hands for adjustment.

While the matter of the annual grocers' picnic was brought up, nothing definite was decided. It is certain that a picnic will be held, but the time and place, and the other features of the outing will be decided at the next meeting.

Several addresses were given, most of them being along the lines of co-operation and organization. Paul Leidy, Secretary of the Chamber of Commerce, gave an especially interesting and helpful talk upon the benefits which could be derived from co-operation.

Merchants Adopt Half Holiday Habit.

Battle Creek, May 10. — Battle Creek merchants, excepting dry goods and clothing store proprietors, are soon to make Thursday afternoon a half holiday. The Grocers' and Butchers' Association and the retail bakers start the Thursday afternoon half holiday this week and keep it up until October 1.

The jewelers, furniture men and hardware men are to follow suit, it is said, as soon as the butchers and grocers start the ball rolling. Whether merchants in other lines of endeavor will see fit to follow suit remains to be seen.

Battle Creek is gradually getting the Thursday afternoon closing habit. Last year only the butchers and grocers closed and the season lasted only from May 15 to September 15. This year another month is taken in and the bakers made the leap to an afternoon of pleasure.

There will be plenty of amusement for employers and clerks as the South Michigan League schedule specially provides for an exceptionally large number of Thursday playing dates in Battle Creek. Eleven Thursdays at home during June, July and August should suit the demands of the baseball fans.

The grocers, butchers and bakers have their first half holiday of the season this week.

Mayer's
HONORBILT SHOES
Backed by Quality
Boosted by Consistent Advertising

Outings in Stock



R. K. L. Quality
In Every Pair

The Outing Season Has Opened

Take advantage of our stock department and size up your outing shoes.

We carry a full line in both black and tan for men and boys.

Rindge, Kalmbach, Logie Company

"Makers of Shoes that Wear"

Grand Rapids, Mich.

Light and Serviceable

FAST SELLING BIKE CUT SHOES FOR
SPRING AND SUMMER WEAR



No. 804

Orders Solicited

In Stock for Immediate Shipment

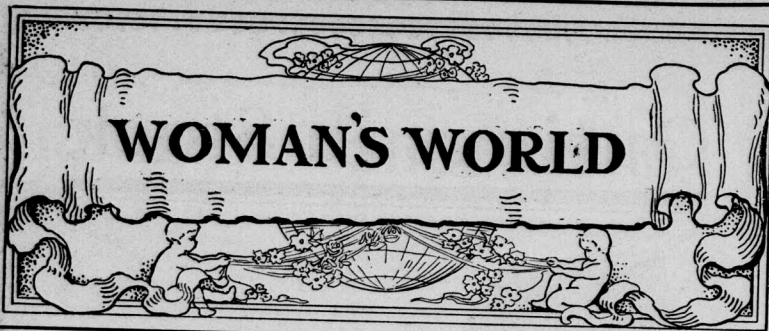
Every pair is strictly up to the high quality standard set for our goods

No. 804—Men's Black Elk Bike, two sole	\$2.00
No. 805—Boys' same, sizes 3-5 1/2	1.75
No. 806—L. G. same, sizes 10-12 1/4	1.25
No. 835—Men's Black Elk Bike, 1/2 Double Sole (same as 804 only 2nd quality) exceptional value	1.85
No. 809—Men's Black Elk Bike, same as 804 only Blucher	2.00
No. 820—Men's Black Elk Bike, same as 809 only has three inch cuff	2.30
No. 856—Men's No. 1 Tan two sole (Elk) Bike	2.30
No. 857—Men's No. 2 Tan two sole (Elk) Bike	2.10
No. 800—Men's Brown, two Hemlock soles, Bike	2.10

HEROLD-BERTSCH SHOE CO.

Mfrs. Serviceable Footwear

GRAND RAPIDS, MICH.



Something in Each Day Besides the Day's Work.

Written for the Tradesman.

To be a good worker, capable, faithful; to use one's brains in the daily task; to concentrate one's energies and bear on hard enough to get results—all this is one of the great ideals which every earnest soul sets up for attainment. To do this without becoming a drudge or a slave to one's calling, to be an efficient and enthusiastic worker and still to hold one's vocation in its proper place in the scheme of things—this requires a keen sense of proportion and relative values as well as unusual determination and will power.

In this age we are very apt to let work get the upper hand of us. All but the most lethargic seem as if spurred along by some goad, invisible but mighty. Unwittingly we drift into that condition of mind and body where the task in hand is allowed to rank everything else. We find ourselves eating and drinking and sleeping for our work. The voice of Achievement calls to every one of us, and he or she who is deaf to her pleadings can not be said to be really living. To hear and heed her voice and at the same time to hold work subordinate to the things which are higher—this is truly a fine art.

Some years ago it was my privilege to know a man who spent the forty years of his active life in the dry goods business, most of the time as proprietor and manager in his own store. He was a shrewd buyer, an excellent salesman, an all-around good business man. See him behind the counter and he was so very much at home there that you would not be likely to think of him in any other capacity than that of a merchant. Had he done nothing outside his regular calling, the success which he attained in that would have been considered a credit to any man. Yet he was far more.

Being of a devout nature he early became interested in religious activities and was for many years an earnest Sunday school worker. At odd moments, as you may say, for he always worked early and late at his business, he took up the study of theology, and used to preach at little outlying appointments where they needed him. If my memory serves me right he was in time ordained in the Baptist faith, although he never took a seminary or college course. His genial, magnetic personality and his force and executive ability served him in this labor of love as in his store, and his ministrations were very acceptable to his little country flocks.

We all of us know persons who

have pursued some study or acquired some art or accomplishment in the face of many obstacles and when burdened with no end of exacting duties. A workingman with an ear for music may become an expert violinist, a housekeeper may be a fine singer or piano player. Such instances show the possibilities of a few minutes a day devoted to some favorite pursuit, and that it is good to do something besides the day's work.

Some people take great comfort in a hobby—some little side occupation that is carried on, not for gain but for relaxation and amusement. One person may raise roses or prize chrysanthemums, another canaries, while still another may take his or hers in playing golf or chess.

You may not care for systematic study and cultivation. You may have no hobby. Still treat yourself to a little harmless enjoyment every day. If this can come in the line of systematic cultivation, then as has been indicated, well and good. If it is a genuine pleasure to paint in water colors or to practice scales, then these may be admirable under some circumstances. But I am convinced that just simply having a good time, without much method or seeming purpose, may be more what the busiest of my readers stand in need of, and also what will help them most in their great work as home-makers.

Not all women need to be told to have a good time. It must be admitted that some are frivolous. They feel no weightier responsibility than to have their clothes and their complexions right. Life with them is one round of pleasure so far as they are able to make it so. But the woman who takes herself and her duties seriously is very likely to go to the other extreme. She becomes so absorbed in her zealous pursuit of housekeeping or child training or dressmaking or office work, or possibly two or more of these combined, that she cuts out all the little enjoyments to which she is justly entitled and without which her life can not be normal and well balanced.

"Thou shalt not muzzle the ox when he treadeth out the corn." ran the old Jewish law as laid down in the book of Deuteronomy. If a little pleasureable browsing on the unthreshed grain was due the dull, patient ox, how much more does the highly organized human being need recreation from the treadmill of daily labor.

The people who take some pleasure as they go along in life are more charming in personality, better rounded out, more delightful as friends

and companions. And they do their work better for allowing themselves a reasonable indulgence in something that is as foreign as possible to toil.

So make it a habit of life to have something in each day besides the day's work. If it is only to take a few moments to enjoy a sunset or to drink in the beauties of a fine view, or to note the exquisite tints and texture and fragrance of a handful of flowers, take the time and refresh your soul.

And especially if you are a wife and mother, don't become so engrossed in what you regard as the serious duties of life as to forget and ignore its reasonable and innocent pleasures. You will lose out if you do. The more conscientious you are in meeting every claim upon your time and energies, the greater the danger that you will fail in those higher functions of influence, where success depends not so much upon direct and conscious effort as upon sweetness of spirit and reserve power.

Possibly, since the ways of Cupid are past all finding out, a man may fall in love with a girl of the deadly earnest type, who never finds time or inclination for enjoyment and fun; but the man hardly lives and breathes who can continue to love and admire such a woman. Nothing is more conducive to a happy married life than the mutual enjoyment of simple pleasures and recreations. A little cultivation of those pastimes that the other is particularly fond of—this does much to brighten the passing years and makes for harmony and

contentment. And as for children and young people, only the mother who still has a liking for a little fun and mirth can have the strongest hold on the heart of youth.

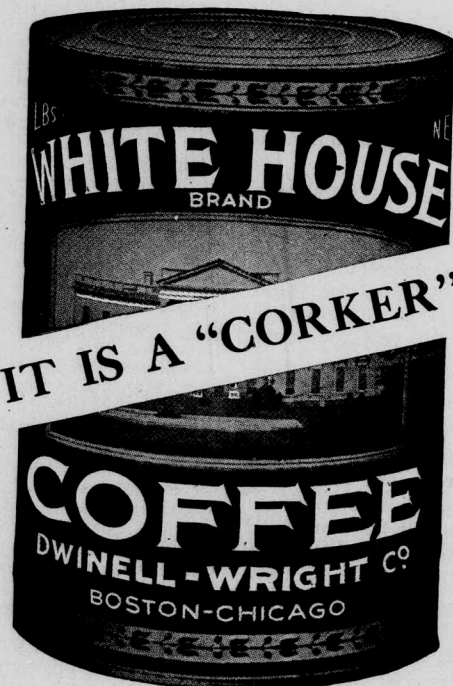
As the sons and daughters go out from the home they should carry with them many memories of good times around the old fireside, good times in which the whole family shared. The home that is storing up such memories is the one whose training in graver matters makes up the deepest impression upon its boys and girls.

If the home-maker can take her "something besides the day's work" in something her husband and children can enjoy with her, she will make her hour or half hour of pleasure serve a double purpose, her own recreation and the strengthening of her influence. Seen in this light it may be better for her to play some game with the other members of her family than to treat herself to an evening's solitary study of Greek literature; an automobile ride or a moving picture show may have points of advantage over a lecture or an opera.

Quillo.

New Brokerage Firm.

Thompson & McKinnan, of Chicago, will open an investment brokerage office in this city with a special leased wire to handle listed securities and will have offices at 123 Ottawa avenue, formerly occupied by the Grand Rapids Trust Company. Fred G. Fisher will be local manager of the branch.



JUDSON GROCER CO.—Grand Rapids, Mich.

Wholesale Distributors of
DWINELL-WRIGHT COMPANY PRODUCTS

BANKRUPTCY MATTERS.

Proceedings in the Western District of Michigan.

Grand Rapids, April 19—In the matter of Jacob Graf and William Graf, individually and copartners as Jacob Graf & Son, the final meeting of creditors was held this date. Claims were allowed. The first report an account of trustee, showing total receipts of \$977.63, disbursements of \$35.24 and a balance on hand of \$942.39, was considered and approved. The final report and account of the trustee, showing balance on hand as per first report and account, \$942.39; no additional receipts; disbursements as follows: Administration expenses, \$107.94, first dividend of 10 per cent., \$239.94, total \$347.88, and a balance on hand of \$594.51 was considered and allowed. The final report and account of the trustee as to the estate of Jacob Graf, individually, showing receipts of \$84.04 and no disbursements was considered and allowed. Creditors having been directed to show cause, if any they had why a certificate recommending the bankrupt's discharge should not be made, and no cause having been shown it was determined that a favorable certificate be made by the referee as to the discharge of each of the bankrupts. Final order for distribution was made and a final dividend of 13 1/4 per cent. declared and ordered paid.

April 20—In the matter of Henry J. Boone, bankrupt, Holland, a special hearing was this day held on the question of the bankrupt's right to discharge. Creditors having been directed to show cause, if any they had, why the referee should not make a favorable certificate as to the bankrupt's discharge and no cause having been shown such certificate was made and filed with the clerk of the court. The estate has not yet been closed.

April 23—In the matter of Grand Rapids Auto Co., bankrupt, a special meeting of creditors was held this date. Claims were allowed. The first report and account of the trustee, showing total receipts of \$1,471.41 and disbursements of \$447.17 and a balance on hand of \$1,027.24 was considered and the same appearing proper for allowance and there being no objection thereto, was approved and allowed. A first dividend of 10 per cent. was declared and ordered paid. This estate will pay a further dividend of about like proportion it is estimated.

April 24—In the matter of Empire Cloak & Suit Co., bankrupt, Grand Rapids, the trustee has filed his final report and account and a final meeting of creditors has been called for May 10, for the following purposes: To consider and pass upon the final report and account of the trustee, showing total receipts from sale of assets and collection of accounts receivable and including amount turned over to the trustee by the receiver in bankruptcy, \$2,320.51; disbursements as follows: rent of premises occupied by receiver and trustee, \$268.73; other administration expenses, including item of \$50 on account of services of trustee, \$131.27; first dividend of 5 per cent., \$325.18; total, \$725.18, and balance on hand of \$1,595.33. Three petitions for attorney fees and petition of the receiver for compensation will be considered at the same meeting and final dividend will be declared and ordered paid.

