

Headquarters

Your 5, 10 and 25 cent department will prosper according to the methods you employ to keep it new and interesting.

And the way to do this satisfactorily and to the best advantage is to buy your goods from HEADQUARTERS.

It is now **thirty-four** years since we started as **specialists** in **popular priced** merchandise.

We were **leaders** and **originators** then and are now.

We buy our goods in five house lots and sell them through catalogue: Two advantages for you—quantity prices and economy in selling.

Our plan makes it unnecessary for you to buy in larger quantities than you need. You pay the same **NET** price on one dozen or fifty, and your investment spread over a variety of offerings makes your showing constantly attractive and up-to-date.

These and very many more are the reasons for our success and the success of many thousands who have adopted our way.

Always, the **safest** and **best** plan is to buy from HEADQUARTERS.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

Sample Houses: Baltimore, Cincinnati, Kansas City, Milwaukee, Omaha, San Francisco, Seattle

Experience has taught thousands that there is no economy in cheap, inferior Y E A S T. Use FLEISCHMANN'S — it is the best—hence the cheapest.

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

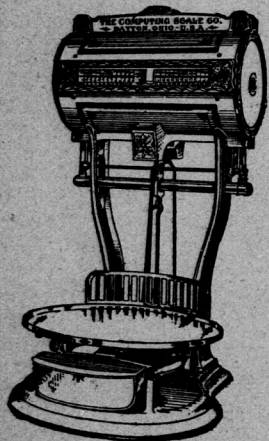
Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts.
Opposite Morton House Grand Rapids, Mich.

Here's What It Means

Here's the Danger of Abject Failure From the Careless Loss of One Little 1/2 Ounce



200 weighings per day with this loss would amount to 100 ounces passed out to your trade for good measure. Keep this up for 300 working days and it will cost you 30,000 ounces; and at a conservative valuation of the value of these wasted, "good measure," complimentary donations, you will actually give away \$300 in values. You never had the matter put up to you so very frankly before; but these are facts. We are not magnifying your losses. On the contrary we are under-estimating them. We don't want to discourage you, we want to encourage you; because there is a way out of all this losing game, to wit: The Moneyweight Weigh. We can save all this undermining, profit-wasting guess work. We

will reduce your methods to an exact science, and prove to you in one year's time that the System we are ready to install hasn't cost you one cent. Don't you think it about time to spend a penny of this dead loss, and get positive proof of this matter.

The Computing Scale Co.
Dayton, Ohio

Moneyweight Scale Co.
58 N. State St.
MASONIC TEMPLE, CHICAGO
Grand Rapids Office, 74 So. Ionia St.
Detroit Sales Office, 148 Jefferson St.

Please mention Michigan Tradesman when writing

Direct Sales Offices in All Prominent Cities

Stop Burdening Your Weary Mind



Mr. Merchant, it isn't a case of trying to stop forgetting—but of relieving your mind of things you shouldn't attempt to remember.

Pencil and paper were invented to chronicle thoughts, transactions, agreements. USE THEM. But—use them judiciously. SYSTEMATIZE their use.

The American Account Register and System for Merchants was perfected to meet the merchant's needs.

With them, he has nothing to remember beyond the very ordinary things.

No forgotten charges.

No C.O.D.'s overlooked.

No month-end disputes over bills

Every day's business balanced each day—WITHOUT BOOKS.

A perfect credit register—a follow-up for delinquents.

Fire-proof inclosure for your records.

More business in less time—MORE NET and less loss.

You Should Make Ten Per Cent.

Do you make it? Are there leaks in your business that are detracting from your rightful earnings?

Your store, like a ship, needs chart and compass to make the work of the pilot valuable.

Our system is BOTH chart and compass. It makes the RIGHT WAY easy; the wrong way hard. It increases your capacity; it helps your clerks as well as yourself.

This system is neither untried nor experimental. It was designed on the NEEDS that have arisen from past experience.

For your own sake, INVESTIGATE

If there's anything BETTER than that which you have had, YOU WANT IT! THIS IS BETTER—and WE CAN PROVE IT. All we ask you to do is to inquire. Do that TODAY. Use the attached blank and receive full particulars.

The American Case & Register Co.
Salem, Ohio

The American Case & Register Company, Salem, Ohio, 165 Wilson St.

Dear Sirs:—Kindly send me full particulars about your Account Register and System for Merchants, without cost to me.

Name Address



SNOWBOY
Won't hurt
your hands



SNOWBOY
Weighs more

SNOWBOY
Good profits



SNOWBOY
Washing powder

We are telling YOUR customers about SNOW BOY Washing Powder every day.

How much SNOW BOY have you in stock?

Lautz Bros. & Co.

Buffalo, N. Y.

Quick Profits

MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 30, 1911

Number 1458

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UPLIFT FOR FARMERS.

It is a rather peculiar fact that the people have constantly changing fads about looking after some particular class in the community. It seems to be a natural instinct for people to take care of somebody, and a very commendable trait it is. Much good is accomplished in this way that is of solid and substantial value, but there are also some phases which are amusing. At one time there was a great wave of interest in the poor drunkard sweeping over the country, and those too familiar with the influence of stimulants had a great deal of attention, and some of them were lifted up gently and placed bodily on the water wagon. At another time the dwellers in the tenement houses receive attention, and the papers and the magazines are full about the efforts to help and improve them. Once in a while the shop girl comes in for her share, and the women who foolishly think themselves better than she are temporarily quite exercised in her behalf. Lo, the poor Indian, and later the Filipino, have their session on the center of the stage. Recently the slightest taint of tuberculosis has made its possessor the object of interest and solicitude. Other classes in the community will in time come in for their turn, and it is a blessed thing that average human nature in America has this trait.

Sometimes the desire to help a poor sin-sick soul or give an uplift leads to efforts in directions which are not properly appreciated, and sometimes it is the case of looking after the mote where the beam is obvious. By spells the general public has spasms of interesting itself deeply in the farmer, the agricultural classes, as they are called by those who do not know which is the business end of the cow. Especially just before election time, the politicians enjoy an enlargement of the heart, and that organ figuratively yearns for the uplift of the honest yeomanry who till the fields. Conservation is something of a fad, and under Roosevelt it received a great impetus. Conservation of natural resources in this country is both important and desirable. It is interesting to note, in

view of the approaching presidential election, that the National Conservation Congress, which meets in Kansas City next month, proposes to devote itself almost entirely to the farmer and farm life.

The first congress of this kind was held at Seattle and talked about forests and forestry. The next was at St. Paul and the public land question was discussed. This year at Kansas City some of the subjects on the programme are "Country Schools," "The Country Child vs. the City Child," "The Country Church." One whole session will be devoted to the rural home. Another day they will talk about transportation for the farmer, and Secretary of War Stimson is going way out there to tell about the farmer and the navigable rivers. It would appear from the prospectus that the agriculturist who can secure a stenographic report of the proceedings will not only have a winter's reading, but a whole library of directions, telling him just what to do and how to do it, and incidentally telling him that he is the backbone, the muscle, the sinew and the principal substance of the body politic, with the possible exception of the nerve. The amount of what is commonly called hot-air, which is frequently wafted toward the farmers, is something astonishing. They are glad to be the object of so much interest and solicitude and they figure that thereby those in some other locations are endeavoring to emulate the Lord, who, it is said, helps those who help themselves. All the farmers ask is a fair chance, and they can be depended upon to do their share and give a very good account of themselves.

GOOD ROADS MOVEMENT.

The building of good country roads has become one of the most important public interests in the United States. Before the time when railroads had become everyday affairs it was not only the rule for state and county governments to build wagonways through the country, but to enable congressmen from the Western States to reach the National Capital the Government of the United States built "the National road" from Washington to Pittsburgh, where connection was made with steamboats on the Ohio River. Many turnpike roads were built by private corporations, which had obtained from the various states franchises which enabled them to collect tolls from all traffic using their roads.

That excellent monthly, the World's Work, for September relates a timely story to the effect that in an obscure corner of the Southern States the sparse population arose a year or two ago and said to one another:

"People go to places where there are good roads. They avoid places where there are bad roads. We have bad roads. Few people come here. Let us make good roads and see what will happen." They went to work building good roads from Nowhere to Anywhere. County and townships went into debt. Private persons put up money. By great agitation and much sacrifice they built road after road through the lonely woods. And the scoffer said that nobody would ever travel them. At first nobody did travel them. A lonely, perfect highway through a thinly-settled corner of the world. It did look foolish to incur a debt for that. But presently people came—in motor cars; then more came. Somebody discovered that the land along the highways was good land. It had before been taken for granted that because it had not been tilled it was of little value. Now its price has doubled—in places quadrupled; prosperous farms already bloom where there was only waste before.

Nor is this all: The people of the lonely and formerly unvisited region themselves had stayed at home for lack of roads that tempted them to travel. But as soon as they had good roads they began to go about. The more prosperous of them bought motor cars to fit the roads. Then they began to take tours. They now go to adjacent states, to the mountains, to the sea—wherever they will—in their touring cars. They are becoming a traveled folk.

Without regard to any particular locality, there is a great deal of sound sense in the story. People who live in isolated localities under such conditions of loneliness come to have narrow and limited ideas. Where the sky at the horizon seems to meet the earth there is a circle which is the virtual boundary of their little world. But when they go beyond its limit and meet people from the outside their range of vision increases and their ideas grow with their enlarged knowledge.

AMERICAN CITIZENSHIP.

In a country whose boast is that it is under a government of the people, for the people and by the people, the highest honor is to be a citizen, since there is no other social and political rank and no hereditary privileged class.

Since every citizen has an equal right to an equal share in electing public officials and law-makers, it follows that a heavy obligation of duty to take part in the choosing of these public servants rests upon these citizens.

Since the body of the citizens embraces every male person of adult age who is native born or has been duly

naturalized, it is an undeniable fact that the body of citizens of the nation, of each state, and of every county and municipality in the entire Union is made up of the best men in the nation, state or subdivision, is made up of the best and most honest men in the country, but no matter how careful they are or what pains they take to put good men in office they only succeed in picking out the worst rascals to be found in every community, and they are put into all the places of public trust, with license to carry on with impunity the most corrupt, dishonest and criminal practices possible.

If it be true that the American people, with all their pretensions to civilization, honor, truth and patriotism, always choose rascals to fill the places of public trust, it must be because the great body of our citizens are themselves rascals and rogues and monsters of moral rotteness. The people always get the character and qualities which they want in their public service, and it is a conclusion from which there is no escape that they choose rascals because they want rascals.

If this be not true, then why are such wholesale scandalous statements as to the universal criminality of our officials circulated with such zeal and assiduity not only at home, but far and wide? Everywhere there are men writing these criminal accusations in the press; there are reputed preachers of righteousness repeating and giving circulation to them in the pulpit, and there are hired or otherwise personally interested haranguers proclaiming them from every stump in the country and the slums of the cities, from every platform in the midst of public assemblages, and to the promiscuous patrons of the pothouse.

Who believes, who can believe, that the people of this mighty nation and of its great states are aggregations of liars, scoundrels and thieves, the worst men in the world?

Nobody believes it; nobody can believe it, because such a thing is impossible. The public servants of the American people are like their masters. They embrace every degree of quality, from the highest to the lowest. Some among them are the noblest and the bravest, the honestest and the truest, and others are less so; but, while there are exceptions, the majority throughout the entire republic are trustworthy and faithful. They average up with the American citizens whom they represent.

Debt is a great sea where only the strongest ships should venture.

One must think great thoughts before he can write them.

All great things grow noiselessly.

SUMMER VACATIONS.

Incidental Inconveniences of Those Who Stay at Home.

Written for the Tradesman.

Opposite the table from me, at the homelike boarding establishment presided over with superb and unapproachable eclat by Mrs. Hall, sits Blackford. Sloan occupies a place to my right. The three of us happen in to breakfast usually about the same hour—and always at the same hour for dinner, which is served rather promptly at 7 o'clock. In the morning we eat with the quiet, abstracted air of men whose families have gone to the country; but at dinner we generally chipper up and sometimes get almost facetious, but I think anybody who is at all observing, happening in on us most any time, should be able to see that we are cheerless, homeless "hoorays."

The other morning Blackford thought to enliven things somewhat by the observation—apropos of nothing in particular—that his wife and family would be back the latter part of next week. This cheering observation was made on Monday morning. "The latter part of next week," therefore, meant a trifle less than two weeks. But Blackford was of the opinion—and Sloan and I concurred with him—that this had a good sound to it. Thereupon Sloan informed us, with the manner of one who sees a remote, flickering hope, that his family would be back, perhaps, the week after Blackford's family returned. About this time also—and take it from me, I found pleasure in so stating—my wife and family will return from their summer vacation. Thereafter this temporary boarding place will know us no more until another year rolls round.

The resumption of hime life, after a break of something like two months and a half during July, August and early September, is a glad occasion for the man whose wife has been in the country. No matter how fortunate one may be in his temporary place, or places; no matter how well equipped his town may be with up-to-date restaurants, home cooking beats them all hollow. The meals gotten up under the immediate supervision of one's wife are not to be mentioned in the same category with those we get when we fare forth. And the patter of little feet and the sound of little, high-pitched voices—well, if you are a father of little ones, and the little ones are now with "mother" in the country, you'll understand what this means. Otherwise, of course, you'll have to try to imagine it.

Although my wife has been spending her summers in the country for the last ten years, I seem as lonely and morbid and utterly helpless during her absence as I did years ago—and sometimes I think I am actually less reconciled to this temporary disruption of the usual order of things, now that the children have reached an interesting age, than I used to be before the children came. During my family's absence I dwell exclusively in the upper part of the

house. Downstairs, from reception hall to kitchen, it is as dark as the valley of the River Styx on a moonless night. I live all over the second story, and consume electricity with a lavish hand, but nothing short of a peremptory ringing of the doorbell—which does not often occur—can tempt me down into the concentrated darkness of that desolate first floor. It somehow pleases my fancy to suppose that I am less lonely upstairs than I would be down. But, as a matter of fact, profound silence and deep desolation brood over the entire place, upstairs and down, during my family's absence. I only am left, and lo! certain persistent, insatiable and blood-thirsty mosquitoes—how they got in is a mystery—seek my life to consume it. My one diversion, aside from reading, is to lie awake planning exquisite schemes of condign punishment for these, my nocturnal tormenters. And it gives me peculiar satisfaction to chronicle the fact that last night I actually smashed the daylights out of one robust, shockingly gorged mosquito fiend. His subsequent biting will be as impossible as Macbeth's sleeping. And that means, never again for him.

Now if my wife were here I fancy she could devise some simple, practical method of ridding my sleeping apartment of these winged pests; but being a mere resourceless man, I am unable to cope with them. All I can do is to tell them—in idiomatic and picturesque terms—what I would do if I could only get at them. If a mosquito would only come out into the open in daytime and fight fair, you could make short shift of him. But the pesky sawyer is too foxy to take any chances. He bides his time doubtless sleeping tranquilly during daylight hours—maybe peeking longingly at you betimes over the moulding of a picture frame; but at night, when seven atmospheres of dence darkness surrounds you, he stealthily settles down on you and punctures you in the most cowardly manner imaginable. In the wise, broad economy of Nature, I am positive the mosquito is an accident. Aside from the incidental enrichment of our vernacular—in certain spots where enrichment is itself a questionable benefit—I am at a loss to discover how the most amicable philosopher can persuade himself that the mosquito functions serviceably with respect to the larger biological category.

I look forward to the resumption of the usual order of things in my home, and somehow feel that the regimen of these winged pests will suddenly terminate upon the appearance of my wife. Also under her magic hand, the dust—which has now accumulated layer on layer—will suddenly disappear; while the atmosphere of depletion, desolation and ruin, which seem now to be brooding over the entire house, will disappear as the mist before the sun—and there'll be the patter of little feet in the lower hall and the delightful sound of insistent little voices! Instead of faring forth for my evening meal, our own culinary department will resume business—and there'll be illumina-



Sunday Creek Coal Company Buys Twenty-four McCaskeys

THE SUNDAY CREEK COAL COMPANY, of Columbus, Ohio, has just ordered eighteen more McCaskey Account Register Systems, after giving a most severe trial to six McCaskeys purchased some months ago and after an open competitive test in which the so-called "accounting systems" essayed to prove their superiority.

In all, The Sunday Creek Coal Company has bought twenty-four McCaskey Systems for its twenty-four stores. No other method of handling accounts is used.

The same reason why The Sunday Creek Coal Company bought only

With Only **The McCASKEY SYSTEM** The End of One Writing Drudgery

should move you when you consider the installation of a one writing method of handling your accounts of goods, money, labor—anything. Whether you have one store or fifty, one hundred accounts or ten thousand, The McCaskey System will take care of every detail of your business just as it does for more than seventy thousand merchants in all lines of business in all parts of the country.

This is what the McCaskey System will do for you:

It will cut out your useless bookkeeping, copying and posting from one book to another, and from book to billhead and statement.

It will prevent your forgetting to charge an account and in this way alone it will pay for itself several times in the first year it is in your store.

It prevents errors and the disputes with customers that follow.

It collects money faster than any human agency, because every sale slip is a reminder to the customer of the money due you.

It automatically limits the credit of those you wish to get a credit limit on.

It enables you to prove your loss to the penny if your store burns.

The McCaskey System keeps every account posted and totaled to the minute. It ends all book work, night work, worry and trouble over accounts.

The McCaskey System furnishes each customer with an itemized bill after each purchase and the total of his account to date—all footed up. The installation of The McCaskey System will speak more loudly for you to your trade than anything you can say or do, that you want your customers to "Always know what they owe."

Every day you delay in installing the McCaskey System means a loss of dollars and trade to you. Write today for free information. We'll be glad to send you testimonial letters from merchants you know, in your own state, county and city.

It is cheaper to own a McCaskey than to do without one. Act now; write before you forget it.

The McCaskey Register Company

ALLIANCE, OHIO

Agencies in all Principal Cities

The Largest Manufacturers of Carbon Coated Sales Books in the World

tion in the lower part of the house! After dinner there'll be conversation, music, companionship — punctuated with irrelevant juvenile interrogations, together with requests for pennies and nickels for candies and ice cream cones—and life will take on something of its erstwhile significance and joy.

Far be it from me to begrudge the little family its summer vacation! The kiddies come back with bleached hair and sunburnt cheeks, while the little lady who took me "for better or for worse" some eleven years ago, will return with a new lease on life! I glory in the obvious benefits accruing to them from a brief sojourn in the country. It is good for them to oxygenate their blood by inhaling deep draughts of rain-washed air. For them it is fortifying to inhale the smell of growing things, and escape for a time the mad rush of the city. Of vast benefit also is the fresh, nutritious diet of home-grown vegetables, country produce and country-fled "springers." Not for the world would I selfishly deny them their one great, annual vacation, out where the sunlight is undefiled and the shadows chase each other across the meadows—but nevertheless I am just now inwardly rejoicing to observe, by the calendar, that the summer season is far spent. In something less than two weeks that little family will be back—and there will be school, and rumors of school—and it will be quite a stretch until next July; and long before it shall have arrived a merciful

Providence will doubtless help me to forget some of the incidental inconveniences of the past weeks.

Charles L. Garrison.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Kalamazoo is arranging to entertain President Taft on Sept. 20 and it is expected that the Nation's chief executive officer will be the first guest of the New Burdick Hotel now almost completed.

August 23 was observed as a civic holiday in Port Huron and many people went to London by special train to spend the day.

Transportation facilities will be discussed by the Saginaw Board of Trade at a meeting to be held at Wenona Beach Aug. 30.

Bay City will take care of the Bay County Fair Sept. 4-8 and many special attractions are announced.

Saginaw purposes to put on an Eastern Michigan State Fair next fall in that city, which will take rank with the West Michigan Fair in this city and the State Fair in Detroit.

Corunna demands "safe and sane" service of the Owosso & Corunna electric road, otherwise the Council will prohibit the running of cars within the city limits.

The Mason Motor Company is beginning operations at Flint and it is expected that by next spring the company will be employing 500 mechanics.

Gladstone is rejoicing over prospects of an industrial boom, the Soo

Railroad having bought land there for its car shops.

Three Rivers is becoming popular as a summer resort town. During the past season over 3,000 visitors have been entertained at the lake resorts within a radius of sixteen miles of the city.

The Upper Peninsula Development Bureau's excursion to Detroit will leave St. Ignace Sept. 5 and the slogan adopted by these Upper Michigan hustlers is as follows:

Be a Booster, not a rooster;
The latter stands and crows;
The booster puts his best duds on
And packs his grip and goes.

Paw Paw business men are liberal subscribers to a fund raised to boost the County Fair which will be held in that city Oct. 12-14.

Hancock has established fire limits and has passed an anti-smoke ordinance.

Stanton has voted to bond for \$10,000 to extend and improve its water and lighting system.

The Menominee Commercial Club has started out to round up 400 members within the next fortnight.

The municipal bath house recently opened at Escanaba is already very popular, especially with the young people.

Almond Griffen.

Activities in Indiana Cities.

Written for the Tradesman.

The Allen County Fair will be held at Ft. Wayne Sept. 12-16, one of the feares this year being the opening of the grounds at night. Electric lights are being installed and no ad-

mission will be charged at night.

Mishawaka would like a public market, following the lines of the market recently established at South Bend.

The public playgrounds and swimming pool for children, opened at Evansville a year ago, have been very popular this summer and the work will be extended.

Ft. Wayne has long since outgrown its postoffice, the building in use having been erected thirty years ago, and the Commercial Club has started a campaign for a new building.

Almond Griffen.

The Gentleman Farmer.

He was a bank cashier and had just bought a farm in the country to become a producer and help lower the cost of living. He crossed the street with an open letter in his hand and said to the hardware man:

"My foreman down at the farm writes me that the potato bugs have appeared."

"So? That's bad."

"He says we ought to do something right away."

"Yes?"

And so you may send down four dozen steel traps at once, and we'll go for the pests at once. The foreman will know what bait to use. Hold on. Make it six dozen traps, and if he has a shotgun I'll send him down cartridges for it. Nothing like letting the potato bug know at the very start that he isn't wanted around."

Touchiness is self-love inflamed; it is conceit with a hair trigger.

MR. ENTERPRISING GROCER!

Dandelion Brand Butter Color Makes Butter Sell on Sight

And, besides, the advantage of handling it is two fold. You sell it to your butter making customer and then sell their butter.

In this way you realize two profits instead of one. Dandelion Brand Butter Color never needs "pushing"—the customer's increased sales makes him come back to you for more.

So it's a co-operative scheme that works both ways. Dandelion Brand gives butter a glorious golden color, quickly recognized by the purchaser. Every butter maker of any consequence has been using it successfully for years.

It never turns rancid or sour. Neither does it affect in the slightest way the taste, odor, or keeping qualities of butter. Endorsed by every authority. Safe in action. Uniform in color.

Prove it to your profit—by sending us an order for Dandelion Brand Butter Color.

Dandelion Brand Butter Color is
Endorsed by All Authorities

Dandelion Brand

PURELY



Butter Color

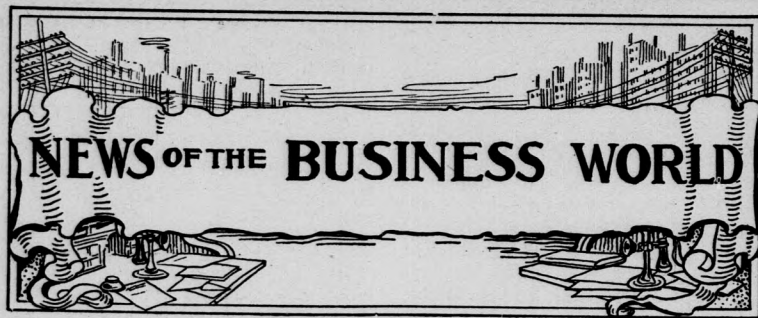
VEGETABLE

Dandelion Brand is the Safe and
Sure Vegetable Butter Color

We guarantee that Dandelion Brand Butter Color is purely vegetable and that the use of same for coloring butter is permitted under all Food Laws—State and National.

Wells & Richardson Co.

Burlington, Vermont



Movements of Merchants.

Rochester—C. G. Grabill will open a new grocery store.

Freeland—Miss Phoebe McKellar, formerly of Cadillac, will open a restaurant and bakery here.

Detroit—The Phipps-Grinnell Auto Co. has changed its name to the Grinnell Electric Car Co.

St. Clair—Henry Brusio has added a line of bazaar goods to his stock of wall paper and suit cases.

Detroit—The Standard Cement & Lime Co. has changed its name to the Charlevoix Rack Product Co.

St. Joseph—S. Rouse will open a grocery store at the former location of C. C. Alquin, on Napier avenue.

Detroit—The capital stock of the American Motor Castings Co. has been increased from \$200,000 to \$250,000.

Detroit—The Gulley Walker Co., manufacturer of auto parts, has changed its name to the H. J. Walker Co.

Nashville—Claude and Floyd Smith have formed a copartnership and engaged in the made-to-order clothing business.

Dushville—W. M. Stilgenbauer, who conducts a furniture store at Shepherd, has opened a branch furniture store here.

Harbor Springs—Henry Stewart and Sam Barkley have formed a copartnership and engaged in the grocery business here.

Port Huron—The Howard Furniture Co. is closing out its stock and will engage in the same line of business in Los Angeles.

Jackson—Mrs. F. V. Coates, of Jonesville, has purchased the millinery store of Mrs. E. A. McConville, at 121 North Jackson street.

Benzonia—The Case Mercantile Co. is reported to be offering to compromise with its creditors on the basis of 80 cents on the dollar.

Portland—Arthur Bailey has sold his interest in the Sanborn & Bailey bakery to his partner, who will continue the business under his own name.

Brighton—John A. Nelson, for thirty-five years in the grocery business here, has sold out to H. W. Pinney, of Colby, Wis., who will take possession soon.

St. Johns—Louis Sawady has sold his grocery stock to Henry T. Parr, who took immediate possession. Mr. Sawady will retire from business owing to poor health.

