

Mr. Merchant, You Need Five-House-Power Backing

Five-House-Power means quantity buying;

Five-House-Power means bottom price;

Five-House-Power means widest variety;

Five-House-Power means controlled factory
output;

Five-House-Power means complete lines.

If you have not received our latest catalogue write for F. F. 927.

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.

Went to the Bottom of Things

ALBANY, N. Y., June 24, 1911.

MONEYWEIGHT SCALE CO.,
514 Broadway, Albany, N. Y.

Gentlemen:—Replying to yours, asking how I like my DAYTON MONEYWEIGHT ELECTRICAL SCALES, will say.

About a year ago I decided to equip my two stores with computing scales, not knowing which was best and hearing so much talk, I decided to equip one store with DAYTON and the other with Toledo.

After six months I found out which was the scale for me, the store equipped with DAYTON'S was making money, and the one equipped with Toledo's was just holding its own, so it did not take me long to dispose of the Toledo's and buy more DAYTON'S.

I am convinced you have the best scale both for time saving and accuracy. Yours very truly,

HENRY A. STERNFELD,
177 Madison Ave., Albany, N. Y.

OUR 1911 CATALOGUE IS JUST OUT, BETTER SEND FOR ONE

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.

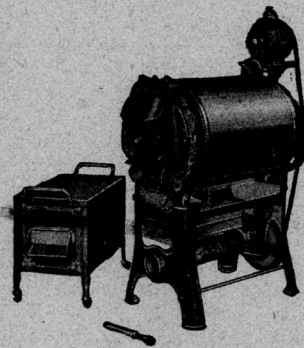
Please mention Michigan Tradesman when writing

Direct Sales Offices in All Prominent Cities

Do You Handle Coffee

Would a 200% increase in your coffee trade with perhaps five cents additional profit per pound interest you? You can just as well have it as not.

We can put you in the coffee business RIGHT. We are doing it for thousands of progressive merchants as fast as we can make the machines.

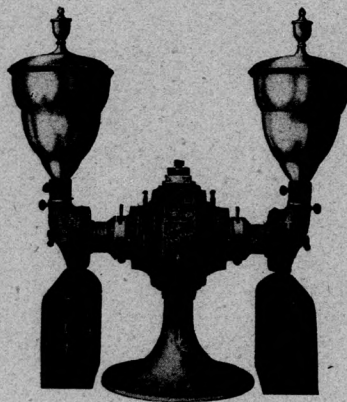


One of several styles

Our ROYAL SYSTEM not only includes the ROYAL Electric Coffee Mill and Roaster, but the aid of our Service Department, which is in the hands of experts.

If you believe that you could handle from three to five times the amount of coffee trade you now have, our complete booklet will interest you. Write for it today.

We also manufacture Electric Meat Choppers and Meat Slicers.



The Mill that CUTS the Coffee

The A. J. Deer Company

172 West Street

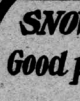
HORNELL, N. Y.



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.

Quick Profits

Buffalo, N. Y.

MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 27, 1911

Number 1462

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GETTING WISE.

Word had come to the little town that the rise in sugar was still continuing; and while the local merchant assured his patrons that the end was not yet, one little woman who had other business in a neighboring city took occasion to see what she could do there on a twenty-five pound sack. "Eight cents," was the prompt reply, "no matter whether you take one or a hundred pounds." Assuring him in a joking way that she could do better at home by just one cent a pound she, of course, declined to purchase. "That's because they haven't got wise out your way yet," was the equally good natured reply.

But as she went home and ordered fifty pounds of the two tons which the local merchant had just unloaded, she pondered over the remarks of the city man. "It is not going to stop short of ten cents," he declared in reply to her questions. And then came the more important thought, "Who had not got wise?" Here was one merchant buying close and letting his customers share the savings from the skyward march of the product. Another declared that he must have eight cents because it had taken a rise, and his neighbors were asking that. In any abnormal advance of stable products there is enough of inconvenience comes to the average patron at best, and when you can shave prices a little and still make a fair profit, is it not wise to give the helping hand through the emergency. The news would quickly spread that Blank was selling sugar at \$1.75 for a twenty-five pound sack, and his special rates would be quickly made use of by regular patrons and others. And these, especially the others, will certainly remember the bargain in a substantial manner. It means new patronage, increased faith in the man who, according to one view, "had not got wise yet."

THE SHORT MEASURE.

The reforms in New York instituted by Mayor Gaynor seem to have cast reflections in various directions. One of the latest cities to insist upon the full measure is Pittsburg, which is getting ready to probe to the bottom of the various measures and

cast out any which prove deficient in size.

It is only the old story in a new form. The customer tries to get something for nothing and the merchant is equally keen to get his end of the bargain. How much better, if you are bound to give scant measure, to make the shortage at the top rather than at the bottom. Get it out to the limelight. If you purpose taking advantage at least do not play the sneak by trying to cheat at the lower side of the measure.

The man who packs a few nice looking apples in the top of the barrel, filling in those of below medium quality in the middle, is soon found out. The one who sees that the good grapes are in the top of the basket and the poor ones below does not fool people very long. And the one who resorts to false bottomed measures is sure to eventually come upon his own. Quality and quantity may not be apparent when the purchase is made; but they will stand out in full sized letters when the article is used.

The first sales may not be so great where there is no dross or glitter. But it is the regular patron you are after rather than the customer who buys just once—and then to his own regret. Keep the needs of the customer in mind. Think how you would resent the resort to strategy. If you are not willing to do right because it is right, at least do it because it pays.

Many well disposed persons seem to be very much worried over the future of the trusts. The United States Supreme Court has calculated to put an end to organizations, which have been very carefully and intelligently constructed, and which have grown to prodigious proportions. The Standard Oil and the tobacco trusts now are busily engaged in trying to divide themselves back again into the several component parts of which they were made. It is represented that there are some good trusts and some bad trusts and the general opinion seems to be that the latter should be abolished, but what to do with the others is not so certain. Of course it will be impossible to make fish of one and flesh of another. The treatment must be uniform. Some trust handled products are cheaper now than they were before the trusts were organized, the stockholders having made large sums of money meanwhile. There really is no need for the average person to worry very much over the subject. The men in charge of these great corporations are keen and shrewd and they can be depended upon to take care of themselves and are not in need of gratuitous advice.

The Boys Behind the Counter.

Petoskey — Stanley T. Granger, who has arrived from Lansing to take charge of the shoe department at Rosenthal & Sons', was here nine years ago with the same firm.