April 26—In the matter of A. Frank Vollette, bankrupt, formerly doing a plumbing business at Grand Rapids, the first meeting of creditors was held this date. Claims were allowed. Kirk E. Wicks, receiver, made a verbal report and was discharged. By the unanimous vote of creditors present and represented George B. Kingston, of Grand Rapids, was elected trustee and bond fixed at the sum of \$500. An appraisal of the assets has been made which reveals: Stock in trade, \$747.71; automobile, \$200; debts due in open account, \$1,000. There are a number of preferred labor claims proved against the estate and it is not expected that a very material dividend will be obtained for general creditors. The liability aggregates about \$6,000.

In the matter of Charles Burdick, doing business as the Enterprise Market & Grocery, Grand Rapids, the trustee has filed report showing sale of the stock in trade and fixtures to Ralph Dertien, of Grand Rapids, for the sum of \$500. Sale was formerly made to one Albert E. Turner, of Grand Rapids, for the sum of \$700, but the purchaser refused to carry out the terms of the sale and suit will now be brought by the trustee for the recovery of damages occasioned by his failure to complete the terms of his contract. The preferred claims are large and it is doubtful if ordinary creditors will secure much dividend in this matter.

April 27—In the matter of Joseph Seng, bankrupt, Muskegon, the final meeting of creditors was held this date. The final report and account of the trustee, showing total receipts of \$585.63, disbursements of \$416.25 for preferred claims, and a balance on hand of \$169.38 was considered and allowed. Attorney fees were allowed, expenses paid and order for distribution entered. The estate did not contain sufficient assets to

pay all preferred claims and administration expenses and there was no dividend for the general creditors.

April 28—In the matter of Holland Rod Co., bankrupt, the special meeting of creditors called for to-day to consider the first report and account of the trustee has been adjourned to May 28.

In the matter of the P. G. Mayhew Company, bankrupt, the hearing on the petition of the Michigan Felting Co. to reclaim property, was adjourned to May 7.

In the matter of Holland Manufacturing Co., bankrupt, the referee has this day filed his findings and order on the petition of the trustee to determine the validity and extent of the mortgages of the Holland City State Bank and P. H. & C. H. McBride. The mortgages have real estate mortgages on the real estate of the bankrupt and also covering all fixed and movable machinery tools, etc. The mortgages were regularly filed as chattel mortgages, but never filed as chattel mortgages. Mortgagees contend that the machinery is so affixed to the real estate as to become a part of it. The referee in his findings and order determined that it is not so affixed as to become a part of the real estate and further that because of failure to record as a chattel mortgage is void as to the machinery and tools.

An involuntary petition in bankruptcy has been filed against Harry Padnos, of Holland. Kirk E. Wicks, referee, has been appointed receiver prior to the adjudication and Earl F. Phelps has been appointed custodian for the receiver. The assets are now under lock and key. The petition in bankruptcy was filed by the Hubmark Rubber Co. and others, of Detroit. It is alleged that a transfer was about to be made in violation of the Michigan sales-in-bulk law. The adjudication has not yet been made in the matter.

An involuntary petition in bankruptcy has been filed against F. E. McHaney & Co., of Woodland. The petitioning creditors are as follows: Mayfield Woolens Mills, International Tailoring Co., Butler Brothers, F. M. Hoyt Shoe Co., Newland Hat Co., Knocker Shirt Co., Cooper Underwear Co. and Star Paper Co. An answer has been filed denying bankruptcy and by stipulation of the parties hearing on the petition has been adjourned to May 22.

An involuntary petition in bankruptcy has been filed against Alzada Hagadone, of Grand Rapids. The petitioning creditors are as follows: Judson Grocer Company, Worden Grocer Company and Radmaker-Dooce Co., all of Grand Rapids. The adjudication has not yet been made.

St. Joseph, April 26—In the matter of Harriet E. Runyan and Grace L. Finch, copartners as Runyan & Finch, of Dowagiac, the first meeting of creditors was held at the latter place. Donald B. Reshore, the custodian, was appointed trustee, his bond being fixed at the sum of \$500. Solomon Tobias, Frank Warren and Roy Jones of the same place were appointed appraisers. The bankrupts were sworn and examined and the meeting adjourned for thirty days. The inventory and report of appraisers show appraised assets of the amount of \$1,544.25.

April 27—A petition was filed against Elmer E. Stamp and Eva D. Stamp, copartners as A. E. Stamp & Co., of Cassopolis, as a petition for the appointment of a receiver pending the adjudication. The matter was considered and the referee appointed receiver, who in turn appointed W. E. Berkeley, of Cassopolis, custodian.

April 28—In the matter of Albrecht, Hinrichs, bankrupt, the trustee filed his final report and account, showing total assets of \$1,550.43 and disbursements of \$651.52, leaving a balance on hand of \$898.91, whereupon an order was entered by the referee calling a final meeting of creditors at his office on May 15 for the purpose of passing upon the trustee's final report and account, the declaration and payment of a final dividend, and the payment of administration expenses.

April 29—An involuntary petition was filed against the Wm. E. Hill Co., of Kalamazoo, whereupon the alleged bankrupt offered terms of composition to its creditors of 100 cents on the dollar, payment to be made in notes payable in twelve, eighteen and twenty-four months from date, which notes are to be secured by bonds of the face value of \$35,000. With the offer of composition schedules were filed, whereupon the matter was referred to Referee Banyon for the purpose of calling a meeting of creditors to consider the offer of composition, prior to the adjudication. The schedules show the following:

Labor claims	2,419.31
Office employees	4,658.49
S. J. Logan (Borrowed money)	
Grand Rapids	\$2,200.00
Michigan Sprocket Chain Co., Detroit	300.00
Am. Hade, & Machy, Export Corp, N. Y. City	1,300.00
Manufacturer Pub. Co., Detroit	100.00
S. P. Bacon & Co., Cincinnati	1,863.07
American Lumberman, Chicago	1,041.32
L. H. Mattingly & Co., Kalamazoo	362.50
T. J. Cavanaugh, Paw Paw	1,258.48
F. Hotop, Kalamazoo	500.93

George Kingsbury, Kalamazoo	800.00
C. H. Garrett, Kalamazoo	1,187.80
E. S. Rankin Agency, Kalamazoo	721.40
Canada Lumberman, Toronto	187.45
National Steel Casting Co., Port Wayne	1,081.88
North Lbr. & Mfg. Co., Kalamazoo	512.00
Fitzsimmons Co., Youngstown, O.	387.17
Fred Hotoh, Kalamazoo	500.93
Lincoln Electric Co., Cleveland	250.00
Union Malleable Iron Co., East Moline, Ill.	83.62
Gane Brothers & Co., St. Louis	40.00
Gerline Brass Foundry Co., Kalamazoo	12.90
Federal Process Co., Cleveland	31.52
John T. Hesser Coal Co., Cincinnati	36.79
Lynn Incandescent Lamp Co., Lynn, Mass.	32.99
Michigan Lubricator Co., Detroit	35.60
Penn. Flexible Metallic Tubing Co., Philadelphia	23.28
Peterson-National Co., Chicago	19.92
R. B. Ridgley, Detroit	65.09
Superior Charcoal Iron Co., G. R. Tindel-Morris Co., Eddystone, Pa.	132.05
Underwood Typewriter Co., New York City	140.00
W. Bingham Co., Cleveland	600.00
Whitney-Kemmerer Co., Philadelphia	246.01
Julius Andrae & Sons Co., Milwaukee	43.97
Union Drawn Street Co., Beaver Falls, Pa.	297.73
Dunkley Company, Kalamazoo	26.23
Brown & Sharpe Mfg. Co., Providence, R. I.	61.81
H. W. John-Manville Co., Detroit	40.00
Kalamazoo Fdry. & Mach. Co., Kalamazoo	122.43
Peale-Peacock & Kerr, New York City	425.25
Russell-Burdsall & Ware & Nut Co., Port Chester, N. Y.	119.02
J. R. Jones Sons & Co., Kalamazoo	24.20
C. B. Hewitt & Bros., New York City	43.20
Kalamazoo Awning & Tent Co., Kalamazoo	36.00
Monahan Antiseptic Co., Chicago	18.06
Vilas Brothers, Chicago	20.48
E. J. Woodson Co., Detroit	17.55
W. E. Dunbar & Co., Kalamazoo	31.55
Moultrup Steel Products Co., Beaver Falls, Pa.	17.30
Vandenberg & Hoekstra, Kalamazoo	26.45
J. Gumbinsky, Kalamazoo	112.75
Link-Belt Co., Chicago	54.34
Plunkett Chemical Co., Chicago	19.00
Sarco Engineering Co., New York City	54.00
Calvert Lithographing Co., Detroit	48.42
Lamson & Sessions Co., Cleveland	150.27
Rand-McNally & Co., Chicago	15.00
T. M. Carroll, Kalamazoo	7.50
Colman Drug Co., Kalamazoo	1.45
O. Kline & P. Boerema, Kalamazoo	1.40
Michigan State Telephone Co., Kalamazoo	8.57
Pioneer Welding Co., Kalamazoo	2.00
Jno. A. Stekete, Kalamazoo	.25
Arthur C. Harvey Co., Boston	41.68
Phoenix Oil Co., Cleveland	70.62
Wm. D. Gibson Co., Chicago	147.82
Boyer-Cambell Co., Detroit	53.99
Ihling Bros., Everard Co., Kalamazoo	14.25
Doubleday Bros. & Co., Kalamazoo	162.65
Fitzsimmons Steel & Iron Co., Chicago	117.26
Continental Rubber Works, Erie, Penn.	26.40
A. L. Lakey Co., Kalamazoo	156.55
Chas. G. Bard, Kalamazoo	120.62
Peterson Gore Oil & Mfg. Co., Chicago	18.94
Campbell Electric Co., Kalamazoo	163.00
Oscar Gumbinsky & Bros., Kalamazoo	81.62
Eaton-Rhodes & Co., Cincinnati	130.43
Samuel Harris & Co., Chicago	34.10
Morris Kent Co., Kalamazoo	19.50
J. W. Dennison & Co., Kelena, Arkansas	2.37
Ford Brothers, Manchester Dept., Vt.	.68
Louisiana Central Lbr. Co., Clarks, La.	11.91
Marbury Lbr. Co., Marbury, Ala.	195.50

Roberts Lbr. Co., Pinewood, La.	5.58
Freight Claims:	
Grand Trunk Ry., Kalamazoo	97.63
Grand Rapids & Ind. Ry., Kalamazoo	582.05
New York Central Railroad, Kalamazoo	84.02
Advertising Claims:	
Export American Industries, New York City	100.00
Southern Lumberman, Nashville	1,078.90
Kelly Publishing Co., New York City	67.50
The Timberman, Portland, Ore.	7.50
Lumber World Review, Chicago	31.25
Packages, Milwaukee	16.25
Hardwood Mfg. Ass'n, Cincinnati	50.00
Hardwood Record, Chicago	80.00
E. H. Defebaugh, Chicago	16.25
Claims for Services:	
Corporations Auxiliary Co., Cleveland	20.00
Lumbermen's Credit Ass'n., Chicago	30.00
H. C. Stopher (Services and Exp.) Kalamazoo	100.00
Western Union Telegraph Co., Kalamazoo	66.96
American District Telegraph Co., Kalamazoo	78.31
Insurance Claims:	
D. O. Boudeman, Kalamazoo	146.25
J. C. Hatfield, Agency, Kalamazoo	471.98
Claims for Dues:	
National Ass'n of Mfg., New York City	50.00
Power Claim:	
Commonwealth Power Co., Kalamazoo	539.22
Curtis & Co., Mfg. Co., Chicago	133.74
Prescott Co., Menominee	64.80
Standard Oil Co., Chicago	177.85
Advance Pump & Compress Co., Battle Creek	40.00
Bond Supply Co., Kalamazoo	1,217.99
Central Foundry Supply Co., Columbus	100.00
Emerison Smith & Co., Beaver Falls, Pa.	163.64
Chas. H. Schierer Co., New York City	46.23
H. W. Caldwell & Son Co., Chicago	65.00
Standard Oil Co., Grand Rapids	39.19
Michigan National Bank, Kalamazoo, deficiency on mortgage foreclosure (estimated claim)	23,000.00
Assets.	\$71,597.55

Real estate \$50,500.00
 Vehicles, etc. 600.00
 Stock in trade 10,000.00
 Money in bank and other property \$45.19
 Machinery and tools 25,000.00
 April 29—In the matter of Guy W. Hagenbaugh, bankrupt, formerly of Burr Oak, an order was entered closing the estate, and recommending that the bankrupt be granted his discharge.

You lose opportunities and probably actual money every time you throw a trade paper unread into the waste basket.