Ludington—Foster Winey and Elmer Cheesebrough have formed a copartnership and engaged in the meat business under the style of the Cash Meat Market.

Mohawk—John Higgins, recently of Ahmeek, has purchased the confectionery stock of Fred T. Molitor and will add a line of druggs and druggists' sundries.

Belding—Mrs. J. Hutchinson has sold her stock of millinery to the Misses Marie and Clara Erickson, formerly of Alpena, who have taken immediate possession.

Detroit—The Motor Foundry Co. has engaged in business with an authorized capital stock of \$35,000, of which \$17,500 has been subscribed and \$12,400 paid in cash.

Baldwin—W. L. Messenger has purchased the Chase Roller Mills and will remove both building and machinery here to add to his capacity in the grinding of feed.

Onaway—William Doherty has sold his stock of confectionery and fruit to Russell Smith, recently of Harbor Beach, who will continue the business at the same location.

St. Louis—William H. Fox has sold his stock of general merchandise to his son, Wesley Fox, who will continue the business at the same location under his own name.

Thompsonville—Plans have been completed for a new enterprise here, to be known as the Thompsonville Elevator Co., with A. A. Morrill and sons, G. A. and C. W., as proprietors.

Hastings—J. S. Harper & Co., retail lumber dealers, have dissolved partnership, John S. Harper taking over the interest of his partner and continuing the business under his own name.

Gladwin—Coan & Armstrong, hardware dealers, have dissolved partnership, Floyd E. Armstrong having sold his interest in the stock will continue the business under his own name.

Vandalia—Edward Bronner and Henry Crandall have formed a copartnership and purchased the general merchandise stock of H. S. East & Co. and will continue the business at the same location.

Springport—Lafe Orrison, who has been in the employ of W. H. Roudenbach, the Albion grocer, for the past eight years, has purchased the grocery stock of H. Bowersock and will continue the business.

Clare—A new company has been organized under the style of the Wolverine Turpentine Co., with an authorized capitalization of \$100,000, of which \$55,000 has been subscribed and \$24,000 paid in cash.

Detroit—The Standard Appliance Co. has engaged in business to manufacture appliances for automobiles, with an authorized capital stock of

\$2,000, of which \$1,000 has been subscribed and \$500 paid in property.

Portland—C. N. Smith and Otis Higgins, formerly engaged in the meat business at Flint, have purchased the meat stock of W. H. Earle and will continue the business under the style of Smith & Higgins.

Detroit—The National Antiseptic Faucet Co. has engaged in business to manufacture faucets and attachments for mixing fluids, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in property.

Marion—The Marion Grain Co. is having a new 50x100 feet building erected on North Mill street and near the elevator and warehouse. When this building is finished the company will have one of the most complete outfits in Northern Michigan.

Flint—The drug store conducted by Leacock & Rouse, at 423 Detroit street, has been sold to John J. Mercer, of Bay City, who takes immediate possession. Mr. Mercer, who is a brother-in-law to A. H. Goss, of Garland street, has been in the drug business for the past twelve years.

Marquette—A. W. Lindstrom, who formerly was the proprietor of a grocery on North Third street, but has been out of the business for several months, has rented the building owned by John Q. Lewis, at the corner of Third and Magnetic streets, where he will open a grocery about Oct. 1.

Saginaw—John Stingel, head of the Stingel Brothers' Packing Co., killed himself with a butcher knife in the ice chest of his West Side meat market Monday morning, being found by one of his men after he had been absent fifteen minutes. He was one of the oldest meat dealers here and a month ago filed a voluntary petition in bankruptcy in the United States Court.

Ann Arbor—C. L. Pray, who has been in the grocery business in this city since 1901, has sold his stock to George and Walter Ransom and the new firm name will be Ransom Bros. Mr. Pray has resided in this county for nearly thirty years, and for a number of years he was associated with Charles L. Miller in the grocery business under the firm name of Miller & Pray. A year or so ago he bought Mr. Miller's interest and has since been conducting the business alone.

Pipestone—Momany & Franz, who operate a grist mill here, and who manufacture a flour called Wedding Bells, have commenced suit against Fred A. Howe, a Benton Harbor grocer, whom they allege sold the flour under the suggestion to his customers that it was a cheap and inferior flour. They ask \$5,000 damages for injury to their good name, as they have sold the flour themselves under the guaranty that it was as good as could be made. They also claim that the advertisement put their flour in the cheap and inferior class purposefully and they are now unable to sell the product to any one else.

Iron River—A new company has been incorporated under the style of the Iron Development Co., with an authorized capital stock of \$25,000, of which \$5,675 has been subscribed and \$227 paid in cash.

Manufacturing Matters.

Fairview—The Fairview Savings Bank has increased its capital stock from \$20,000 to \$100,000.

Albion—The Albion creamery has been sold by Eric DeMuth, who has operated the plant for five years, to a company of outside people who will operate under the name of the Albion Butter Co.

Houghton—The Farmers Trading Co. has engaged in the general country store business, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$8,000 paid in cash.

Detroit—A new firm has been organized to engage in the general merchandise business under the style of the Crescent Bargain House, with an authorized capitalization of \$5,000, all of which has been subscribed and paid in cash.

Bellevue—W. C. Hopson and E. L. Cole, of Grand Rapids, have formed a copartnership and purchased the Holmes-Davison hardware stock and will continue the business at the same location under the style of the Cole-Hopson Hardware Co.

Lansing—A new company has been organized under the style of the Charles G. MacKichan Co., for the purpose of engaging in the boot and shoe business, with an authorized capital stock of \$6,000, all of which has been subscribed, \$765.16 being paid in cash and \$5,235.84 in property.

Menominee—The Richardson Shoe Co. announces a change of management. H. W. Heinrichs, formerly Vice-President of the M. D. Wells Co., Chicago, has been elected Vice-President and General Manager. Leo C. Harmon retires as Manager and has been elected Secretary. The new Manager is a prominent figure in the shoe manufacturing trade and under his direction the Richardson Co. is expected to enter a new era of endeavor and achievement.

Next Convention of Michigan Retail Hardware Association.

Marine City, Aug. 29—I am under the impression that in writing you a day or so ago I stated that our convention would be held in the Furniture Exhibition building in Grand Rapids.

This should read the Furniture Exchange building, which is a new structure and entirely separate from the one known as the Furniture Exhibition building, erected a number of years ago.

I hope that this will reach you before any announcement is made in the above connection and that you will see that the necessary correction is made.

A. J. Scott, Sec'y.

In rest there are always two elements—tranquility and energy; otherwise it is mere stagnation.

Friendship is the nearest thing we know to what religion is.



The Produce Market.

Apples—Duchess command 60c per bu.; Wealthy fetch 75c per bu.

Bananas—\$1.50@2 per bunch according to size and quality.

Beets—15c per doz.

Butter—The consumptive demand for all grades of butter is very good. The receipts up to the present time have been absorbed on arrival at full prices. The market is very healthy now and the weather has been more favorable to the making of butter. Therefore there is likely to be an increased make in the near future. The future of the market depends on the consumptive demand. The outlook, as stated, is for a slight increase in the supply, and if there is any change it may be a slight decline. Local dealers hold fancy creamery at 25½c. They pay 22c for No. 1 dairy and 17c for packing stock.

Butter Beans—\$1 per bu.

Cabbage—\$2 for small crate and \$2.50 for large.

Carrots—15c per doz.

Cauliflower—\$1 per doz.

Celery—18c per bunch for home grown.

Cocoanuts—60c per doz. or \$4.50 per sack.

Crawapples—Transparent, \$1 per bu.

Cucumbers—25c per doz. for hot house.

Eggs—The receipts of fresh eggs are absorbed each day by a very good consumptive demand. The quality of the current production of eggs is improving, and the receipts are just about normal for the season. At present the market is steady to firm, and the demand is improving with the supply. A few eggs have already been withdrawn from storage. Local dealers pay 15½c, loss off, del.

Grapes—Worden's fetch 12c for 4 lb. basket and 15c for 8 lb. basket.

Green Corn—15c per doz.

Green Onions—15c per doz.

Honey—15@16c per lb. for white clover and 12c for dark.

Lemons—California, \$4.75@5 per box; Verdellis, \$4.50@4.75.

Lettuce—85c per bu. for leaf; \$1 per bu. for head.

Musk Melons—Michigan Osage, 75c per crate.

Onions—\$1 per bu. for home grown; \$1.50 per 60 lb. sack of Louisville.

Oranges—Late Valencias, \$4.75.

Peaches—Early Crawfords command \$1@1.50 per bu.

Pears—Sugar, \$1 per bu.; Bartlett's, \$1.25 per bu.; Clapp's Favorite, \$1.25 per bu.

Peppers—40c per doz. for red; \$1.35 per bu. for green.

Pickling Stock—20c per 100 for cucumbers; \$2.50 per bu. for small onions.

Pieplant—75c per box of about 45 lbs.

Plums—Lombards, \$1 per bu.; Bradshaws and Guis, \$1.25 per bu.

Pop Corn—Old stock, \$1 per bu.; new, \$4.50 per bbl.

Poultry—Local dealers pay 11c for fowls; 6c for old roosters; 10c for ducks; 8c for geese; 12c for old turkeys and 16c for young; broilers, 1¼@2 lbs., 12c.

Radishes—10c per doz.

Squash—30c per bu. for crookneck.

Tomatoes—\$1 per bu.

Veal—Local dealers pay 6@10c.

Watermelons—Georgia and Indiana command \$2 per bbl.

Whortleberries—\$1.25 per 16 qt. crate.

The Boys Behind the Counter.

Reed City—Elmer Youngs has resigned his position in A. A. Strong's drug store and will soon take a course in pharmacy at the Industrial at Big Rapids. He is succeeded by F. C. Pomeroy, who has just returned from a year's term at the Industrial.

Charlotte—Earl Bowman has gone to Houghton to help C. O. Scott open up his variety store, the most of which goods were shipped from his store here.

Hastings—Mrs. O. P. Grow, of Greenville, has been chosen as head lady in the dry goods and ready-to-wear department of the Loppenthien Co.'s store.

Reed City—Callaghan Hardware Co. has increased its working force by securing the services of J. M. G. Burge.

Trade Boosters To Visit Ft. Wayne.

Ft. Wayne, Ind., Aug. 27—The Indianapolis Trade Association has made arrangements to visit Fort Wayne during the latter week of September and will spend the night here as guests of the Commercial Club. The itinerary is now being arranged and the exact date of the visit is to be decided upon later.

The first day's trip will be by inter-urban lines with stops at Hartford City, Montpelier and Bluffton, and ending in this city. The second day the trade boosters will have special cars over the Grand Rapids & Indiana Railroad, visiting Decatur, Portland, Winchester and Richmond. It is expected that fully 200 members of the Association will take advantage of the tour and a band may be brought along.

It is a good deal harder to be honest with yourself than with other people.

The Grocery Market.

Sugar—Refined has made a most remarkable jump during the past week, the New York price having advanced from 5.65 to 6.25. The supply of cane is very small with most wholesalers and it will be three or four weeks before the receipts of beet will be of sufficient size to make any great difference in the market. The raw market is very high and strong and there is nothing to indicate that prices will be any lower during the next two weeks.

Tea—The demand is fairly active and values are firm throughout the entire list. There seems to be no cheap desirable tea about. There is some talk in some quarters as to moving to rescind the recent order excluding artificially colored tea from the country, but there is no reason to believe that any such effort will be seriously made, or that it would be successful even if made.

Coffee—It has been possible to buy actual Rio and Santos coffee a shade cheaper during the week, although the undertone is still strong. Mild coffees are rather heavy at the moment, although it is not possible to buy at much, if any, concession. They are relatively much lower than Rio and Santos. Java and Mocha show no change and comparatively light demand.

Canned Fruits—The trade must realize by this time that they will be compelled to pay a high price for anything in the berry line during the next season. Some of the wholesalers have received notices from Eastern packers that they will only receive about 60 per cent. of their future orders of blueberries. The first arrivals of gallon apples are selling at \$3.50 per dozen. The market on red sour cherries as well as California fruits is very firm and the buying during the week is reported as very good.

Canned Vegetables—The market on tomatoes while firm is a little higher than on future goods, the demand being only fair, which is the case with everything in the vegetable line, the supply of green vegetables is very large, most of which is of a fine quality. There is said to be very few peas to be had at any price and wholesalers are at a loss to know how they will get sufficient supplies to fill their future orders. String and lima beans are holding at prices quoted some time ago. There is just a fair demand for corn, but it is expected to increase as soon as the green corn season is past, which will be soon.

Dried Fruits—Peaches are higher on spot, by reason of the high coast market, but the demand just now is light. The market for future peaches bids fair to be easier, although there has been no slump as yet. Spot apricots are about cleaned up and futures are still high and very dull. Raisins are another fraction higher owing to the advancing coast market, but the demand is light. Currants are moderately active and unchanged. Prunes show no change from last week. The market is firm, but the demand, owing to the high price, is small.

Syrups and Molasses—Glucose is without change. Compound syrup is unchanged and quiet. Sugar syrup is dull at ruling prices. Molasses is quiet and unchanged.

Cheese—The market is steady and unchanged, but the general undertone is slightly easier nevertheless. In the country markets, but not in the city, the market declined about ¼c near the middle of the week, following which a number of cheese holders withdrew from the market. It is the general belief, however, that they will have to come back at the decline.

Provisions—Stocks are about normal for the season and prices are unchanged throughout. Pure lard is firm at the recent advance, and compound is sympathetically firm. Barrel pork and dried beef are firm and unchanged. Canned meats are unchanged, and there is a reasonable demand for everything.

Fish—Cod, hake and haddock are not wanted yet for spot consumption, but the market is steady to firm. Domestic sardines are even weaker than they were last week, when the quotation was \$2.50 for quarter oils. It is possible that a good order could buy to-day at \$2.40. Imported sardines are unchanged and quiet. Spot salmon is quiet, largely because of the high price. No price has yet been named on future Alaska, but it is expected any day. Probably it will be considerably above last year. Mackerel continues steady to firm and shows a fair demand for the season.

Whenever there is a serious railroad accident it is demonstrated that the steel cars protect passengers much more effectively than the old sort. Travelers have always appreciated that the Pullmans are safer than common coaches, because they are heavier and more strongly constructed, and so made better able to resist the crash and shock. Those who feel they can not afford to pay for the protection which Pullmans provide travel in common coaches and the great majority of them escape unhurt. Of late steel passenger coaches have been introduced, and wherever in use have proven very satisfactory and successful. It follows, then, that railroad companies ought to make all their new cars out of this material, because it is their duty to insure the greatest possible safety for their patrons.

The popularity of Archbishop Ireland is attested by the fact that at the close of the annual four days' retreat of the Catholic priests of the St. Paul diocese, he was presented with \$100,000, pledged by the priests of the archdiocese. The amount will be given to him within a year and is for his golden jubilee.

F. E. Holt has sold his stock of groceries at Middleville to C. W. Long, of this city.

The Valley City Desk Co. has increased its capital stock from \$10,000 to \$110,000.

It's well to save a little just to keep from being afraid.



Quotations on Local Stocks and Bonds.	
	Bid Asked
Am. Gas & Elec. Co. Com	57 60
Am. Gas & Elec. Co. Pfd.	43 44
Am. Lt & Traction Warrants	299 300
Am. Lt & Traction Co. Com.	295 298
Am. Lt & Traction Co. Pfd.	105 106
Cities Service Co. Com.	74 76
Cities Service Co. Pfd.	79 81
Citizens Telephone Co.	92 1/2 93 1/2
Com. Savings Bank	158 161
Com'wealth Pr.Ry.&Lt.Co. Com.	57 58
Com'wealth Pr.Ry.&Lt.Co. Pfd.	89 90
Dennis Bros. Salt & Lbr. Co.	88
Denver Gas & Elec. Co. Bonds	92 1/2 94
Fourth National Bank	180 183
Furniture City Brewing Co.	95 98
General Motors Com.	43 44
General Motors Pfd.	80 1/2 82
Globe Knitting Works, Com.	125 140
Globe Knitting Works Pfd.	100 101
Grand Rapids Brewing Co.	200 210
G. R. Gas Light Co. Bonds	100 101
Grand Rapids Ry. Co. bonds	100 101
G. R. National City Bank	158 160
Grand Rapids Savings Bank	165
Holland Sugar	17 1/4
Kent State Bank	250 252
Lincoln Gas & Elec. Co.	30 32
Macey Company Pfd.	95 99
Michigan Pacific Lbr. Co.	123 1/2
Mich State Telephone Co. Pfd.	99 1/4 100 1/2
Michigan Sugar Co. Com.	98 1/2 99 1/2
Old National Bank	196 198
Pacific Gas & Elec. Co. Com.	66 67
Pacific Gas & Elec. Co. Pfd.	88 90
Peoples Savings Bank	210
Sag. City Gas. Bonds	98 1/2
St. Louis Sugar Com.	18 1/4 18 1/2
United L. & R. Co. Com.	52 1/2 55
United L. & R. Co. 1st Pfd.	80 83
United L. & R. Co. 2nd Pfd.	70

President Taft's Decision Awaited by Grand Rapids Bankers.

The intimate relationship between the Grand Rapids National City and the City Trust and Savings Bank may not continue, but in the event of a compulsory separation these banks will be in the excellent company of about 300 others in the country similarly situated. The National City Bank of New York recently declared a big dividend out of its surplus, but instead of disbursing the money to stockholders it was used to capitalize the National City Company as a trust company to do certain classes of business which the National banks can not touch. The stock in the new company is credited to the stockholders in the parent bank in proportion to their holdings, but not actually issued, and any dividends the new trust company will pay, instead of going direct to the stockholders, will be paid to them in the dividends declared by the parent bank. This is exactly the plan of organization of the Grand Rapids National City and its subsidiary in this city, the First National of Chicago and many others, and heretofore this arrangement has had the sanction of the authorities at Washington. A question has arisen, however, as to whether this is not in violation of the National banking law. The Secretary of the Treasury holds that there is nothing wrong in the arrangement, while the Attorney General thinks it is pretty nearly all wrong. As the two cabinet officers do not agree the question has been put to President Taft and it will be for him to decide. The question is not a very serious one. If the present arrangement is illegal it will

be necessary to find some other way to skin the cat, and that is about all. That this other way can be found is not open to very much question. The co-ordinated institutions may be made to separate, but the underground passage will remain, and that will answer most purposes.

The formal orders and instructions have not yet been received for the establishment of the postal savings bank in this city on September 25, but it is customary to do the banking business through the money order department and this will undoubtedly be the method here. One of the clerks will be assigned to this special duty and it may be necessary to open a new window, but the general public will notice no difference. A question of some interest is as to which of the city banks will be named as depository. According to a recent ruling the funds must be deposited in a National bank, instead of making use of the state banks. If this ruling holds the choice in Grand Rapids is narrowed down to three, the Old, the Grand Rapids National City and the Fourth. The Grand Rapids National City has a request on file to be named as the official depository. Whether the other banks have also filed applications is not known. The deposit will be worth having, even with all the red tape that is attached to doing business with the Government. The reason the State banks are barred is that under the State banks can not discriminate between creditors in the event of failure, and Uncle Sam insists on being recognized as a preferred creditor. The bank must put up bonds as security for the deposits and, if it should go to the wall, the Government would receive its postal money in full, whether other depositors receive a cent. The State law calls for like treatment to all depositors. If the State banks want to get into the game an amendment to the State law will be necessary, and it is likely no serious objection would be made to such a change.

Dudley E. Waters, chairman of the Executive Committee of the Grand Rapids National City, has gone to Europe with his family for a two months' trip. Mr. Waters is subject to hay fever and he preferred the trip across the water to spending two months in Northern Michigan with none but hay feverites for company.

Anybody who has ever borrowed money at the bank has probably noticed that the blank notes almost always read with interest at 7 per cent. Borrowers do not pay 7 per cent.—

at least not often—but scratch out the 7 and insert 6. Why the banks maintain the 7 per cent. pleasantry is unknown, but most of them do it and to be sure that they get the 6 per cent. rate is still one of the things borrowers must look out for. The Commercial Savings has its blanks printed 6 per cent., but this is an exception.

Wall street has been having a bad case of slump the past month. Stocks have fallen off all the way from 10 to 50 points and nobody seems to understand why. There has been no serious disturbance in business, no panic, no big failures, Congress has adjourned, and yet the stocks tumbled. Nobody seems to understand who is unloading or why. The influence of

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - 250,000

Deposits
6 Million Dollars

HENRY IDEMA - - - - President
J. A. GOVODE - - - - Vice President
A. H. BRANDT - - - - Ass't Cashier
CASPER BAARMAN - - - - Ass't Cashier

3 1/2 %
Paid on Certificates

You can transact your banking business with us easily by mail. Write us about it if interested.

Merchant's Accounts Solicited
Assets over 3,000,000

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

There is Nothing in Safe Banking that we Cannot Perform

PEOPLES SAVINGS BANK

OF GRAND RAPIDS, MICHIGAN

RESOURCES	Condition May 15, 1911	LIABILITIES	
Loans	\$1,796,212 34	Capital Stock	\$ 100,000 00
Banking House	35,000 00	Surplus	100,000 00
Cash and Clearing House Items	131,604 98	Undivided Profits	15,517 26
Deposits with Reserve Agents	271,622 67	Deposits	2,018,922 73
	\$2,234,439 99		\$2,234,439 99

Savings Department Reserve 18% Commercial Department Reserve 27%

THE FOURTH NATIONAL BANK

UNITED STATES DEPOSITORY GRAND RAPIDS, MICHIGAN

OFFICERS

WM. H. ANDERSON, President L. Z. CAUKIN, Cashier
JOHN W. BLODGETT, Vice Pres. J. CLINTON BISHOP, Asst. Cashier

This bank pays 3 per cent. on Savings Certificates if left 6 months, and 3 1/2 per cent. if left one year.
On Savings Books we pay 3 per cent. if left three months and compound the interest semi-annually. We solicit your patronage.

Capital **\$800,000**

THE

OLD NATIONAL BANK

NO 1 CANAL STREET

Surplus **\$500,000**

Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3 1/2 % if left one year.

Grand Rapids National City Bank

Monroe and Ottawa Sts.

Capital \$1,000,000
Surplus 350,000

City Trust And Savings Bank

Campau Square

BRANCH
Monroe and Division Sts.

Capital \$200,000
Surplus 40,000

The capital stock of this bank is owned by the stockholders of the GRAND RAPIDS NATIONAL CITY BANK.

We

Buy and Sell

Timber and Public Utility Bonds

Gas, Electric, Telephone and Industrial Stocks

We will be glad to send you our weekly quotations

Kelsey, Brewer & Company
Investment Securities
401 Mich. Trust Bldg., Grand Rapids, Mich.

Financial

the bear movement is felt on local securities, most of which have been marked down in sympathy with the Wall street quotations. One reason for the local fall is that investors are taking advantage of the situation to buy standard and listed securities instead of putting their money into the local issues, and this to a considerable degree exhausts the available resources. There has been considerable investing in the standard stocks the past week and it is likely that those who invest judiciously now will realize a substantial profit when the market regains its old level, as undoubtedly it will in time.

Formaldehyde an Effective "Watchman."

To a bank cashier with a taste for chemistry is due the credit of a simple yet highly scientific cash protector and cracksman tamer. Several years ago a British cashier hit upon the idea that if he could place a bottle of some strong chemical between the outer and inner doors of the vault its fumes might retard the work of safebreakers or, perhaps, frighten them away. A quart bottle of formaldehyde was immediately given a position as a silent night watchman between the doors of the vault.

For about five years the simple bottle kept unobtrusive guard. Finally, early in July, the test came. A couple of professional cracksmen entered the bank. Two charges of nitro-glycerin were used on the safe that night. The first one did little damage, but the second wrecked both the outer and inner doors, tore the latter from their hinges, and threw them out into the vault and against a small safe and safety deposit boxes. The cracksmen did not wait to wreck the inner safe, however, for at the same moment the detective bottle responded to an urgency call, and the fumes of a full quart of formaldehyde filled the room. Choking and gasping, with tears streaming from their eyes, the criminals scrambled out the way they had come in, and left tracks down the highway that led to their discovery. For days after the explosion the fumes of formaldehyde were so strong that a person could not breathe in the vault.

Why of Course.

The wife of a congressman had two sons who were in the habit of taking the pretty nurse maid out for a good time. The boys would not own up to it when she tried to caution them lest their father learned the situation.

She then went to the pretty nurse and by a little finesse disarmed her of thinking she was displeased.

"Minna," she said, "which of the boys do you like to go out with better, Tom or Harry?"

"Well," said the maid, "I think I prefer Harry, but for a real good time I like your husband best."

The care-free husband makes the care-worn wife.

Costly Mistake Made By the Grand Trunk Railway.

Written for the Tradesman.

The entrance of the Grand River Valley Railroad (now the Michigan Central) and the Kalamazoo, Allegan & Grand Rapids (now the Lake Shore & Michigan Southern) railroad into Grand Rapids in the years 1869 and 1870 compelled the officials of the Detroit & Milwaukee (now the Grand Trunk) Railroad to recognize the fact that traffic to and from the city would thereafter be subject to competition. The depot and freight house of the old company, located remotely from the center of the city for the purpose of promoting the development of certain tracts of real estate, purchased by the engineers and the officials of the railroad before the route through the city and the site for the station had been chosen, were not easy of access and their continued use involved a large item of expense to shippers that might be cut down or cut out if the freight business should be transferred, so far as possible, to the new lines of railroad. Viewing this contingency with great concern, the officials of the Detroit & Milwaukee Railroad, a number of whom were titled Englishmen, living abroad, directed A. M. Nichols, the local agent of the company, through the proper official channels, to investigate the practicability of changing the route of the railroad through the city and to furnish an estimate of the expense of the change proposed. Mr. Nichols, who had studied law and was admitted to the bar while a resident of Detroit and had years of practical experience in the construction and operation of railroads to his credit, was well equipped for the task. He surveyed and laid out a route from Saddle Bag swamp, six miles east of the city, running in a southwesterly direction, to and through the east side of the city to an island in Grand River, on which the jail of Kent county is located, whereon a local station might have been established, thence northwesterly to the old track west of Fuller station. Then lordly and baron stockholders and officials to the number of twelve or fifteen came to Grand Rapids and spent several days in making an examination of the route, the options obtained on properties desired to enable the company to carry out the enterprise, interviewing city officials and studying the problem in detail. Finally the plan perfected by Mr. Nichols was enthusiastically approved and he was assured that immediately after their return to England they would raise the money necessary to put the job through. "That promise," said Mr. Nichols, in relating the above incident, "was the last word that was ever spoken, so far as I was advised in regard to the enterprise. The property desired, which could have been purchased at small expense, is worth many millions of dollars today."