Menominee—Herbert Hoeflin, of Great Falls, Montana, has taken the position of assistant manager of the Grand Department Store. Miss Lillian Rogers, of Chicago, will have charge of the millinery department of the Grand. Miss Rogers has been with the Gage Brothers establishment in Chicago for some time.

Paw Paw—Manley Nunnerly is the new clerk at Dickerhoof's variety, grocery and crockery store.

Petoskey—Mary Ockwood, who has been with Beese & Porter for the past five years, has gone to Port Huron, having accepted a position in the large department store of the Ballentine Company in the suit department.

Coopersville—S. Chapel has accepted a position in C. P. Lillie & Son's general store.

Cadillac—Victor Johnson has resigned his position as clerk in the Torbeson drug store and has accepted a position with the Drebin store. Oscar Johnson is working at the Torbeson store.

Status of the Bean Market.

The past week in beans has been rather quiet. Threshers have been unable to do much work, on account of the damp weather, which has delayed the receipts at the elevators materially.

So far the season is not opening with a very lively demand. Many carload buyers were able to secure their beans last year at a basis of \$1.90 for strictly choice hand picked pea beans, including bags, f. o. b. Michigan, and are waiting for the market to get down to about this point before purchasing in any round lots.

Carefully considering the conditions in the potato market and other lines, the possibilities for an advance in the bean market are very small.

New York State is supplying New England territory at 5@8c per bushel below Michigan. California is taking the business in Texas and the Southwestern territory at full 10c per bushel below our asking price.

E. L. Wellman.

Druggists Will Fight Cork Law.

Strong opposition is being formulated in the western part of the State to be presented to the annual meeting of the Michigan Retail Druggists' Association, which meets in Flint October 5, against the new State law requiring a special kind of cork in bottles containing poisonous

mixtures. It is declared that already plans are being formulated to provide for a test case in the courts.

The announcement of the nominations, the choices of which were made during the meeting of the Committee here recently, is given here for the first time as follows:

President—D. D. Alton, of Fremont; F. E. Curtis, of Flint; C. H. Jongejan, of Grand Rapids.

First Vice-President—J. D. Gillette, of Pompeii; Charles H. Koon, of Muskegon; James H. Robinson, of Lansing.

Second Vice-President—E. E. Miller, of Traverse City; Geo. S. Laverer, of Bay City; Grant Stevens, of Detroit.

Secretary — R. W. Cochrane, of Kalamazoo.

Treasurer—W. C. Wheelock, of Kalamazoo; C. A. Werner, of Saginaw; C. C. Merz, of Monroe.

Members of Executive Committee—Charles E. Abell, of South Haven; C. A. Bugbee, of Traverse City.

Good Condition of Michigan Sugar Company.

A financial representative of the Michigan Sugar Company favors the Tradesman with a statement showing the excellent conditions of the corporation at this time:

The sugar beet crop is the largest in the history of the company.

The price of granulated sugar is higher now than at any time in the past ten years.

The capacity of the company's factories this year has been increased to 150,000,000 pounds as against 125,000,000 pounds last year, and a further increase has been authorized by the directors.

The company is taking advantage of the present high price of sugar and has disposed of considerable quantities, which assures the most profitable year of its history. Profits for this season are expected to be from \$2,500,000 to \$3,000,000.

Financially the company is very strong and unquestionably the results of this year's business will place it in a most fortunate condition.

A Louisville, Ky., Baptist pastor says that heaven is so big it has a building 792,000 stories high. He gets this information from Revelations, xxi:16, where the dimensions are given as only 1,500 cubic miles. He says heaven will be built up high and can accommodate an innumerable multitude, so that here is no need about getting nervous and fearing there will not be enough room. No elevators will be needed, of course, for all the saints can fly, and a dozen stories more or less will not make any difference.



Modern Methods of Making Windows Attractive.

II.

Written for the Tradesman.

Thus far in my discussion of the principles of attractive window trimming I have dwelt upon the "human interest" element.

The successful window trimmer finds this a never-failing means for injecting interest into his work.

It is a well-known fact—one to which the late Professor James calls attention in one of his works on psychology—that things not interesting in themselves may be made interesting through associations with other things in which a strong interest already exists.

The value of introducing the human element into our window trim or our advertisement lies in the fact that it supplies an interest which the merchandise itself can hardly be expected to create.

Instead of playing up the good features—excellent materials, conscientious workmanship, beautiful finish, etc., of manufactured commodities—some of the best advertisers of the day have a way of talking at length about the man or the men back of the product. They believe it pays to play up this human element; and the national advertisers would indicate that the theory is correct even in advertising.

It is unquestionably a vital thing in getting attention focussed upon your window.

The Educational Window.

But the so-called human interest feature is not the only strong card that the skillful window trimmer has at hand.

There is the educational element which frequently should be introduced into the window.

Let me illustrate how it is done—and I'll take a very recent illustration:

Down at Cincinnati recently they had a week of festivities commemorating the completion of the Fernbank Dam across the Ohio River. They had speechmaking, fireworks and a big jollification generally.

Now in order to impress the visitors with the manufacturing importance of Cincinnati, merchants of every kind trimmed their windows that week with goods made in Cincinnati—which fact was duly announced by red felt banners on gilt staffs, bearing the words—"Made in Cincinnati"—that appeared in all of the windows.

I happened to notice a particularly strong "educational" window gotten up by some concern making pianos.

They have a large downtown sales-room on one of the principal streets of Cincinnati, and this building has excellent window facilities.

In one of these windows they had a very strong trim. It showed the various stages in the preparation of piano lumber from the log to the highly finished surface of the completed instrument, and it showed the interior construction as well.

There was the old mahogany log with the bark on it, the roughly-sawed board prior to its introduction to the planer, and another board that had been run part of the way through the machine—and it was all interesting just because it was instructive.

To the man who is thoroughly familiar with the details of cabinet-making, there wouldn't, of course, be anything especially striking about it; but to the person who knows comparatively nothing about such things, this window would be really striking—and striking just because it contained what I have called "the educational" element.

Yesterday afternoon I saw a jeweler's window in which the carpenters had been at work cutting out part of the floor so as to introduce a heavy mechanism used by diamond cutters. When the workmen had finished their day's work they left their kit of tools there in the window; and there appeared a large window card announcing that this concern would install a diamond cutting machine there in their window just to show the public how their diamonds were cut for them by expert workmen.

Now it is a safe bet that window will be thronged for days—just as long, in fact, as the diamond cutter is at work. It contains the educational element. People that do not know—and I must confess I am one of that class—will be interested to learn how an expert diamond cutter goes about the business of cutting and polishing a diamond.