SHERWOOD HALL CO., Ltd.
 Distributors Grand Rapids, Mich.

can supply you with
Diamond Tires
 In price and quality, too, all other tires are taking Diamond dust.
Put on Diamonds
 Mr. Squeegee.



Fly Swats AT \$12.50 PER 1,000
 With Your Advertisement on the Handle
 While They Last. Only a Few Thousand Left.
JOHN E. PENNINGTON & CO. Charlotte, Michigan

Public Seating For All Purposes
 Manufacturers of
American Steel Sanitary Desks
 In use throughout the world
 World's Largest Manufacturers of
Theatre Seating
American Seating Company
 General Offices: 14 E. Jackson St., Chicago; Broadway and Ninth St., Grand Rapids, Mich.
 ASK FOR LITERATURE





CLOTHING

Dealer Co-Operation With National Advertising.

When the era of Nationally advertised wearing apparel began to unfold, the students of that very complex problem, the distribution of merchandise, had brought to the view of the producer a fact now seldom challenged, that advertising is a selling force, new habits had to be made and old customs removed. Some dealers viewed with alarm this campaign of publicity, and struggled to combat the progress of movement that really required but the adjustment of time.

Many a manufacturer began his National advertising about the time this country was entering the period of its greatest commercial and industrial progress. He aroused himself from business methods but slightly removed from the cross-roads country store to find upon his desk orders that fairly amazed him.

He filled from 60 to 70 per cent. of his orders. With an organization where the guiding spirits received their business training before the Civil War, or had only a few years previous carried a pack upon their backs, struggling with a new business philosophy, hampered by precedent, forced to solve in some degree the great labor problems, some of them builded institutions that we point to with pride as evidence of American industrial progress.

One test of a man's greatness is his ability to maintain his mental poise in the flush of victory. Some manufacturers not well anchored endeavored to take advantage of the retailer; they substituted inferior goods, they shipped when they pleased, they raised arbitrary rules and regulations, and with a salesman of the old school they told the retailer that there was a consumer demand for these goods that kept the boss awake nights pondering over who he should select to have the sacred privilege of dispensing his wares to a hungry public. With a pinheaded order-taker for a salesman, and a swell-headed boss for an executive, these business misfits bred suspicion and distrust, and destroyed the confidence of many a retailer. It is unnecessary to go into detail; every retailer could tell a story that corroborates this statement.

The retailer who has for his slogan "Give as little as possible, and get all I can," is of the same type, neither of which has any place in the school of modern business efficiency, that has for its motto "Service."

Of the abuses of trade growing out of advertised lines, most of them are the creatures of an unsound business

method that would have been with us if we had never had National advertised goods. But the time is close at hand when a manufacturer, under penalty of forfeiting the confidence of his trade, must cease closing out broken lots December 1 to a city dealer, and then permit him to use the name of his goods, and advertise \$25, \$30 and \$35 suits and overcoats at \$14.75. Sometimes there is a veiled insinuation that the manufacturer is sorely pressed for money, and was forced to surrender the cream of his stock to evade bankruptcy.

The bringing out a new style, often a freakish one, late in the season, and giving it great publicity after the trade is stocked, is an evil that should be corrected. Retailers should clip all offensive advertising that bears the manufacturer's name, either directly or indirectly, and mail it to him.

One is blind indeed who fails to see the new trend of business. He is blind and deaf who fails to recognize in advertising a real business force. When it is backed by a manufacturer who offers a real "business service," with modern business standards, with representatives that have mental breadth and discipline, it offers for your consideration factors that no wise business man can ignore.

Dealers should discriminate between advertisers who go into a real campaign to educate the consumer and reduce their selling cost and those who make a big bluff to induce him to believe that it is on a big scale. If he wants to know what is back of an advertising campaign he can write the publisher and find out about it. Publishers will, in most cases, give the dealer the information desired.

The man with a pack on his back represents about the ideal personal salesman. The farther a dealer gets from him the less of personal salesmanship enters into his work. If the dealer uses store windows for display, places prices on his goods that can be seen, has an attractive store, puts up a sign over his door, etc., just that much and to that degree does he take unto himself the title of merchant. Just to the extent that he marshals the selling forces within his reach does he widen the scope of his business activities.

Advertising is a means of conveying thought about things some people want. It's interesting to us, because we might want that thing now, or in the future. A man who doesn't believe in the value of advertising should never push the button in his

room or telephone for water; he should walk down and get it, for that is his natural way of conveying thought. We are just as big in this world as we are able to reach out and use the tools the world has to use.

Advertising reduces the cost of distributing merchandise. It is a factor of salesmanship. Merchandise well advertised is part sold, and reduces the cost of personal salesmanship. It costs more to sell unadvertised goods. The dealer who makes 7 cents more on an article that is not known than one of known quality that he retails for \$1 simply guesses he made more. As a rule it takes longer to sell it. It has no prestige that reflects creditably on his store, and often raises a suspicion with the customer as to its real merit.

Back of most Nationally advertised products there is a campaign of research that proves there is a conscious demand for such an article. This is worth much to the retailer. There is usually the assurance that the price is within reach of the great buying group. It is usually backed by the manufacturers' guarantee that relieves the dealer from loss in satisfying the complaints of his customers. It solves to a certain extent the problem of too heavy future buying. When the dealer couples his local advertising and store windows with a real National advertising campaign of a high-grade manufacturer he supports his store prestige, and usually adds to it.

Care must be used to not mistake

the offer of an exclusive sale of a product as equal to the stocking of a Nationally advertised line. It will require more selling energy to sell an unknown line, if you do advertise it locally, than it will to couple up with the National advertising of a known line.

National advertising has had more to do with increasing the wants of people than most of us realize. Advertising creates business, it multiplies wants, it makes luxuries become necessities. It causes people to buy more clothes, changes the buying habits. It compels people to recognize

EVERY MERCHANT

NEEDS THIS CANVAS PURSE



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

When You Count

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

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

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

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

Your Money Back if Not Satisfied

The Fortuna Company

8 Exchange St. Rochester, N. Y.

"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

Store Fixtures

We are in market to buy

"Used" Store Fixtures

for every kind of business

Grand Rapids Store Fixture Co.

No. 7 Ionia Ave., N. W.

Grand Rapids, Michigan

style, style changes, and to want more things. The more wants a man has the better off he is. I ask you to think of someone who has the least number of wants, and then ask yourself what the world would be like if it was composed of such people. The more your wants, the farther removed you are from the savage.

The dealer who spends too little in advertising must spend more for personal salesmanship. Salary for salesmen and money for advertising find the same expense column as items of selling expense.

If dealers were all to realize the same net profit in business, the man who does not advertise would be compelled to charge his customers a greater gross profit. It is also true that he who sells the things the consumer knows about, things he has formed a favorable opinion about, lessens his selling expense.

Care should be used in figuring the cost of doing business, and the expense should not be averaged on everything. Note should be kept and attention given to the turnover on advertised lines. Getting thoroughly interested in your own business will reveal many startling facts, but none will show up bolder than the fact that well-known merchandise is where you are making your money.

No retailer is bigger in the eyes of the consumer than the manufacturer of a well-known article of merit, Nationally advertised, guaranteed by the manufacturer and by the publication that carries his advertisement. You can't cash in on ego. But you can cash in on truthful advertising. The merchant who gets intensely interested in his own business will learn, I think, that the more he lets the public run his business the more business he is bound to do.

American people are wonderful travelers. They are also a great people to be moving about, changing their residence. In the corn belt 50 per cent. change their residence every five years. If a man moves from Ohio to Iowa he knows more about goods that are Nationally advertised than he does about your store. He is certainly going to have more confidence in you if he learns that you are selling goods like he has had or knows about.

The public wants what it wants, and it wants things that it knows favorably. Customers don't want to listen to a discourse about the merits of some product they never heard of. They would rather read about it at their leisure. The language is more persuasive and the condition is one more to their choosing.

It is difficult to find a personal salesman at \$18 to \$35 a week who can present the merits of an article as well as the \$25,000 man of an advertising agency, who sends his message in a medium that is a work of art, and its appearance a real pleasure, with results delivered that justified him in paying \$5,000 for the space.

One hundred per cent. personal salesmanship is coming more in competition with this kind of talent. Why not where available, and under condi-

tions that are favorable, use the asset you have in the knowledge people have of merchandise? That knowledge is gained by reading, and that reading is the story that the manufacturer tells them when they are resting by their own fireside, comfortable, and in a receptive mood to entertain his argument to the extent that he makes it interesting.

The retailer is the most important link in the distributive chain connecting producer and consumer. The wise manufacturer has learned that he cannot be coerced. Only an intelligent, liberal dealer policy will retain his confidence.

The retailer should understand that the value in advertised lines as a selling force is not that people come in the store asking for the particular advertised make. Its value is in the fact that it is partly sold, because the customer is in a receptive mood of mind to accept the goods without greater effort in personal salesmanship. Co-operating with a manufacturer of the right kind creates a valuable partnership.

H. G. Larimer.

Twenty-Five New Members in Three Months.

Grand Rapids, May 10.—At the last meeting of the Grand Rapids Retail Grocers' Association, eleven new members were elected, as follows:

- F. E. Bolger and J. E. Apsey, Jr., 221 Carlton avenue.
- E. H. Strong, 1508 Wealthy street.
- G. A. Metzger, 1353 Lake Drive.
- George Towers, 1509 Wealthy street.
- East End Fuel & Feed Co., 1409 Robinson Road.
- E. J. Powell, 1401 Lake Drive.
- T. J. Haven Electric Co., 1118 Wealthy street.
- Paul Bosscher, 1502 Wealthy street.
- A. C. Fanckboner, 1506 Wealthy street.
- A. O. Frey, 363 Grandville avenue.
- Chris J. Ema, 1499 Wealthy street.

This makes twenty-five new members received in the organization since February 1. The decided stand which the Retail Grocers' Association has taken in a strong determination to make the Association work together with the credit and collection force, to be the strongest in the city, is calling forth great interest among the merchants, which is evident by the many new members.

Continuing at the present rate, before one year closes the Association is well assured that every grocer and meat market in the city will be added to the Association. This number, together with our now large list of merchants in other lines, will make one of the strongest organizations in Grand Rapids.

Under the head of new business, the subject of the half holiday was brought up again. This question we supposed had been settled at our last meeting, but later agitation of the Saturday night closing proposition, instead of Thursday afternoon, was circulated over the city to such an extent that the question required that new attention be given it. However after thoroughly considering the question, it was unanimously decided in favor of abiding by the decision at the previous meeting, which was to close Thursday afternoons, beginning with the first Thursday in May and ending with the first Thursday in October.

The much agitated question regarding the "trading stamp" and "profit sharing coupon" will come up at our next regular meeting, and we are desirous to have a large attendance at

this meeting, as this is a question of vital importance to every merchant, not only in Grand Rapids, but the entire State of Michigan.

As an Association we come in contact continually with merchants who are induced many times by misrepresentation to take hold of this system, which in many cases proves disastrous to the welfare of the business. Many merchants who have taken on the stamp proposition are lying awake nights trying to devise a way by which they can let loose of the elephant.

A large number of checks were distributed to the members of the Association covering collections made for them through the office. Quite a large number of checks were held over for our next meeting, because the parties for whom they were written were not present.

Wm. P. Workman, Sec'y.

Courage.

Courage is as essential to success in business as it is in war. Faint-hearted men never accomplish anything worth while by their own efforts, although a quasi-success is occasionally thrust upon them.

To have courage means, above all, to be able to practice selfabnegation, to make real sacrifices of every kind, in behalf of the ultimate object. It means strength and daring to depart from the well-beaten path and the ability to carve a new way.

To have courage means to ignore

danger, to fight or even to die for a right principle, to be fearless, just and iron-willed.

A courageous man is strengthened rather than disheartened by adversity. He smiles when fate frowns until fate finally smiles with him.

"Sunbeam" Luggage



TRUNKS, SUIT CASES AND BAGS

RIGHT NOW is the time to stock up on these excellent values. with the spring and summer travel just ahead of you.

"Sunbeam" Luggage will withstand hard service—"they are made to wear." They will build up a foundation for a bigger and better business for you. Your order will be shipped promptly and you will find the goods just as represented.

Our new catalogue not only shows you "what's what" in the Luggage line, but it actually places them within your reach at prices that will surprise you. If you haven't a copy, send for it to-day—NOW.

Brown & Sehler Co.

Home of Sunbeam Goods
Grand Rapids, Michigan

Believe in the Goods You Sell

A good salesman is an optimist. He is a salesman because he believes in his goods and knows how to make his customers believe in them and want them.

National Biscuit Company goods will make an optimist of any salesman or saleswoman. They are goods that everyone can believe in—and enthuse over. Better biscuit are not baked—whether crackers or cookies, wafers or snaps, sweetened or unsweetened.

National Biscuit Company products reduce selling expense: they take less time to sell, they repeat oftener and so bring in greater profits to the grocer.