A few years ago the necessity for a downtown passenger station and freight house was recognized by the officials of the Grand Trunk Railway as absolutely necessary and probably

one million dollars were expended in obtaining the route acquired on the river front and in constructing the station on Bridge street and the freight house on Canal street.

Arthur S. White.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

The Clover Leaf Sells



Office 424 Houseman Blk.
If you wish to locate in Grand Rapids write us before you come.
We can sell you property of all kinds.
Write for an investment blank.

WE WILL

BUY---SELL---QUOTE

Securities of BANKS, TELEPHONE, INDUSTRIAL AND PUBLIC SERVICE CORPORATIONS
Ask for our quotation sheet

C. H. Corrigan & Company

343 Michigan Trust Building Grand Rapids, Michigan
Long Distance Telephones—Citizens 1122, Bell 229

BOND DEPT.

of the

Continental and Commercial Trust and Savings Bank

The capital stock of this bank is owned by the Continental and Commercial National Bank of Chicago.

Combined Assets over \$200,000,000

Offer high grade Municipal, Railroad and Corporation Bonds and Debentures to yield investors 3½ to 6%. Correspondence invited.

J. E. THATCHER, Michigan Representative, 1117 Ford Building.
GEO. B. CALDWELL, Manager Bond Department.

We Only Issue Plain, Understandable LIFE INSURANCE POLICIES

With Guaranteed Values. Lowest Rates.

The Preferred Life Insurance Co. of America

Grand Rapids, Mich.

JAMES R. WYLIE, President

WILLIAM A. WATTS, Sec'y and Gen'l Mgr.



We Manufacture

Public Seating

Exclusively



Churches We furnish churches of all denominations, designing and building to harmonize with the general architectural scheme—from the most elaborate carved furniture for the cathedral to the modest seating of a chapel.

Schools The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices, win.

Lodge Halls We specialize Lodge Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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E. A. STOWE, Editor.

August 30, 1911

TWO TYPES OF MEN.

One man graduated from a college, during which he met a portion of his expenses, at least, with money filched from his fellow students by gambling methods. He came to Grand Rapids about twenty-five years ago and opened a cheap gambling house over a saloon. His first patrons were farmer boys whom he enticed into his den and fleeced to the tune of 10 cents a game. He subsequently opened a gorgeous establishment in the center of the city, where he made \$200,000 to \$300,000. In doing this he ruined many men and broke the hearts of many women and impoverished many children. When he ran across a welcher he settled instead of facing a jury in court. With the money so accumulated he bought his way into politics and purchased the Mayorship of the Second City of Michigan. He surrounded himself with men of small caliber who would do as he told them to do. The moment a man showed any independence he was dislodged from his position unless he relented and licked the hand that smote him. Because he was opposed for re-election by the best elements of the city, he retaliated and sought revenge by inviting to the city unscrupulous union organizers who waxed fat on the fees they received and the graft they absorbed while inducing sober-minded and steady going workmen to join an organization that nearly wrought their destruction. He then encouraged the men to make demands which no self-respecting employer could concede and encouraged the men to continue on strike until they had forfeited nearly \$2,000,000 in wages and received only \$150,000 in strike benefits. Finding that they had been deceived by the Mayor and the union grafters who inveigled them into the union, the men voluntarily surrendered and went back to work, waiving all demands and abandoning the union. The strike committee published a card in the daily papers, stating that they had been led to strike by the false statements of the union leaders, which they had since found to be untrue. Previous to becoming Mayor, Deacon Ellis formed

an alliance with the water pirates who came here to loot the city, going as far as Detroit to welcome them to the scene of their proposed activities. When this man came up for re-election, eighteen months ago, he circulated infamous statements concerning his competitor and continued to utter untruths after it was proven that he was a falsifier and a libeler. Yet the people of Grand Rapids, by forty votes, selected this man to continue to occupy the highest office in the gift of the people. He is destructive of everything good; he destroyed public confidence; he temporarily destroyed the friendly relations which long existed between employer and employe. He has destroyed the independence of the men who consent to serve under him in public office. Everything he touches is blighted or destroyed.

The other type of man did not have a college education. He was born on a farm and raised in humble circumstances. He early started out on a career of his own as locomotive fireman and agricultural implement salesman. He invented the sectional bookcase and, despite discouragements that would have dismayed a less resolute man, he continued as the exponent of the new idea in furniture making and, ultimately, reaped his reward. He has surrounded himself with a strong force of associates and assistants. He gives employment to five hundred men whom he pays good wages and who believe in him. He has developed wonderful ability as a successful manufacturer. He took hold of the Macey Company when it was bankrupt and disaster stared it in the face and has made it one of the most successful manufacturing institutions in the city. Nearly everything he touches succeeds as if by magic. He has started many young men on the road to fortune and is constantly alert in matters of civic service and social progress. All of his work is constructive. He is a builder of men and fortunes. He does not build by tearing other people down, but by making two blades of grass grow where only one grew before. He opposed Deacon Ellis in the Mayorship contest eighteen months ago and the people of Grand Rapids, by forty votes, permitted such a man to be defeated and an ex-gambler and water looter and cheap demagogue like Deacon Ellis to be nominated instead.

Are the people of Grand Rapids to remain passive in matters of this kind forever? Are they going to continue to worship false gods and fall down before the bogus and the base when they can, with equal effort, show their belief in good citizenship and patriotic service? The Tradesman believes that Deacon Ellis, who is now thoroughly discredited with the workmen, whom he deceived and nearly destroyed, is about at the end of his rope; that the time is not far distant when people will be able to distinguish between the glitter of dross and the sheen of pure gold and will act accordingly.

SUBSTITUTE WITH CAUTION.

"Three substitutions a week seems to me as pretty stiff," remarked Mrs. B., as her husband placed a sack of whole wheat flour on the table when she had ordered graham.

"Jones said this was even better than graham," remarked her husband in reply.

"That may all be, but I wanted the brown bread for sandwiches to take to that picnic to-morrow, and now it is too late to change. I do wish Jones would fill my orders, rather than imaginary ones for himself or some one else. The last time I sent it was white thread No. 40 instead of black thread No. 50, and the time before it was another brand of soap when I wanted — for washing those dainty ribbons. The kind sent did not make any lather to speak of, and it may have some objectionable chemical quality. We never can tell until we have tested it—and I have tested the other soap to my satisfaction. I expect next time I send by you for rubbers that Jones will send up fancy pumps, assuring you that many think these are much more handsome!"

There may be certain features in which the substitute excels, but it is entirely reasonable to infer that the housewife knows what she wants for her own special needs.

Your substitute may be better in some cases, and yet it may not satisfy in the present instance. Rice is an excellent article of food, and yet to substitute it for a cereal might inconvenience the one who ordered it. If you can not fill the order, say so, and give a chance to have it filled elsewhere. Too many substitutes will weary even the most patient person, who is forced to the conclusion that your stock must be limited or your opinion of her ability to conduct her own affairs not at all flattering. Either conclusion is not at all helpful to your own cause.

THE WAY IT IS DONE.

Notice the newsboys as they pass through a crowded car. One shouts "Press" and "Sun" as though he knew that every one would be glad to read one of these papers; the other drawls "Times" and "Dispatch" in a way that would indicate him as simply a figure head, nothing more. There is no earnestness, no enthusiasm; and unless the prospective buyer has some special reason for selecting his papers, some personal knowledge of their merit, he is almost certain to signal the lad who has faith in his goods, and who shows that he is in the field to work—not a mere stump.

A woman wanted to match a piece of gingham and was received in a most indifferent manner by the clerk in charge. Had the prospective order been for silk instead, more interest would have been shown as she cast her eyes hastily along the line and reported, "Not here." Just then another clerk, noticing the disappointed look of the woman, came to the rescue. After unearthing two or three pieces from the bottom of the pile, only to find that although they had the same colors they were not the piece sought, and she was turn-

ing to go, with the remark, "I just needed another yard to get the dress out as I want it," he added, "I'll take a look on the remnant counter; it may have been placed there." And, sure enough, it was.

The cheerful attendant saw that she was one of their customers, and felt it his duty to serve her in the best way, even although the purchase was a small one. To her it meant the difference between a stylish gown and a dowdyish one. To the firm it meant the sale of a really handsome dress which was in one way a direct advertisement among her friends who knew from whom it was purchased.

The kind word, the cheerful manner, the studied effort—these are all surely appreciated. The way a thing is done counts sometimes quite as much as the mere fact of its being done.

THE BAREFOOT BOY.

Some one asks what has become of the barefoot boy; and truly in many regions he is locally extinct. This may be due in part to the visions of stone bruises, the obstacles of stubble and chestnut bur; for the barefoot boy has his troubles as surely as every one else. He well knows that the very easiest place to clamber over a high fence is filled with briars; or a goodly crop of elder bushes has just been mown down at that point, leaving the stubs to propagate lockjaw. And then the misery of wearing the shoes to church on Sunday, after the freedom of the week has coaxed the pedal appendages into their broadest proportions!

But in spite of these drawbacks there are many places yet where the sway of pride is unknown, where the country lad counts the days until the first of May, when he can depend upon the ground being warm enough to permit his going barefooted. And although others may pity him for the sunburned and lacerated skin, he would rather dig thorns out of his feet with a knife than return to "the prison-cells of pride." Barefoot sandals he may adopt, as the happy medium which eliminates the pain without curtailing the pleasure too much; but the average lusty boy still clings naturally to the model of Whittier.

And well he may, for there is strength gained thereby; the mud tracks left in his path are molding a firm step for the future. What if his feet do broaden so as to require a larger shoe? Is the enlarged foot a more disgraceful mark than the enlarged fore-arm? Dealers tell us that the feet of women are getting larger and the fact is at least partly attributed to greater exercise. Shall not the lad have our encouragement in getting all the strength and enjoyment possible out of Mother Earth? Success still to the barefoot boy!

A woman in Indiana is suing her husband for divorce because he tried to choose her gowns and she wouldn't stand it. Every other woman will sympathize with her and wish her luck.

THE REPAIR DEPARTMENT.

In almost any branch of trade there is room for this in some form, and yet many houses seem to think it beneath them or quite out of their line. There are the little stitches so easily taken on the start which increase the usefulness of the article, and although they retard the purchase of a new one in so doing, the money which might be necessitated for this purpose will surely go into something else; and the mutual satisfaction when the life of an article is prolonged should be looked upon as no small factor.

The shoe repair department will always be certain of patronage if duly advertised. In many places there is an implied slur, when a half-sole at a small cost would almost double the service of the shoe. Make a bid for patronage along this line as though it was a legitimate part of the business rather than something which should be treated only sub rosa. If you hang out your card for repair work in the front window patrons will soon discover that it is no disgrace for them to present the work at the front door.

The hardware dealer who makes it a point to quickly replace broken castings is soon the popular one. The crockery man who has a good cement for mending his wares should not hesitate to let it be known. The man who is skilled in fixing up and sharpening lawn mowers will find that this sideline does not lessen his sales.

The hint which can be given to prolong service is always a profitable one to the salesman. The buyer may not know that a broom will last longer by an occasional bath in hot suds; that the rent in a lace curtain may be easily mended by pasting a bit of lace over the tear and pressing with a hot iron; that a lamp chimney is less likely to break if gradually heated in a dish of water before using, cloths being wrapped around to prevent breaking. Whether the professional repair service or only the stray hints, the service is appreciated.

THE DIRECT ROUTE.

A narrow sidling wagon road circled around the bank of a deep ravine and then after crossing a rude bridge wound its zigzag course away up on the other side. For many years residents had made the troublesome trip which was fully three times as far as to go directly across the ravine, besides encountering the laborious, and in winter even dangerous, inclines. No one had ever thought that there was any other way and so each resident was content to go the road blocked out by his fathers.

Finally, the bridge was turned over to the county and the County Surveyor soon astonished the natives with a span over the ravine at the shortest point, even although it did brush the tree-tops. Now the people look down upon the long, circuitous route with wonder that they for even a single season could tolerate so much unnecessary work.

It is much the same way through life. We scramble down the sides of the rude cliff to the spot where

we can almost step across the stream rather than bridge directly across the gorge which has been formed by the erosions of centuries. Rather than make the exertion to erect a bridge which shall be a real credit to our engineering ability, we spend useless time and strength by following the make-shift method. The Cape Horn route to the Pacific satisfied the heroes of '49, but the twentieth century fortune seeker finds it too long to prove profitable.

There are times when we must follow the winding path through the ravine, but Progress is ever raising an eye to the short cut. It may cost money and labor; yet time is money, and true economy requires that it be carefully used. Fortunate are those who learn early to bridge over the deep ravines.

MORE QUAILS AND GROUSE.

Pittsburg has recently decided that, instead of adding to the Zoological Gardens, the funds appropriated this year shall be for stocking her parks with quails and pheasants. The wisdom of this movement will scarcely be questioned. With all deference for the Zoo and what it has accomplished, both as an entertainer and an educator, there is still a pathetic aspect of the subject; and it is not improbable that in another generation the caged animals will be entirely replaced by such as can enjoy freedom.

Certain it is that in many localities where game birds once abounded they are now locally extinct. Scientists estimate that every Bob White is worth at least five dollars to the farmer, and yet the sportsman's gun robs him of his prize, and this without a "May I?" or a "Thank you." The pheasant or ruffed grouse has been almost equally persecuted, and it will be a pleasure to all bird lovers to learn that another precinct is to be re-peopled with these delightful birds.

With Bob White once more whistling his gay notes in the open places, the park will speedily take on a new life. The boy who surprises the nesting pheasant will have the surprise of his life as he tries to capture the limping parent bird or when he catches sight of it shielding the timid youngsters by enticing the intruder farther and farther from the nest.

The entire plan is a wholesome one and sure to result ultimately with favor. Every movement which shall bring us nearer to outdoor life is a success, and the restocking of depleted woodlands with beautiful and innocent birds is one of the best advantages in the public parks.

NOT A SQUARE DEALER.

Did you ever know a man with a shifty eye who was honest?

Did you ever know an honest man who could not look you in the face?

Did you ever know an honest man who was not capable of giving a direct answer to a question?

Did you ever in your life know of so adroit and so elusive an arguer as Dr. Wiley?

When the benzoate of soda controversy was on, some years ago,

Dr. Wiley stated that if he ever found it necessary to condemn that preservative, he would first give the fruit preservers a preservative to use in its place.

Did he keep his agreement?

No.

He never kept an agreement in his life, except the agreement he is alleged to have entered into with certain food manufacturers to boost their products.


Why exalt a man as a Square Dealer who has never either preached or practiced the doctrine of the Square Deal?

Where is the ideal woman? A New York broker has started for Europe to find her. She must be dark, with

black hair, tall, with strong, good teeth and a willowy figure. "She must combine the English conservatism and love of home, the French vivacity, the Viennese love of life, the Italian girl's intensity and fervor, the faithfulness and the breeding and good taste to be found in the ladies of every land." But why does he go abroad to look for such a marvelous woman?

The world is always knocking the man who does not live up to his preaching; yet the world would be a great loser if only those who attain to their ideals were permitted to proclaim them.

Timely advertising must be prepared ahead of time.



CITY BAKERY CO.,
GRAND RAPIDS, MICH.

Mr. Bread Merchant

If you wish to sell the **Best Bread** that will give **general satisfaction** and prove a **regular rapid repeater**, order **Figola Bread** from us today.

City Bakery Co., Grand Rapids, Mich.

\$

Dollars for You


Mr. Grocer, in pushing **HOLLAND RUSKS**. Good for Breakfast, Lunch and Dinner. **Holland Rusks** are so appetizing served with fruits and cream. Urge your customers to try them. We employ no salesmen. We put the **quality** in our goods. Jobbers and retailers like to sell them because they are repeaters. Order a sample case. Five case lots delivered. Advertising matter in each case.

Holland Rusk Co. Holland, Mich.



IMPORTED FROM HOLLAND

IMPORTED FROM HOLLAND



DROSTE'S PURE DUTCH COCOA

is worth recommending by allowing us to mail you a liberal sample and quote prices.

H. HAMSTRA & CO. American Representatives Grand Rapids, Mich.

IMPORTED FROM HOLLAND

IMPORTED FROM HOLLAND

Detroit Produce Market

Vitality in Dairy Cows.

The dairy calf is the only domestic animal that is deprived of maternal attention before being able to care for itself. The first few weeks is a very critical period with the calf, for usually it is thrust into an environment and is dependent entirely upon the kindness, intelligence and judgment of its owner.

Raising calves by hand necessitates maintaining their vitality at all times, especially during the first few days. This is the period when they must depend altogether upon milk and if removed from the cow are often neglected. Whether or not the calf is allowed to remain with the cow for the first few days must be decided according to personal opinions of the owner. However, it is quite necessary that the young calf be allowed the first or colostrum milk of the cow. This milk is peculiarly adapted to the digestive requirements, having a laxative effect which stimulates the first activity of those glands secreting digestive juices.

Likewise, the colostrum milk is very rich in protein material and mineral matter, which are essentially muscle and bone formers, so unless this milk is supplied the young calf will gain strength and vigor slowly. In fact, the vitality of the young animal depends much upon the ease with which its food is digested, the vigorousness of blood circulation and the temperature of its body.

By allowing the calf to run with the cow for a few days furnishes the natural food in quantities as demanded by its system, at a temperature sufficient to maintain bodily heat and uncontaminated by bacteria, all of which aid in the most perfect digestion, absorption and assimilation, hence insures the vitality necessary for natural growth.

The big problem in hand raising of calves is to keep the animal in a growing condition after removing it from the cow. Local conditions and the judgment of the feeder govern largely the course to pursue. It has been my experience as herdsman that most of the failures comes from over-feeding. Naturally the calf is greedy and will eat if so allowed. From one and a half to two quarts of whole milk at a feed is sufficient. This will amount to about ten pounds or five quarts per day, which is plenty for the first two or three weeks, after which the amount may be increased about one quart per day for each additional week.

Over feeding taxes the digestive organs beyond their limited capacity which naturally deranges the whole system, and is often the cause of

scours. Again, when the milk is fed at temperatures lower than the animal's body, which in cattle is about 102 degrees Fahrenheit, the vitality of the calf is lowered in its effort to heat the food to a point where proper digestion begins. Hence it is advisable not to feed cold milk until the calf reaches an age where its capacity is sufficient to maintain body temperature.

Another thing of importance in calf feeding is cleanliness. The point is often overlooked by some men for the significance of bacterial action is not well comprehended. Nature never intended that milk should be exposed to the air, so precautions are necessary that all utensils be kept clean and free from dirt. This may be done by scalding the feed pails daily or sterilizing them with steam. Too much milk at a feed, too cold milk or milk that has been contaminated with bacteria are the three principal causes which bring on scours in young calves and lower their vitality to a point where other complications set in to stunt growth.

Water For the Dairy Cow.

It is very important that the water drunk by the cows giving three or more gallons of milk daily be warmed to about 60 degrees Fahrenheit. Otherwise the cows will not drink as much as they need to keep up a good milk flow. It does not take much ice water to chill a thin-fleshed dairy cow through and through on a cold winter day, especially when she is compelled to walk some distance through the snow or a cutting wind to get to the tank or pond.

Experiments made at the Missouri Experiment Station show that drinking water is needed in proportion to the milk yield. That is, a cow giving six gallons of milk a day, needs about twice as much water as a cow giving three gallons a day. If the water is too cold to be comfortable if drunk in large quantities, the cow will not drink enough and, as a result, will drop considerably in her milk yield.

When Missouri Chief Josephine was giving about 100 pounds of milk each day last winter she drank daily thirty-one gallons of water. Imagine how she would have suffered if that had been ice water! It was warmed, however, and Josephine did not chill after drinking.

A good tank heater, or some other device, should be used this winter to warm the water for the cows. It will pay. H. E. McNatt.

Religion is not a strange or added thing but the inspiration of the secular life.

Value of Fruit as a Food.

In these days of impure drinking water, water famines and filtered water it is well to know that one of the greatest advantages of fruit is that it offers us pure water for which we do not need a filter, to the amount of nearly 50 per cent. in berries and 92 per cent. in watermelons.

Oranges and lemons are not only valuable by reason of their potash salts, but especially for their citric acid. A case of paralysis of the entire right side is reported where the juice of oranges, adopted as a regular diet, with chicken broth, appeared to do much good.

As an aid of digestion—a really material aid—the pineapple stands alone among the fruit. Its vegetable pepsin neutralizes—or, perhaps, rather, digests—albuminous substances in the stomach. Fresh pineapple—or, better still, the fresh juice of one—placed in direct contact with eggs, or gelatin, or milk, will prove this fact conclusively by producing a bitter tasting dish. In cases of catarrhal ailments of the throat, and in its downward connection, the alimentary canal or tract, pineapple can not be overestimated, and it acts with equal force in malarial affections.

As for the date and the bananas,

they contain sufficient nutriment to sustain life. The salts and organic acids in the apple tend to improve the quality of the blood.

Cheestmaker Heavily Fined.

James Kutka, who has been running a cheese factory for Hubert Bergs & Co., was arrested recently on a charge of having kept the factory in an unsanitary condition. In court he entered a plea of guilty and Judge Marchetti imposed a fine of \$30 and costs, which he paid. In addition to this he was discharged from the employ of the company. The complaint was made by State Dairy and Food Inspector R. B. Soudard, who said that a few weeks ago he visited the plant and pointed out to Kutka that he was not complying with the State law regarding sanitation. The latter promised to clean up the plant and to comply with the requirements of the law in full in the future, but when the inspector visited the place last week he found his directions had been disregarded entirely.—Wausau (Wis.) Sun.

Wounded vanity and unsatisfied selfishness: these are the old, vulgar causes of man's unrest.

Meekness and lowliness cure unrest by making it impossible.

ESTABLISHED 1891

F. J. SCHAFFER & CO.

BUTTER, EGGS AND POULTRY

396 and 398 East High Street, Opposite Eastern Market

Associate Houses { Ionia Egg & Poultry Co., Ionia, Mich.
Dundee Produce Co., Dundee, Mich. Detroit, Mich.

Just what you have been looking for— **Poultry**
A reliable place to ship your

At market prices ruling day of arrival

NO COMMISSION

PROMPT RETURNS

We want your shipments

Let them come and we will do the rest

Poultry  **Poultry**

Schiller & Koffman 323-327 Russell Street
DETROIT

(Weekly quotations furnished on request)

Cash Butter and Egg Buyers

HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

777 Michigan Avenue, near Western Market—Telephone West 1092

347 Russell Street, near Eastern Market—Telephone Main 3762

DETROIT, MICH.

BOOTH COLD STORAGE DETROIT, MICH.

A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of 1/2c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

PENNY POSTAGE.

Why Not Adopt It For Half Ounce Letters?

The problem of what shall be the rate of ordinary letter postage in the future is obtruding itself somewhat suddenly and sharply upon Congress and the country, or, rather, upon the country and Congress, since the impulse of the one must precede the other; and this is a natural sequence of the war over postal rates in another field which raged so bitterly.

The glittering idea of a one-cent rate for letter postage where a two-cent rate is now demanded has been held out by the present Postmaster General as a possible result of the economies he has either intended or established—including the raising of the rates on magazines, which did not go through.

It is a great idea and a good one—one which appeals to the populace—this one-cent rate for letters, but it has certain obstacles in its way and it is asserted that there are certain sinister influences behind the movement—in other words, that the express companies are in favor of it for the reason that they imagine the Postoffice Department will thus still further run behind as between receipts and expenditures and that thus their own monopolies will be better regarded and so conserved. This is a far-stretched view, but may not be without its point. There is a degree of logic in it since, now, the express companies see the looming guillotine and are but seeking to postpone the inevitable day of blade and basket.

Since the long-time deficit of the Postoffice Department has been supplanted by a surplus, why should not the commercial interests of this country be favored with a rate of letter postage which would be of the greatest benefit to almost every concern doing business through the United States mails?

Many suggestions have been offered and much has been said as to the excessive rates of letter postage which are now in force and, while a one-cent rate for a one-ounce unit of letter postage might satisfy a great multitude of those who are interested in doing business with the Postoffice Department, we are led to believe that the establishment of a one-cent rate for a half-ounce unit of letter postage would not only be of the greatest benefit to commercial interests of the country, but would be a fair remuneration to the Postoffice Department for handling this class of mail matter.

Taking into consideration the fact that newspapers, magazines, manufacturers, jobbers, banks and mail order houses send millions of pieces of mail during the year to subscribers or patrons which contain nothing but a bill or statement which under the present rate of postage sometimes means a 2 per cent. discount of expense, does it not seem clear to the average individual that a rate of one cent on such pieces of mail would be a more satisfactory tax to levy upon the commercial interests? Does it not appeal in a strictly business

way to every individual who is interested in doing business through the mails?

It would seem, taking the average of fifty-five letters to the pound, which is now considered about the general run of first-class mail, that a one-cent rate for half ounce letters would be entirely satisfactory to the Postoffice Department for the handling of such pieces. In this manner such a rate would even conform with the established rate of postage of two cents per ounce, which is now in force and would allow a three-cent rate on one and one-half ounce letters.

On the other hand, the establishment of a half ounce unit of letter postage with a one-cent rate for half ounce and every fraction thereof would enable a much more liberal use of the first-class privilege than is now enjoyed.