About all that I should say further concerning the educational element in its application to the window is that it ought, of course, to concern itself with educational matters pertaining directly to the goods one is selling.

It can show what they are made of, and how they are made; and it is always an effective stunt to exhibit modern products in that particular line with something of the same class that used to be used. Especially is this true when it comes to featuring personality-commodities—things for wear—such as shoes, hats, suits, dresses, etc. Some of the best windows I have ever seen used this well-

known principle. Nothing seems so quaint as an old, old style—something radically different from the present vogue. This is one of the charms of the play—it amuses us by bringing to our attention the old-fashioned style.

To educate the customer in matters pertaining to our merchandise is admittedly the duty of the merchant. Where this educational matter is introduced into the window we help to educate not the customer alone but also everybody who passes our store and is sufficiently interested to stop and have a look at our window.

Attracting Through Motion.

It is a frankly acknowledged fact that anything in motion catches the eye and claims the attention and interest much more readily than anything at rest.

This is the secret of the most effective illuminated signs. They flash out unexpectedly and we look up. When we have read the announcement they go out for several seconds, then flash again to get the other fellow's attention.

This is the reason so many mechanical contrivances have been invented and introduced to make our windows more attractive—that is, to give them more attention-pulling value.

Some of these mechanical contrivances are very clever—and not so expensive. Many of them can be leased; others can be bought outright without a very considerable outlay.

If you have a clerk with an inventive frame of mind, perhaps he can devise something original and different that can be rigged up and run by electricity—or, if you haven't electricity in your store, by means of a spring.

The value of the trick is to conceal the manner of its execution. Have it moving—that will catch the eye; but make it difficult for them to get onto the mode of its locomotion—that will keep them guessing.

Ultimate Purpose in Trimming.

The ultimate purpose in window trimming is to catch the attention of people who may be passing your store, and get them interested in your merchandise. Your purpose is not primarily to entertain nor to instruct—only so far as you are instructing that they may be persuaded to buy; your purpose is to sell.

In order to sell you must create a desire for the thing or things to be sold. To create this desire you must get them to pause and look—not hurry by as if they were too busy or too indifferent to look. You know better. At least you act upon the assumption that people are never too busy to become interested in your wares; and as for being indifferent about them—well, that is because they have never considered the merit of these wares.

Now to induce them to pause and look, in order that they may consider and want, you find it expedient to introduce these features that I have been talking about—things to invest your window with an interest that the goods alone could scarcely be expected to impart.

But you do not want that interest to concentrate itself and exhaust itself upon these collateral or incidental features; the main thing in your window from your standpoint as a merchant is the wares you sell at a profit.

It does not get you anything to excite the populace and throng your windows if you do not thereby increase the possibilities of selling your goods.

So keep the idea in mind that your incidental features—these things that you introduce to attract attention to your window—must also help you to sell the goods. And that is accomplished where it is made very easily for the attention to shift from the unusual to the usual; i. e., from the attention-claiming adjunct to the want-building merchandise.

If your attention-getting feature does not link up with the goods in such a way as to make some of the folks out there think about your wares and want to buy them, you have missed it on your trim, no matter how clever it may be as a trim.

Frank Fenwick.

Declaration of Policy Regarding Advertising.

The Saginaw Board of Trade has placed itself on record as opposed to all forms of transient advertising mediums, such as church programmes, labor day programmes and trades union blackmailing schemes by the unanimous adoption of the following resolutions:

Whereas — Merchants, manufacturers and professional men are frequently solicited and importuned for patronage and support by taking advertising space in programmes, announcements and many improvised and irregular methods of publicity, and

Whereas—Many such advertising schemes are irresponsible and often worthless and it is quite impossible for individual advertisers to give the same scrutiny and investigation; therefore be it

Resolved—That it be the policy of the Saginaw Board of Trade that merchants, manufacturers and professional men confine their advertising to the recognized legitimate channels and that special advertising schemes be given no consideration until submitted for the approval of and approved by the Committee on Trade Interests of the Saginaw Board of Trade.

Illness of Our Saginaw Correspondent.

The Tradesman regrets to learn of the illness of J. W. Brady, who has served this paper very acceptably as Saginaw Valley correspondent for some time. It is confidently expected that Mr. Brady will be able to resume his regular contributions either next week or the week after.

Competition versus monopoly has always been and will always be the main fight in business.

Many a one who starts in to "take the bull by the horns," finds that it has been dehorned.

CITY OF QUALITY.

Features Which Commend Cadillac To the Observer.

Written for the Tradesman.

Cadillac is rightly called "a city of quality" by its owners. Everyone of its ten thousand inhabitants is proud of the place and ever ready to contribute something for its advancement. Cadillac is the home of quite a number of wealthy men. They gained wealth in the manufacture of lumber and in the prosecution of other industries in that city. Many cities of like character have suffered losses in wealth and commercial importance by the moving of families from the towns in which they had prospered to larger and more attractive social centers. The Mitchell, Murphy, Cobbs, Diggins and other wealthy families of Cadillac remain on the scene of their successes and are the acknowledged and respected leaders of the community in every movement intended to improve the commercial and social advantages of the city. Situated upon gently rising ground, overlooking Cadillac and Mitchell lakes and a wide expanse of well developed farming areas, 900 feet above Lake Michigan, the location is ideal for a prosperous manufacturing and commercial center. Two trunk lines of railroads pass through the city which, by the way, is the division headquarters for both. The streets are well paved, adequately lighted and those devoted to business are lined with commodious and substantial buildings. Many fine

churches, a club house, a beautiful park and an attractive library building may be seen. The public spirit of the citizens, however, it is the purpose of the writer to discuss. A wealthy lady has undertaken to provide the city with a high school building to cost several hundred thousand dollars, at her own expense. Miles of boulevard and paved streets have been paid for by private purses. A splendid temple has been erected by the Elks, another by the Masonic fraternity and a handsome castle by the Knights of Pythias were paid for by those several fraternities. A few years ago the citizens determined to increase the manufacturing industries of the city. A company was organized for the purpose of purchasing the St. Johns Table Co.'s factory and moving the business to Cadillac. The largest factory in the world for use in the manufacture of tables was erected and put into operation by the company. A few months ago a gentleman who had been engaged in the manufacture of chairs visited the city and at a meeting of the citizens informed them that he needed \$100,000 for the purpose of erecting and equipping a factory in which to manufacture chairs. The money was subscribed and paid in and work was commenced on the foundation of the factory within ten days after the arrival of the manufacturer in Cadillac. Many other instances might be mentioned to prove the quality of the citizenship of Cadillac, but the above will suffice.