GRAHAM CRACKERS
—an everyday article of food.
The best Graham Crackers baked.
Retail at 5 cents and 10 cents.

Sell biscuit baked by
NATIONAL BISCUIT COMPANY



Grand Council of Michigan U. C. T.
 Grand Counselor—M. S. Brown, Saginaw.
 Grand Junior Counselor—W. S. Lawton, Grand Rapids.
 Grand Past Counselor—E. A. Welch, Kalamazoo.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—W. J. Devereaux, Port Huron.
 Grand Conductor—Fred J. Moutier, Detroit.
 Grand Page—John A. Hach, Jr., Coldwater.
 Grand Sentinel—W. Scott Kendricks, Flint.
 Grand 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.

"Your Firm Advertises Too Much."

"What are you and I in business for, Mr. Blank? Why, to sell goods, of course. Every advertisement you see of our firm is a salesman. It not only helps us dispose of our goods, but it helps you to dispose of the goods you purchase of us. If we were to send a mighty good salesman here and put him in your store to work for you free of charge, you wouldn't have any cause for complaint, would you? That's what our advertising does; it sells goods. And the public wants them; the people come to you for them.

"Well, Mr. Blank, your objection to advertising is just a modification of the question, 'Who Pays the Taxes?' I am going to come out flat-footed and say that nobody pays the advertising bills as far as we are concerned. You know that it takes so much overhead expense to run, anyhow. Your heat, light, and rent doesn't change at all no matter how much stock you have in; your insurance, taxes and water rates vary but little; and your expense for clerk hire varies but little. Now, every extra thousand dollars' worth of business that you can get in over and above your ordinary trade is just so much cream to you. You have spent so much to get a nominal amount of business, and every dollar you expend over and above that to get extra business is money well spent. Advertising—if it isn't fool advertising—is the most profitable way that a dollar can be put into circulation.

"I have to admit that we do spend a good deal of money to advertise. We are subject to competition, and have had to let the public know the quality of our goods. I went into a mail order house the other day—in

fact one of the largest mail order houses in the world—and got talking with the manager. I asked him, 'How do you sell goods?' He replied, 'We use every means that are employed by up-to-date merchants in the world to sell.'

"Do you find it necessary to advertise?"

"We certainly do. There is no such thing as advertising too much as long as it is good advertising."

"Now, if your customers do make objections to our advertising, it is just because they don't know the game themselves. I tell you our house isn't throwing away any money advertising. You drop into our stores when you are in the city, and ask for the advertising man. Tell him who you are, if he doesn't know, and have him show you the workings of the advertising game. You will be as enthusiastic over it as the wildest rooter that ever sat in the grand stand.

"Assume for the sake of argument, Mr. Blank, that our goods are of the same price and quality. Here's how we help you by advertising: Our house is spending \$40,000 as a preliminary to larger enterprises later; we are reaching every month 15,000,000 readers with the magazines, monthly and weekly; we are advertising in magazines having a total circulation of 3,000,000 monthly, and every one who has taken the trouble to investigate it has established to his entire satisfaction that each copy published is read by an average of from four to five persons. The advertisements are not as large just now as we shall be able to afford later, but we know from letters we receive and the direct orders we are getting that our advertisements are effective and bring business. If you buy our goods we will send you the names of these enquirers and refer them to you."

R. M. D.

"I Have More Business Than I Can Handle."

"Do you really mean that as a business man you can say sincerely that you have more business than you can handle—that you don't want more business? Suppose a man came to you tomorrow and offered to place an order for \$100,000 worth of goods and told you that for the next three months he was going to increase that order to twice the amount, would you say to him, 'I don't want that business?'"

"Suppose your salesmen in different localities, or your dealers, should each say to you, 'I have just twice as much business this month as I had last month.' Would you call those men in and fire them, and tell others to go slow and

not take on any more business than they could handle?"

"The man who has orders packed up, so to say, that's the man who can borrow money. The man who has no orders packed up, can show no prospects, and who is not rushed to death cannot borrow money to expand his business.

"The only healthy business is one that is in such a congested condition that the firm is kept busy keeping up with the orders. If you have these conditions you can build more factories; you can take on more people; you can pay them more money. You can borrow money to build more factories. The man who can't do this is the man who has not these conditions.

"And if you have more business than you care to handle, are you not making a mistake in not fitting yourself to handle it? Isn't it time to go out and take tremendous measures to get so that you can handle it?"

"I know a tremendous business where they sell a million and a half dollars' worth of goods a month, that owes its growth to persistence of the head in aiming that there should always be more business than they could handle. He kept a sales force working—expanding, putting on more men, and then he puts it up to the factory to keep up with them. There's a continual contest between the two to see who will get ahead.

"Your business may be so good that you could hardly handle more without expanding a little perhaps. But you don't want to be like a farmer who sold his cow because her milk raised too much cream.

"You may have more business than you can handle, at times, Mr. Blank, just the same as a doctor who cannot answer all the calls he has. But that's no reason for your going out of business—and that's what you're doing when you don't meet the demands your customers make upon you. Then, too, think of your overhead expense. That stays about constant—your taxes, rent, heat, light, etc. won't cost any more—or but little more—when you increase your business. In other words your plant is here, your organization is here, the real test has come to you, are you big enough to handle the business?"

C. McD.

"I Don't Know Your House by Reputation."

"It is very possible, Mr. Blank, that you do not know our house by reputation. Of course, the best way for you to become acquainted with us is to do business with the firm. But before doing that, you are justly entitled to know what we have been doing in the years that we have been in the field. Our firm started business twenty years ago with one man; we now employ 5,000 people. There has been a proportionate increase everywhere along the line. Never a year has passed since we started in business but our output has doubled. This year we are trying to triple it, and consequently we are pushing hard for new business. If the appliances we have sold since the house started were placed end to end, they would reach from Boston to San Francisco. If we were to take the ten largest build-

ings at the St. Louis Exposition, they would not hold the total output of our factory. We have as many separate customers as there are people in the states of Delaware and Nebraska. A little town of 600 people would contain every dissatisfied customer that we ever had.

"Here is a pyramid representation of our sales from the time we started in business to the beginning of the present year. Notice the gains that have been made each year in spite of panics or hard times.

"I am going to leave here with you, right behind your desk, our calendar, showing exterior and interior views of our factory. Notice that these are not drawings, but half-tones from real photographs.

"You say you do not know our house by reputation. You are well acquainted, Mr. Blank, in your line throughout this state, and perhaps through other states. Here is a list of customers of ours in your own state. Opposite a number of the names you will see a check-mark. That means that these firms have voluntarily given us testimonials. Our nearest customer to you is in the city of _____ I am not violating any confidence when I tell you that he has sold _____ worth of goods for us in the past four years that he has done business with us.

"You say, Mr. Blank, that you do not know our house by reputation. That is solely because we are a new house, and are out after business on merit alone. Our factory equipment is the newest. We use the latest labor saving machinery, and have a large number of new processes that can only be worked under the most favorable factory conditions. We are working for trade, not so much for the conservative element but to the men who have a future right ahead of them."

Don't stick to any rule against your own judgment and against the advice of your friends merely because you have made it a rule and hate to change.

We all get our start in life by picking up ideas.

HOTEL CODY

EUROPEAN

GRAND RAPIDS, MICH.

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

Hotel Brezlin

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*

Late News of Interest to Travelers.

James M. Goldstein, who has acted as assistant manager of the notion department of Burnham, Stoepel & Co. (Detroit) for the past year, has packed his underwear and hosiery trunks and resumed his visits to the trade. Sunny Jim is as uneasy off the road as a duck out of water and it goes without saying that he will be cordially welcomed by his old trade and given a hearty reception by the new customers who are so fortunate as to bask under his smiles.

Mr. and Mrs. J. A. Burr entertained the Midnight Club at their home, 1135 Thomas street, Saturday evening, May 8. An elaborate supper was served by the hostess, after which the guests played 500. First honors were awarded Mrs. A. P. Anderson and R. J. Ellwanger and second to Mrs. R. J. Ellwanger and Harry Hydorn. The Club adjourned to meet with Mr. and Mrs. A. F. Rockwell on the evening of May 22.

H. A. Gish, of Hess & Clark, believes in advertising. Going down the streets of Grand Rapids a few days ago in his jitney, he passed a man leading a well-groomed horse. Mr. Gish threw him a sample of stock food and as soon as the horse recognized it he became frightened. Probably the horse knew the stock food from past experience.

Lautz Bros. & Co., of Buffalo, have purchased the business, brands, trademarks and good will of Gowans & Sons, who have been established in the soap business in Buffalo since 1835. The absorption of the Gowans plant takes with it the services of Wilbur S. Burns, who has covered the same territory for the house for the past eighteen years. He will continue to cover substantially the same territory as before and it goes without saying that he will do his level best to increase his business, which it will probably be possible for him to do under the improved conditions incident to the consolidation.

E. R. Voorhees, for the past two years employed as road salesman for Postum Cereal Co. Ltd., of Battle Creek, has taken over the management of the business formerly known as Bert Rasey Distributing and Advertising Service and will continue same under the style of the Queen City Distributing Co.

A number of Upper Peninsula traveling men have organized a baseball team which will be known as the Nelson House Colts. They have arranged for a game to be played next week with the Clifton House nine of Marquette. Other games will be arranged later.

H. A. Gish is always there with the helping hand. We saw him at the rear wheel of an ash wagon which was stuck near Michigan avenue last Saturday.

The various dealers in ice cream and soda water at Royal Oak have formed an agreement to sell ice cream soda at 10 cents. Their reason, as stated on a card, is the high price of sugar. Royal Oak is in Oakland county, which recently went dry. Nearly every soft drink place has a sign reading, "Drink milk it's wet."

The enterprising towns of Farmington and Plymouth have oiled their streets, thus doing away with the dust problem for the summer.

George W. Ames, of Chicago, will re-open Hotel Barry, at Hastings. This is one of the largest buildings on the principal business street of Hastings. It has changed management many times since its erection. Last fall patronage became so poor that the doors were closed. The building is owned by Charles E. Rowland, of Chicago. Mr. Ames has the reputation of being a reviver of "dead" hotels.

Programme for the Grand Council.

The following programme has been arranged for the meeting of the Grand Council, U. C. T., to be held at Lansing June 4 and 5:

Friday Morning.

8 to 12—Reception of delegates.

10 to 12—Business meeting in Representative hall.

10 to 12—Ladies visit Industrial school.

Friday Afternoon.

1:30 to 3—Ladies sight seeing auto ride about the city and Michigan Agricultural College (autos will start from headquarters).

2 to 5—Business session.

2:30—Ball game.

3 to 5—Ladies reception at Women's Club House.

Friday Evening.

5:30 to 8—Band concerts.

8:30 to 1—Grand ball at Masonic Temple.

9 sharp—Grand march.

Saturday Forenoon.

10—Parade, council making best appearance, \$25; council having largest percentage of members in parade, \$25. Auto City Council will not enter contests.

10 to 12—Open hours for ladies at Chamber of Commerce.

Saturday Afternoon.

1:30 — Championship ball game.

First prize, \$25; second prize, \$15.

General Committee.

Advisory and Finance—James F. Hammell.

Reception—Grand Counselors, M. L. Moody.

Hotel—F. T. Jury.

Badges and Souvenir—E. H. Simpkins.

Sports—P. S. Frantz.

Registration—J. Himelberger.

Decoration—A. T. Vandervoort.

Ball—Stuart Harrison.

Invitation—Geo. O. Tooley.

Transportation—E. P. Oviatt.

Band—A. O. Bosworth.

Automobiles—O. R. Starkweather.

Parade—D. J. Riordan.

Printing and Press—A. G. Bauerle.

Advance Announcement—E. D. Glancey.

Reception—J. A. Weston.

Ladies Reception—Ladies Auxiliary.

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

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

Auto City Council will esteem it a great favor to be notified of the roads upon which visiting council will

arrive so that the reception committee can make plans for meeting these trains.

Waging Active Campaign Against Trading Stamps.

New York, May 10.—It may interest you to learn that our Secretary-Treasurer, F. Colburn Pinkham, and our field manager, John T. Kirby, are now on extended trips visiting the important cities of the country in the interests of the policy of the National Retail Dry Goods Association in opposing the use of so-called profit sharing and so-called premium, etc., coupons. These two executives are absent from the city at the request of the merchants of the country, who are alive to the evils connected with the practice in question as to the situation Nationally. Mr. Pinkham has gone South, and at New Orleans will turn toward the Pacific Coast, returning to New York from the cities of the Northwest by a Northern route. Mr. Kirby is visiting the more centrally located cities and will go as far West as Des Moines.

The National Retail Dry Goods Association in its fight against the use of so-called profit sharing and so-called premiums, etc., coupons has received word from hundreds of merchants who are anxious to see the country rid of what they believe to be an uneconomic practice. These comments have reached this office from every state in the Union. We have never seen a subject upon which the opinions of the merchants of the country have seemed to agree so unitedly. Their support of the campaign of this organization has been most decided.