Take, for instance, a manufacturer or mail order house who wishes to send out half a million letters containing some special mail order bargain list or special announcement must take into consideration the one great item of expense—viz., postage—in selecting stock on which the letter and circular must be printed, together with the weight of the envelope in which same is to be mailed and which, under the present rate of postage, must come within the ounce limit or cost twice the amount of postage if delivered under the sealed letter rate. It is, therefore, easy to be seen that the one-cent rate and the half ounce unit of sealed letter mail would enable the mail order dealer or manufacturer to send one and one-half ounces for three cents, which under the existing rates he is obliged to pay four cents postage.

There is no reason why the Government should be imposed upon any more so than the public, and if the publishers of this country would advocate a one-cent rate for a half ounce unit of letter postage, they would not only be rendering the public a great benefit but would be allowing the Government a satisfactory remuneration for services rendered.

It is only a few years since the unit of letter postage was one-half ounce and the rate of postage three cents therefor. The greater proportion of letters weigh much less than the unit of weight, and just why a one ounce unit or standard should be considered in preference to a half ounce unit should be given the most serious consideration.

It is a foregone conclusion that mail order houses, newspapers, periodicals, banks, wholesale houses, manufacturers, etc., embodying the great commercial interests of the country, who mail millions of statements or bills on which they pay the rate of two cents each, as now demanded by the Government, would be one cent letter rate for a half ounce unit or standard with an additional one cent for every additional half ounce or fraction thereof.

Why isn't this a good resolution to the "one cent letter postage" noise? Think it over and then say something. Circulation Manager.

Must Have It.

Even the trusts advertise. Did you ever think about that?

Even the concerns holding a practical monopoly on a given commodity go after business by advertising. Isn't that significant?

Even the public service corporations, the electric light and gas companies, which are guaranteed monopoly under a city franchise, advertise—if they are wise. Isn't that a lesson to the retailer?

Advertising is something which a man in business simply must have if he expects to accomplish anything.

The old foggy way of doing business without advertising is exploded. When even the Standard Oil Company, the powder trust, the meat trust and all the other concerns of similar nature are advertising persistently, shrewdly and at great expense, it certainly proves that there must be money in advertising.

If these big concerns can not afford to simply sit back and wait for business to roll in, after they have formed their monopoly, how astonishing that some merchants, who are up against a stiff competition all the time, think it possible for them to get along without advertising!

It did not used to be this way—true enough. The old idea of the public service corporation manager or the corporation manager was supposed to be "the public be blinked," or words to that effect. But these monopolistic concerns have discovered that not only does it pay to have public friendship, but it pays to bring their goods to the attention of the buyers.

It pays, for example, for an electric light company to advertise its electric flatirons, its electric toasters, and all manner of electric devices. It pays the gas company to

advertise gas for cooking and to put new fangled cookers and heaters on the market. It pays the telephone company to put the advantages of using a telephone directly before people who might be induced to use a phone in their residences or places of business.

It is business the concern wants, whether it is a concern with a monopoly, or a concern without a monopoly, and the only way under heaven to get business is to give people something they want. If they are shown the advantages in owning something, it inspires a desire for that article, whether it is a can of sardines or a silk handkerchief or an electric warming pad.

Advertising is the way to create the desire, and it is the foundation stone of success in business.

Life is the finest of the fine arts. Many people never learn how to live; they grow up at random, carrying into mature life the merely animal methods and motives they had as little children.

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

STANDARD OIL CO.
Grand Rapids, Mich.

Egg Cases and Fillers

Direct from Manufacturer to Retailers

Medium Fillers, strawboard, per 30 doz. set. 12 sets to the case, case included. 90c.

No. 2. knock down 30 doz. veneer shipping cases, sawed ends and centers. 14c.

Order NOW to insure prompt shipment. Carlot prices on application.

L. J. SMITH

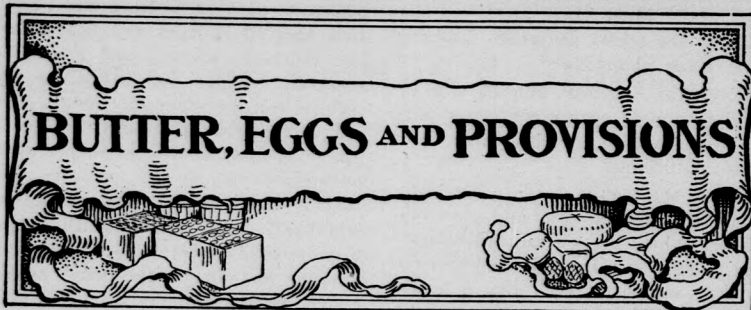
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Eaton Rapids, Mich

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



Conditions Which Prevail in Some Cheese Factories.

I take the liberty of asking your counsel in regard to a matter that is causing the dairymen of this community a great deal of perplexity and perhaps loss.

We have a cheese factory owned by one individual who is hired by the farmers to make the cheese at 1½ cents per pound, the cheesemaker having full control and transacting all business alone, there being no other officers or overseers appointed whatever; that is, he makes the cheese, sells it, receives all monies therefor and distributes the balance, after deducting his wages, among the various patrons. He does all this without even giving the patrons a complete statement of his transactions.

The patrons are growing dissatisfied with this lack of method in conducting a business, wherein so many persons are interested and one person alone has full control; and, too, there is grave reason to fear that he is not transacting business on an honest scale. The patrons therefore called a special meeting for the purpose of electing the following officers, treasurer, secretary and two salesmen, one of whom is the cheesemaker and owner of factory. But he refuses to acknowledge the validity of the meeting, declares he is owner of said factory and will conduct the business alone and as he sees fit, and that those patrons who are dissatisfied may haul their milk to some other factory, and this, when a large majority of all patrons demand the change. Now, is there any way in which the patrons can compel him to yield to their just demands?

When this trouble arose, the patrons asked for and received a statement in full, or nearly so at least (the first and only one of the kind that they have gotten) of the last sale of cheese made by him, this sale being for the first two weeks of May.

I am asking this to ascertain whether it be fair and honest. It would seem to the patrons as though more cheese could be made from milk delivered at this factory than he credits to the patrons' account. How many pounds of cheese can be made from 100 pounds of milk testing 3.780 during the first two weeks in May?

I have before me an article which reads as follows: "One hundred pounds milk, containing 3 per cent. fat, will make 9.2 pounds of cheese; 100 pounds of milk, containing 4 per cent. fat, will make 10.8 pounds of

cheese." If this can be taken as a reliable basis to work from, then 100 pounds of milk, containing 3.78 per cent. of fat, will make 10.2 pounds of cheese.

At these figures there would be a shortage of 664 pounds of cheese in the two weeks' statement given out, or a money value of \$64.21. You will readily see that the statement is full of errors, and in balancing up each patron's milk, that is, multiplying the number of pounds of milk delivered by each patron, by each individual test we get 3,907.4 pounds butterfat delivered at factory instead of figures given in the statement.

If you will kindly answer these enquiries and advise us as to the best method to pursue, we shall be truly grateful. **

We publish the foregoing communication in full for the reason that it expresses conditions which are liable to arise among the patrons of any factory where a feeling of suspicion is started and gathers momentum by being talked about, first in private between individuals and then more or less publicly.

It is, of course, quite impossible for us to say whether there was or was not any real foundation for dissatisfaction among the patrons of this particular factory. The proprietor may or may not have rendered a just and true account of all the cheese manufactured, but we are of the opinion that the patrons did not take the wisest course to bring about harmony and a better understanding between themselves and the proprietor of the factory. If, instead of calling a special meeting of the patrons and electing various officers to have more or less control of the business, they had appointed a committee to visit the proprietor and confer with him as to ways and means for allaying the existing dissatisfaction, it is entirely probable they would have met with a courteous reception, every point of controversy would have been satisfactorily explained and some satisfactory arrangement made to prevent future trouble.

The proprietor, however, was well within his rights when he refused to acknowledge the validity of the action taken by the meeting, although, as it seems to us, he might well have made a proposition to turn over the cheese to any person or persons whom the patrons might elect to receive and dispose of it, letting the proceeds come to him for apportionment and distribution.

Our correspondent encloses two statements, one for the period from

September 12 to 25, 1910, as follows:

Average test,	3.8
Price per pound cheese,	15c
Price per pound fat,	35.7c
Number pounds fat,	560
No. lbs. milk from patrons,	1,491
Money due patron,	\$20.20

It will be observed that this is not a general statement of the total re-

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

Post Toasties

Any time, anywhere, a delightful food—

"The Memory Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Michigan

COFFEE

Our coffee is roasted the day you order it and is the finest you ever tasted. Compare these prices with what you are paying:

Fine Santos Coffee 18½c to retail at 25c
Lucky Strike Coffee 22½c to retail at 30c
Coffee Ranch Coffee 24c to retail at 35c
Pure Mocha and Java Coffee 28c to retail at 40c

Not over 10 days on any account

Coffee Ranch

J. T. Watkins, Prop. Lansing, Mich.

Swiss Cheese Cutter



Patented Oct. 26, 1909

Size of machine 36 inches long, 10½ x 9 inches—all up-to-date. Merchants should have one of these cutters. They fill a long felt want and will keep the cheese fresh and clean and make Swiss cheese profitable to the merchant instead of unprofitable. Thirty days free trial. Price, \$20 f. o. b. Rutland. Those interested send their address to

L. J. KUNICK,
Rutland, Illinois.

Also patent is for sale or trade. What have you that is worth \$5,000? Address above.

SUMMER SEEDS

If in need of seeds for summer sowing such as Turnips, Rutabaga, Dwarf Essex, Rape, Sand Vetch, Alfalfa, etc., ask for prices.

Alfred J. Brown Seed Co. Grand Rapids

BAGS New and Second Hand

For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.

TRACE Your Delayed Freight Easily and Quickly. We can tell you how. **BARLOW BROS.,** Grand Rapids, Mich.

Headquarters for all kinds of fruits and vegetables

Our weekly price list free

THE VINKEMULDER CO.

Grand Rapids, Mich.

WANTED---Packing Stock Butter

Ship us your ROLL or PACKING STOCK BUTTER, DAIRY BUTTER and EGGS and receive the highest market price. Prompt settlement. Send for our weekly quotations.

Dairy Farm Products Co. Owosso, Mich.

H. B. Stanz Co.
WHOLESALE DEALERS & IMPORTERS OF
ALL KINDS OF
CHEESE

We have the output of 30 factories.

Brick, Limburger in 1 lb. Bricks, Block Swiss

Write for prices.

Milwaukee, Wis.

ceipts and output of the factory, but of the account of one patron, and it seems to us that this is about all that could be reasonably asked for. People, as a rule, are not accustomed to make public all the details of their private business, and, in the case of a proprietary factory, the total amount of cheese made and the compensation received therefor are matters that do not particularly concern the individual patron. His interest is limited to a correct accounting for the milk he delivers. It is within his province to know that he is credited with the correct amount and test of the milk delivered by him, and it is easily within his power to keep a check on both weights and tests.

And we may add concerning this statement that after deducting price for making we can easily ascertain the total cheese credited by dividing \$20.20 by \$0.135. This gives 1,500 pounds of cheese made from 566 pounds of fat, which is only a very small fraction less than 2.7 pounds of cheese from each pound of fat.

The second statement sent us reads as follows:

State of Cheese Sale for the First Two Weeks of May.	
4,678 lbs. cheese@\$.11¼....	\$ 526.27
5,200 lbs. cheese@0.10½....	546.00
Total 9,878 lbs. cheese.....	1,072.27
No. lbs. cheese sold.....	9,878
Money received	1,072.27
Average price of cheese....	.10¾
Maker's fees	148.17
Balance due patron.....	924.10
Total lbs. milk furnished...	103,355
Total lbs. butterfat.....	3,898
Average test.....	3.785
Price per lb. butterfat.....	.237

This is the general statement to which our correspondent refers and appears to be full and explicit. The discrepancy noted by the correspondent in the total amount of fat reported, 3,898 pounds, and the amount ascertained by adding the several amounts credited to each patron, 3,907.4 pounds, is 9.4 pounds, which is a trivial amount and easily accounted for in the various fractions of a pound not credited to patrons.

But the yield of cheese per pound of fat is much less than it was in the preceding September; then it was 2.7 pounds, while now it is only 2.28 pounds, a difference of nearly one-half pound. A very considerable proportion of this difference may be accounted for in the fact that the proportion of casein to fat is much less in May than it is in September and also much less when cows are first turned to pasture. There are also various other conditions which affect the yield of cheese, but whether all these combined fully account for the decrease we can not definitely state, but, on the whole, we are of the opinion that the statement does not necessarily indicate any crooked work by the cheesemaker.—Hoard's Dairyman.

Unappreciated.

"Wisdom is better than rubies," said Solomon, yet your best friends offer you only "a penny for your thoughts."

Care of Milk and Cream.

The success of a creamery depends largely upon the quality and uniformity of its products. Skilled workmen and modern machinery have done much to improve the quality of the dairy products upon the market to-day, but there is still too much butter of inferior quality offered for sale. Even the best organized creameries have more or less difficulty at this season of the year owing to poor quality of much of the cream received.

Since the quality of the butter depends upon the quality of the cream from which it is made, then the first step to be taken in improving the products of a creamery is to improve the quality of the milk and cream received.

Every creamery receiving cream from many different farms will, of course, receive cream of all grades. There are some patrons whose cream is uniformly good throughout the year and an examination of their farms shows that it is due to cleanly methods and an understanding of the business in which they are engaged.

The other patrons who send poor cream are either uncleanly or careless in their methods. As there is much difference in the personality of the different men, so must various means be employed to induce them to improve the quality of their cream. The patron who is naturally unclean and indifferent must be compelled, either by grading the cream or refusing to accept it at all, to change his methods and must be watched constantly. Fortunately there are few to whom extreme measures must be applied, for most of the patrons who send poor cream either do not realize that their cream is bad or are so pressed by other work that they do not give the matter any thought.

It is difficult at this season of the year to keep cream in good condition for any length of time, even when properly handled.

First of all, the animals should be kept as clean as possible. The udder should be wiped with a damp cloth before milking. This takes but very little time, but does much to prevent contamination of the milk at milking time.

After the milk has been drawn it should be separated as soon as possible and cooled to a low temperature at once. The practice of allowing the evening milk to stand over night and then mixing with the warm fresh morning milk or warm water before skimming is responsible for much poor cream. Warm fresh cream should never be mixed with the cold cream, as it will spoil very quickly. Cool the new cream to the same temperature as the old cream before mixing.

The separator and all utensils should be kept clean and sweet by washing after each milking and then setting in the sun to dry. A separator that is washed but once a day soon becomes very foul and contaminates the milk that is run through it.

The cream should be delivered not less than three times a week. A wet

sack wrapped around the can will protect the cream while on the way to the creamery.

If the above precautions are observed and the cream delivered early in the day, there should be no difficulty in getting it to the creamery in good condition, even in the hottest weather.

These are little things and take up very little time, and yet the neglect of them by a few creamery patrons may cause much trouble, not only to the creamery men but to all others who are to handle it before it reaches the consumer.

E. A. Markham.

One Way or the Other.

A lovesmitten youth asked one of his bachelor friends if he thought that a young man should propose to a girl on his knees.

"If he doesn't," replied the friend, "the girl should get off."

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.

G. J. Johnson Cigar Co.
S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders



Mr Grocerman: Your interests are ours, too. Sell **MAPLEINE** (A distinctive flavoring) Better than real maple. Made from aromatic roots and herbs which have absorbed the richest elements from sunshine and soil—mountain air and ocean breeze. Many flavors blended and mellowed into one, that's Mapleine. Makes home-made sugar syrup better than real maple at a cost of 50c per gallon. Can be used anywhere a flavoring is desired. Advertised everywhere—nice profit, demand steady and growing. Order from your jobber today, or Louis Hiller Co., 4 Dock St., Chicago, Ill.
CRESCENT MFG. CO., SEATTLE, WASH.

Wanted—Butter, Eggs, Veal, Poultry and Huckleberries

F. E. Stroup, Grand Rapids, Mich.
References:—Commercial Agencies, Grand Rapids National Bank, Tradesman Company, any wholesale grocer Grand Rapids.

ISELL'S SEEDS WE WANT YOUR SUMMER ORDERS

We make a great specialty of supplying Michigan storekeepers with our HIGH GRADE SEEDS IN BULK.

Drop us a card and we will have our salesmen call and give you prices and pointers on how to make money selling seeds. Do it quick.

S. M. ISELL & CO. :: Jackson, Mich.

W. C. Rea **Rea & Witzig** A. J. Witzig
PRODUCE COMMISSION
104-106 West Market St., Buffalo, N. Y.
"BUFFALO MEANS BUSINESS"

We make a specialty of live poultry and eggs. You will find this a good market. Ship us your poultry and eggs.

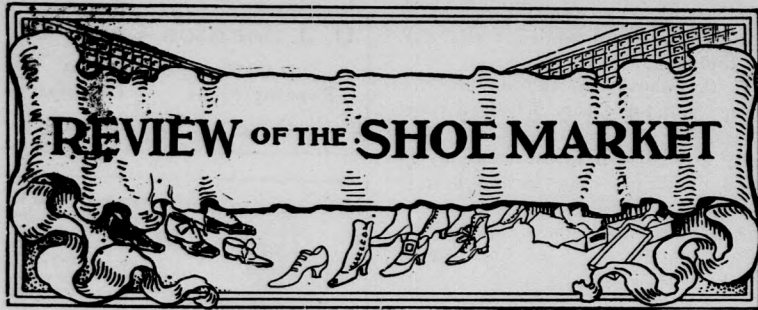
REFERENCES—Marine National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers.
Established 1873

Established 1876
We Sell Medium, Mammoth, Alsyke, Alfalfa Clover, Timothy Seeds
SEND US YOUR ORDERS
Moseley Bros. Wholesale Dealers and Shippers of Beans, Seeds and Potatoes
Both Phones 1217 Office and Warehouse, Second Ave. and Railroad Grand Rapids, Mich.

Wanted—Peaches and Grapes
Also advise what you have in Winter Apples
Both Phones 1870 M. O. BAKER & CO. TOLEDO, OHIO

Trees Trees Trees
FRUIT AND ORNAMENTALS
A Complete Line
GRAND RAPIDS NURSERY CO.
418-419 Ashton Bldg., Desk B :: Grand Rapids, Mich.





Leading Kinds of Clearance Sales Methods.

This season's clearance sales are far enough advanced so that those who indulge in this particular method of stimulating trade can tell whether this sale is going to be on the whole a success or a failure. Many dealers who watch their profits closely have already shut off the supply of cut-price shoes, and are now hinting at all goods and at the same time selling regular stuff at regular prices.

For several years the special sale idea has been carried to excess in many towns. It is a first-class time right now to stop and consider the future. What particular kind of a clearance sale are you going to have in the future?

The Various Kinds of Sale.

There are several general plans, among which are the following:

1. The clearance sale which includes odds and ends, broken sizes are made for the purpose indicated by the name, that of clearing up the stock and turning odds and ends into money.

2. There is the sale which establishes a flat reduction on all stock in the store, with the odds and ends brought to the front and especially pushed.

3. There is the sale which includes odds and ends which accumulate around the store and also includes specially purchased job lots of cheap shoes, which are scattered in with the others.

Legitimate and Necessary.

The first variety of clearance sale is legitimate in every particular, and probably every shoe store in the United States holds such sales at times. In spite of the sharpest watching odds and ends will collect. It should be the aim and purpose of every dealer, however, to keep close track of the stock, so that the shoes that feed clearance sales may be kept down to the minimum in quantity.

Improvement Was Forced.

If there is a single element in shoe retailing in which absolute necessity has forced improvements, it is with reference to keeping track of the stock and knowing what is on hand—not guessing at it but knowing, to the very last pair.

The great multiplication of styles has helped to force improvements in this particular. Not that multiplication of styles is entitled to any credit; it is a nuisance and a damage, and the improvement has only been by way of trying to minimize the evil result.

Whatever method you adopt, we fully believe it is wise to call your sale just what it is. Do not try to fool the public.

The time to begin to get ready for your next clearance sale is just as soon as this one is finished. Get your stock into such shape that weeks before the date of your clearance sale you know which styles are among the slow movers, so that you can have a chance to give them an extra push, by means of P M's or otherwise.

The Flat Reduction Sale.

If you undertake the second plan of making a flat reduction on all shoes in the house, for example, \$1 or some fraction of a dollar off every pair in the house above a certain price, or a certain per cent. off be sure that your sales force has had at least four years' careful training so that you can make them sell what you want them to sell to some reasonable extent. Otherwise, every man Jack in the force will be selling your best stuff at the reduced prices, so as to run up his book.

If you undertake the horizontal reduction plan, you must carefully drill your sales force, and must give instructions as to what shoes are to be pushed. As a general thing we do not like the looks of this variety of a sale at all. For the average dealer it is too hard to handle.

Here is one thing to remember in any sale: If you put out a big lot of stuff at cheap rates, you are filling up your own regular trade and spoiling future business.

As a general rule there have been too many special sales in shoes for the past five years, and too much effort to stimulate shoe buying. That is one of the things that ails the shoe business to-day.

Too Much Off Medium Goods.

We have seen a number of "\$1 off" sales advertised. That is a big slice to take out of the price of a medium grade shoe. It has been commented upon as being "more philanthropy than business." You have a right to turn philanthropist two months in the year if you want to; but you will need to be a mighty smart hustler for the other ten months if you expect to keep it up indefinitely!

As for the third method, that leads the way into the borderland of chicanery. Of course many honest and reputable firms buy job lots and mix them in; but a lot of disreputable firms do the same thing and the trade suffers in consequence.

Job lots are often obtainable at very tempting figures, but if you

buy such shoes, know just what you are going to do with them. They may prove very tempting bait for your customers.

Handle the proposition carefully and remember that you are going

Woonsocket Rubber Co.'s
ELEPHANT HEAD BOOTS
SOLD BY
DETROIT RUBBER CO.

Mayer **LEADING LADY**
FINE SHOES FOR WOMEN
SATISFY THE TRADE

Bath Caps Water Wings, Etc.

Ayvads Water Wings



Learn to Swim by One Trial.

Get our illustrated 1911 bathing circular, full of excellent values. Write today.

Goodyear Rubber Co.

W. W. Wallis, Mgr. Milwaukee, Wis.
IN BUSINESS SINCE 1853

"Buy 'em where they have 'em"



We ship orders the day received

**Simmons
Boot & Shoe Company**
Toledo, Ohio

School Shoes



What preparation have you made to supply the boys and girls in your locality with good, strong shoes for school wear?

Remember that the school children of today will be the heads of families tomorrow, and early impressions are lasting.

PLAYMATE shoes for the girls and ROUGE REX shoes for the boys will make them permanent friends of your store. They have the fitting and wearing qualities that please.

Many of our best customers send in a sizing order every Monday morning so as to lose no sales. Get the habit—it pays.

HIRTH-KRAUSE CO.
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

to be in business next year and will want some of your old customers with you and some new ones.

Stimulants Often Fail.

It is often entirely useless to try to stimulate shoe buying in a community. People do not buy shoes for an investment. There are times that you could not push them with success if you put gold linings into them.

To force sales by extra low prices is likely to lead to slow business later, when you are trying to sell shoes at regular prices.

For Local Association.

This is one subject that the local association can take up—and the local association is the only one that can take it up. If other dealers in your town hustle along early with clearance sales you have to hang out the red flag, too, and to a certain extent you are compelled to follow their tactics in the offering of goods.

It is not extremely advisable, therefore, to try to get together with the other dealers in your locality and come to some understanding as to when clearance sales are to commence and how deep a cut is to be made?

If you have been stung by the clearance sale bug this year, now is the time to begin to agitate and guard against a repetition next season.

Only One Clearance a Year.

Some strong firms have adopted the method of having only one clearance sale a year, in mid-winter. They pass up the summer clearance sale entirely and expect dull business in July and August, but they confine themselves to putting out a few special lines at low prices, and do not throw open the flood gates in a general clearance sale. This method is particularly adaptable to a store that has a high-class trade. Many regular customers of such stores are naturally away from the city during the summer, and as one such dealer put it, "I keep my bargains for my own customers in the winter. I do not hand them out to the other fellow's customers in the summer."

Take Time For Preparation.

No special sale should be put on without special preparation. The simplest kind of a sale can not be expected to succeed if it has had no advance thought in getting ready for it. There must be first an examination of the stock for the sale to see that there is enough of it to meet any reasonable demand. The prices must then be fixed. The question must be answered whether it is stock that must be sold at any price to prevent it from going lower than it has already gone, whether it is stock that one can afford to reduce at all, whether it is stock that can be used as a sales leader by selling it for less than cost although it be stale.

Sit down and lay out a regular programme. This programme should call for an examination of stock, with orders to the clerks to get the stock out and into proper shape for selling, making it look as attractive as possible. There should be window and inside displays provided for, advertising, show cards, selling schemes and attractive single and combina-

tion prices. The greatest of care should be given to the selection of the date and the name and style of the sale.

There is one principle to be always kept in mind, that every pair of shoes you sell at a cut price knocks the profit of a pair that you sold during the past season at the regular price. Clearance sales should be made to serve their legitimate purpose, and not used to load up the community with shoes, to the future damage of your business.—Boot and Shoe Recorder.

A Top Liner.

"Eliminate waste!"

These words, in big black letters, form the heading of a recent magazine advertisement. There is a whole sermon in those two words, "Eliminate waste."

There are so many ways in which waste can creep into a business concern that the storekeeper should be constantly on the watch to eliminate it. A traveling man said the other day, in speaking of a successful merchant: "He always tried to get a shade, just a shade, the best of every other merchant in his buying, and he figures that this shade of extra profit will insure the success of his business."

So do little things count up. A little waste here and there—just a shade, mind you—will eat the heart out of an ordinary business, while the merchant who is shrewd enough to think of ways to eliminate the waste, or eliminate even just a shade more waste than anyone else has succeeded in eliminating, makes his business win.