Lakes Mitchell and Cadillac (in the early days they were called Big and Little Clam, although there is no perceptible difference in their areas) are beautiful bodies of water, upon which many power and sail crafts may be seen. A splendid boulevard surrounds Lake Cadillac and also divides it from Lake Mitchell. Automobiles and carriages with pleasure seeking occupants roll merrily over its level surfaces every pleasant day.

Cadillac is certainly "a city of quality."
Arthur S. White.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

C. W. Post, of breakfast food fame, purposes to spend half a million dollars in the development of Jackson street, Battle Creek, into a business district second only to Main street.

Wednesday evening, Sept. 27, is the date set for the banquet tendered visiting merchants at Saginaw during the Industrial Exposition and Land Show. Arrangements have been made to accommodate 1,000 persons at the tables.

The Arenac County Fair will be held at Standish Oct. 5 to 7, with added attractions and prizes in all departments.

One of the busy industries at Three Rivers is the robe tannery, where so far this year upwards of 13,000 hides have been tanned. Most of the hides are made into coats and robes.

"Frankfort, the home of the big red

apple, the sweet cherry and the yellow peach," is the admonition each week of the Benzie County Patriot.

Somnolent Jonesville, one of Michigan's easy going towns of retired farmers, has secured a new industry, an apple drying plant expected to employ twenty-five people.

This is the week of the four days' fair at Benton Harbor. Friday is the big day, with schools and business places closed and, as a special feature, all ladies entering the gates will be presented with a beautiful silver spoon.

The ninth annual Copper Country Fair will be held at Houghton this week, with exhibits from nearly all sections of the Upper Peninsula. While potatoes, beans and other crops in Lower Michigan have suffered from drouth this year, the Upper Peninsula has been blessed with ideal weather conditions and abundant crops.

Manistique claims to have more cement walks and better streets than any city of its size in Upper Michigan. Wide parkings fringe many of the streets.

Cadillac and Traverse City are gaining ground as furniture manufacturing centers. Cadillac already has one of the largest table factories in the world and is now building a big chair plant. Traverse City has a big chair factory and is now preparing to turn out library tables on an extensive scale, using Michigan maple, of which there is still an abundance.

Almond Griffen.

Don't Forget The Staples

New products sometimes sell well—but often they do not.

Never neglect staples for untried stock.

Dandelion Brand



Butter Color

has been a groceryman's staple for more than a quarter of a century.

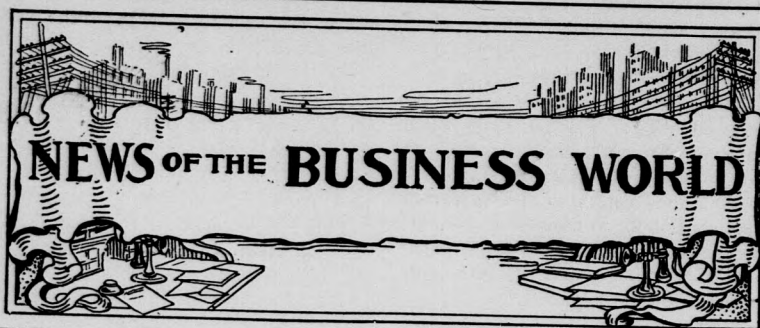
It gives the "true June" shade.

Dandelion Brand Butter Color never turns rancid. Ninety per cent of all buttermakers in the United States use it. Stock up! Send your order now.

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

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

New Buffalo—C. A. Palmer succeeds A. Bishop in the grocery business.

Albion—James Bravos has sold his confectionery stock to Benjamin Costa.

Houghton—Fred Cundy will open a new grocery store here about October 1.

Owosso—Herbert Collins succeeds W. E. Collins & Co. in the drug business.

Hart—E. G. Nelson, of Iowa, has purchased the Peter Lipps restaurant and bakery.

New Era—J. DeKrupter & Co. succeed VanGorder & VanderVen in general trade.

Charlotte—Will P. Curry, of Portland, has purchased the bakery of Fred J. Wood.

Lapeer—Garrison & Son have sold their 5 and 10 cent stock to T. E. Lewis, of Hillman.

Battle Creek—Ray D. Cone, meat dealer, has closed his doors and retired from business.

Rose City—H. S. Karcher & Co. succeed Karcher & Chapin in the drug and jewelry business.

Montague—Leon H. Pond succeeds Pond & Wiard in the house furnishing goods business.

Clarksville—Amos Bond has sold his drug stock to M. A. Harvey, who will continue the business.

Constantine—E. W. Howard has purchased the Milton grocery stock, formerly owned by J. D. Hays.

Sidney—C. DeHart has sold his store and stock of general merchandise to Mr. Conklin, of Vickeryville.

Corunna—Wm. Cole, formerly engaged in the meat business at Clare, has opened a meat market at this place.

Owosso—J. Metzger has purchased the interest of L. O. Underwood in the Bowers & Underwood meat market.

Laingsburg—Adolph Byra, formerly of Lansing, has purchased the hardware and implement stock of J. F. Lee.

Indian River—Harvey Arndt has leased a store building at this place and will embark in the drug business this fall.

Owosso—William Watkins has purchased the grocery stock of Lewis McCarthy, corner West Main and Lansing streets.

Owosso—Rolin Pond will engage in the confectionery and tobacco business in a building he is now erecting for that purpose.

Ionia—The Haight & Jepson grocery stock has been taken possession

of by the Worden Grocer Co. by virtue of a chattel mortgage.

Kalamazoo—The Calvert Tailoring Co. has engaged in business on North Burdick street under the management of Glenn Thompson.

Charlotte—Fred J. Wood has sold his bakery to William Currey, recently of Portland, who will continue the business at the same location.

Northport—Wilbur Gill, of Harbor Springs, has purchased the general stock of S. W. Porter and will continue the business at the same location.

Montague—H. W. Reid has retired from the produce firm of Reid & Compton on account of poor health. Mr. Compton will continue the business.

Jonesville—Leon Elliott has sold his bakery business to Wilson & Blanchard, of Jackson. The new owners will take possession October 1.

Grand Ledge—A. O. Halsted has engaged in the drug business on the South Side. He has long been engaged in the same business on the North Side.

Benzonia—S. W. McDonald has purchased the furniture stock of Bennett & Short and will henceforth run that store in connection with his grocery trade.

Ithaca—J. E. Craven, proprietor of the Corner Grocery, has sold his stock to Robert Anderson, formerly of Shepherd, who has moved his family here and taken possession.