The National Association, through its counsel, the Hon. Harold Remington, has drafted a model bill covering the subject, which will be introduced into state legislatures as quickly as possible. For your information, we are enclosing a copy of this proposed bill.

Our organization proposes to fight in every legitimate way the use of the so-called profit sharing and so-called premium, etc., coupons, and it is our belief and hope that the day is not far distant when both the manufacturer and the merchants will come to realize that straight merchandising and the abolition of the pandering to the belief of the consumer that he is obtaining something for nothing will greatly assist in improving the business conditions of the country.

National Retail Dry Goods Ass'n.

Come One, Come All!

Grand Rapids, May 11.—Do not overlook the coming convention of the M. S. P. A. June 9, 10 and 11. Make it a point to visit Grand Rapids on the above dates and attend your convention. We expect and will have the largest and best meeting which has been held in Michigan for many a year. You will hear and enjoy the addresses of some prominent speakers, such as Governor Woodbridge N. Ferris and Prof. Julius O. Schlotterbeck, Dean of the University of Michigan pharmacy department, both of whom are well known in connection with pharmacy and the drug trade of Michigan. Arrange your affairs so you can be there. You'll enjoy it.

J. J. Dooley.
Pres. M. T. P. A.

Peter Hamstra, who for eleven years conducted a grocery store at the corner of Straight avenue and Watson street, and who for the past couple of years has been out of trade, has succeeded Bennett Bros., at the corner of Cherry street and Diamond avenue.

The Grand Rapids Glue Co. has decreased its capital stock from \$25,000 to \$15,000.

Condemns Trading Stamps and Premium Schemes.

San Francisco, Calif., May 8.—Answering yours of May 3, I am indeed sorry I cannot comply with your request at this time. I am working day and night for our National convention which opens here Monday.

Our National Association and every state and local association has for years and years condemned trading stamps and premium schemes of all kinds. We have passed numerous bills through the legislatures of different states tending to curb them but they are still with us.

Now the United Profit Sharing Coupon proposition is placed before us. The strong talking representatives of the United Profit Sharing Coupon Co. are endeavoring to convince our people that this is a friendly coupon, since the manufacturer pays for it and the retailer does not, but it is a coupon just the same and all legislation that we may try to secure will cover the United Profit Sharing Coupon as well as others; and again, these United Profit Sharing Coupons will make coupon gathering cranks out of the average house wife and that is just what we are endeavoring to get away from. We will not be a party to educating the housewife into that "get something for nothing" idea.

F. B. Connolly, Pres.

The Something for Nothing Idea.

Dallas, May 8.—Replying to your request for an expression from us concerning coupon and trading stamp schemes, we beg to say that we have always been very much opposed to the use of coupons or trading stamps; and at the time that these methods were really popular and most used we refused to be drawn into the use of same.

Our opposition is based upon the fact that we believe all such methods are fundamentally wrong as to principle, and therefore not best for legitimate trade.

We are also of the opinion that the solid buying public is not influenced to a great extent by the "something for nothing" idea.

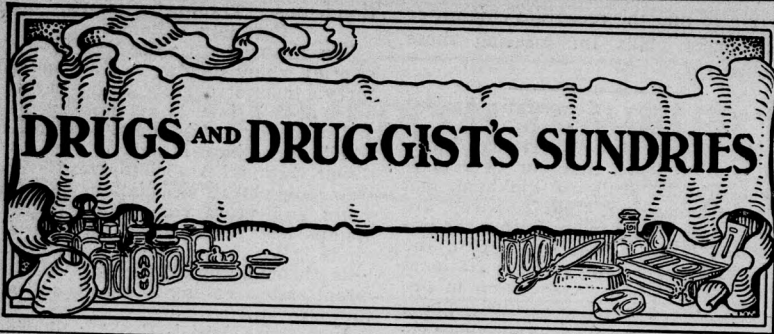
Sanger Brothers.

The annual meeting of the Michigan Wholesale Grocers' Association is being held at the Country Club, Jackson, to-day. Grand Rapids is represented at the meeting by Arthur Gregory and H. T. Stanton of the Judson Grocer Co.; Edward Winchester and R. J. Prendergast, of the Worden Grocer Co.; E. Kruisenga, of the National Grocer Co. and E. E. Dooze of Rademaker & Dooze. Mr. Winchester will read a paper on "Following the Market." Mr. Stanton will read a paper on "Matters of Interest to the Credit Man." T. J. Marsden, of Lee & Cady, Detroit, will read a paper on "Can We Improve Our Method of Handling Special Orders?" Thomas Elliott, of the National Grocer Co., Detroit, will discuss "Subsidizing Salesmen."

Edward Anson, proprietor of the Newaygo Roller Mills, and his two sons, Frank Anson and Edwin Anson, have started in the saloon business at 330 Bond avenue, succeeding Bert Simmer. The saloon will be managed by the sons.

The Grand Rapids Live Stock Co. has increased its capital stock from \$20,000 to \$50,000.

The Shipman Coal Co. has decreased its capital stock from \$23,000 to \$15,000.



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

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

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

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—E. D. De La Mater.
 Secretary and Treasurer—Wm. H. Tibbs.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Where Did You Make Your Profit In 1914?

How many druggists can answer this question? If you are making money in your business you ought to be able to tell what profit you made in every department in your store.

One of the most vital mistakes a business man can make is not knowing how much business he does on each articles he sells and the profit he makes on the money invested in that article. Every druggist undoubtedly knows his total volume of business each day, month and year, and knows what his goods cost him because he has his check stubs to show where the money went, but few can readily tell just what goods made money and what lost money.

Does he know that he makes money on his prescriptions? Perhaps he thinks he does, but does he? Has he figured his turnovers on his pharmaceuticals? The time he takes to put up prescriptions, the proportion his prescription business bears to the whole of his sales? Is he getting a proper per cent. of return upon his money and time invested in learning his profession?

For illustration let us take a drug store and analyze it. Here is a store that does \$40 per day. Twenty-six days a month, \$840 per month, \$10,800 per year.

Divide up an average day's business about as follows:

Cigars, Tobacco and Pipes	3.60	9	%
Fountain	4.80	12	%
Candy	3.20	8	%
Prescriptions	4.00	10	%
Patents	6.00	15	%
Sundries	7.00	17½	%
Kodak and Supplies	2.00	5	%
Non-Secret Lines	5.00	12½	%
Paints	4.40	11	%
Total	40.00	100	%

These figures will probably not fit any store. In fact they are probably not even in correct proportion to one another. They may include items some drug stores do not carry and omit others, such as phonographs, pianos, and other musical goods. They simply serve as an illustration on which to base the idea we want to present.

Each department in this store should be carried on as a separate business. General expenses, such as rent, lights, taxes, insurance and salaries of the druggist and his clerks should be borne by each department in the same proportion their volume bears to the total volume of business. (Of course this does not apply where one department, such as the fountain has a man who devotes his entire time to it, when his salary should be against his department alone.)

Just to form a basis for argument, let us say, it costs this store 30 per cent. to do business, probably it costs less, perhaps more. This expense would be \$3,024.

Now each department should be watched carefully to see that while it carries its share of the expense of the whole business, that it actually makes money on that basis.

The prescription department for instance, comprises 10 per cent. of the total business or \$1,008. The percentage of expense to be borne by this department is 10 per cent. of the total or \$302.40. You may think that this is the most profitable department, because of the \$1,008 worth of business done by this department the expense was but \$302.40, leaving \$705.60 to cover goods which may cost but 40 per cent. of their selling price, \$403.20, making \$302.40 profit for that department, but stop a moment, \$402.40 worth of goods have been sold at an expense of \$302.40, giving you a profit of \$302.40. You may think this is mighty fine. You look at the inventory! It shows \$750 worth of pharmaceuticals on the shelves. While the investment has been turned over one and one-fourth times in the year, making 30 per cent. on sales, it shows a profit of 20 per cent. on the investment.

Now let us look at the patents. They show 15 per cent. of the business or \$1,512. They cost 66⅔ per cent. or \$1,008, and should bear 15 per cent. of the expenses or \$453.60, total cost being \$1,461.60, netting a profit of \$50.40 or 3⅓ per cent. Let us say there is, however, only \$300 worth of patents on the shelves. They have been turned over five times in the year, making 3⅓ per cent. on each

turnover of 15⅓ per cent. on the investment.

Now the candy department, which is only 8 per cent. of the business or \$806.40 per year, bears 8 per cent. of the total expense or \$241.82. Goods may cost 66⅔ per cent. or \$537.60, a total expense for this department of \$778.42, leaving a profit of \$27.98 or 3⅓ per cent. Same profits as on patents, but look at the inventory; only \$75 worth of candy on hand! It has been turned over ten times in the year making over 30 per cent on the investment.

You may feel that the prescription department is the most profitable but when you figure up the amount of space assigned to it in the store, the large amount of time consumed, the capital invested in it—it is not as good a money maker for you as your little candy case. Again you may have felt you have been losing money on patents, but you are moving them fast and have less capital tied up in them.

Now the figures given above are approximate. The writer is not in the candy business, neither is he interested in pharmaceuticals or patents. His own work lies in another department. You may take exception to the way he has figured profits and the amount the inventory shows, but what he wants you to get at is the idea of this manner of running your business! It is not so much the profit you make on each individual sale but the per cent. of profit compared to the investment and turn overs on that investment.

Some Amusing Orders Received by Druggists.

"Brema Excelsior."

- 4 oz. grass supplement.
- ¼ pd. allam.
- ¼ pd. assnick.

Will you kindly send me some good pills about 10c for a good Ficik.

Boracigasit.

Dr. James Headack Powers 10c.

The following are lifted from The Pill:

Barassic Ascid.

25c bitter cascarray.

10c arnakey.

Alens foot easy.

10c alcohol and 5c fish berries, and tell me how to use it, as I just found out my children are full of Jermis.

Say i want the little tety for the baby to suk, the kind without the whole so the wind dont goes throw.

John Weiths facefight.

Pleas geve her some alkehol for 25c.

Pleas send som her biebi is sik and she noursh the biebbi.

Please give her some electric water that will use it. Her husband is sick by a blood and he heard that this water is to make it good. He says that water must be wraubude (rubbed). I dont know if electric water is the right name.

Solicilaete sodium for reumatism.

Mrs. Wind Lof soojing syrup.

Luesot for tootake.

Union View of Trades Unionism.

Grand Rapids, May 10.—It is amusing in no small degree to read the eulogies of trade unions uttered by many sociologists and self-appointed reformers who are apparently convinced that these bodies are made up of self-sacrificing men devoted to democracy, progress and philanthropic endeavor. To the undersigned, a trade unionist of long standing, who if he ever harbored delusions on this subject has had them ruthlessly destroyed, the belief of these amiable theorists seems as far astray in one direction as that of those who think that labor organizations are wholly composed of thugs, thieves and dynamiters is in the other. Can the economists of trade unions point to a single instance where these bodies have responded to a political plea made in behalf of free institutions, progressive government, or international comity? I do not refer to so-called labor laws, the tendency of which, be they good or bad, is to strengthen the unions, but to wide-reaching movement directed against foreign conquest, high protection, swollen pension lists, unequal taxation, political graft, lynch law, race prejudice and similar abuses.

Theoretically the average trade unionist is opposed to most of these things. Theoretically he is a stalwart defender of a simple democratic faith, just as theoretically he is a determined philanthropist. But he holds his political convictions cheaply, votes where he thinks the interests of his pocket lie, and would cheerfully surrender the National constitution for a few extra weekly dollars and possibly throw in the Declaration of Independence for still a little more. Thus he becomes a year-round henchman of monopoly, on election day proves a stumbling block and is about the last man in the Nation to feel a noble political rage or be inspired by a high civic enthusiasm. As a philanthropist he is an even more conspicuous failure; for by the restrictions he throws around union membership and his opposition to teaching boys trades he has become perhaps the worst enemy of those lowest in the wage earning scale upon whose elevation the improvement of civilization depends.

Trade unions are purely selfish bodies existing to further the interests of their own members and with scant concern for any besides. More pay, less work and a monopoly of the situations in their own particular trade are the objects of their being. To attain these they will go to lengths certainly as great as were ever reached by the industrial combinations they at once denounce and support. They will even fight each other, and revival organizations will indulge in mutual vituperation that exhausts the vocabulary of contempt and leaves no unused epithet of hatred to fling at the tyrannous "boss" or the unspeakable "scab."

The unions are not officered by the most skilful workmen in their ranks.