Take your business organization up, piece by piece; examine its every detail; see whether or not there is any way to eliminate useless expense. See if you are getting value received for what you spend; see whether your selling expense is being kept down to the lowest possible point consistent with good management.

Johnny on the Recall.

The Purification Society has asked me to write something on the recall, and I will therefore say that it is a little joker to get the best of a politician who gets into office on pledges to raise the morals of the country, lower the taxes, bust up the trusts, lower the cost of high living and do lots of other things—nit. As soon as his constituents discover that he is a pirate instead of a philanthropist they meet in convention and "whereas" that he should at once drop a good thing and return to the livery stable business. That is the recall, and when the statesman gets the letter he laughs and slaps his leg and remarks to himself that the fools are not all dead yet.

And does he lay down his bundle and retire to private life? Not for Joseph. He sticks and tells the recallers to recall and be hanged to them.

We are a great and intelligent country. By and by we shall get so great and intelligent that we shall bust our bilers, and that will be the last of us.



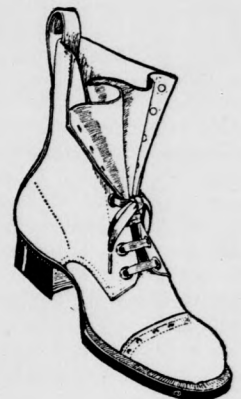
The Manufacturing of Shoes is a Most Interesting Process

And if you are a shoe merchant or a shoe clerk a most interesting one. When you visit the West Michigan Fair Sept. 11 to 15 visit us also, and let us learn you all we can about modern shoe construction and incidentally point out the superior features of our brand of footwear.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Stock Up Now for Fall on the H. B. Hard Pan



The Sturdy, Strong Shoe for
Men Designed to Withstand the
Hardest Kind of Service.

We make line in Blucher or Bal cut, lace or congress, plain toe or with tip, single, double or three sole, high or low cut. When it comes to a "big line" this one is surely a winner. There is a shoe for every purpose and they **DO** wear.

Most of our customers already have their fall orders shipped them, but we made up a big stock and can ship at once most everything in our line.

Order now, or if you are not now selling the H. B. Hard Pans, drop us a card and we will send our salesman with his samples to show you the line.

They Wear Like Iron

Herold-Bertsch Shoe Co.

Makers of Shoes

:-:

Grand Rapids, Mich.

MAIL ORDER MASTER.

How He Regards the Obligations of Wealth.

In Julius Rosenwald, President of a \$50,000,000 corporation, is found business man and dreamer, mixed in the ratio of about four to one. Thinking and living close to the beaten track of life, he is able to display it so that it appeals to the average normal man and woman. There's something distinctly decent in this achievement, if not another word could be said for him.

For instance, in talking with him the other day, I pointedly asked the President of Sears-Roebuck Company if he attempted to justify the principle that it is better to lie a little than to suffer much.

His answer was characteristic: "I would be better neither to lie nor to suffer."

On the subject of valued friends and valued enemies, he thought each had their use. When I asked him whether he knew Lincoln had said somewhere it were better to break a bad promise than to keep it, he replied that he did not know it, but he was glad Lincoln had said it, and not he.

One need not get greatly exercised when listening to Julius Rosenwald. One can sit back, thoroughly at rest. At every angle he shows skill is born of practice, and this was especially noticeable when deeply involved questions were put to him, which were hard to follow. Again and again he would call for the question. There was never a disposition in shirking the duty. But, withal, he does not argue or discourse.

Some one has happily designated Mr. Rosenwald as a fine blend of silent Smith and gabby George. I should rather be inclined to call him the "humble" Rosenwald. The earnest of his humility is ever in evidence. Yet there is nothing of the prig or snob about him. The only mask he wears is self-control. He will not permit his feelings to disclose themselves. He does not belong to the self made who worship their creator to the exclusion of all else. He gravitated from the other end of the pole. He is the rich son of a near-rich father, never knew the pangs of hunger and his rise in life is not due to the stimulus of poverty.

Can you estimate the delight enjoyed by the father of this 13-year-old when the boy from his own free will spent his holidays clerking in a 49-cent store? Later, when the boy, without graduating from high school, left for New York to work and save, the happiness of the well-to-do parent was still further quickened.

Next we find him returning to Chicago, the place which always affects the ambitions. Here he founded a business from which he withdrew—fifteen years ago—to make his present connection. During the early Chicago period his days were packed and crammed down. The stress of things to be done charged

his senses with an impelling force that tugged relentlessly at him from morn to night. He never needed to ask himself what there was to do. The command was clear and imperative: Do it; and Julius did.

Early Connections Now Matured.

While in New York he established acquaintances with men who later became his bankers. Here his native shrewdness came to the fore. The connections which he formed as a young, promising business man have now matured.

"Were you at any time deeply indebted?" I asked.

"As the business grew, we invested millions in buildings, land, machinery and equipment," he answered. "Finding ourselves in need of working capital, we went to our bankers in New York and got it. Without making and uncalled for incursion into the field of finance, I would say that the question of borrowing money in business is a law unto each case. More money and less credit I always considered sound doctrine, but borrowing is indicated in nearly every case where it occurs."

"From finance to character is only a step. Why is it that the man out of business is looked down upon when he tries to borrow?"

"If a man has no collateral to offer or no future income to hypothecate, he is asking for money without tendering an equivalent—and that you must admit is a manifestly unfair request. Yet really I hold there is a need occasionally for helping a man, although he may have nothing but a good character and fair prospects to offer as security."

"It has always been my understanding," he continued, "that we do not need benefactors and angels quite so much as practical justice. Every condition results from the acquiescence of two or more forces, or personality, if you will. If I find myself wedged into certain position of hardship bordering on the unendurable and unbearable, I am going to get out of it if I can—that goes without saying. I am not going to get out unless I wiggle, push, pull and work like a beaver. If I am wedged between wood and iron, the wood and iron will not do anything to let me out. I've got to attack them—the wood in this case probably would be the line of least resistance."

"So to use the vernacular of the village, 'it's up to me.'"

Duty To Relieve Distress.

"Yes, you are right, there are degrees of poverty offering a parallel to the figure just used, where but to think is to be full of sorrow. Surely it is our duty to relieve these cases of extreme distress. One of the sources of poverty is where earnings are inadequate to maintain life at its grayest point. These are sad. Now, while on the subject, let me say that I feel myself wholly unable to cope with the question of relieving poverty. In the first place, never having been poor myself, I do not understand poverty. What's more, I have not made a diligent

study of the subject. I am more surely at home in the domain of business, in which we approach the ideal.

"Every man, I believe," he went on, "should devote his surplus wealth toward removing want and need from the breakfast table of his kin and relatives, and after that widen the circle of his beneficence to reach the worthy poor. The nub of the question is to determine when any one gets to the point where he has surplus. That might have to wait on common consent not only regulating this point, but the more important point, how much each man should spend. Oh, yes, I am merely indicating, in a faint way, some of the social needs of this civilization of ours, were it to approximate perfection."

"Who was the first to discover you, or to interpret you as the 'curious candle spirit dawned on you that you were in a charmed fairy land?'" I asked him, and he answered promptly: "My mother—and ever since that mother has been the one dearest fairy watching over me. As I look back on my childhood, as far as memory will carry, I do not recall a single act of my parents that seemed either unjust or cruel!"

"At what point in your life did you first realize that you were playing a star part in the drama?"

"There is an assumption in your question which I do not admit," he replied quickly. "The illustrious Burke says, 'Work on,' and Disraeli, you know, is credited with the orphic that the impossible will happen to-morrow. To generalize: The influences that contributed most towards shaping my life were two women—and I mention them in the order in which they came—my mother and my wife. Although I do not underrate the mightiness of money, it sinks into nothingness compared to mother love. Right here I would like to say that a child which enjoys true mother love is

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Our "BARGAIN BULLETIN" shows them how to stimulate trade and boom their business. We buy for spot cash the surplus stocks of mills, manufacturers and importers at sacrifice prices, and dispose of the goods quickly to dealers in this city and elsewhere without the additional expense of traveling salesmen, thus enabling us to offer desirable merchandise to the trade at under market prices.

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cost is less than any other good brand on the market today. Talk it over with one of our representatives.

Grand Rapids Dry Goods Co.

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:-:

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We close Saturdays at one o'clock

never poor, but is rich indeed, whereas, many of the so-called rich children pine away from want of knowing mother love. Mother and child should never be separated. I do hope I will live to see the day when society will regard this principle as a fundamental.

"Fathers, too, are valuable," he added, jocosely. "From my own dad I received valuable advice. His counsel and example had much to do with molding my character, and, by the way, I suggest that every young man be hospitably inclined to a father's advice and welcome his deepest interest."

Choice of Wife "a Hit."

"After my mother, my wife. I count it as one of the few really wise things I did when I asked Mrs. Rosenwald to consent to let me pay her board bill for life, and let me buy her all the dresses she cares to wear. Next, of course, to the choice of my parents," and here again for just a passing moment his face was wreathed in a benign smile, "my choice of Mrs. Rosenwald was a great hit."

"In searching my life I know of no one who has influenced me so much for good, next to mother and wife, as Dr. Hirsch. Being a man of fine thread, his thought expresses itself in beautifying and embellishing in a practical way the things of this workaday world."

"It has been thought that a practical word might come from you to elevate the methods current in 'darkest business' or in the 'wrongheaded business world,' as some prefer to label it," I suggested.

"There are many things done in business, and as business, which we should forget," he replied, "and I rather think it a charitable and pious act to forget them, just as we forget the wrongs done us outside of business. The chain can be no stronger than its weakest link. Please remember that business men are only poor, weak mortals after all."

"Any grand summary of existing business evils?" I queried, continuing on the same tack. "What are you doing to make business cleaner?"

"To my way of thinking it is all folly to try and analyze business evils or forge a remedy." He did not scoff nor sneer at the proposition nor think it wise to whistle down, but it was rather plain that he did not relish the role of business reformer. "Business," he observed, "is in a continual struggle with the aim of purifying itself. There are wrongs in business because there are wrongs in (social) life. But business is to-day conducted on a much higher plane than ever before, and what's more, there is a constant improvement taking place. We are giving a far greater equivalent than formerly—and the larger the volume of business done by a house the greater value can it render the purchaser for his money. This is simple and easy to see into. In fact, it is the A B C of merchandising."

"It's with pardonable pride that I

confess to being one of the first to introduce scientific management in business with the hope of effecting comprehensive economies for the benefit of the consumer. While mine is a moneymaking business, to be sure, who can gainsay that it is not every whit as public spirited as any other that can be named?"

Time Worn Ideas Refuted.

Rosenwald, I should say, is a business man who can be taken at close to par; twenty-some per cent. bolder and more honest than need be. He is not the writer's cousin, who refuses to tell a lie for a shilling but will tell eight for a dollar. Yet this business success has no formula to hand out which will teach a long suffering people the alchemy of moneymaking.

He puts many time worn ideas to sleep. For instance, he denies that it were ever true or is true now that the institution is the lengthened shadow of one man. In place he sets up a contra proposition that the institution is the co-operative output of many minds and many men. He gives great credit to his associates for the part they have performed and are performing.

"As, next to business, giving is your favorite pursuit, tell me what are you doing in welfare work, as the thing is called, to keep heart-break at bay?" I asked.

"There is a radical difference," answered he, "between the blind and indiscriminate giving of alms and the questioning methods of relieving distress by taking ever a deep and abiding interest in the needy and poor. When a man gets to the last ditch it is essential that his hope be not further diminished. By showing him that an effort in some direction leads to succor we strengthen his hope. We find so often the hopes of men unsettled by those who should steady them. Those who champion the rights of the wronged learn that there are times when conditions are truly disheartening and it seems as if all the world had conspired to undo them. This, if anything, I should call the rich man's grievance against society, so, you see, the interests of the rich and poor are identical."

"Do you feel at times as if you would like to devote your whole fortune in trying to level unjust social inequalities?"

"I do not see," said the practical business man while in the throes of the theoretical interviewer, "that I or any other man, or even a dozen men, could accomplish much in that direction. Besides, I have pledged a large part of my income, all of it, if it becomes necessary, and possibly part of my capital for the next five years toward building negro Y. M. C. A.s. So, you see, this is going to keep me quite busy and in my own special field I am really doing all I can."

"This is going to be my life work. I have strong convictions of the negro ultimately attaining a lofty and high place in the scale of civilization. I believe that he surely deserves a fairer chance to a better

environment, and I am going to do all I can to see that he gets it.

No Discredit in the Work.

"To remove unfair discrimination and unwarranted prejudice, I take, is a work which casts no discredit on the American Jews, one of whose number is strengthening the lines for the social deliverance of the race for which Lincoln and the Union fought and bled."

When I asked him whether he did not think the negro problem—and influencing the negro's life—could have been solved through the employment of secular and non-religious agencies, he replied with the laconic: "If I thought I could have done so I would."

I tackled him from every conceivable side, often impugning his motives, but never did I discover a chip on his shoulder.

"Let me again state the proposition in my own business English: We are trying to create a healthier environment for the negro in the hope that it will ultimately make better negroes. If nature does not reverse itself, as you say Emerson held, we do know that with this process which we will employ the colored race should be drawn closer to the white. Of all things which I have ever doubted this seems least liable to suspicion."

"Would you say that business men become so absorbed in the trifles that cramp their lives that they are spineless when it comes to the larger questions affecting their fellowmen?" I asked.

"All business men," said he, "should become actively interested in municipal affairs, state politics and the National Government. We must do more substantive things in a civic way if we expect to be taken seriously in politics. The administration of public affairs should be wholly divorced from partisanship. I for one would also like to see business men do more than profess an interest in the enforcement of the law. This would work well, I believe, in two directions, not the least betterment being felt in the greater efficiency of the public workers. I am chairman of a local board—the Bureau of Public Efficiency—where it is our constant aim to arouse and inspire greater efficiency. Right here, let me say, that loyalty to a com-

mendable purpose is often wanting in official life. There is also wanting civic virtue. Men in politics do not value the badge of honor. The spoils system is reprehensible, but it will give way to the merit system once the conscience of the people becomes awakened."

H. B. Sonnerborn.

The color question comes up in Brooklyn, where a negro has caused the arrest of a man for refusing to sell him ice cream in the parlor part of the store. The man claims the parlor was private and that he was willing to serve the negro at the counter in front. The exact provisions of the law will be decided when the case comes to trial. Since the Coatesville horror the colored people have good reason to stand up for what they believe to be their rights.

It is easier to criticise the best thing superbly than to do the smallest thing indifferently.



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News and Gossip of Interest to Business Men.

Under the preliminary statement of the general results of the thirteenth United States Census of Manufacturers, just issued by Census Director Durand, Saginaw is shown to have made most remarkable progress. The summary compares the figures for 1904 and 1909 by city totals, prepared under the direction of William M. Stuart, Chief Statistician for Manufactures, Bureau of Census. The figures show extraordinary growth for Saginaw, the gain in capital invested exceeding all other cities in Michigan. Percentages of increase are: 267 per cent. in the capital invested; 94 per cent. in the cost of materials used; 87 per cent. in the value of products; 79 per cent. in the value added by manufacture; 72 per cent. in the miscellaneous expenses; 65 per cent. in the salaries and wages; 53 per cent. in the number of salaried officials and clerks; 33 per cent. in the average number of wage earners employed during the year, and 13 per cent. in the number of establishments.

There were 203 establishments in 1909, as compared with 179 in 1904; an increase of twenty-four, or 13 per cent.

The value of products in 1909 was \$18,833,000 and \$10,079,000 in 1904; an increase of \$8,754,000, or 87 per cent.

The greater part of the astonishing development is in established industries and manufactories, of which Saginaw has a large and diversified number. Practically \$20,000,000 have been added to the standing investments in the city in the five year period, with an average of 1,545 more hands employed than in 1904, a figure which does not include salaried officials or clerks, although in this department there is substantial growth.

Sustained and consistent effort upon the part of the Board of Trade, the wholesalers and manufacturers and the M. & M. Association have aided materially in this fine showing, and present prospects favor even still greater progress in the next five years.

The Michigan Glass Co.

The Michigan Glass Co., a new industrial organization, located in this city, began manufacturing bottles on Thursday, August 24. For days past the operation of melting has been in progress, with fires burning under the big pots, but the actual work of molding the bottles was not started until Thursday. The concern will employ about sixty hands

to start with and has orders ahead sufficient to keep it running night and day for some time, about thirty carloads being the immediate demand. Milk, beer and other kinds of bottles, with fruit jars, etc., will be made, and other lines given attention as demand arises.

Michigan has a large share in supplying the raw materials used in the industry, Monroe being depended upon for the glass sand, Detroit for the soda ash and Ohio being relied upon for the special quality of lime required in the process of manufacture, while other chemicals come from different parts of the country. The capital stock in the company is owned locally, the following being the officers, and with Thomas Jackson comprising the Board of Directors:

President—Fred Buck.

Vice-President—Fred Simon.

Secretary—Lewis Barnard.

Treasurer—Clare H. Brand.

J. Price Warwick is Superintendent.

Eastern Michigan State Fair.

Organization of the Board of Directors of the Eastern Michigan Fair Association has been effected by the election of John W. Symons, of the Symons Bros. Co., as chairman and Joseph P. Tracy as Secretary. The Association will at once undertake the work of selecting a site and formulating by-laws, etc. It is anticipated that the Association will be in shape to hold its first fair in 1912, and efforts will be made to put it on the plane of the Detroit and Grand Rapids fairs. The following committees have been named to carry on the initiatory work, being announced by Chairman Symons at the luncheon of the Board of Trade Directors at the Saginaw Club:

By-laws—Fred J. Fox, W. F. Memmeter, F. F. Kleinfeld.

Site — Hon. Wellington R. Burt, Hon. W. S. Linton, J. A. Cimmerer and State Senator John Leidlein.

Business Notes.

Saginaw is to have a State convention of undertakers of Michigan Sept. 5, 6 and 7 and, strange as it may seem, the affair promises from present indications to be a very lively one.

The Michigan Employment Institution for the Blind, located in Saginaw, is to have an exhibit at the State Fair in Detroit, Superintendent Frank G. Putnam and Treasurer M. H. Chaters, of Flushing, having completed the arrangements.

A movement is on foot to give effect to a vote of the people taken

some years back and which authorized the issuing of bonds in \$25,000 to establish a public market here. The Common Council has authorized a temporary loan to restore the fund to its original proportions in order that the work may proceed.

Secretary Joseph P. Tracy, of the Board of Trade, has compiled a handy little leaflet for the Board which has been published, and which sets forth in tabloid form the advantages of Saginaw as an industrial and distributing center. A map is a feature of the publication.

A new freight warehouse is being erected by the Pere Marquette Railroad on West Genesee avenue, contiguous to the business district, following upon the city's decision to build a new bridge at Johnson street. The new warehouse is being built upon concrete piles and is to be a most substantial structure.

Saginaw wholesalers and manufacturers will make an excursion to the Caro fall fair, September 1, by special Michigan Central train, the fair people having designed the date as "Saginaw Day." Caro is one of the flourishing cities to be tapped by the proposed new electric line connecting Saginaw with the Thumb territory, to be extended to Harbor Beach.

Illustrating the faith of Saginaw in herself the Board of Park and Cemetery Commissioners has invest-

ed \$18,000 of trust funds in city bonds at 3½ per cent. interest.

The Board of Trade is actively engaged in a campaign for better and handsomer signs for the city and the response is very liberal among the business men.

In 1892 the Turnbull Beef Co. was organized here, with a capital of \$25,000 and forty stockholders. Later the concern became the Saginaw Valley Beef Co. and quietly went to sleep, although the corporation was never dissolved. The late Gardner K. Grout was the last Secretary and Treasurer and, in closing up his estate, a small sum of money was found to the credit of the stockholders. These have been called together to divide the money equitably.

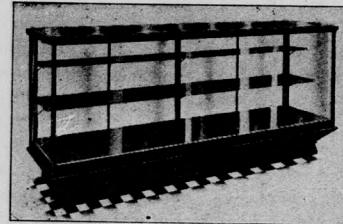
State Salt Inspector John Baird, of this city, has been notified that Judge Law, of Port Huron, has granted a preliminary injunction restraining the Inspector and his deputies from collecting fees for the inspection of salt at the Michigan Salt Works. If the decision is upheld it will put an end to Baird's job and that of his deputies in the State.

Among business visitors to the city

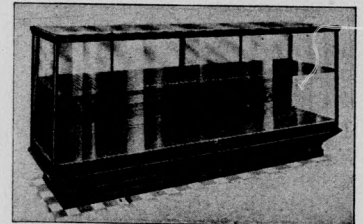
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Saginaw Show Case Co., Ltd., Saginaw, W. S., Mich.
We make all styles Catalogue on request



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Quality and price right

Order through your jobber

CHAS. W. HENNING & SONS, Mfrs.
SAGINAW, MICH.

Always Reliable

Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw :: Michigan

during the week were the following:

- H. T. Phelps, Caro.
- Bert Ferris, Freeland.
- L. P. Larsen, Olson.
- Geo. L. Balsler, Burt.
- C. M. Brown, Ithaca.
- C. A. Walker, Montrose.
- H. Thornthwaite, Bay City.
- C. W. Alward, St. Louis.

J. W. Brady.

The Power of Courtesy.

Written for the Tradesman.

The value of tact or the power of courtesy, or both, are illustrated by the following anecdote related in my hearing a few years ago by an ex-policeman:

This man in his youth was one of a harum-scarum lot of young fellows who made things highly interesting in certain neighborhoods in Southern Michigan for a period just before the Civil War. They may have made use of courtesy on special occasions when it suited their purposes, but ordinarily they were not supposed to know what the word meant. The pranks they played by day and night, without respect to times, seasons, friends or enemies, would make present-day Hallowe'en tricks pale into insignificance.

I have sometimes thought that the hunting, trapping, fishing and "coon-ing," as well as the vigorous sports and the hard work incident to the struggle to make a living in a newly settled country helped to make Michigan boys some of the best soldiers that ever gave their lives to defend the dear old flag. When they marched away from home and loved ones the old neighbors freely forgave but could never forget their so-called "deviltry."

But for the anecdote: The narrator of the story and another man were traveling with a horse and buggy in the "Thumb." Their route on that day was to be through Frankenmuth. Some of the people in that section had fallen into the habit of speaking of the place as "Dutch-town," which was resented by the German population.

When some fourteen miles from the place the other man began enquiring of those they met the way to "Dutch-town." He was rewarded by only a stare, a shake of the head or an ungracious, "Don't know." After several attempts to gain information the narrator of the story said, "Now, see here. I believe I can make them tell. Let me do the talking with the next person we meet."

The other agreed, and soon they met a man on foot. "Good morning, my friend," called out our traveler in the heartiest, pleasantest manner he could command. "Will you please tell us the way to Frankenmuth?"

"Oh, yes, yes," was the reply, and he told the distance and gave them all directions necessary. His willingness and interest in the subject was a pleasing contrast to the manner of those previously met.

E. E. Whitney.

It is the law of influence that we become like those whom we habitually admire.

Meeting Catalogue House Competitions.

A wide-awake merchant sends the Tradesman his plan for meeting the competition of the catalogue houses, which is embodied in the following circular letter:

We propose to meet the prices of the catalogue houses.

All we ask is that you deal with us on the same basis that you deal with catalogue houses, and give us the same amount of time to get the goods which it would require to get them from them.

Plank your money down when you order the goods and we will meet each and every price they make and furnish you the same goods at the same prices they offer you.

We will go farther:

We do not ask you to take any goods where mistakes are made in ordering.

We'll shoulder the mistakes.

If any of you have ever had anything come wrong, you know what a nice little job it is to have it corrected, no matter how willing the firm is to do so.

It takes correspondence, stamps and freight on the goods to get them exchanged, to say nothing of the loss of time.

Some people prefer to buy away from home because it sounds big to be able to say they ordered from Chicago, etc.

This kind of people we can do nothing for, but the kind who are making the dollar go just as far as they can, we can and will do something for.

Give us a trial on the proposition we make, if you are one of those who are buying away from home.

Bring your catalogue with you.

If we fail to furnish the goods without a reasonable excuse don't give us your confidence again.

Try us once.

We don't fear the result.

We are your home merchants.

We help pay taxes.

We have to live and consume some of your product.

Is our proposition wrong?

The whole trouble about our people is the same with which so many communities are suffering.

That old slow-coach, credit.

Some of it so slow we never get it.

No merchant can sell goods cheap on that plan.

The dollar invested in goods to-day and sold for cash to-morrow can be invested in more goods the following day, and the same process may be repeated; but the dollar invested in goods to-day and sold on credit to-morrow is tied up just so long as you don't get it back, and its earning capacity is stopped for the merchant until he gets it back again.

Can you wonder why the catalogue house has the advantage in price over most of your home merchants?

The catalogue house won't trust you; even demands the money in advance with no goods in sight.

They Will Report.

The last Congressional Committee that went down to the Isthmus to

investigate and report has not sent in its findings yet, but it soon will and the same will be a corker. From advance sheets we learn that:

More than 100 pieces of huckleberry pie were found in the garbage cans at the official headquarters.

That the men in charge of the steam shovels are allowed to stop all work for five miles along the big ditch while they take a chew of tobacco.

That poker games are allowed among the under officials, and that some of them have been known to lose as much as 50 cents per night.

That profanity prevails everywhere, even in high places. Men who are Sunday school superintendents at home go down to Panama to exclaim that they'll be ——— if they ever saw such ——— weather before.

That the laundry charges are high-way robbery and shirt bosoms not half-starched.

That the discipline is so lax that a man with a pick on his shoulder yells hello! to a draughtsman.

That gangs of laborers are permitted to knock off work to express their contempt for the mighty statesmen of the country.

That visiting committees are expected to pay for their own whisky and tobacco.

There are about forty other counts against the Canal authorities, and the public may look out for a cyclone when the report is made public.

Goods Always Lowest.

Written for the Tradesman.

"Your fruits and vegetables are too high, Mr. Brown. I believe I'll go over to the other store and see if I can do better."