Reed City—L. H. Remenap has purchased the Hugh McKaig block, adjoining his implement store, and will use the building for his implement business and also add a line of hardware.

Alpena—The Foley-Stepler Drug Co. has merged its business into a stock company under the style of the W. D. Foley Co., with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property.

Benton Harbor—John Rickard has purchased the interest of B. F. Bertram, formerly of the firm of Hotchkin & Bertram, tea and coffee merchants. The firm is now known as Hotchkin & Rickard.

Muskegon—The Muskegon Electric Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, of which \$3,990 has been subscribed and \$1,000 paid in in property.

Detroit—Julius L. Knack, dealer in coal and wood, has merged his business into a stock company under the style of the Julius Knack Coal Co.,

with an authorized capital stock of \$45,000, all of which has been subscribed, \$14,814.82 being paid in in cash and \$30,185.18 in property.

Three Rivers—The dry goods store formerly owned by J. Knapp and lately known as the Three Rivers Mercantile Co. has passed into the hands of T. H. McAllister, of DeKalb, Ill., and his brother, W. M. McAllister, and will be conducted under the firm name of Tom McAllister & Co.

Benton Harbor—Morrow & Stone have sold their grocery stock on Water street to Fred Rowe and Otto Russell. Mr. Rowe is a son of A. H. Rowe and is an experienced groceryman. Mr. Russell has been connected with the book-keeping department of the Spencer & Barnes furniture factory for a number of years.

Kalamazoo—J. E. Van Bochove has sold his branch grocery at 525 Wheaton avenue to C. H. Phillitson, of Galesburg, and will immediately leave the business in charge of the latter. Mr. Phillitson formerly resided in this city, but removed to Galesburg a few years ago. For some time he has been a traveling salesman.

Crapo—Rinchart Bregenzer has sold a half interest in his general stock, potato warehouse and grain elevator to Charles Hall. The new firm will be known as Hall & Bregenzer. Mr. Hall is an experienced store man, having spent ten years behind the counter at the Frank Smith store at LeRoy, which is now owned by Beckman & Co.

Kalamazoo—At a special meeting of the Board of Health the members conceded to the grocers and fruit dealers the right to display melons, pumpkins, turnips, squash, green corn, peppers, green peas, dry onions, potatoes, cabbages, cucumbers, carrots and parsnips without covering. The displayed products must rest at least two feet above the sidewalk when displayed in the open. The Board also ordered that boys selling celery must wrap the product in clean paper.

Leslie—Vallorous H. Grout, of the Grout, Darling Co., hardware merchants, has sold his interest to Howard M. Freeman. Mr. Grout was born and raised in this community and has with the exception of a few years been continually in business in this community. He was for many years identified with the lumber interests of this place and about thirty years ago he, together with his brother, Gardener K. Grout, of Saginaw, purchased the hardware stock of Chas. Norton, now a Lansing dealer and continued the business until about five years ago, when Paul J. Darling bought some of the stock and the business was conducted under the name of the Grout, Darling Co.

Manufacturing Matters.

Lansing—The capital stock of the Lansing Wheelbarrow Co. has been increased from \$685,000 to \$1,000,000.

Detroit—The capital stock of the Detroit Valve & Fittings Co. has

been increased from \$300,000 to \$500,000.

Fowlerville—The Fowlerville creamery was destroyed by fire Friday, Sept. 22. Loss, \$3,000; partly covered by insurance.

Zeeland—H. Van Eenenaam & Bro. will build an addition to the rear of their cigar factory of 20x20 feet of brick, two stories and basement.

Detroit—The National Copper & Iron Co. has changed its name to the National Iron Works and increased its capital stock from \$5,000 to \$25,000.

Detroit—The Mill-Harvey Tool Co., Ltd., has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and \$1,000 paid in in property.

Holland—The Home Interior Finish Co. has engaged in business with an authorized capitalization of \$30,000, of which \$15,000 has been subscribed and \$3,000 paid in in cash.

Detroit—The Crown Hat Manufacturing Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000, all of which has been subscribed and \$15,000 paid in in cash.

Detroit—The W. F. MacCreedy Medicine Co. has been incorporated with an authorized capital stock of \$8,000 common and \$2,000 preferred, of which \$5,000 has been subscribed, \$246 paid in in cash and \$2,754 in property.

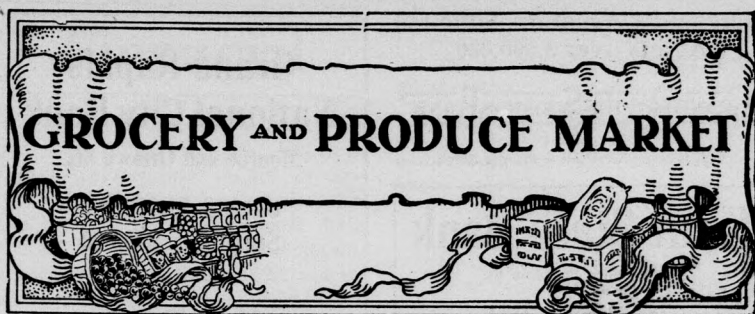
Richmond—The Richmond Cement & Culvert Co. has merged its business into a stock company under the style of the Richmond Cement Culvert Co., with an authorized capital stock of \$8,000, all of which has been subscribed, \$1,024.07 paid in in cash and \$2,975.93 in property.

Detroit—A new company has been incorporated under the style of the A. Pitton Co., for the purpose of manufacturing and dealing in mechanical devices, novelties and specialties, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$310 paid in in cash and \$2,020 in property.

Coral—Mr. Frey and H. W. Demmon, connected for years with W. R. Roach & Co., have been figuring on locating a plant for themselves at this place and it is understood that A. N. Shook, J. S. Newell and S. M. Dinsmore have been assured that such a plant will be ready for operation the coming season. The new company will ask a free site and a bonded guarantee of sufficient acreage to supply their needs for five years. Peas will be the main crop to be canned. Viners may be built at Howard City and other nearby points, from which canning material may be drawn to the plant here. The new plant will be a private enterprise and has ample financial backing it would seem.

People laugh at the mention of funerals, in general; but is not the laugh half hysterical?

Tangibility is a very elastic word: what is perfectly real to one, is mythical to another.



The Produce Market.

Apples—Wagner, Wealthy, Maiden Blush and Twenty Ounce Pippin fetch 60c per bu.; Pound Sweets, 75c.

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

Beets—60c per bu.