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 Results are Obtained

Puriderma for Home Use on Same Terms

but by botch workmen and adept politicians of whom they breed not a few. These leaders can attain power only by deferring to the wishes of the inferior workmen. And this great body of mediocrity, whose ruling motto, "unuttered or expressed," bears too close a likeness to "Do the boss!" to withstand scrutiny, recognizes, besides the non-union pariah outside the gates, two enemies within them—the foreman and the extra-competent brother in the ranks. To obstruct the one in the discharge of his duty, to prevent the other from outstripping his fellows, thus become the ends sought by laws written and unwritten, by strategy open and secret. All members are placed on a plane of equality irrespective of experience, ability or industry. The first becomes a nullity, the second superfluous, the third a joke. The ever-present human equation interferes with low aims no less than

with high ideals; otherwise mankind would find itself intolerable. Perhaps in a direct appeal to the personal interest of the superior minority rather than in the somewhat fantastic attempts of latter-day efficiency engineers to "standardize" sentiment lies the way out for perplexed and plundered employers. F. C. W.

Boss of the Pigs.

A gentleman, while taking a morning walk down a country lane, met a boy driving some pigs to market. "Who do these fine pigs belong to?" asked the gentleman. "Well," said the lad, "they belong to thad their big sow." "No, my boy," said the gentleman; "I mean, who is the master of them?" "Well," replied the lad, "thad their little un; 'e's a beggar fer fighting."

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Syrups and Flavors

Chairs, Stools and Tables

Hazeltine & Perkins Drug Co.
Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Mustard, true		Ipecac	
Acetic	6 @ 8	Mustard, artifi'l	3 50@3 75	Iron, clo.	@ 80
Boric	10 @ 15	Neatsfoot	70@ 80	Kino	@ 80
Carbolic	1 20@1 25	Olive, pure	2 50@3 50	Myrrh	@ 1 05
Citric	68 @ 75	Olive, Malaga, yellow	1 55@1 65	Nux Vomica	@ 7 11
Muriatic	1 1/4 @ 5	Olive, Malaga, green	1 50@1 60	Opium	@ 2 75
Nitric	7 @ 12	Orange Sweet	2 50@2 75	Opium, Capmh.	@ 2 90
Oxalic	23 @ 30	Organum, pure	@ 2 50	Opium, Deodor'd	@ 2 75
Sulphuric	1 1/4 @ 5	Organum, com'l	@ 7 75	Rhubarb	@ 7 70
Tartaric	53 @ 55	Pennyroyal	@ 2 75	Paints	
Ammonia		Peppermint	2 50@2 75	Lead, red dry	7 @ 8
Water, 26 deg.	6 1/4 @ 10	Rose, pure	14 50@16 00	Lead, white dry	7 @ 8
Water, 18 deg.	4 1/2 @ 6	Rosemary Flows	1 50@1 75	Ochre, yellow bbl.	1 @ 1 1/4
Water, 14 deg.	3 1/4 @ 6	Sandalwood, E.		Ochre, yellow less	2 @ 5
Carbonate	13 @ 16	I.	6 50@6 75	Putty	@ 2 1/2
Chloride	10 @ 25	Sassafras, true	@ 1 10	Red Venet'n bbl.	1 @ 1 1/2
Balsams		Sassafras, artifi'l	@ 60	Red Venet'n less	2 @ 5
Copaiba	75@1 00	Spearmint	3 25@3 50	Vermillion, Eng.	1 25@1 50
Fir (Canada)	1 50@1 75	Sperm	90@1 00	Vermillion, Amer.	15@ 20
Fir (Oregon)	40 @ 50	Tansy	4 00@4 25	Whiting, bbl.	11-11@1 1/2
Peru	4 50@4 75	Tar, USP	30 @ 40	Whiting	@ 2 7
Tolu	75@1 00	Turpentine, bbls.	@ 51 3/4	L. H. P. Prepd	1 25@1 35
Berries		Turpentine, less	57 @ 62	Insecticides	
Cubeb	85 @ 90	Wintergreen, true	@ 5 00	Arsenic	10 @ 15
Fish	15 @ 20	Wintergreen, sweet		Blue Vitrol, bbl.	@ 8
Juniper	10 @ 15	birch	3 00@3 25	Blue Vitrol, less	9 @ 15
Prickley Ash	@ 50	Wintergreen, art	1 75@2 00	Bordeaux Mix Pat	8 @ 15
Barks		Wormseed	3 50@4 00	Hellebore, White	
Cassia (ordinary)	25 @ 30	Wormwood	4 00@4 25	powdered	15 @ 20
Cassia (Saigon)	65 @ 75	Potassium		Insect Powder	25 @ 50
Elm (powd. 35c)	30 @ 35	Bicarbonate	25 @ 30	Lead Arsenate	8 @ 16
Sassafras (pow. 30c)	@ 25	Bichromate	20 @ 25	Lime and Sulphur	
Soap Cut (powd. 35c)	23 @ 25	Bromide	1 25@1 35	Solution, gal.	15 @ 25
Extracts		Carbonate	30 @ 35	Paris Green	17 1/2 @ 22
Licorice	27 @ 30	Chlorate, xtal and		Miscellaneous	
Licorice powdered	30 @ 35	powdered	47 @ 50	Acetanalid	2 00@2 60
Flowers		Chlorate, granular	52 @ 55	Alum	@ 8
Arnica	30 @ 40	Cyanide	25 @ 40	Alum, powdered and	
Chamomile (Ger.)	55 @ 60	Iodide	@ 3 77	ground	7 @ 10
Chamomile (Rom)	55 @ 60	Permanaganate	65 @ 70	Bismuth, Subnitrate	
Gums		Prussiate, yellow	53 @ 55	trate	2 97@3 00
Acacia, 1st	50 @ 60	Prussiate, red	90 @ 1 00	Borax xtal or	
Acacia, 2nd	45 @ 50	Sulphate	20 @ 25	powdered	6 @ 12
Acacia, 3d	40 @ 45	Roots		Cantharades po	2 00@7 00
Acacia, Sorts	20 @ 25	Alkanet	30 @ 35	Calomel	1 29@1 34
Acacia, powdered	30 @ 40	Blood, powdered	20 @ 25	Calcium	30 @ 35
Aloes (Barb. Pow)	22 @ 25	Calamus	40 @ 70	Carmine	4 25@4 50
Aloes (Cape Pow)	20 @ 25	Elecampane, pwd.	15 @ 20	Cassia Buds	@ 40
Aloes (Soc. Pow.)	40 @ 50	Gentian, pwd.	15 @ 25	Cloves	30 @ 35
Asafoetida	60 @ 75	Ginger, African, powdered	15 @ 20	Chalk Prepared	6 @ 8 1/4
Asafoetida, Powd.	@ 1 00	Ginger, Jamaica	22 @ 25	Chalk Precipitated	7 @ 10
Pure	@ 1 25	Ginger, Jamaica, powdered	22 @ 23	Chloroform	37 @ 43
U. S. P. Powd.	@ 1 25	Goldenseal pow.	6 50@7 00	Chloral Hydrate	1 00@1 20
Camphor	56 @ 60	Ipecac, powd.	5 00@5 25	Cocaine	4 60@4 90
Guaiac	40 @ 45	Licorice	18 @ 20	Cocoa Butter	55 @ 65
Guaiac, powdered	50 @ 55	Licorice, powd.	12 @ 15	Corks, list, less 70%	
Kino	70 @ 75	Orris, powdered	30 @ 35	Copperas, bbls.	@ 01
Kino, powdered	75 @ 80	Poke, powdered	20 @ 25	Copperas, less	2 @ 5
Myrrh	@ 40	Rhubarb	75 @ 1 00	Copperas, powd.	4 @ 8
Myrrh, powdered	@ 50	Rhubarb, powd.	75 @ 1 25	Corrosive Sublim.	1 25@1 35
Opium	9 30@9 50	Rosinweed, powd.	25 @ 30	Cream Tartar	38 @ 40
Opium, powd.	11 00@11 25	Sarsaparilla, Hond. ground	@ 65	Cuttlebone	35 @ 40
Opium, gran.	11 50@12 00	Sarsaparilla Mexican, ground	30 @ 35	Dextrine	7 @ 10
Shellac	28 @ 35	Squills	20 @ 35	Dover's Powder	@ 2 50
Shellac, Bleached	30 @ 35	Squills, powdered	40 @ 60	Emery, all Nus.	6 @ 10
Tragacanth		Tumeric, powd.	12 @ 15	Emery, powdered	5 @ 8
No. 1	2 25@2 50	Valerian, powd.	25 @ 30	Epsom Salts, bbls	@ 2
Tragacanth pow	1 25@1 50	Seeds		Epsom Salts, less	3 @ 5
Turpentine	10 @ 15	Anise	20 @ 25	Ergot	2 00@2 25
Leaves		Anise, powdered	@ 25	Ergot, powdered	2 75@3 00
Buchu	2 25@2 50	Bird, ls	@ 12	Flake White	15 @ 20
Buchu, powd.	2 50@2 75	Canary	12 @ 15	Formaldehyde lb.	10 @ 15
Sage, bulk	28 @ 35	Caraway	15 @ 20	Gambier	10 @ 15
Sage, 1/4s loose	35 @ 40	Cardamon	2 00@2 25	Gelatine	50 @ 60
Sage, powdered	30 @ 35	Celery (powd. 40)	30 @ 35	Glassware, full cases	80%
Senna, Alex	30 @ 35	Coriander	10 @ 18	Glassware, less 70 & 10%	
Senna, Tinn.	30 @ 35	Dill	20 @ 25	Glauber Salts bbl.	@ 1 1/4
Senna Tinn powd	35 @ 40	Fennel	40 @ 45	Glauber Salts less	2 @ 5
Uva Ursi	18 @ 20	Flax	5 @ 10	Glue, brown	11 @ 15
Oils		Flax, ground	5 @ 10	Glue, brown grd.	10 @ 15
Almonds, Bitter, true	6 50@7 00	Foenugreek, pow.	8 @ 10	Glue, white	15 @ 25
Almonds, Bitter, artificial	1 50@1 75	Hemp	7 @ 10	Glue, white grd.	15 @ 20
Almonds, Sweet, true	1 25@1 50	Lobelia	@ 50	Glycerine	23 @ 25
Almonds, Sweet, imitation	50 @ 60	Mustard, yellow	16 @ 20	Hops	45 @ 60
Amber, crude	25 @ 30	Mustard, black	16 @ 20	Indigo	1 75@2 00
Amber, rectified	40 @ 50	Mustard, powd.	20 @ 25	Iodine	4 55@4 80
Anise	2 00@2 25	Poppy	15 @ 20	Iodoform	5 20@5 80
Bergamont	4 25@4 50	Quince	1 00@1 25	Lead Acetate	15 @ 20
Cajuput	1 35@1 60	Rape	@ 15	Lycopodium	1 50@1 75
Cassia	1 75@2 00	Sabadilla	@ 35	Mace	85 @ 90
Castor, bbls and cans	12 1/4 @ 15	Sabadilla, powd.	@ 44	Mace, powdered	85 @ 1 00
Cedar Leaf	90 @ 1 00	Sunflower	12 @ 20	Menthol	3 50@3 75
Citronella	75 @ 1 00	Worm American	20 @ 25	Menthol	3 75@4 00
Cloves	1 75@2 00	Worm Levant	85 @ 90	Morphine	5 65@5 90
Cocoonut	20 @ 25	Tinctures		Nux Vomica	@ 15
Cod Liver	1 75@2 00	Aconite	@ 75	Nux Vomica pow	@ 20
Cotton Seed	85 @ 1 00	Aloes	@ 65	Pepper, black pow	@ 30
Croton	2 00@2 25	Arnica	@ 75	Pepper, white	@ 35
Cupbebs	4 25@4 50	Asafoetida	@ 1 35	Pitch, Burgundy	@ 15
Eigeron	2 00@2 25	Belladonna	@ 1 65	Quassia	10 @ 15
Eucalyptus	1 00@1 20	Benzoil	@ 1 00	Quinine, all brds	30 @ 40
Hemlock, pure	@ 1 00	Benzoil Comp'd	@ 1 50	Rochelle Salts	26 @ 30
Juniper Berries	2 00@2 25	Buchu	@ 1 50	Saccharine	3 25@3 75
Juniper Wood	70 @ 90	Cantharadies	@ 1 80	Salt Peter	12 @ 16
Lard, extra	80 @ 90	Cardamon	@ 1 50	Selditz Mixture	25 @ 30
Lard, No. 1	65 @ 75	Cardamon, Comp.	@ 2 00	Soap, green	15 @ 20
Laven'r Flowers	@ 6 00	Catechu	@ 60	Soap, mott castile	12 @ 15
Lemon	2 00@2 25	Cinchona	@ 1 05	Soap, white castile case	@ 6 75
Linseed, boiled, bbl.	@ 69	Colchicum	@ 75	Soap, white castile less, per bar	@ 75
Linseed, bld, less	74 @ 80	Cubebs	@ 1 20	Soda Ash	5 @ 5
Linseed, raw, bbl.	@ 68	Digitalis	@ 80	Soda Bicarbonate	1 1/4 @ 5
Linseed, raw, less	73 @ 80	Gentian	@ 75	Soda, Sal	1 @ 4

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

Washboards Imported Macaroni

DECLINED

Flour

Index to Markets By Columns

Table with columns for market categories (A, B, C, D, F, G, H, J, M, N, O, P, R, S, T, V, W, Y) and items like Ammonia, Axle Grease, Baked Beans, etc.