"It won't do any good, Mrs. White. Their fruits and vegetables are higher than mine."

"Is that so? Are you sure? How do you know?"

"It is up grade all the way there. Don't you see? They haven't an article except in the cellar that is not higher than mine." E. E. Whitney.

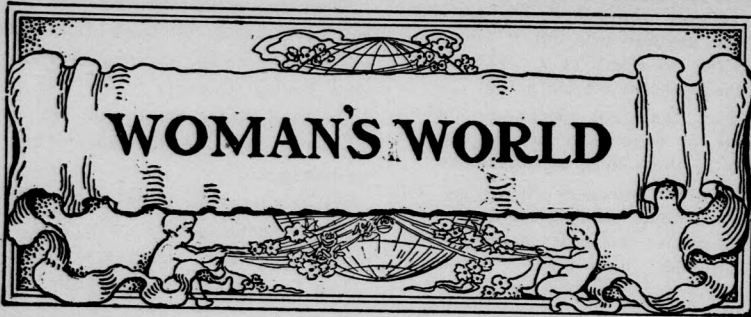
It Satisfies
 Holds trade and makes new customers
St. Laurent Bros. Pure Peanut Butter
 All size glass. Tin and fiber pails. Also preparers of the famous Valley Brand Salted Peanuts. Order through your jobber.
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Samico, Uncle Sam, Upper Crust, King K, Blue Bird Flours
Mill Feeds, Seeds and Grains
 Bread made from SAMICO won first premium in 1909 and 1910 at Michigan State Fair, Detroit

SCHUST BAKING CO., Saginaw, Mich.
Mfrs. of Crackers and Fine Cookies
 Not in the Trust
 Our goods are the best and prices lowest. Why not write today for a price list
 Branches—Grand Rapids, Bay City, Flint

Our Brands of Vinegar
 Have Been Continuously on the Market For Over FORTY YEARS
 Think of it—FORTY years of QUALITY
 We cannot afford to dispense with QUALITY in the make of our Vinegar, and you cannot afford to handle any Vinegar that lacks QUALITY. Order from your jobber. SPECIFY AND SEE THAT YOU GET
 "HIGHLAND" Brand Cider and White Pickling
 "OAKLAND" Brand Cider and White Pickling
 "STATE SEAL" Brand Sugar
 They will please both your customers and yourself.
Oakland Vinegar & Pickle Co. Saginaw, Mich.





The Girl Who Has Brains But No Money.

Written for the Tradesman.

For the girl of wealthy parents who wants to go to college, the question of how the means shall be supplied is easily answered. All the girl has to do is simply to go; her father's good checks, amply sufficient in size and issued with promptness and regularity, will furnish the money. This plan is usually perfectly satisfactory to the girl, and, if her people belong to the class who enjoy an abundant income, it involves no possible hardship for them.

But there are other girls who want a college education—girls whom fortune has not seen fit to place in homes of wealth. Always when this subject of opportunities is considered, the kind of girl who is uppermost in our minds is the bright, brainy girl who comes from a home of poverty, the girl with an unusually gifted mind, one who is calculated to receive the greatest measure of benefit from a college course and who craves the chance to breathe the higher intellectual air and make the most of her native endowments. How shall this kind of girl go to college?

In very many instances she does not go at all, and more's the pity. With the wealth of knowledge that is now easily accessible, it is sad, indeed, that any hungry soul should lack.

Sometimes the parents of such a girl, ambitious for the future of their promising daughter, manage to send her by dint of severest scrimping and pinching at home. They wear old clothes, work overtime and deny themselves all luxuries and sometimes even the common comforts of life. No matter how meagerly they fare, her pride must suffer no humiliation; she must dress and do like her companions. By sacrifices that it would be painful to describe they supply the necessary dollars. Sometimes brothers and sisters less intellectually inclined than the scholarly sister contribute from their earnings.

Many parents, in their zeal to give their children all possible advantages, make such sacrifices as those spoken of for sons and daughters by no means as capable and deserving as the type of girl we have in mind—for boys and girls of very ordinary mentality, to whom college is attractive merely in a social or in an athletic way, but who have little relish for the deeper things it has to offer.

In either case, in any case, parents make a grave mistake to so stint

themselves in order to give the child the larger opportunity. Parental self-abnegation often is carried to unreasonable lengths.

The father and mother who wear shabby clothes and slave and scrimp in order to keep the daughter in college can hardly avoid becoming dull in mind and uncouth in speech and manner. As the girl acquires mental grasp and polish, as she learns the ways of cultivated society, there comes to exist that dreadful yawning gap between her ways and ideas and those of the home folks that is one of the tragedies of American family life. The highly educated girl feels ashamed of her untidy, narrow-minded mother and of her stoop-shouldered, plodding father, and may even despise their opinions and reject their counsels at times when she stands most in need of their loving guidance.

If ever parents should try to dress well and keep bright in mind and up-to-date in every way, it is when their boys and girls are in their teens and early twenties, for then the young people are very critical of appearances and are influenced by older persons whom they can admire, rather than by those who have been most self-denying in their behalf. If sending the girl to college must reduce the home life to the level of bare necessities, the parents should not attempt it. To do so is unjust to themselves and unjust to her also, since in later years she will come to regret bitterly the sacrifices made for her, although at the time she may have accepted them lightly in youthful thoughtlessness and selfishness.

Some girls work their way through college, or at least earn partly enough as they go along to pay their way. A girl who does this has a certain moral heroism and clear grit in her composition that compel our admiration, and there can be no question that in past years many noble women have in this way fitted themselves for lives of wide power and usefulness who never would have attained to the higher education and the larger opportunities in any other.

With conditions as they are now, however, a girl is not wise to try to do housework or other labor for her board and room while she is taking her college training. To begin with, the courses are heavy and the work so arranged that a student's day is well covered by recitation periods, laboratory and experimental work and the hours of study. A college girl needs time for recreation and plenty of sleep. The girl who is washing dishes in anybody's kitchen

Henry Smith
FLORIST
139-141 Monroe St.
Roth Phone
GRAND RAPIDS, MICH.

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed, Registered and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. Write this to have you give them a trial. We know if once you use our duplicate system, you will always use it—because for itself it is a million times better. For description, samples and special prices on large quantities, send The ORDER-THOMAS Co., 1925 W. Chicago Ave., Chicago. Agents Wanted. NOTE:—In Wisconsin orders, do not forget to furnish copy of printed card desired. It takes from 10 days to 2 weeks to execute orders.

**AWNINGS
TENTS
FLAGS & COVERS**
SALES & RIGGING
COAL BAGS
HORSE COVERS

Cog Gear Roller Awnings

Are up to date. Send for catalog.

Get our prices and samples for store and house awnings.

The J. C. Goss Co., Detroit, Mich.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Instant on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.

YOU HAVE MADE A MISTAKE when you buy a Christmas line without first seeing our samples. If our salesmen do not call on you write us and we will see that one does.

THE WILL P. CANAAN COMPANY
105 N. OTTAWA ST.
GRAND RAPIDS, MICH.

MILWAUKEE VINEGAR COMPANY

Manufacturers of Guaranteed Grain Distilled Vinegar

Sold by all Jobbers

MILWAUKEE, WIS., U. S. A.

Don't Pay a Fancy Price for Vinegar

SEND US AN ORDER TO-DAY FOR

Robertson's

COMPOUND

GRAIN, SUGAR AND GRAPE VINEGAR

The price is 13 1/4 cts. per gallon with one barrel free with each fifth barrel shipped this season

F. O. B. Kalamazoo, Lawton, Grand Rapids, Saginaw, Jackson, F. O. B. Detroit, Alpena, Traverse City or Bay City.

STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar
Satisfaction Absolutely Guaranteed

Lawton Vineyards Co.

::

Kalamazoo, Mich.

NOTICE

Now is the open season for

NIBBLE STICKS

We furnish bait with every box. It catches 'em every time. Use nothing but the ORIGINAL NIBBLE STICKS made by

PUTNAM FACTORY, National Candy Co.

Grand Rapids, Mich.

must fall short somewhere. Often she is too weary, both in body and mind, to get the full benefit of what the school has to offer. If she shortens her hours of sleep to keep up her standings, she is likely to break down. She must dress shabbily, she has no social opportunities, no time for lectures, concerts or any amusements, and altogether comes to regard herself—and in some measure to be regarded by her fellow-students—much like the "charity girl" in the old-time boarding school. She misses all the good times the other girls have. Worst of all, she fails to get the fine address, the attractive manners, the easy, pleasant ways that come only by mingling freely in good society. These she may need more than she does book learning, but she can never acquire them while she is doing household of other drudgery to pay her way. She is likely to come out of college almost as shy, diffident, awkward and ignorant of the ways of the drawing-room as when she went in.

With the opportunities that now are open to capable young women for earning money, it is not necessary that even a poor girl who wants the higher education should have to look back upon the time spent in college as four years of social humiliation and over-hard and cheerless toil.

I would say to any bright girl who has an ambition for a college education: Learn to do something that commands at least fair wages. Become skillful and efficient. It is better that a girl get some training that will prepare her to earn her living before she leaves high school. It is a long step in the right direction that many of our best high schools are now giving manual and commercial training. But if she has not acquired practical industrial knowledge before her high school graduation, let her get it the first thing afterward.

It may be said right here that parents who give a daughter a full high school course and a training that enables her to earn a good salary have done much for her. If their resources are limited, she now ought to do for herself.

Let her go to work and save her money. If the parents can let her live at home free of charge, she can lay up a great part of her earnings. If she has to pay board, of course her pile will grow more slowly. When she has enough accumulated to take a year in college, she should take that year. Then stop and earn more and then go again.

The aspiring girl who follows this plan will appreciate and get the full good of a college course, as the girl whose father settles all bills can never do. It is the student who knows how she comes by her opportunities who improves them to the uttermost. Quillo.

Subject For Thought.

"That office boy of yours has a thoughtful cast of countenance."

"You bet he has. He is always thinking up some new excuses for getting away to the ball games."

The Beverly Reports.

Reports from the President's summer home are surely historical reading and must interest our children's children.

"Daylight. The Taft cook has just awoke from her snooze."

"Half an hour later. She has got out of bed."

"Thirty minutes later. She has appeared at the kitchen door and is yawning. It is believed that yawn means something."

"Cook has just ordered the hired man to hump himself and split some wood. Her attitude seems to show that she has the full confidence of Mr. Taft."

"Cook is now frying ham and eggs."

"The coffee has just been put on to boil. Its aroma is wafted across the meadow to the noses of the reporters."

"The curtain at Mr. Taft's bedroom window has just been given a twitch."

"The President has been heard to strike the floor as he gets up."

"The President is now walking out among his chickens in a meditative mood."

"The President has scratched the back of one of the pigs and entered the house."

"The hired man is seated on the fence in a dejected attitude. He may be wondering if there will be anything left for him."

"Everything indicates that the President may shortly change his attitude regarding the trusts."

"The public may look for some startling news within the next twenty-four hours."

A Western woman is suing for divorce because her husband is too affectionate. He will quote poetry

when she asks him to do any work and permit her to perform all the necessary tasks. Now a St. Louis man has committed suicide because his wife loved him too much. This evens up matters a little, although it does not entirely straighten the matrimonial tangle.

Ill temper is the vice of the virtuous.

It is better not to live than not to love.

Evidence

Is what the man from Missouri wanted when he said "SHOW ME."

He was just like the grocer who buys flour—only the grocer must protect himself as well as his customers and it is up to his trade to call for a certain brand before he will stock it.

"Purity Patent" Flour

Is sold under this guarantee: If in any one case "Purity Patent" does not give satisfaction in all cases you can return it and we will refund your money and buy your customer a supply of favorite flour. However, a single sack proves our claim about

"Purity Patent"

Made by Grand Rapids Grain & Milling Co. 194 Canal St., Grand Rapids, Mich.

We have a lot of choice buckwheat suitable for seed. Write for prices.

Watson-Higgins Milling Co. Grand Rapids, Mich.

Just as Sure as the Sun Rises

VOIGT'S CRESCENT FLOUR

Makes the best Bread and Pastry

This is the reason why this brand of flour wins success for every dealer who recommends it.

Not only can you hold the old customers in line, but you can add new trade with Crescent Flour as the opening wedge.

The quality is splendid, it is always uniform, and each purchaser is protected by that iron clad guarantee of absolute satisfaction.

Make Crescent Flour one of your trade pullers—recommend it to your discriminating customers.



Voigt Milling Co.

Grand Rapids Mich.

IF A CUSTOMER

asks for

HAND SAPOLIO

and you can not supply it, will he not consider you behind the times?

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.



How To Combat the Catalogue Houses.

Now and then one still meets a man who does a local business in a local way, where he is personally well known locally, who does no local advertising.

Such a man is not rare enough yet to be a curiosity, but he is gradually either dropping out of sight as a business man or going over into the ranks of advertisers.

We are constrained to mention this fact because of the numerous complaints of the damage done to the local trade not only in our own particular line but in all lines by the encroachment of so-called catalogue houses. These complaints speak of the money which goes out of the community, of the quality of goods delivered, and other features, but they do it all because they are good advertisers."

But this last sentence is so true that it is painful. These houses do not employ a single salesman—they never get a chance to buttonhole a man personally—they have no possible reciprocal arguments such as "you buy my dry goods and I will buy your eggs."

They have actually nothing except the arguments which they can set forth in an advertisement. They do not even use local papers to any extent, and they have no local goodwill. Yet with all these handicaps they have so extended their business that local merchants consider them a menace, and one of the main arguments against the parcels post is that it will do away with the country store.

Of course, most of it is hysterical. Local merchants are here to stay. All they need is the training and the willingness to fight fire with fire. How?

Every local merchant should be a local advertiser. This does not mean an occasional page in a picnic programme, nor a hastily painted sign on a new board fence. It means an intelligent, carefully-laid-out, consistent advertising campaign to be

started about January 1 and to end December 31 of each year.

This advertising programme, to insure its positive success, should include in addition to board fences and programmes, the liberal use of papers which possible customers read—a mailing system and extensive use of strong personal follow-up letters—news items of the progress of the business—spectacular deliveries—hospitality—grand openings—wide distribution of published testimonials and solicitous care that every purchaser should be a permanently satisfied customer.

All of these factors are elements entering into advertising. Combined, united, melted together, they constitute that abstract inexplorable thing known as good will, and it is good will that makes good business.

Thus to make this good will secure we advocate advertising.

To prevent commercial trespass from outside houses we advocate advertising.

Combat the alluring catalogue of the mail order house by equally alluring trade literature of your own.

Combat the space advertisement by using space yourself.

Combat the enticement of prices with the even more effective enticement of quality.

These are just a few of the leading attributes which great merchants have used to develop large and prosperous commercial undertakings. They are within the reach of every man whose business it is to buy and sell. They are inexpensive in that the returns are ample and sure. No one need look forward to failure nor be timid about competition. Many a local dealer has started out in fear and trembling only to find that after he has brought these things to his help he has won for himself prosperity, friends and a profitable business.—Harvester World.

Mayor Gaynor received a tip the other day for a service rendered and now the magazine writers may call upon him for an article on what he thinks about the tipping system.

On his way to the city hall he observed a man who was angry because no car came along. The Mayor offered to get him to the station in time, took him in his motor car and rushed along at great speed. As the man grabbed his baggage and left the automobile he slipped something into the Mayor's pocket and said something about "cigars." Instead of cigars, two quarters were found. The man appreciated the kind act, but evidently did not know the Mayor.

Hudson Maxim, the great inventor, predicts a great future for the aeroplane. He says in time the aircraft will be so common that commuters will use them instead of trains and trolley cars. If the aeroplane is going to transport people easily what is the use of spending millions on good roads? People now owning automobiles and horses will have an air machine and the condition of the roads will not matter—except for the poor pedestrian.

Mr. Retailer—Just a word to tell you that we absolutely stand behind every roll of OUR TRAVELERS ROOFING.

Clark-Weaver Company

32 So. Ionia Street

Grand Rapids, Mich.

The only EXCLUSIVE WHOLESALE HARDWARE in Western Michigan

Foster, Stevens & Co.

Wholesale Hardware

10 and 12 Monroe St.

31-33-35-37 Louis St.

Grand Rapids, Mich.

West Michigan State Fair Visitors

Every dealer throughout the state should visit this fair, which will be even bigger and better this year than ever before.

We extend to the trade a cordial invitation to make free use of our down town store and our exhibit tent at the grounds, as headquarters.

We will exhibit from our entire lines of Collars, Harnesses, Robes, Blankets, Saddlery Hardware, Implements, Fur and Waterproof Clothing, Trunks, Suit Cases, Bags, Etc., and we promise to all visitors ample proof of the quality and quantity of the famous SUN BEAM goods.

Don't forget the place—Grand Rapids.

Don't forget the dates, September 11 to 15.

Don't forget the

BROWN & SEHLER CO.

Up town—5 and 7 W. Bridge St.

Fair Grounds—Exhibit Tent, Implement Section

ROBIN HOOD AMMUNITION
NOT MADE BY A TRUST

No other ammunition ever gained greater popularity. Our sales have increased in leaps and bounds. You should be getting your share of this trade. Write for catalog, prices and co-operative selling plan. Do this today. ROBIN HOOD AMMUNITION CO., Bee Street, Swanton, Vt.

CURTIS & DUNTON.

The First Wholesale Paper House in Grand Rapids.

Written for the Tradesman.

John L. Curtiss and L. G. Dunton opened the first wholesale paper house in Grand Rapids in the early part of the seventh decade of the last century. It was located on Front street, a few doors north of Bridge. Outgrowing their quarters, a few years later, the firm moved first to Canal street and afterwards to the Phoenix block, on the northwest corner of Kent and Lyon streets, and remained there ten years. The Houseman building, on the northeast corner of Pearl and Ottawa streets, afforded more desirable quarters and the firm moved to that location about twenty years ago. A few years later the firm failed. John L. Curtiss, the senior member of the firm, loved politics and was successively elected to the offices of alderman, mayor and State senator, as a member of the Greenback party. While the Legislature, of which he was a member, was in session, the Chaplain of the Senate offered prayers daily for the restoration to health of General Grant, who was then dying slowly of cancer, on Mt. McGregor, N. Y. After the delivery of one of the prayers one morning before the General died, Senator Curtiss jokingly commented on the practice of the Chaplain in praying for the life of the ex-President every day. An exception was taken to the remark and a resolution was offered proposing that the Senator be expelled from his seat. Speeches denunciatory of the Senator were delivered and a regular "tempest in a teapot" created. Finally, the Senator stated that his remark was not intended for serious consideration. He entertained feelings of sympathy for General Grant and had absolute faith in the efficacy of prayer, but had entertained the thought that perhaps the Chaplain's prayers had not received the consideration that he hoped was due from the throne on high. Then the matter was laid on the table. Both members of the original firm died a decade or more ago.

Other Enterprises Recalled.

Upon the site of the Briggs building, occupied by the Heyman Company, on Canal street, a livery stable was maintained from 1861 to 1872. It was owned by a Mr. Rathbone, the father of J. Mortimer Rathbone, of the Morton House. The property was purchased by Byron D. Ball, who erected a three-story business building thereon. Its facade was composed of brown sandstone, mined near Ionia, and its appearance was very attractive. Hart & Amberg occupied one of the stores and Miller & Lamoreaux the other. The rooms above were occupied either by lawyers or families. It was demolished to make a place for the Briggs building.

William Mormon and John Hill manufactured lime in a kiln located on North Canal street, opposite the factory of the Oriel Cabinet Company, many years, and maintained a

warehouse on Canal street, a few doors north of the Heyman store, where all kinds of building materials were sold. Mr. Hill served the city several terms as a trustee of the Board of Education. Mrs. John E. Kenning is his daughter.

For many years before 1880, Louis Martin, a German, was a prosperous merchant in the dry goods trade on West Bridge street. He erected the brick building located on the northeast corner of Scribner and West Bridge streets.

Laughlin McCurdy was a prosperous grocer and dealer in real estate forty years ago. His store was located on West Bridge street, west of Jefferson street.

In 1870 R. E. Butterworth erected the brick building, still standing, on Huron street, between Lock street and the river. In the east end of the structure he bored a well and obtained a strong flow of water possessed of curative properties. Much attention had been given in the previous decade to the cure of diseases by the use of mineral waters. The baths of Mt. Clemens, St. Louis, Eaton Rapids, Ypsilanti, Fruitport and Alma had attracted considerable attention and thousands had used the waters with seemingly beneficial effects. Mr. Butterworth decided that a bath house supplied with mineral waters would be appreciated and prove a paying investment and, at great expense, he installed a large number of baths in his new building. Trained attendants were employed and the Mineral Springs Bath House was widely advertised. The enterprise did not prove remunerative and the baths were removed a few years later. Perhaps the failure was due to the location of the bath house and the approaches thereto, which were inconvenient and unattractive. The dust and smoke, caused by the operation of the Butterworth foundries and machine shops on the opposite side of the street, contributed to the unattractiveness of the place.

William T. Powers erected the opera house bearing his name in 1870. While engaged he caused a well to be sunk in the arcade and obtained a plentiful supply of water of a good quality. He also installed baths in the basement of the opera house, but the people did not patronize the same very largely.

John Clancy and John Caulfield (Clancy & Caulfield) sold groceries in the store now occupied by Carsten Brothers, on Canal street, in 1864-1865. Later the firm dissolved, when Mr. Caulfield purchased the building on the northwest corner of Canal and Erie streets, where he sold groceries by wholesale many years. Peter Doran was in his employ as book-keeper and Frank Conlon as a salesman.

Waterman & Co. were in the retail grocery trade on the same street at No. 38 in the same years. Francis Letellier was a member of the firm.

Weatherly & Pulte occupied a store on Lyon street, in the rear of the Kent Savings Bank, a number of years after 1870. Arthur S. White.

Involving Less Work.

Mr. Dorkins—Maria, what page in the Bible has that story about Jonah? I can't find it.

Mrs. Dorkins (with elaborate sarcasm)—The quickest way for you to find that out, John, will be to send a query to the information editor of some newspaper. He'll tell you.

The theatrical angel is the kind that rushes in where even fools fear to tread.

A. T. KNOWLSON COMPANY

Wholesale Gas and Electric Supplies

Michigan Distributors for **Welsbach Company**

99-103 Congress St. East, Detroit

Telephones, Main 2228-2229

Catalog or quotations on request

STEEL STAMPING ALL KINDS

Patented articles made and sold on royalty basis

GIER & DAIL MFG. CO. LANSING



A Good Investment

PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$250.00

EASY TERMS. Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

ABUNDANT LIGHT AT SMALL COST

THE AUTOMATIC LIGHT. Operated the same as electricity or city gas. No generating required. Simply pull the chain and you have light of exceeding brightness. Lighted and extinguished automatically. Cheaper than kerosene, gas or electricity. Write for booklet K. and special offer to merchants. Consumers Lighting Co., Grand Rapids, Mich.

Snap Your Fingers

At the Gas and Electric Trusts and their exorbitant charges. Put in an American Lighting System and be independent. Saving in operating expense will pay for system in short time. Nothing so brilliant as these lights and nothing so cheap to run. Local agents wanted everywhere.

American Gas Machine Co.
103 Clark St. Albert Lea, Minn.

Walter Shankland & Co.
Michigan State Agents

66 N. Ottawa St. Grand Rapids, Mich.

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating Iron Pipe Fittings and Brass Goods Electrical and Gas Fixtures Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

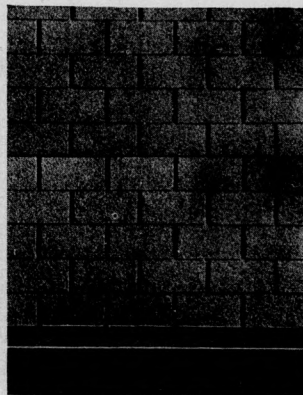
Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES AN HONEST PRODUCT AT AN HONEST PRICE

PHOTOGRAPHIC SECTION REPRODUCED



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Our Price is Reasonable

We Invite Your Inquiries

For Particulars Ask for Sample and Booklet

We Are Ready and Anxious to Serve You

Manufactured by H. M. REYNOLDS ROOFING CO., Grand Rapids, Mich.

WRITE US FOR AGENCY PROPOSITION



Michigan Knights of the Grip.
 President—J. C. Wittliff, Detroit.
 Secretary—F. M. Ackerman, Lansing.
 Treasurer—Lou J. Burch, Detroit.
 Chaplain—A. G. MacEachron, Detroit.
 Directors—H. P. Goppelt, Saginaw; F. L. Day, Jackson; W. J. Devereaux, Pt. Huron; John D. Martin, Grand Rapids; C. H. Phillips, Lapeer; I. T. Hurd, Davison.
 Grand Council of Michigan, U. C. T.
 Grand Counselor—George B. Craw, Petoskey.
 Junior Counselor—John Q. Adams, Battle Creek.
 Past Grand Counselor—C. A. Wheeler, Detroit.
 Grand Secretary—Fred C. Richter, Traverse City.
 Grand Treasurer—Joe C. Wittliff, Detroit.
 Grand Conductor—E. A. Welch, Kalamazoo.
 Grand Page—Mark S. Brown, Saginaw.
 Grand Sentinel—Walter S. Lawton, Grand Rapids.
 Grand Chaplain—Thos. M. Travis, Petoskey.
 Executive Committee—James F. Hammell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

Got on Death List by Mistake.

"What place is this, porter?" demanded Billy Emerson, who sells straw hats in winter and spends the summer in the offices of his boss in New York City.

The porter glanced at the sleet-covered window of the smoker, through which nothing could be seen. It was dark outside, and the train, now two hours behind time, had been bucking a snow storm all the way from Buffalo.

"Ah have a notion," he ventured, "that this is Erie, sah."

"Erie!" Billy Emerson shivered and clutched at the rabbit's foot on his watch chain. "I get the creeps whenever I go through Erie after dark. This is the infernal town, Mac, where we met the ghost of Sol Katz."