Butter—Receipts continue normal for the season and the quality arriving is fully up to the standard. All grades meet with ready sale and the market is firm at ruling quotations. The outlook is for continued good supply, with no prospect of immediate radical change. Local dealers hold No. 1 creamery at 26c. They pay 23c for No. 1 dairy and 17c for packing stock.

Butter Beans—\$1 per bu.

Cabbage—\$2 for small crate and \$2.25 for large.

Carrots—60c per bu.

Cauliflower—\$1.50 per doz.

Celery—18c per bunch for home grown.

Citron—75c per doz.

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

Crabapples—Hyslips, \$1.25 per bu.

Cranberries—Early Blacks from Cape Cod command \$2.50 per bu or \$7 per bbl. The cranberry crop this season is reported large in quantity and firm in quality.

Cucumbers—20c per doz. for hot house.

Eggs—The market is firm at 1c per dozen advance. The receipts are up to normal for the season and the consumptive demand is very good. The quality of the current arrival of eggs is improving as the weather cools and the market is healthy at the recent advance. Local dealers pay 19c, loss off. del.

Grapes—Wordens, Concord and Niagaras, 8c for 4 lb. basket and 11c for 8 lb.; Delawares, \$1.75 per doz. for 4 lb. basket; Wordens in bulk command \$1 per bu.

Green Corn—15c per doz.

Green Onions—15c per doz.

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

Lemons—California, \$5.50 per box; Verdellis, \$5.

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

Musk Melons—Michigan Osage, \$1 @1.25 per crate.

Nuts—Ohio chestnuts, 18c per lb.; hickory, \$1.75 per bu.; walnuts and butternuts, \$1 per bu.

Onions—90c per bu. for home grown.

Oranges—Late Valencias, \$4.75.

Peaches—Chilis, \$1@1.25 per bu.; Smocks, \$1.25@1.50 per bu.

Pears—Sugar, \$1 per bu.; Duchess,

\$1.25 per bu.; Clapp's Favorite, \$1.25 per bu.; Keefers, 85c per bu.

Peppers—30c per doz. for red; 60c per bu. for green.

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

Pop Corn—\$1 per bu. for ear; 5c per lb. for shelled.

Potatoes—75@80c per bu.

Poultry—The market is still weak, owing to heavy shipments to the great consuming markets of the East. Reports from New York are to the effect that the receipts there will probably aggregate 150 cars, against 143 cars last week. Local dealers pay 11c for broilers; 10c for fowls; 6c for old roosters; 10c for ducks; 8c for geese; 12c for turkeys.

Quinces—\$2.50 per bbl.

Radishes—10c per doz.

Squash—30c per bu. for crookneck; 1½c per lb. for Hubbard.

Sweet Potatoes—\$3 per bbl. for Virginas and \$4 for Jerseys.

Tomatoes—60c per bu. for ripe and 50c for green.

Turnips—50c per bu.

Veal—Local dealers pay 6@11½c.

Watermelons—Home grown command \$1.75 per bbl.

Fifty-five representatives of Grand Rapids houses are out this week on the four-day Trade Extension Excursion, covering about fifty towns on the line of the G. R. & I. Railroad between Grand Rapids and the Straits. At every stop the excursionists are met with open arms and it goes without saying that the trip will be productive of very beneficial results in many different directions.

The Lewis Specialty Co. has engaged in business with an authorized capital stock of \$3,000, of which \$1,500 has been subscribed and paid in in cash. The stockholders and the number of shares held by each are: James M. Hynes 30 shares; Richard Shoemaker, 30 shares; R. H. Shoemaker, 30 shares; C. E. Lewis.

The Brummeler-VanStrein Co., dealer in fuel and building material, has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, of which \$12,500 has been subscribed, \$1,250 being paid in in cash and \$11,250 in property.

The Loveland & Hinyan Co., wholesale produce dealer, has increased its capital stock from \$30,000 to \$50,000.

A. J. Roessink has opened a grocery store at Walker. The Worden Grocer Co. furnished the stock.

The Grocery Market.

Sugar—Arbuckle reduced his price 75 points Monday—from 7½ to 6¾c, so all the refiners are now on substantially the same basis, although Arbuckle is understood to be the only refiner who is filling orders promptly. The present market is the highest in twenty-two years, or since refined sugar passed the \$9 mark during July, 1889. Some of the wholesalers think that there will be a surplus of sugars during the latter part of October, but even if there is, that is fully four weeks off and there is no telling what may happen during that time. It is thought that with the incoming of domestic cane and beet during the latter part of October, November and December, and Cubas and Porto Ricos in December, the United States will be somewhat independent of European conditions, except as Europe may prove competitive for Cuban sugar.

Tea—There has been no general change in prices during the week, although Foochow and Congous are probably ½c firmer. The consumptive demand for tea is very firm.

Coffee—All grades of Rio and Santos are ½c higher. For the first time in sixteen years the entire coffee list has sold above the 12c mark. Firm crop prospects and strong speculative support are responsible. Mild grades are also higher and holders in primary markets are holding for ¼c higher. The market is very strong. With present prices it is impossible for the roaster to put up a package coffee at less than 22c, although some retailers may have some on hand which cost them a trifle less, but with the present price of green coffee he should advance his selling prices. Reports from Brazil state that exporters find it difficult to execute their contracts for shipment during September. Java and Mocha are unchanged and quiet.

Canned Fruits—Apples remain about unchanged. The crop will be large, especially in New York State, and sales of new goods have ranged all the way from \$2.35@2.50 f. o. b. in a large way. From all appearances the market is more likely to decline than to advance. California canned goods show no change and quiet demand. Small standard canned goods are dull and unchanged.

Canned Vegetables—The tomato pack is proceeding very satisfactorily, and the market for new goods ranges all the way from 80@85c, although this difference in quotations may be partly accounted for by the fact that there is a great deal of poor stuff being packed this year. Corn is unchanged, and the outlook is for a good pack everywhere. Peas remain unchanged—scarce, firm, high and quiet.

Dried Fruits—Raisins are uncertain—some holders are talking higher prices and others seem to have no special confidence in the market. Currants are unchanged and in fair demand. Prunes are about unchanged, but the market is not especially strong, as the crop will undoubtedly be large. Peaches are

easier and sales have been made during the week at a drop of at least 1c from former prices. The market is still relatively high, however. Apricots remain about unchanged, and the demand is very light.

Syrups and Molasses—There has been no change in corn goods since Sept. 16, when glucose advanced 5 points and compound syrup advanced ½c per gallon. The demand is still light. Sugar syrup is unchanged and in quiet demand as yet. Molasses is dull at ruling prices.