Table with columns for market categories (3, 4, 5) and items like Cheese, Chewing Gum, Chocolate, Cocoa, Coffee, etc.

6

Table with 2 columns: Item Name and Price. Includes Saltines, Seafoam, Spiced Jumbles, 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, Nabisco, Amana, Nabisco, Festino, Lorna Doone, Above quotations of National Biscuit Co., 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, Muirs-Choice, 25lb., Muirs-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. 8 3/4, California Prunes, 90-100 25lb. boxes, 80-90 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 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 in., 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, Herbs, Sage, Hops, Laurel Leaves, Senna Leaves, HIDES AND PELTS, Hides, Green, No. 1, Green, No. 2, Cured, No. 1, Cured, No. 2

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Table with 2 columns: Item Name and Price. Includes Bamboos, 14 ft., per doz., Bamboos, 16 ft., per doz., Bamboos, 18 ft., per doz., FLAVORING EXTRACTS, Jennings D C Brand, Extract Lemon Terpeness, Extract Vanilla Mexican, Both at the same price, No. 1, F box 3/4 oz., No. 2, F box, 1 1/4 oz., No. 4, F box, 2 1/2 oz., No. 3, 2 1/4 oz. Taper, 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's Crescent, Voigt's Royal, Voigt's Flourlight, Voigt's Hygienic Grain, ham, Half barrels 2c extra, 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, 1/8s, American Eagle, 1/4s, American Eagle, 1/2s, Spring Wheat, Roy Baker, Mazeppa, Golden Horn, bakers, Wisconsin Rye, Bohemian Rye, Judson Grocer Co., Ceresota, 1/2s, Ceresota, 1/4s, Ceresota, 1/8s, Voigt Milling Co., Columbian, Worden Grocer Co., Wingold, 1/8s cloth, Wingold, 1/4s cloth, Wingold, 1/2s cloth, Wingold, 1/8s paper, Wingold, 1/4s paper, Wingold, 1/2s paper, Meal, Bolted, Golden Granulated, Wheat, New Red, New White, Oats, Michigan carlots, Less than carlots, Corn, Carlots, Less than carlots, Hay, Carlots, Less than carlots, Feed, Street Car Feed, No. 1 Corn & Oat Fd, Cracked Corn, Coarse Corn Meal, FRUIT JARS, Mason, pts., per gro., Mason, qts., per gro., Mason, 1/2 gal. per gro., Mason, can tops, gro., GELATINE, Cox's, 1 doz. large, Cox's, 1 doz. small, Knox's Sparkling, doz., Knox's Sparkling, gr., Knox's Acid'd doz., Minute, 2 qts., Minute, 2 qts., 3 doz., Nelson's, Oxford, Plymouth Rock, Phos., Plymouth Rock, Plain, GRAIN BAGS, Broad Gauge, Amoskeag, Herbs, Sage, Hops, Laurel Leaves, Senna Leaves, HIDES AND PELTS, Hides, Green, No. 1, Green, No. 2, Cured, No. 1, Cured, No. 2

8

Table with 2 columns: Item Name and Price. Includes Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2, Pelts, Old Wool, Lambs, Shearlings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, HORSE RADISH, Per doz., Jelly, 5lb. pails, per doz., 15lb. pails, per doz., 30lb. pails, per doz., JELLY GLASSES, 1/2 pt. in bbls., per doz., 1 1/2 pt. in bbls., per doz., 3 oz. capped in bbls., per doz., MAPLEINE, 2 oz. bottles, per doz., 1 oz. bottles, per doz., 1/2 oz. bottles, per doz., MINCE MEAT, Per case, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels 2c extra, Red Hen, No. 2 1/2, Red Hen, No. 5, Red Hen, No. 10, MUSTARD, 1/2 lb. 6 lb. box, OLIVES, Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, Stuffed, 5 oz., Stuffed, 8 oz., Stuffed, 14 oz., Pitted (not stuffed), 14 oz., Manzanilla, 8 oz., Lunch, 10 oz., Lunch, 16 oz., Queen, Mammoth, 19 oz., Queen, Mammoth, 28 oz., Olive Chow, 2 doz. cs., per doz., PICKLES, Medium, Barrels, 1,200 count, Half bbls., 600 count, 5 gallon kegs, Small, Barrels, Half barrels, 5 gallon kegs, Gherkins, Barrels, Half barrels, 5 gallon kegs, Sweet Small, Barrels, Half barrels, 5 gallon kegs, PIPES, Clay, No. 216, per box, Clay, T. D. full count, Cob, PLAYING CARDS, No. 90, Steamboat, No. 15, Rival assorted, No. 20, Rover, enam'd, No. 572, Special, No. 98, Golf, Satin fin., No. 808, Bicycle, No. 632, Tourn't whist, POTASH, Babbitt's, 2 doz., PROVISIONS, Barreled Pork, Clear Back, Short Cut Clr, Bean, Brisket, Clear 27 00/28 00, Pig, Clear Family, Dry Salt Meats, S P Bellies, Lard, Pure in tierces, Compound Lard, 80 lb. tubs, 90 lb. tubs, 50 lb. tubs, 20 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, Picnic Hams, Picnic Balled, Hams, Boiled Hams, Minc'd Ham, Bacon

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Table with 2 columns: Item Name and Price. Includes Sausages, Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, new, Pig's Feet, 1/2 bbls., 3/4 bbls., 1 bbl., Kits, 15 lbs., 1/4 bbls., 40 lbs., 1/2 bbls., 80 lbs., 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, Steel Cut, 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 1 doz., Durkee's, small, 2 doz., Snider's, large, 1 doz., Snider's, small, 2 doz., 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, 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, 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.

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Table with 2 columns: Item Name and Price. Includes SEEDS, Canary, Smyrna, Caraway, Cardomon, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, SHOE BLACKING, Handy Box, large 3 dz., 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, Ginger, African, Mace, Penang, Nutmegs, 70-180, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, STARCH, Kingsford, 40 lbs., Muzzy, 20 lb. pkgs., Kingsford, Silver Gloss, 40 lb., Muzzy, 40 lb. pkgs., Gloss, 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, 4 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, Halfdoz, large, Halfdoz, small, TEA, Uncolored Japan, Medium, Choice, 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, 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

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Table with 2 columns: Item Name and Price. Includes 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 foil, Sterling, L & D 5c, Sweet Cuba, canister, Sweet Cuba, 5c, Sweet Cuba, 10c, Sweet Cuba, 1 lb. tin, Sweet Burley, 1/2 lb. foil, Sweet Burley, 5c L&D 5c, Sweet Burley, 8 oz., Sweet Mist, 1/2 gro., Sweet Mist, 1/4 gro., 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 12 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, 32 Derby, 5 lb. boxes, 5 Bros., 4 lb., Four Roses, 10c, Gilt Edges, 2 lb., Gold Rope, 6 and 12 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, 1 lb., Nobby Spun Roll 6 & 3 5/8, Parrot, 12 lb., Patterson's Nat. Leaf 93, Peachey, 6, 12 & 24 lb., Picnic Twist, 5 lb., Piper Heidsieck, 4 & 7 lb., Piper Heidsieck, per doz., Polo, 3 doz., per doz., Redicut, 1 1/2 oz., per doz., Scrapple, 2 and 4 doz., Sherry Cobbler, 8 oz., 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., Ten Talk, 14 oz., Yankee Girl, 12 & 24 lb., Scrap, All Red, 5c, Am. Union Scrap, 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, Old Times, 1/4 gro., Polar Bear, 5c, Red Man, 5c, Red Man Scrap, 5c, Scrapple, 5c pkgs., Sure Shot, 5c, Yankee Girl Scrap 2oz., Pan Handle Scrap 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., Badgad, 10c tins, Badger, 3 oz., Badger, 7 oz., Banner, 5c, Banner, 20c, Banner, 40c, Belwood, Mixture, 10c, Big Chief, 2 1/4 oz.

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—Clothing and gents' furnishing stock Southern Michigan. Village of 800. Located in finest farming district. Doing cash business \$12,000. Rent \$15. Stock will invoice \$4,500. Only store of kind in town. Good reasons for selling. Will exchange for farm. Don't write unless you mean business. Address Snap, care Tradesman. 115

For Sale—A first-class meat market in a town of 1,500, forty-six miles from Detroit; two markets in town, doing good cash business; reason for selling, poor health. Address Box 371, Holly, Mich. 116

For Sale or might exchange \$7,000 clean general stock doing good cash business, located in fruit district of Texas, for similar business in North, preferable Southern Michigan. Address Box 306, Lindale, Texas. 117

Wanted to buy: One five barrel gasoline tank and pump. Address Scott & Co., Cannonsburg, Michigan. 118

Buy or sell business or property anywhere. Not brokers. We find buyers for owners, bargains for buyers. Save time, money. Deal direct with owners quickly through Clearing House, Huntington, Indiana. 119

For Sale—Stock of dry goods in town of 1,400 in Southern Michigan. Address 246, care Tradesman. 120

For Sale—At a bargain my tools and stock consisting of gun tools and stock, also bicycle tools and some stock; fishing tackle; ammunition and picture framing machine and minor tools; in good business town of 2,000 population. Reason for selling, poor health. S. A. Vescehius, Vassar, Michigan. 122

For Sale—Good live drug store, in best city in State. Invoice \$4,000. Address No. 123, care Tradesman. 123

Wanted—To trade Kalamazoo property for drug store in town of 2,000 to 5,000. V. E. Lawler, 1228 Stockbridge Ave., Kalamazoo, Michigan. 114

For Sale—One meat slicing machine, in use less than one year, in perfect order; one Hobart Electric Coffee Grinder, and several Toledo Computing Scales. Will sell very reasonable. The Edward Wren Company, Springfield, Ohio. 125

Clothing and Furnishings—Have an \$18,000 stock, clean and up-to-date, doing around \$30,000 a year; old established. If you have \$7,000 or \$8,000 you can handle this and clean up \$4,000 or \$5,000. Located in Southern Michigan town of 5,000 population. Reason for selling, poor health. Address 126, Michigan Tradesman. 126

For Sale—Only general stock in town of 1,500 in Southern Michigan. Good store; low rent. Invoices \$4,000. Address Lock Box 188, Union City, Michigan. 127

Drug Store—Have two good paying drug stores. Will sell one. Good opportunity. Further particulars, address No. 128, care Tradesman. 128

Wanted—Fifty more merchants in Michigan to establish a man from Michigan branch in their store. A bran new proposition with great possibilities. Merchants with an established business in other lines of merchandise will find this the greatest cash trade stimulator ever used and its state wide popularity will quickly increase the volume of business in every department of your store. Only a very small investment necessary. First applicants given preference. Address, Branch Stores Department, Canada Mills Company, Francis O. Lindquist, President, Greenville, Michigan. 129

For Sale—Wolf Electric cutter with generator. Direct current. Cost \$375. Is almost new. Will sell for \$175. Also have one 5 h. p. electric motor in excellent condition, which will sell cheap. William L. Wood, 108 East Liberty street, Ann Arbor, Michigan. 130

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. Annual sales \$18,000 to \$20,000. Good reasons for selling. Address No. 98, care Tradesman. 98

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

For Sale—Clean stock of general merchandise. Good trade. Low expenses in country town. Address No. 99, care Tradesman. 99

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 Charlevoltz, Detroit, Michigan. 107

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. Krusenga, 44-54 Ellsworth Ave., Grand Rapids, Michigan. 870

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

Wanted—I want to buy a shoe stock for spot cash. Price must be low. Address "Hartzell," care Tradesman. 907

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

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

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

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 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

Wanted—Clean stock of general merchandise in a good town in Southern Michigan. Address A. L. Young, Albion, Michigan. 56

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

Fine business location; corner store, 50x 100 ft.; first floor and basement at Adrian, Michigan. Address D.B. Morgan, Adrian, Michigan.

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

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

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

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

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

PRINTING.

1,000 letter heads \$1.50. 5,000 \$5. Copper Journal, Hancock, Mich. 917

HELP WANTED.

Wanted—Hustling salesman calling upon clothiers, furnishes, department store and shoe trade to carry our line of wood window display fixtures. A big seller. Good commissions. Men making small and large towns preferred. One man for each state, Michigan, Indiana and Wisconsin. Polay Fixture Service, 711 Medina Bldg., Chicago, Ill. 124

Wanted—Registered pharmacist for drug and general merchandise work. Room and board and salary. Address No. 108, care Tradesman. 108

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.

Registered pharmacist desires half day relief work. Address Relief Specialist, care Tradesman. 121

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

Economic Coupon Books

They save time and expense. They prevent disputes. They put credit transactions on cash basis. Free samples on application.

Tradesman Company
Grand Rapids, Mich.

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

CATALOGUE COMPETITION.