"Even so," calmly assented McCabe, the shoe man from Boston. "But I've joined the church since then; my conscience is clear, and I don't have to worry about ghosts any more. If you'd followed my example, Billy, you wouldn't have to shiver when you go through Erie."

The remainder of the half dozen traveling salesmen in the group stared at Emerson and McCabe incredulously.

"What the deuce are you fellows talking about!" exclaimed Homer Tuttle, whose line is buttons.

"About the ghost of Sol Katz," solemnly declared Billy Emerson. "You'll recall that there was a railroad wreck just outside of this town half a dozen years ago. Some people killed and a lot of others hurt."

"Mac and I were just starting out from New York when we read about it in the morning papers, and the name of Sol Katz, who used to travel for an underwear house in Bond street, was in the list of dead. We'd both known Sol for a long time, and

it shook us up a good deal to hear about his being killed.

"It happened that Erie was on our list of selling places, but it was not until three or four days later that we got there, for we made several stop-overs on the way. It was night when we struck this town. Nothing to do until morning, and Mac suggested that we go to call on a friend of his who lived out somewhere near the city line.

"We found the friend all right, and stayed there until near midnight. He came out to his gate with us and showed us how to make a cut across lots to get to the car line; but it was so dark that we lost our way somehow, and went circling about in those fields, climbing fences and falling over rocks until it got to be pretty monotonous. Then, all of a sudden, a white apparition rose up right in front of us, and Mac's hair shot up so straight that his hat fell off. Remember that, Mac?"

"You're another," put in McCabe, checking himself. "I was as cool as a cucumber, but I never saw a man turn green with fright before the way you did. Gentlemen, I can take my oath that it was Sol Katz that we saw; Sol Katz, all in gauzy white that looked like a shroud, and a face like a corpse. There was a red scar on his head, but all the rest was like so much white fog."

"Mac let out a whoop," resumed Emerson, "and set out for the tall timber, just touching the high places on the way, except when he fell over a rock or a fence. Eh? What did I do? Well, I followed him."

"I didn't want Mac to get lost. Yes, I must have chased him for a mile or more until we struck lights and civilization, and then I managed to persuade him to stop and calm down."

"Did you see the ghost again? Yes, we did, but not in Erie, and not for more than a month later. It was in New York that we ran across it next time. Mac and I were strolling along Broadway, when he happened to glance into a restaurant window and gave a yell that you could hear for a block.

"Inside that restaurant was Sol Katz eating a dish of beans. Mac had to grab hold of me to keep from falling, he was that scared."

"I took a good long look in at Sol, and it seemed to me he was a good deal too fat and healthy looking for a ghost."

"Mac," I said, "I never heard of ghosts eating, did you? They sure don't eat beans, anyway. If they eat, it's something less substantial."

"At last Mac pulled himself together and we went in. It was Sol, all right. We stuck our fingers in him, and he was there in the flesh, too. Then he explained that he was only one of the injured who'd got into the death list by mistake, and he told us how he'd been laid up in a hospital for three weeks.

"I got a crack on my head," he said, "that made me loony for a while, and it began to look as if I might have to spend the rest of my life in a 'bug house.' I got away through a window once and wandered about in the fields for half a night in my nightshirt. I guess the cop that ran me in must have thought he'd seen a ghost."

Our Own Minstrels.

"Mistah Walkah, kin yo' tell me de diff'unce 'tween a thur-bred buggy hoss an' a man buyin' a ticket at a ball game?"

"No, George, that's a hard one. I give it up. What is the difference between a thoroughbred buggy horse and a man buying a ticket at a ball game?"

"De one gits de check rein an' de uddah gits de rain check."

It is not the every day sellers which are liable to be overlooked in ordering goods, but the occasional sellers and those which are called for only at certain seasons. There should be some system followed so that these latter kinds of goods shall be examined regularly and the amount on hand noted. It is a disappointment to both merchant and customer to fail to have the goods when called for.

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

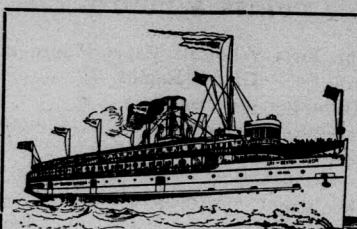
Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.



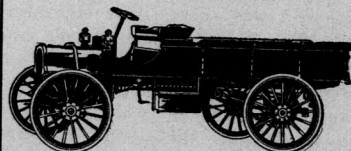
Chicago Boats

TWICE DAILY

G. & M. Line and G. R. & Holland Interurban

Day Trip, Leave 7:40 A. M.
 Night Trip, Leave 8 and 9 P. M.

Chase Motor Wagons



Are built in several sizes and body styles. Carrying capacity from 800 to 4,000 pounds. Prices from \$750 to \$2,200. Over 25,000 Chase Motor Wagons in use. Write for catalog.

Adams & Hart

47-49 No. Division St., Grand Rapids

Increase Your Sales of

BAKER'S Cocoa and Chocolate



ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

Did it ever occur to you that there is a reason back of FORTY YEARS' popularity of the

Green Seal CIGAR

It is UNIFORM EXCELLENCE and the BEST of WORKMANSHIP.

The New Sizes—

Standard—3 for 25c

Regalia—Straight 10c

—will convince you.

Detroit Cigar
Manufacturing Co.
Detroit, Mich.



Good Times Enjoyed at U. C. T. Annual Picnic.

Fully 300 traveling men, accompanied by wives, mothers and sweethearts, attended the annual U. C. T. picnic held at Manhattan Beach last Saturday.

The picnic, as is usually the case when the U. C. T. do things, was a glittering success. Games, contests of all kinds and plenty of good things to eat helped to while away a most enjoyable day.

The prizes offered for the different contests were well worth contesting for. The O'Rourke family, natives of Germany, led in the number of prizes captured by one family.

In the fat man's race, one of the most interesting affairs of the day, Will Sawyer captured first prize and Fred Beardslee, who took second money, was overjoyed at his winnings, which consisted of 1,000 sheets of very fine paper and a box of well-advertised candy.

Several athletic families won at least two prizes. Mr. and Mrs. A. C. Perry, of St. Louis, Mo., were among the out of town guests. Mrs. Perry, who is an ardent advocate of women auxiliaries to the U. C. T., made a neat little speech urging the women to get together and organize as soon as possible.

Secretary Harry Hydorn, coached along by his son, John Douglas Hydorn, replied to Mrs. Perry, stating the women were invited to all meetings and also if they wished to start an auxiliary the members of 131 would lend their hearty support.

The real guests of honor were Mr. and Mrs. Bliss, who are walking to Chicago from Muskegon. They walked nearly 100 miles out of their way to attend the picnic and, judging by their attitude during their stay, were well repaid for the extra walk. Mr. Bliss made a few remarks to the assemblage and then—resumed eating. The writer left on the evening boat and the Blisses were still eating, which gives us a sneaking suspicion why they walked so far out of their way.

Secretary Harry Hydorn, usually the most important person at the U. C. T. functions, was supplanted by another Hydorn of far more importance than himself—Master John Douglas.

The whole affair was carried out as only traveling men can do things. Every one spoke in glowing terms of the good time they had.

The Committee, consisting of Messrs. Schumacher, Keane, McWilliams and Lovelace, deserves much praise for its part in preparing the programme.

Following are the prize winners:

Ladies' ball throwing contest—

Mrs. J. M. Goldstein, first.

Mrs. Harrison, second.

Boys' running race—

Carl Heinzelman, first.

Harold O'Rourke, second.

Willard Bartlett, 3 years old wonder, third.

Married ladies' needle race—

Mrs. Fred DeGraff, first.

Mrs. Dickerson, second.

Fat man's race—

Will Sawyer, first.

Fred Beardslee, second, and is probably still running.

Girls' running race—

Ruth Bartlett, first.

Ruth May, second.

Married ladies' running race—

Mrs. Fredericks, first.

Mrs. Fortier and Mrs. DeGraff, tie for second.

Thin man's race—

O. A. Stark, first.

E. O. Keane, second.

Girls' bottle race—

Carrie Fortier, first.

Frances Broene, second.

Boys' potato race—

A policeman hired to watch each potato.

Harold O'Rourke, first.

Gaylord Goldstein, second.

Men's swimming race—

John Christenson, first.

Mr. Harrison, second.

Ladies' swimming race—

Mrs. Dickerson, first.

Mrs. Harrison, second.

Boys' swimming race—

Carl Heinzelman, first.

Harold O'Rourke, second.

Bean guessing contest—

Mrs. Harrison, first.

And Pa O'Rourke himself, second.

Notes of the Picnic.

Mrs. John Schumacher, of Seattle, was a welcome guest at the picnic.

Mrs. Schumacher is the mother of our John, chairman of the Picnic Committee.

Fred Croninger and family brought their dinner in a 20 cent suit case.

Fred Beardslee and Will Sawyer had a lively time playing on the saw.

Fred De Graff was unable to attend, being in Milwaukee, but Mrs. De Graff was there and, as far as the eating was concerned, she evidently tried to make up for Fred's absence.

Mr. Perry, of St. Louis, Mo., said he was not on a pleasure trip. He has his wife with him.

Mrs. Ryder nearly upset the launch when she took her seat at the side. Two extra men sat on the opposite side, however, and balanced the boat.

Fred May has the chisel man cheated—ought to see Fred chisel into the cigar boxes.

Several of the boys seemed very much disappointed at the small number of ladies that went in swimming.

O. A. Stark won first prize in the thin man's race, because if he had slacked up for a fraction of a moment he would have been trampled to death by the "thin" men crowding him from behind.

G. K. Coffee got a good start, but made a poor finish in the fat man's race. He took a header and came down so hard it jarred his feelings.

Harry Winchester broke away from Terry Barker and the daily set back game long enough to attend the picnic.

Unlike some picnics, this was a picnic in fact as well as in name. No money making scheme about this.

Walter Lawton broke off one of his front teeth, presumably trying to bite one of Mrs. Lawton's biscuits.

A good clean wholesome picnic, this. Hope you will be a member next time.

J. M. Goldstein.

News and Gossip of the Traveling Boys.

Ted Mills earned \$3 on the way home from Cadillac last week. As a rule, we do not care to write up such items, but this is merely to show what nefarious business noisy Ted gets into.

H. L. Proper, General Manager of the R. G. Peters Salt and Lumber Co.'s meat market, made a trip to Manistee last week.

John Kolb left for St. Paul Saturday to attend the eightieth anniversary of his father's birth. John's mother is alive and well also at the age of 79. John's prospects for a continued stay look good.

M. A. Schmidt is the new assistant manager of Edson, Moore & Co.'s local branch.

Frank Hughes, representing Edson, Moore & Co. and the Lord, says: "A small amount of financial education mixed with religion is a very good thing. Look at John D. Rockefeller, Pierpont Morgan and Mike Clarkin.

Born—To Mr. and Mrs. Paul Berns, Tuesday, August 22, an eleven pound girl. Paul was so excited he forgot to go to work for a week.

Ed. Ryder, eight pound boy; Bill Drake, nine pound girl; Paul Berns, eleven pound girl. Suppose the next will have to be at least fifteen pounds to get in the game. Paul holds high score to date.

Now that the furniture strike is over, we will have to be more careful in our remarks. Mr. Stowe will have more time to censure this column since he gave the local unions the last punch. Glad we're not a union!

Speaking of unions, they say Mr. Stowe takes the train at the Bridge street depot rather than ride from a union depot.

G. Critchett, Crowley Bros.' representative, made a pleasure trip to Muskegon last week. It was unintentional on Crit's part, as the town was having a holiday and the stores were closed. We came back with Critchett.

Next regular meeting of U. C. T., No. 131, will be Saturday, September 2. The newly reorganized degree team will put on the work.

Will Chapman, who used to cover this territory for the Armour Packing Co., but for the past two years in Milwaukee, is back on the job again. This will be good news to the boys, as Will has hosts of friends in this vicinity.

Every traveling man should subscribe for the Tradesman. This is the only publication that will give inches, columns or pages in the interest of the traveling men. The boys should show their appreciation by subscribing to a magazine that looks after their welfare as does the Tradesman.

The Griplet, a new sheetlet published in Detroit in the interest of the traveling men, is a very nifty little affair. If it keeps up as it started it will make a success. Can't see why it should pick on us, however.

The Board of Directors of the Michigan Knights of the Grip meet

in Lansing Saturday, Sept. 2. The meeting will be held in F. M. Ackerman's office. The Board will make its report relative to a sick benefit to be included in the constitution. This report will, undoubtedly, be accepted. Invitations will be presented for the next annual convention by Detroit, Kalamazoo and Grand Rapids.

Fred May's wife was away on her vacation last week, so Fred concluded it would be a fine time to give a stag party. Among the party of "stags" was smiling Cy Lung, whose wife was also away visiting her mother. From reports, the party was a huge success and broke up about 5 bells in the morning. Cy got home at 6 and horrors! he found Mrs. Lung waiting for him. At the present writing Cy has almost proved an alibi. If Cy had any one but Fred to prove it by it probably would be an easier job.

J. M. Goldstein.

How Increased Hotel Rates Affect the Traveler.

Toledo, Aug. 29.—Recently notices have been posted in the hotels of Alma, St. Louis, Mt. Pleasant and Clare, giving notice of an advance in rates on Sept. 1 of from 25 to 50 per cent. The fact that these hotels are not above the ordinary \$2 house seems to cut no figure. A short time ago it was "free bus to the Astor House" in all these towns, but that has been done away with and bus fare is now charged. An extra charge for sample rooms is now made and the boys stood for that.

As one of the landlords said to me, "What are you kicking about? Your house pays your expenses, doesn't it?" Now, when Ferguson goes into the office at the beginning of the year and strikes the old man for a raise, he turns to the bookkeeper and asks for Ferguson's expense account and salary. These he carefully adds together, notices his sales and figures out exactly what it has cost him to do business; and if the figures are not satisfactory, Ferguson gets no raise.

The traveling man pays his own expenses and when hotels in small towns undertake to charge him more for a place to eat and sleep than the average wage earner in these towns is making, it is time for him to sit up and take notice.

If your expense account shows an increase every year the boss wants to know why and it is time we got together and protested against these petty hold-ups.

U. C. T.

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

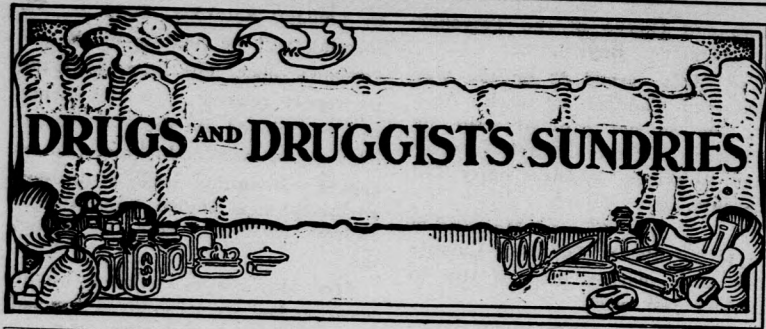
Buffalo, Aug. 30—Creamery, 23@27c; dairy, 20@25c; poor, all kinds, 14@18c.

Eggs—Fancy, candled, 21@22c; choice, 19@20c.

Live Poultry—Fowls, 14@15c; ducks, 14@16c; turkeys, 12@14c; broilers, 15@16c.

Beans—Marrow, \$2.50; medium, \$2.50; pea, \$2.50; red kidney, \$3.25; white kidney, \$2.65.

Potatoes—New, \$3@3.25 per bbl. Rea & Witzig.



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.

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 Secretary—Robt. W. Cochrane, Kalamazoo.
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 Treasurer—J. J. Wells, Athens.
 Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Panckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Dropping Advertising in Dull Season a Blunder.

Written for the Tradesman.

The merchant who thinks the logical way to cut down his over-head expenses during a dull season is to cut his advertising appropriation is making an egregious error.

I notice that the merchants of a good many towns in my State ranging from a population of ten to seventy thousand have been cutting down their newspaper advertising during the last two months—July and August.

And I think I know just why they have done this. One of the merchants—he happens to be a druggist—of my own town, in response to my enquiry, told me why he had cut down his summer advertising. And I am inclined to think the reason he gave is also the one that has influenced a great many merchants in towns both large and small throughout the country. "What's the use of spending all this money in advertising?" he enquired. "Everybody's out of town anyhow."

Now I live in a town of some forty thousand inhabitants. But I venture the assertion that there are less than one thousand of our citizens out of town at this writing—August 25—and I doubt if at any time this summer there has been as many as one thousand of our people out of town at one time. As a matter of fact, the depletion of our cities during the summer months is very much smaller than is commonly supposed.

Of course there are people in practically every community who are for-

tunate enough to be able to take a vacation at some time during the so-called "heated term." But a few people who are planning their summer trips can make a prodigious noise in almost any community. To hear them talk, the uninitiated may be pardoned for jumping to the conclusion that everybody is leaving the city. This is one of the joys of being able to take a summer vacation—this privilege of making a great ado about it.

But where there is one who goes away, there are probably nine who stay at home. Those who go, for the most part, go only for a short time—two or three weeks; and they do not all go at the same time! By the time the late vacationists are packing up, the early vacationists have unpacked and settled down to routine. You find people on the streets, in the stores, in the five cent picture shows, at the pleasure parks—everywhere. Unless some of the vacationists happen to be intimate personal friends, you don't miss them. Everything goes along pretty much as it did before they left.

So it is a big mistake to assume that it is a bully good stunt to cut down the advertising just because there are a lot of vacationists out of the city. There are a great many people who take no vacations at all. The bulk of the working people—farm help, factory hands, railroad employes, laborers, etc., get no vacations. And, for another thing, there are more or less visitors in the town to take the place of the vacationists who have gone forth. Your town may not be noted as a summer resort; and yet there are people living there who have relatives visiting them during the summer. Country cousins and uncles and aunts and nephews have come in from the lesser communities to visit for a few days or for a few weeks.

Moreover, many of these people have come in, incidentally, to do a bit of shopping while in your town. They read the newspapers; and, believe me, they read them with a view to locating the merchant who is offering special inducements in the way of bargains.

It should be borne in mind that any let-up in the advertising will certainly condition a corresponding let-up in business. Modern shoppers are becoming more and more dependent upon the printed announcement—so much so that the skillful advertiser can forecast pretty accurately the results of a given advertisement. When the merchant's publicity-light burns low, sputters or goes out altogether, his business immediately suf-

fers. The only wise thing to do is to keep it up.

You do not find the big city department stores cutting down their advertising space during hot weather, do you? In spite of the fact that the summer depletion of our big cities is far more perceptible than that of the smaller places, these seasoned city merchants keep right on gunning for trade. It never gets too hot for them to advertise. Sometimes it would seem the hotter it gets the more lavishly they use up newspaper space. Does it pay? Certainly it does—otherwise they would cut it out. Well, if it pays them to advertise during hot weather on such extensive lines, don't you think it will pay you to advertise up to the limit of your appropriation. If you don't, I do.

Dog days or no dog days, by all means keep up your advertising.

Chas. L. Phillips.

Chocolate and Cocoa.

The Board of Food and Drug Inspection of the United States has issued a decision on the labeling of chocolate and cocoa, a hearing of which was held some time ago.

"Sweet chocolate" and "sweet chocolate coating" are terms applied to chocolate mixed with sugar (sucrose), with or without the addition of cocoa butter, spices or other flavoring materials, and contain in the sugar and fat free residue no higher percentage of either ash, fiber or starch than is found in the sugar and fat free residue of chocolate.

Cocoa and powdered cocoa are terms applied to cocoa nibs, with or without the germ, deprived of a portion of its fat and finely pulverized, and contain percentages of ash, crude fiber and starch corresponding to those in chocolate after correction for fat is removed.

Sweet cocoa and sweetened cocoa are terms applied to cocoa mixed with sugar (sucrose) and contain not more than sixty (60) per cent. of sugar (sucrose), and in the sugar and fat free residue no higher percentage of either ash, fiber or starch than is found in the sugar and fat free residue of chocolate.

Cocoa nibs and cracked cocoa are the roasted broken seeds of the cocoa tree freed from shell or husk.

Milk chocolate and milk cocoa, in the opinion of the Board, should contain not less than 12 per cent. of chocolates should contain substantial quantities of nuts. If sugar is added, for example, to milk chocolate, it should be labeled "sweet milk chocolate," "sweet nut chocolate," etc.

When cocoa is treated with an alkali or an alkaline salt, as in the so-called Dutch process, and the finished cocoa contains increased mineral matter as the result of this treatment, but no alkali as such is present, the label should bear a statement to the effect that cocoa contains added mineral ingredients, stating the amount. Cocos and chocolates containing an appreciable amount of free alkali are adulterated. In the opinion of the Board, cocoa not treated with alkali is not soluble in the ordinary acceptance of

the term. Cocoa before and after treatment with alkali shows essentially the same lack of solubility. To designate the alkali treated cocoa as "soluble" cocoa is misleading and deceptive.

Drugs and Medicines.

With restriction removed on their importation and sale, there is likely to spring up a trade in pharmaceutical preparations, in which there has been absolutely no trade up to the present. Heretofore a drug store in Turkey has been run almost exclusively for compounding prescriptions and for the sale of such simple medicines as the general public knew about, while the handling of pharmaceutical preparations, proprietary articles, toilet articles, rubber goods and such other articles as are ordinarily found in an American drug store, was either prohibited or there was no demand for them or the druggist himself knew nothing of them.

Most of the people living in the villages and towns know nothing about remedies of any kind, except the few made of roots and herbs growing near by, and a physician's services are rarely called for; consequently the mortality among the people is very great. In the larger cities and communities on the main roads there are many physicians, and the doctor is generally either in partnership with a particular druggist or receives a certain fee for each prescription compounded or a percentage on the sale of certain medicines.

Upon the opening of a new shop the druggist's first effort is to secure the patronage of some recognized physician of influence and a room is always prepared adjoining the shop for the entertainment of physicians; each physician has his headquarters at some particular drug store.

With the restriction removed on the importation and sale of compounded medicines, a change may be brought about in the drug business; the stores will probably enlarge their business and introduce new articles, and thus in a measure become independent of the physicians. However, at present the drug business in this interior district is small and divided up, and the drug store is considered large that has \$1,000 worth of stock on its shelves, while the daily sales range generally under \$5. —Daily Consular and Trade Reports.

Died Cured.

Irish Doctor—Well, I've knocked the fayer out o' him annyhow.

Wife—Oh, doctor, do you think there is any hope?

Doctor—Small chance, I'm afraid, madam; but you'll have the satisfaction of knowing that he died cured.

The Drug Market.

Opium, Morphine and Quinine—Are unchanged.

Burgundy Pitch—Has advanced.

Tartar Emetic—Has advanced.

Celery Seed—Is very firm at the advance price.

Some people who try to get into the swim, merely get into hot water.

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

- Fruit Jars
Spring Wheat Flour
Cheese
Arbuckle Coffee

DECLINED

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y).

1 2

Table listing various grocery items and their prices, organized by column (1, 2).

Main table listing various grocery items and their prices, organized by column (3, 4, 5).

Special Price Current

- 12**
- No. 1 complete 40
 - No. 2 complete 28
 - Case No. 2 fillers, 15 sets 1 35
 - Case, medium, 12 sets 1 15
 - Faucets**
 - Cork, lined, 8 in. 70
 - Cork, lined, 9 in. 80
 - Cork lined, 10 in. 90
 - Mop Sticks**
 - Trojan spring 90
 - Eclipse patent spring 85
 - No. 1 common 80
 - No. 2 pat. brush holder 85
 - Ideal No. 7 85
 - 12lb. cotton mop heads 1 45
 - Pails**
 - 2-hoop Standard 2 00
 - 3-hoop Standard 2 35
 - 2-wire Cable 2 10
 - Cedar all red brass 1 25
 - 3-wire Cable 2 30
 - Paper Eureka 2 25
 - Fibre 2 70
 - Toothpicks**
 - Birch, 100 packages 2 00
 - Ideal 85
 - Traps**
 - Mouse, wood, 2 holes 22
 - Mouse, wood, 4 holes 45
 - Mouse, wood, 6 holes 70
 - Mouse, tin, 5 holes 65
 - Rat, wood 80
 - Rat, spring 75
 - Tubs**
 - 20-in. Standard, No. 1 7 50
 - 18-in. Standard, No. 2 6 50
 - 16-in. Standard, No. 3 5 50
 - 20-in. Cable, No. 1 8 00
 - 18-in. Cable, No. 2 7 00
 - 16-in. Cable, No. 3 6 00
 - No. 1 Fibre 10 25
 - No. 2 Fibre 9 25
 - No. 3, Fibre 8 25
 - Washboards**
 - Bronze Globe 2 50
 - Dewey 1 75
 - Double Acme 3 75
 - Single Acme 3 15
 - Double Peerless 3 75
 - Single Peerless 3 25
 - Northern Queen 3 25
 - Double Duplex 3 00
 - Good Luck 2 75
 - Universal 3 00
 - Window Cleaners**
 - 12 in. 1 65
 - 14 in. 1 85
 - 16 in. 2 30
 - Wood Bowls**
 - 13 in. Butter 1 80
 - 15 in. Butter 2 25
 - 17 in. Butter 4 15
 - 19 in. Butter 6 10
 - Assorted, 13-15-17 3 00
 - Assorted, 15-17-19 4 25

13

CIGARS
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand
Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

14


stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP
Beaver Soap Co.'s Brand



100 cakes, large size. .6 50
50 cakes, large size. .3 25
100 cakes, small size. .3 85
50 cakes, small size. .1 95

- COCOANUT**
Baker's Brazil Shredded
- COFFEE**
Roasted
Dwinell-Wright Co.'s B'ds
- Washboards**
- Window Cleaners**
- Wood Bowls**
- WRAPPING PAPER**
- Common Straw 2
- Fibre Manila, white 3
- Fibre, Manila, colored 4
- No. 1 Manila 4
- Cream Manila 3
- Butchers' Manila 2 3/4
- Wax Butter, short c't 13
- Wax Butter, full count 20
- Wax Butter, rolls 19
- YEAST CAKE**
- Magic, 3 doz. 1 15
- Sunlight, 3 doz. 1 00
- Sunlight, 1 1/2 doz. 50
- Yeast Foam, 3 doz. 1 15
- Yeast Cream, 3 doz. 1 00
- Yeast Foam, 1 1/2 doz. 58
- AXLE GREASE**
- Mica, tin boxes .75 9 00
- Paragon 55 6 00
- BAKING POWDER**
Royal
- 10c size 90
- 1/4 lb. cans 1 35
- 6oz. cans 1 90
- 1/2 lb. cans 2 50
- 1 lb. cans 3 75
- 3 lb. cans 4 80
- 5 lb. cans 13 00
- 5 lb. cans 21 50



COFFEE
Roasted
Dwinell-Wright Co.'s B'ds

Gowans & Sons Brand.