Cheese—Receipts are about the same as a year ago. The quality is averaging fancy, and all grades meet with ready sale at firm quotations. The market may remain on present basis for another week.

Rice—Reports from the South are to the effect that, as a result of the drouth in some parts, the market on rough rice is very firm and an advance of 25c per sack was put into effect on Wednesday of last week in New Orleans.

Provisions—Smoked meats have declined ½@1c and the market is steady at the decline. The demand is about normal for the season and the decline is seasonable. Pure lard has also shared in the decline, and is barely steady at ½c off. Compound lard is steady and unchanged, with a fair demand. The outlook is for lower prices within the next few weeks. Dried beef is steady and unchanged. Barrel pork is unchanged and in seasonable demand.

Fish—Cod, hake and haddock are unchanged and the market is steady to firm, with a light demand. Salmon is unchanged. There seems to be plenty of pink fish at \$1 per dozen. The domestic sardine market has gone all to pieces, and some packers have offered quarter oils as low as \$2.15 during the week. This is not the general market, however, as all the packers will not meet it. Imported sardines are quiet and unchanged. The mackerel situation is strong. Holders of both Irish and Norway fish on the other side decline to offer goods, owing to light catch. There has therefore been no quotable change during the week, although the undertone is probably stronger. The consumptive demand for mackerel is only fair.

Competition in the baseball business has waxed fast and furious between Sparta and Rockford this year. Four matched games out of a series of five games for the championship of Northern Kent county have been played, resulting in two victories for Sparta and two victories for Rockford. The deciding game will be played at the ball park at Ramona Saturday afternoon, the winners to take everything. Visitors can sit on the bleachers for 25 cents and in the grandstand for 50 cents. From present indications, every man, woman and child in Rockford and Sparta who is not bedridden or tied fast to his job will be on hand to root for the respective sides. The Tradesman will have its special artist on hand if the weather is pleasant.



Quotations on Local Stocks and Bonds.

	Bid	Asked
Am. Gas & Elec. Co., Com.	57	59
Am. Gas & Elec. Co., Pfd.	43	44
Am. Lt. & Traction Co. Com.	299 1/2	295 1/2
Am. Lt. & Traction Co. Pfd.	105	106 1/2
Cities Service Co. Com.	73 3/4	74
Cities Service Co. Pfd.	77 3/4	78
Citizens Telephone Co.	93 3/4	94
Com. Savings Bank	158	161
Com'wealth Pr.Ry.&Lt.Co. Com.	57 3/4	58
Com'wealth Pr.Ry.&Lt.Co. Pfd.	89 3/4	94
Dennis Bros. Salt & Lbr. Co.	90	94
Denver Gas & Elec. Co. Bonds	92 1/2	94
Fourth National Bank	180	185
Furniture City Brewing Co.	95	96
General Motors Com.	39	40
General Motors Pfd.	81	82 1/2
Globe Knitting Works, Com.	135	136
Globe Knitting Works Pfd.	100	101
Grand Rapids Brewing Co.	205	205
G. R. Gas Light Co., Bonds	100	101
Grand Rapids Ry. Co. Bonds	100	101
G. R. National City Bank	158	165
Grand Rapids Savings Bank	165	165
Holland Sugar	18 1/4	18 1/4
Kent State Bank	250	252
Lincoln Gas & Elec. Co.	29 1/4	30
Macey Company Pfd.	97	99
Michigan Pacific Lbr. Co.	12 1/2	12 1/2
Mich. State Tele. Co. Pfd.	99 1/2	100 1/2
Michigan Sugar Co. Com.	114	114 1/2
Old National Bank	196	198
Pacific Gas & Elec. Co. Com.	66	67
Pacific Gas Elec. Co. Pfd.	83	90
Peoples Savings Bank	210	210
Sag. City Gas Bonds	97	98 1/2
St. Louis Sugar Com.	19 1/2	20
United L. & R. Co. Com.	53 1/2	55
United L. & R. Co. 1st Pfd.	80	81
United L. & R. Co. 2nd Pfd.	70	71

Sept. 26, 1911.

tion of the institution in which he had left his money. In 1870 David L. Lataurette, who had a bank at Fentonville, came to Grand Rapids and opened a branch in the McReynolds block, now occupied by the Giant Clothing Co., with his door on Lyon street. One of his methods of advertising was to display money in the windows. To attract deposits he offered 10 per cent. interest and in a couple of years about \$75,000 had been placed in his keeping. Then he failed and an investigation showed that he was broke even before he came to Grand Rapids. The Greenville man's money went with the rest. This failure was not a Grand Rapids affair, because Lataurette was a rank outsider and never received financial recognition here, and that he went to smash puts no blemish on this city's unbroken record of banking solvency.

Our Nearest Approach To a Bank Failure.

It is the proud boast of Grand Rapids that never has this city had a bank failure. There have been times of stress, some of them in the easy memory of man, when banks in other cities have been compelled to close their doors against clamoring depositors, but the Grand Rapids banks have always been able to stand every strain put upon them. Yet a few days ago a man named Brooks was in town to remind us that even in our banking history there have been unpleasant episodes. Brooks is now a farmer living near Greenville. According to the story he told in the winter of '70 he worked in the woods on the Flat River and in the spring came down with the drive and when he struck town he had his winter's earnings in his pocket. He came down Kent street with others of the crew and when he saw a bank he went in and deposited \$65 of his money for safe keeping. Soon after he read in a newspaper of how rapidly money will increase at compound interest and he decided to let his deposit grow. That was forty years ago. Recently he made up his mind that his pile had grown enough and that he would claim it. He came to town and to his surprise could neither find the bank nor anybody who knew anything about it. He remembered the location, how the place looked and the name over the door, but in banking circles it was all a fairy story, unknown or forgotten by the oldest banking inhabitant. As a matter of fact, however, the Greenville man was right, even to the loca-

As a matter of interest it may be stated that had Brooks showed better judgment or, rather, had he made a luckier choice of a depositing place for his surplus, the \$65 he deposited forty years ago would to-day, at 4 per cent., compounded annually, amount to \$313.33, which it will be admitted would be a nice little sum for the Greenville man to take home with him as a reminiscence of his log-ging days.

Sales of Fourth National and Commercial Savings stocks were made last week at new high marks. Ten shares of Commercial changed hands at 165, compared with 158, the previous best sale, and a small block of Fourth National went at 190, compared with a last sale at 185. The Fourth has a book value of 177, a very satisfactory gain over last year in undivided profits, deposits and volume of business. The Commercial has also made a fine growth and now has a book value of about 130, as compared with 121 a year ago. The higher quotations seem to be warranted. Very little bank stock of any kind is moving, present holders showing a marked inclination to hang on.