The Merchant's Mistakes and How to Correct Them.
Written for the Tradesman.
Third Paper.

It is easy enough for us to see mistakes in others, but sometimes hard to see them in ourselves. If every merchant could stand off and take a good look at himself occasionally he might discover an opportunity for improvement in his actions, his conversation and his advertising.

In our dealings with these mail order customers our very best efforts should be brought to convince the patron that we can sell goods of equal value as low in price as the mail order man. It is in this argument, I believe, that many of us fall down.

I have heard merchants use this line of argument in trying to convince Mrs. Jones or Mrs. Brown that she should bestow her liberal patronage elsewhere than on the Chicago mail order firms:

"Now, Mrs. Jones, you certainly ought to give us your trade. You certainly ought not to ask us to compete with the mail order houses except on quality. You know we keep nothing but the very best goods, while the Chicago concerns hand you the poorest stuff imaginable."

"Why," says Mrs. Jones, "I get pretty good stuff from them. I don't see but what it is just as good as yours."

"No, no, it can't be," you say, "because they buy the cheapest trash they can get."

Now this line of talk might work all right with someone who had never seen the inside of a catalogue from Chicago, or it might work with those who had made few purchases, but it would simply turn the customer absolutely further away from the merchant, if the purchases from the mail order firm had been sufficiently frequent to give the customer an opportunity to become familiar with the kinds and brands of goods sold by the mail order house, and also those usually sold in the ordinary store.

Do you think that this talk is going to convince the customer that they carry only cheap goods when perhaps she or he has been buying some of the following brands of goods: Rockford socks, (see page 244), Stetson hats (see page 281), Elgin, Waltham or Hamden Watches (see page 320), Mennen's talcum powder (see page 437), Horlick's milk, Eagle milk, Mellin's food (see page 437), Winchester, Remington or Stevens' guns (see page 503), Bissell carpet sweepers (see page 677)?

These are goods of unquestionable character and quality and if you did not know that the catalogue houses were selling these brands of goods it is high time that you were made aware of the fact. Do you think, for a minute, that the conversation you had with your customer will prove to your good when all of the time she has been buying some of these goods—merchandise of the same quality and no doubt of the very same brands that you are selling yourself?

If she has been buying Mennen's

talcum of the mail order house, do you suppose that you can convince her that it is no good? No. You must meet their prices. Get out your catalogues, study up their prices and fill their orders as mentioned in my article of last week at the prices named in their catalogues. Only a small percentage of their goods are known brands. They buy them at a lower price than you do, perhaps, and they sell them at a very close margin, for the very reason that your customers do know the brands and do know that you also sell the same goods. It on such goods as these that they make their stand; therefore it is up to you to meet them or go them one better and thus convince your customer that you have the capacity for handling his business at attractive prices. It will be a cinch to convince him that you can beat them on service, so if you will simply compete with them in price you will have them coming your way.

Merchants Should Organize.

If you will take your catalogue and make a study of it you will find that brands of many of the most reputable concerns selling goods in the hardware line are not to be found between the covers of the catalogues.

The reason for this is the organization which the hardware dealers have perfected in this State and in this country. They have gotten together in sufficient numbers to make life weary for these firms who persist in selling the mail order houses and the small dealers as well. No wholesaler, if he must take one or the other, will take the mail order house in preference to the retail merchants. This has been proven time and again by the National Hardware Dealers' Association. The retailer is a necessary adjunct and the wholesaler knows it only too well. If the merchants would get together and refuse to buy these popular brands unless they discontinued selling the catalogue houses there would be nothing to it. They would soon have known brands eliminated from mail order competition. If you can not organize and accomplish this at once, you can at least discontinue to push the brands of goods sold by mail order houses and if enough of us will get at it, the hole we make in the business of these concerns will soon make them sit up and take notice.

It is very easy to sell other brands. You may, as a matter of policy, be forced to keep some of the goods advertised by the mail order concerns, but do not push them. Hammer away at every salesman (poor fellow, he is not at fault) who endeavors to sell you goods listed in the catalogue houses. After a few of you pelt away at him for a while he will be able to convince his house that there is something doing out in the "kentry" and the result will be that they will either discontinue selling the mail order houses entirely or they will boost the price to them sufficiently to make them sell at your regular prices. In either event you win, because with equal prices it is no trouble at all to get the business.

Exchange No Mail Order Goods.

How many of you, particularly those who sell dry goods, shoes, etc., have been importuned, time and again to take back goods purchased by some of your good customers from the catalogue houses and give them merchandise from your stock of a different size.

I have been up against this proposition many and many a time and I do not think I ever exchanged an item in my life. Some of you may not agree with me in this, but if every one had pursued the same policy I have in connection with this point I am sure that more and more patrons of the mail order houses would now be discouraged in getting goods that fit them properly. Of course, you must be politic in the refusal. You can say that you do not carry the same brand of shoes, or the same cloth in coats; that you have several broken sizes now and that you cannot mix up your stock by taking in an article of a different brand even though it may be worth as much as those you now have. While they are in the store, show them goods that will outsell the item they have to return. Quote them a price that will prove attractive and suggest that they return the article that does not fit, that you will do it up for them and address it, that you will take it to the express office for them and that they will receive their money back for this item, which they will. Sell them your goods, but do not exchange with them.

If you are a salesman you may do this and if the item you sell proves satisfactory, you will have a customer coming your way, whereas if you exchange with them, they go away laughing at you for your kindness, and will likely send again to the mail order house when next in need of goods.

Always sell your goods when possible. This is a wedge against your mail order competition, and if enough of us keep at it long enough, while we will not put them out of business by a long ways, we will make a dent in their profits which means a bulge in our own.

L. A. Packer.

Quotations on Local Stocks and Bonds.

Public Utilities.		Bid	Asked
Am. Lt. & Trac. Co., warrants	320	325	
Am. Light & Trac. Co., Com.	322	328	
Am. Light & Trac. Co., Pfd.	106	109	
Am. Public Utilities, Pfd.	63	65	
Am. Public Utilities, Com.	28	30	
Cities Service Co., Com.	50	55	
Cities Service Co., Pfd.	58	60	
Com'wth Pr. Ry. & Lt., Com.	53	55	
Com'wth Pr. Ry. & Lt., Pfd.	81	83	
Com'wth 6% 5 year bond	98	100	
Holland St. Louis Sugar	4	5	
Michigan Sugar	62½	65	
Pacific Gas & Elec. Co., Com.	48	50	
Tennessee Ry. Lt. & Pr., Com.	6	9	
Tennessee Ry. Lt. & Pr., Pfd.	30	35	
United Light & Rys., Com.	44	48	
United Light & Rys. 2d Pfd.	69	71	
United Light & Rys. 1st Pfd.	71	73	
United Light 1st and Ref. 5% bonds	82	85	
Industrial and Bank Stocks.			
Dennis Canadian Co.	80	90	
Furniture City Brewing Co.	40	50	
Globe Knitting Works, Com.	130	140	
Globe Knitting Works, Pfd.	98	100	
G. R. Brewing Co.	90	100	
Commercial Savings Bank	220		
Fourth National Bank	220		
G. R. National City Bank	169	175	
G. R. Savings Bank	255		
Kent State Bank	245	250	
Old National Bank	190	195	
Peoples Savings Bank	250		

May 12, 1915.

President Wilson's Definition of Golf.

President Wilson, who devotes a great deal of time to golf, playing on the links of the Washington Country Club in Virginia, was recently asked to explain the game.

The President knew the man who asked the question, an eminent scientist and college professor, and he replied in language that he knew the professor would understand, saying, "Golf is an ineffectual attempt to put an elusive ball into an obscure hole with imperfect implements."

A lady writing to this office on a matter of business from a little village not a thousand miles from Grand Rapids, adds this as a postscript: "I have not stood or walked in most nineteen years. I have to lie flat on my cot. Count your blessings. Life is sweet. The spring is beautiful. God is good." There is a whole sermon, in fact, several of them suggested and perhaps a preacher or two reading will see the point and elaborate it. If this good woman, deprived of privileges and advantages which most people enjoy, can still be happy and grateful, how much more so should others who really have more blessings to count. It only serves to emphasize that, after all, happiness comes more from within than from without. Disposition has a good deal to do with it. A contented mind is a continual feast and it does not always go with great riches or great strength. Health and its enjoyment are properly reckoned most priceless possessions and yet here is an instance to show that it is possible to be happy without them. Most things in this world are relative and are measured by comparison. If the degrees of happiness were dependent entirely upon environment, what a wondrous store of it most people would have and when you come to think of it, whatever the environment, everybody can have it who looks at things in their right light.

Riekse & Lindeman have started in the meat business at 943 East Fulton street.

BUSINESS CHANCES.

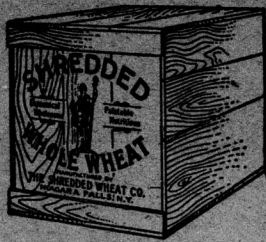
For Sale Cheap—One Owen 25 pilot gas generator, good condition. Can be seen at Holland. Write D. C. Steketee, Grand Rapids, Michigan. 131

For Sale—Paying bakery, good business for man who can do own baking. Some groceries. New Hubbard oven, fixtures, supplies; all which have been paid out of business less than a year. Address 132, care Tradesman. 132

A Business Snap—Restaurant and lunch room on Milwaukee avenue. Average receipts \$38 per day. Big high-class automobile trade. Owner called away will sell at a sacrifice. Everything in first-class shape. J. T. Robertson, Libertyville, Illinois. 133

Grocery Stock For Sale

Grocery stock which will inventory from \$8,000 to \$10,000, doing business of \$100,000 per year. Best location in strong educational center. Doing best trade in town. Ideal location for a man who wants to educate his family. Address Radix, care Michigan Tradesman, Grand Rapids.



The Case for Shredded Wheat

is a strong one—we couldn't put it any stronger in words—so we put the Biscuit itself in the best case on the market. Shredded Wheat Biscuit is packed in an odorless spruce container which insures its purity and high quality. It costs more to pack Shredded Wheat than any other cereal, but the cost is amply justified by the world-wide consumption of this product. When the case is empty it can be sold for 10 or 15 cents, thereby increasing the grocer's profit.

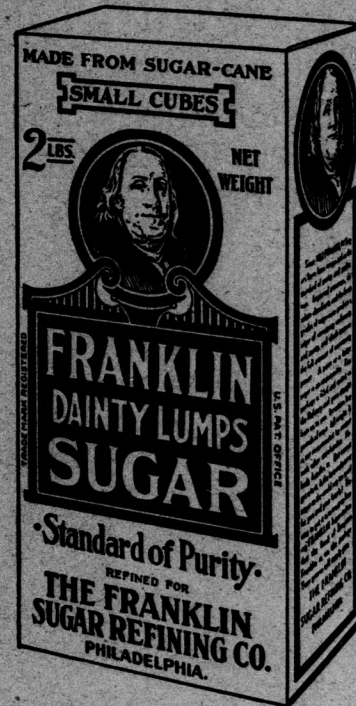
Shredded Wheat is made in two forms Biscuit and Triscuit—the Biscuit for breakfast with milk or cream, or fruits; Triscuit, the Shredded Wheat wafer, a crisp, tasty, whole wheat toast, delicious with butter, cheese or marmalades.



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

FRANKLIN DAINTY LUMPS

(Small Cubes of Sugar)



These dainty little lumps of sugar, which are just the right size for sweetening Tea, Coffee, etc., without waste, are great favorites with consumers. It will pay you to feature them as an added attraction to your stock, because of their superiority over old style lump sugar in both convenience of size and dainty appearance.

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

The Franklin Sugar Refining Co.

Philadelphia

Maybe You Were One of Them

WERE YOU CHEATED

into believing that because a baking powder foamed up over the top of a glass when water was added, that it was good, pure and strong baking powder.

Pure food officials have declared this to be a fraud.

State after state has ruled that baking powder mixed with ALBUMEN (some times called white of egg) is illegal and have stopped the sale of the stuff.

The manufacturers of K C BAKING POWDER have never found it necessary to resort to such fraudulent methods.

K C Baking Powder Contains No Albumen

It is a Pure Food Baking Powder, sold at an honest price and no better can be bought at any price.

25 Ounces for 25 Cents

JAQUES MFG. CO.

CHICAGO

Moses Led the Children of Israel--- He Did Not Drive Them

The Children of Israel were in a forest wilderness; they had faith in Moses and he led them safely out.

The business man of to-day who keeps his books of account, his valuable papers and his cash under counters or in cracker boxes, is in a wilderness beset with just as many dangers as the one the Children of Israel were rescued from by Moses.



We cannot drive you to buy a safe and we would not if we could

So far as you are concerned—if you are not now the owner of a dependable safe—it would be the best thing that ever happened to you if someone should drive you to place a good honest safe in your store or office. The most we shall do is to respectfully ask you to write us to-day for prices.



Grand Rapids Safe Co.

Tradesman Building

Grand Rapids, Michigan