Single boxes 3 00
Five box lots 2 95
Ten box lots 2 90
Twenty-five box lots .. 2 85

J. S. Kirk & Co.

- American Family 4 00
- Dusky Diamond 50 8 oz 2 80
- Dusky D'nd 100 6 oz 3 80
- Jap Rose, 50 bars 3 60
- Savon Imperial 3 00
- White Russian 3 60
- Dome, oval bars 3 00
- Satinet, oval 2 70
- Snowberry, 100 cakes 4 00



WHITE HOUSE
COFFEE
DWINELL-WRIGHT CO.


Lautz Bros. & Co.

- Acme, 30 bars, 75 lbs. 4 00
- Acme, 25 bars, 75 lbs. 4 00
- Acme, 25 bars, 70 lbs. 3 80
- Acme, 100 cakes 3 25
- Big Master, 72 blocks 2 85
- German Mottled 3 50
- German Mottled, 5 oxs 3 45
- German Mottled, 10 bx 3 40
- German Mottled, 25 bx 3 35
- Marseilles, 100 cakes .6 00
- Marseilles, 100 cks 5c 4 00
- Marseilles, 100 ck toil 4 00
- Marseilles, 1/4bx toilet 2 10

Proctor & Gamble Co.

- Lenox 3 00
- Ivory, 6 oz. 4 00
- Ivory, 10 oz. 6 75
- Star 3 85

Tradesman Co.'s Brand



- Black Hawk, one box 2 50
- Black Hawk, five bxs 2 40
- Black Hawk, ten bxs 2 25

A. B. Wrisley

- Good Cheer 4 00
- Old Country 3 40

Soap Powders

- Snow Boy, 24s family size 3 75
- Snow Boy, 60 5c 2 40
- Snow Boy, 30 10c 2 40
- Gold Dust, 24 large 4 50
- Gold Dust, 100-5c 4 00
- Kirkoline, 24 4lb. 3 80
- Pearline 3 75
- Soapine 4 10
- Babbitt's 1776 3 75
- Roseine 3 50
- Armour's 3 70
- Wisdom 3 80

Soap Compounds

- Johnson's Fine 5 10
- Johnson's XXX 4 25
- Nine O'clock 3 80
- Rub-No-More 3 85

Scouring
Enoch Morgan's Sons

- Sapallo, gross lots 9 00
- Sapallo, half gro. lots 4 50
- Sapallo, single boxes 2 25
- Sapallo, hand 2 25
- Scourine Manufacturing Co
- Scourine, 50 cakes 1 80
- Scourine, 100 cakes 3 50



JENNINGS
CONDENSED PEARL
BLUEING

Small size, doz. 40
Large size, doz. 75

SAFES



Full line of fire and burglar proof safes kept in

The Bright Spot of 1911



Grand Rapids September 11-12-13-14-15

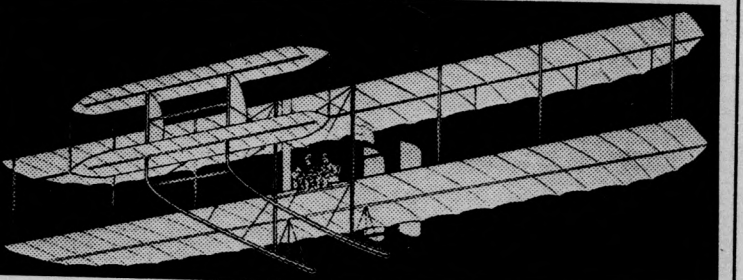
WEST MICHIGAN STATE FAIR

A Rare Week of Rare Attractions.

YOU CAN SEE

WRIGHT BIPLANES

At the Banner Exposition of the Year



FLIGHTS WITH PASSENGERS DAILY

This is the greatest attraction that will be seen anywhere in Michigan this year. It will be worth going many miles to see.

The Kings of Air and Earth

BURMAN

The Speed King of the Automobile World with his 200 h. p. Blitzen Benz car will attempt to lower the Comstock Park record of 1 mile in 51 seconds. Burman now has the world's record of 49 seconds on another track.

HARROUN

The Speed King of long distance races will drive the "Marmon Wasp" with which he won the 500 mile race at Indianapolis, at an average speed of 74 3-5 miles per hour. Tires changed in 12 seconds directly in front of new grand stand.

Five other cars with noted drivers have been secured for this race meet. It will be a star attraction. The chance of a lifetime. Remember the dates.


\$6,000 In Purses for HARNESS RACES \$6,000

Horse Races Tuesday, Thursday and Friday
Automobile Races Wednesday

\$18,000 OF PREMIUMS have attracted the finest line of exhibits in the history of this great fair. Agricultural Hall, Carriage Hall and the Main Building will be rich in interest. Horses, Cattle, Sheep, Swine and Poultry, exceeding \$100,000 in value will be there.

Endless Fun A Continuous Education
You Must See It
Reduced Rates on All Railroads

It's at Grand Rapids
Sept. 11-15
BE HERE!



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.

Township bonds for sale, \$5,000 for building State Reward road, in Greenwood township, Wexford County, Michigan. For particulars enquire of John Bell, Township Clerk, Baxter, Mich. 634

For Sale—My dry goods business, one of the best in Central Illinois, stock clean and in splendid condition. Annual sales over \$40,000. An unusual opportunity to step into a very profitable, ready-built business. Positively no trades. Sickiness in family only reason for selling. Address Fred M. Bushway, Chatsworth, Ill. 632

For Sale—Stock groceries, feed and fresh meats. Fine location. Good business. Invoice about \$1,800. Address 846 Indiana avenue, Lawrence, Kan. 631

For Sale—A first-class bakery and property. Address 124 S. Franklin street, Greensburg, Ind. 630

Wanted—To rent, hotel and store combined in Michigan. Box 105, Osseo, Michigan. 629

For Sale—Good paying, well established dry goods and shoe business in city of 45,000 inhabitants in Central Eastern Michigan. Best location in city. Stock about \$10,000, fixtures \$600. Store building 50 ft. front, 40x54 long, also five room house in rear of store. Six fine living rooms over store, all with gas, sewer, water and electric lights. A bargain for \$7,000. \$6,500 will buy it, 1/2 cash, balance easy payments. Stock can be reduced to suit buyer. Don't write unless you mean business. Address No. 628, care Tradesman. 628

For Rent—New modern brick building, excellent location for stock merchandise. Low rental. Large territory. Merton F. Baker, Sec'y, Glenwood City, Wis. 626

Completely furnished hotel and restaurant for sale, everything in first-class condition. Best location in city. Feed from 500 to 600 people a day and take in from \$75 to \$105 daily. Rent very reasonable. Price, \$2,500. Good place for anyone to make money. Owner leaving city. Enquire J. A. P., 324 Cherry street, Toledo, Ohio. 635

Canada Farm Bargains

320 acres improved near town, black soil, good buildings, a large portion ready for drill next spring, half crop payments. Also half section of clean raw land for \$20 per acre.

BROWN & PHILLIPS,

Regina, Sask.

Wanted—Retail shoe store, have store building in good Michigan town, also Oklahoma farm and some cash to exchange. Address Haley, care Tradesman. 625

Wanted—A small McCaskey Account Register. Address Burns & Kibler, Persia, Iowa. 624

Wanted—Mills to manufacture shingles, ties and lath, in Northern Minnesota, timber good. Five to six year run guaranteed. Address Minnesota Shingle, Tie & Lath Co., Gen Del., Superior, Wis. 623

For Sale at a Bargain—Best grocery and meat market in city 1,800. Doing an annual business of \$20,000. Stock and fixtures will inventory about \$3,000. Can be reduced to suit purchaser. Satisfactory reasons for selling. No trades. Cost of doing business less than 10%. Address No. 620, care Tradesman. 620

For Sale—A first-class stock of general merchandise near Grand Rapids, in the best farming community in the state. Fine location and pleasant place to live, buildings for sale or rent. Address L, care Tradesman. 621

For Sale—In a good country town, a store building with living rooms in rear. Address M, Care Tradesman. 616

For Sale—Established general store; best location; good cash trade; liberal discount; ill health reason for selling. Address Box 35, Defiance, Ohio. 615

For Sale—Complete stock dry goods, groceries, shoes, \$7,000. Michigan town of 1,400. Large payroll. Old business. Snap. Going West. No trade. Address No. 613, care Michigan Tradesman. 613

For Sale—A moneymaking live business, 100 miles south of Chicago. Annual sales \$25,000. \$4,000 general merchandise and store buildings \$3,500. Population 400. Address Box 83, Thomasboro, Ill. 612

Drug stock for sale in city of 7,000 inhabitants in northern part of state. Stock is new and clean. Will invoice about \$3,500. Address Snap, care of Tradesman. 611

For Sale—Only drug store in small Southern Michigan town, surrounded by some of the best farming country in state. Old established business, inventorying \$1,700. Good reason for selling. Address Drugs, care Tradesman. 610

Elegant corner hardware store in suburb of Chicago; great building locality; tin shop in connection; modern building; rent \$45; business of \$15,000 yearly cash. Old stand. Price \$6,000 cash. Addison, Crilly Building, Chicago. 609

Small jewelry business, fixtures and small stock; good run bench work; needs stock jewelry; low rent; nice place to live. For particulars write E. L. Hawks, Box 254, Galesburg, Mich. 608

Fully equipped modern steam laundry, cheap, St. Clair, Michigan; population 3,000. Address W. L. Larama, St. Clair, Mich. 605

For Sale—Will take some land for \$4,000 well assorted general merchandise in Northern Michigan. Good farming country. Don't write unless you want to do business. Lock Box 40, McBain, Mich. 604

Clerks—Add to your income handling our sales books in your home town. We make all styles. Write us, Battle Creek, (Mich.) sales Book Co. 603

Drug store for sale, established 15 years. Reason for selling, have other business. For particulars address No. 602, care Tradesman. 602

LISTEN, MR. MERCHANT

We are ready, right now, to conduct a business building, profit producing advertising campaign, that will increase your cash sales from three to six times, dispose of old goods, and leave your business in a stronger, healthier condition than before.

Comstock-Grisier Advertising & Sales Co.
907 Ohio Building Toledo, Ohio

For Rent—Large, roomy brick store building, centrally located. It has been occupied as boot and shoe store for the past fifteen years, but also good opening for clothing, drug, grocery or harness business. It is located in the growing and prosperous manufacturing city of Grand Ledge, Michigan, population 3,000. Fine surrounding country. Address A. Barnes, Dentist, Grand Ledge, Mich. 600

For Sale—A drug store in Kalamazoo, Michigan. Best location in the city. Address Pharmacist, 449 Academy St., Kalamazoo, Mich. 595

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

Well improved farm with good buildings for sale or trade. Address Geo. B. Conrad, Cutcheon, Missaukee Co., Mich. 593

For Sale—Up-to-date stock of merchandise and fixtures, in county seat, 5,000 population. Stock consists of groceries and crockery. Address W, care Tradesman. 591

For Sale—Established grocery, stock and fixtures; invoice \$2,000; can reduce; well located in Cedar Rapids, Iowa; long lease. For particulars write F. W. Dammour, Jr., Cedar Rapids, Iowa. 590

Reo 5 passenger touring car in fine condition, for sale at a bargain, 1909 model. Top, windshield, speedometer, will demonstrate. Box 815, Grand Ledge, Michigan. 588

For Sale—Restaurant and lunch room in city of 2,000. Address Brown & Ray, Washington, Ill. 576

Valuable residence with electric light and bath in good town, to exchange for merchandise. Address No. 575, care Tradesman. 575

For Sale—First-class drug store in a Northern Indiana town of about 600 population. Good business. Will sell or trade for the right kind of real estate. Invoice about \$3,000. Reason for selling, failing health. Address O. C. K., 176 Hillsdale St., Hillsdale, Mich. 572

For Sale—The largest and best located two-story solid brick building in Merrill. Business established fifteen years. Must give up business on account of ill health. Parties interested will do well to investigate. Address No. 568, care Tradesman. 568

For Sale—Grocery stock and fixtures, doing good business. Good location. Good reason for selling. Address No. 566, care Tradesman. 566

Grocery stock for sale, located in city of 12,000, store building can be rented or will sell the property. Address No. 555, care Tradesman. 555

For Sale—Good clean stock hardware in Central Michigan, town of 600 population. Address Hardware, care Michigan Tradesman. 545

Special Sales—Mr. Merchant, why not put that sale on to-day? Get rid of your odds and ends, and accumulations. Personally conduct all my own sales. W. N. Harper, Port Huron, Mich. 544

For Sale—General hardware store doing a thriving business. Address No. 543, care Michigan Tradesman. 543

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman 548

For Sale—Stock of general merchandise and fixtures which can be reduced to about \$6,000 in good manufacturing town of 1,300. Monthly pay roll of factories \$10,000. Yearly business \$30,000, best location and enjoying best trade. Two good summer resorts 2 1/2 and 4 miles distant. Good market town. An AI opportunity for a live one. Write No. 530, care Tradesman. 530

Our 13 yellow reasons digested in 13 minutes saves 1300% on Florida land investment. Just opened 500 ac. richest muck in Sanford celery delta at \$50. Flowing wells, irrigation, proven district, rail and water transportation. Title Bond & Guarantee Co., Sanford, Fla. 496

Write us for plans and prices on a rousing ten-days' sale. Address Western Sales Company, Homer, La. 411

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauer, Milwaukee, Wis. 92

If you want to trade your store or city property for farm land, write us, stating what you have; it's fair value and where you want your land. We can get you a trade. Interstate Land Agency, Decatur, Ill. 550

HELP WANTED.

Wanted—Married clerk who speaks Holland to work in general store in country town. Wages, \$40 per month. Address No. 636, care Michigan Tradesman. 636

Wanted—An experienced clerk, one who can speak German, for general store. Not too good to work but a hustler. Burns & Kibler, Persia, Iowa. 627

Wanted—Experienced salesman acquainted with and calling on the dry goods trade, to carry up-to-date line of children's, misses and Junior wash dresses, on liberal commission. Quality of merchandise, prices and style A1. The C. W. Powell Mfg. Co., Ypsilanti, Mich. 606

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, L 371 Marden Bldg., Washington, D. C. 443

SITUATIONS WANTED.

Position Wanted—By experienced dry goods or shoe and clothing salesman. Also experienced buyer, at present buyer and manager. Lee Burkitt, Omaha, Ill. 633

Position Wanted—As manager and shoe buyer in retail store, by experienced middle aged gentleman. AI references. Address No. 607, care Tradesman. 607

Want ads. continued on next page.

Here is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Michigan Tradesman

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Aug. 29—Spot coffee continues steady, but the demand is mighty light. Buyers seem determined to pursue the policy of hand-to-mouth business which has so long characterized the trade, and from day to day and from week to week we have pretty much the same story of buying only enough to keep up assortments. Lower prices are, of course, expected, and this as the result of more liberal supplies soon due. In store and afloat there are of Brazilian coffees 2,240,829 bags, against 3,050,149 bags at the same time last year. At the close Rio No. 7 is quoted in an invoice way at 13½@13¼c. Mild grades are quiet—almost dull—and show no change in quotations.

The advance in refined sugar was not altogether unexpected among dealers, but the "ultimate consumer" hears it with some dismay. Supplies are moderate and there has been a good business in withdrawals, as canners are using large quantities.

Teas are quiet, but dealers profess a good deal of confidence as to the future because it seems altogether likely that supplies from China will be very greatly curtailed, as the so-called "colored" teas furnished by that country will be shut out. Package teas are doing well, but there is something of a waiting mood all around.

There is no change in rice. The market is quite firm and receipts are moderate. Too much rain has been reported as falling in producing districts and this has some retarding influence. Quotations are without change.

Spices are firm. Sales individually are of small lots, but the total is quite satisfactory. Quotations are well sustained and practically unchanged.

Molasses is selling in an everyday, midsummer manner. Stocks are moderate and the same old rate prevails of 25@32c for good to prime centrifugal. Syrups are steady and in moderate supply.

Most canners of tomatoes are inclined to turn down offers of anything less than 80c for 3's of really standard quality, although some have accepted, it is said, 77½c. The general impression is that the tomato pack will be of a fair average size after all. Some large orders have been taken for the West. The supply of corn is light and quotations are firm, but advices are favorable for a good pack. Peas of desirable quality are in good demand, but prices are too high to start active buying. The supply, however, is so light that it would not take much of a campaign to take all there are in sight.

Butter has remained on about the same level for weeks. The market is quiet and, if anything, there is some tendency toward a lower level. Creamery specials, 27½@28c; extras, 26½@27c; factory, 19½@20½c.

Cheese is quiet, with 13¼c named for whole milk.

For really good eggs the market ranges from 19@20c and possibly a little more for goods that will bear strict inspection. The supply of average sort is more than ample. Last week receipts were 101,000 cases, against 69,000 cases the same week last year. The most of the arrivals work out at about 16@18c.

HELD IN ESTEEM.

A well-known educator who had held an important position for many years in the same school was slowly dying of a most painful disease. For months there had been a generation of anxious faces sending enquiries, for the teacher of a quarter of a century leaves her impress upon many of the foremost citizens of a community. As the last days came the hill on which her suburban home was located was silent. One morning two little colored boys found it necessary to drive past the house, but before they were near enough for the passing wheels to disturb the sufferer the horse was unhitched and other willing hands were summoned to help lift the wagon over the ground in front of her house. What more touching tribute to worth could have been given. These were only colored boys—street urchins—yet their thoughtfulness reflected the tenderness which she had shown to others.

The teacher is in certain ways brought nearer to a community than is any other person. Said one in a small city recently, "In the twenty years I have been in the schools of M., I dare say a thousand pupils have been graduated from my classes." And as she walked along the street, the friendly greetings, the courtesy of look and act, were eloquent testimony of the esteem in which she was held. She may not have fully realized this, but her companion did. The impress which her work was making in the community was self-evident.

It is those silent impressions which count for most. Some day hearts in that town will be saddened by the death of one who was their friend and their children's friend. There may be no darky children lifting loaded wagons past the door, but there will be tender thoughts and grateful memories. The teacher who has been faithful through the years leaves in her passing a wake larger and more shining than that of the great ocean liner.

WHAT WATER FAMINE MEANS

No one who has never experienced a water famine has any idea of the seriousness which it occasions. A temporary shortage makes sad havoc with domestic affairs, even if a more serious condition is averted. And the case of New York just now, although it still has sufficient for cooking and drinking purposes, is by no means enviable.

The edict has gone forth that the retrenchment may come through the bath tub. Every one knows how refreshing the bath is to the system, even although cleanliness does not demand it. The plan is, if necessary, to so regulate the pressure that the

water can not be supplied above the first floor. How many flats will thus be inconvenienced by the change can not be estimated. Were all the people dwellers in houses of their own, matters would be entirely different. In the hundreds of more thickly crowded settlements, where the added burden can be least easily borne, the blow will fall the hardest.

Added to this injustice is that the trouble all comes from water wasted rather than used. It is the old story—what is every one's business belongs to no one. When the warning to economize came it was unheeded. The meter is the only way to make people economize with what all use in common; and yet this is too big a proposition at present.

That there is something radically wrong with the water supply of the city can not be denied; but there is something wrong with a people who turn a deaf ear to the call for economy. If each would do his or her duty the trouble might yet be bridged. If a conflagration should break out the city would be helpless. Only a general reform can avail at such a time and surely the subject is of sufficient importance to cause each to use personal effort in what is for the public good as well as for individual interest. It is only another application of the Golden Rule that is needed in New York as well as in many other places.

ACROSS THE CONTINENT.

Many a trip quite as novel as that of the old prairie schooner has been made across the continent, the latest venture being that of two girl artists from New York, who have started to walk to San Francisco. There is no wager connected with the matter; nothing that should tend to make them exert a physical strain which will detract from the advantages of the trip. Carried out in a sane manner, the feat is not, after all, so very remarkable.

They started out with \$50 and the determination to make their way to the Western coast through the proceeds of their art, selling landscapes that they paint while they halt by the wayside to rest. The "lightning artist" might pick up many a coin in this way by restricting his subjects to local scenes, although our informant does not state that this is the nature of the pedestrians' work. They are now on the road from Philadelphia to Pittsburg, and hope to reach St. Louis by the first of November. One sensible thing about the trip is that they have not restricted themselves to a certain small allotment of time in the matter; only they are determined to make the trip, if it takes a year.

Bayard Taylor proved years ago that it is possible to travel in a very pleasant way and yet at comparatively small cost. In these days when there is a continual crowding of the speed limit it is a pleasure to note the occasional return to the more quiet methods of travel; to know that there are still some who enjoy the bird songs as they pass through life. There may still be people of leisure even if they are not

flooded with this world's goods. And these girls, although they may be footsore, will be well repaid for the unusual method of travel. They will catch many landscapes which the blur of the swift passing train would destroy. Their lives will be broadened, their strength in the profession increased, because of the self-imposed task.

Are the lines upon one's finger tips absolutely unchanged from infancy to maturity? An affirmative reply is suggested by a case under observation in Colorado. A college professor took prints of the lines on the finger tips of his daughter shortly after she was born 16 years ago, and new marks have been taken on the first day of June every year since. These marks have been sent regularly by the child's father to a friend in London, who is a scientist of note engaged in a special study of criminology. This man of science now writes that the most minute examination of the finger prints of June 1, 1911, as compared with those taken 16 years ago and every year since, shows absolutely no trace of variation in any respect. He concludes that of all distinctive markings on a human being the lines on the finger tips alone are infallible and changeless.

The Weather Bureau of the United States is going to erect a kiosk in the downtown section of Buffalo as soon as a suitable site can be secured. These kiosks have been erected in all the principal cities of the country, but this year Buffalo gets the only one allowed, because funds are low. The kiosk is about four feet square and will stand on a solid granite slab. On one side will be all the instruments required to tell about the weather at that point. The wind, the humidity, the rainfall, temperature, comparative temperatures, etc., will be shown. The next kiosk ought to be erected in Grand Rapids, where it would furnish information of benefit to a large farming section.

It is not breadth that sneers at religion, but what one might call the narrowness of breadth—that breadth which denounces intolerance and which itself is too intolerant to tolerate intolerance.

BUSINESS CHANCES.

To Exchange—I will trade general merchandise for cash register, computing scales, flour scales, small safe. Address Lock Box 87, Olney, Ill. 637

For Sale—A first-class stock of groceries in best county seat town in Kansas. Will invoice 7 to 8 thousand. Sales last year over 80 thousand. Will reduce stock to suit purchaser. Business established over 40 years. Reason for selling, other business. Address A. B. C., care Michigan Tradesman. 638

Do you want to purchase any line of high class business in the West? If so, write us. Members Portland Realty Board. Address Portland Investment & Realty Co., Yeon Bldg., Portland, Oregon. 639

Sanitary, Effective, Reasonable in Price—Paper advertising cups. The Veon Novelty Co., Thompsonville, Mich. 686

For Sale—Shoe stock in a live manufacturing town of 10,000 population. Stock invoices about \$5,000. Can be reduced. Elegant location. Rent reasonable. Must be seen to be appreciated. Liberal discount. I wish to leave the state. Address No. 597, care Michigan Tradesman. 697

SITUATIONS WANTED.

Wanted—Position in general store, have had experience as manager. Best of references. Address No. 618, care Tradesman. 618

We Have No Branch Houses

Our business is all done under

One Roof, One Expense One Management

The constantly increasing volume keeps us **VERY** busy attending to this one plant. We have no time to establish or worry about branch houses, but concentrate our efforts on the main chance. We think we can serve our trade better with one complete stock than several indifferent ones scattered about.

Judson Grocer Co.

Wholesale Grocers

Grand Rapids, Mich.



FINE COFFEE

Thousands upon thousands of enthusiastic folks are saying so about "White House"—always with the emphasis upon "Fine"—because that's the Right word to use. Some of those thousands are YOUR customers—or they MIGHT be

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



WORDS OF
The Wise Merchants

deals," is the *only* genuine, the original

"Won its FAVOR
through its FLAVOR"

Kellogg's



Building Business for Keeps

E. ST. ELMO LEWIS

In the "Commercial Union"

"This bargain mania from which retailers are really suffering much more than the public, is driving the retailer to such a hysterical degree that he cuts prices so low that he has nothing left for the service, for the forethought, for the courtesy which makes and holds friends, creates regular customers for the house and constitutes the very essence of that good will which is worth money."

The cereal that *always* makes and holds friends for itself and for the grocer—the one that sells on its merits *without* cut prices—that is sold at *one* price to *every* retailer, without favoritism or "inside

Highest Grade Canned Goods

PACKED BY

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

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processors

—all under personal observation of experienced packers—give to the

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

W. R. ROACH & CO., Hart, Mich.

Factories at HART, KENT and LEXINGTON—All Model Plants

Judson Grocer Co., Distributors, Grand Rapids, Mich.



Don't Depend On a Dog

We know it is mighty hard work to convince the owner that his particular dog isn't the best all around store protector and the most voracious

Burglar Eater

on earth, but as a matter of fact thousands of stores have been robbed where nearly everything was taken except the dog—and they could probably have coaxed

him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money, books and papers they don't stack up with a

First Class Safe

We have the right kind, the kind you need. Write us today and let us quote you prices.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.