The Postal Savings Bank opened for business Sept. 20 and the first day's business showed twelve depositors, leaving a total of about \$500. The money has been coming in more freely than expected and the indications are that the first month will make a very good showing. It was thought the depositors would be mostly foreigners, but the records show that Americans have been

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



Only bank on North side of Monroe street.

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. COVODE - - - - 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.

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.

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
Banking House	35,000 00	Surplus
Cash and Clearing House Items	131,604 98	Undivided Profits
Deposits with Reserve Agents	271,622 67	Deposits
	\$2,234,439 99	
Savings Department Reserve 18%		Commercial Department Reserve 27%

THE FOURTH NATIONAL BANK

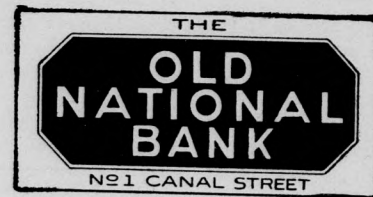
UNITED STATES DEPOSITORY GRAND RAPIDS, MICHIGAN

OFFICERS

WM. H. ANDERSON, President
JOHN W. BLODGETT, Vice Pres.
L. Z. CAUKIN, Cashier
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



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.

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

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.

Financial

strongly in the majority. One of the first day callers was an American with something over \$1,000 in currency which he wanted placed to his credit with the Government. He seemed to be a man of fair intelligence, but it was apparent he had no confidence in the banks and had been hoarding his money in some hiding place of his own. The postal regulations places a limit of \$100 on the deposits to be made in any one month and he was allowed to peel off bills to the amount of this limit and was told to bring in the rest later. Another depositor had \$400 he wanted to put away and he, too, was told to do it on the installment plan. The depositors are not all of the working class, by any means. A number of representative business men are on the list; in fact, one of the very first men at the window was William E. Elliott, of the Elliott Machine Co. The Government pays 2 per cent. interest on deposits and the deposits can be exchanged for 2½ per cent. bonds when enough has been accumulated.

Four of the city banks will sugar off this week with quarterly dividends. The Fourth and the Peoples will pay 2½ per cent. and the Kent State and the Commercial will each pay 2 per cent. The other banks adhere to the semi-annual dividends.

In Appreciation of the Late O. A. Ball.

At a special meeting of the directors of the Grand Rapids Savings Bank, held Sept. 22, the following statement of appreciation was unanimously adopted for permanent record:

Mr. Orson A. Ball, Vice-President of the Grand Rapids Savings Bank, passed from this life at his home on College avenue, in this city, Wednesday, September 20, at 9 o'clock a. m., in his 74th year.

Mr. Ball was elected a director in this Bank on October 9, 1893, succeeding Hon. M. S. Crosby, who had recently passed away, leaving a vacancy on the Board. On October 13, 1895, Mr. Ball was made Vice-President of this Bank, succeeding W. D. Talford, who had removed from the city, in which position he served continuously until he was called to the wider life.

Since coming into our banking circle Mr. Ball has been very active and useful. His counsel has been thoughtfully given and highly valued. He has served the Bank with loyalty and his optimism has always been stimulating. We shall miss his genial companionship, his wise counsel and his readiness in service.

We desire to record in the proceedings of this Board our appreciation of the valued service rendered to this Bank by our associate, whose death awakens a sense of loss and a feeling of sorrow. We desire to express our sympathy to the bereav-

ed family and request our Cashier to send a missive to Mrs. Ball, assuring her of our warm sympathy in her great sorrow.

The Judson Grocer Company has issued the following appreciative announcement to its customers and business connections:

ORSON A. BALL

Died September 20, 1911

With profound sorrow and regret we announce the death of our beloved partner and friend, ORSON A. BALL, who from the inception of our present corporation has been a valued officer, associate and adviser. No one has added more or given more in tireless effort for the welfare of our company. He was unselfish in promoting the general good, constant and sincere in his sympathy for each individual member of our organization. He was tender in his love and firm in his advocacy of high business morals.

Judson Grocer Company.

Personal History of Former Michigan Man.

Marshfield, Oregon, Sept. 16—I am 77½ years old

And not yet in the "sear and yellow leaf."

Can walk a mile in fifteen minutes and more at the same gait if necessary.

Am serving my fourth term as Justice of Peace of the Third District of Coos county.

Have been a resident of Oregon twelve years and have lived without criticism, so far as I know, until of very recent date.

Previous to coming to Oregon I lived in Kent county fifty-four years, and in the city of Grand Rapids forty-seven years and left it in broad daylight.

In point of population Kent county was, and is, the second county in the State.

I was admitted to the bar at Grand Rapids, Mich., March 5, 1859, and licensed to practice in all the courts of the State, and as soon as it was established, also in the United States District Court for the Western District of Michigan.

Was elected Prosecuting Attorney of Kent county in November, 1862, and again in November, 1864, and had to do with all the crimes in the catalogue from murder down to assault and battery in my four years of service and with marked success.

In 1874 I was unanimously nominated by acclamation in a State convention of over 700 delegates for Secretary of State and elected, and again in 1876 I was re-elected in the same manner for the same office, and again elected by the largest majority accorded any candidate on the State ticket that year, as shown by the records in the State Department.

After the last above office held in Michigan, I devoted a straight twenty years to my own private business, and held no other official position until I was made Recorder of Coquille in 1902, and twice re-elected, and a part of this time also held the "ancient and honorable" office of

Justice of the Peace in Coos county, District No. 3, which the same I am now endeavoring to fill, as in the past, to the satisfaction of my constituents, of whom S. D. G. W.—F. M. Morgan is not one.

I want State Game Warden Finley and his "deputy" to know that when beaten in court it is only the "fool-ass" who rushes into print to libel better men.

In church matters, I am a humble member of the Methodist Episcopal army, "a foot thick, yard wide and all wool; and incidentally let me add, that I have married 116 couples since I became Justice of the Peace, and expect to make it 150 at least before Brother(?) Morgan puts me out of office.

E. D. G. Holden.

History of Trade Extension Excursions.

The history of the Trade Extension excursion dates back to May, 1906, when a resolution was offered at the wholesalers' banquet by Alvah W. Brown and was unanimously adopted. The original committee consisted of Alvah W. Brown, Heber A. Knott and John Sehler. The result of this was that on November 7, 8 and 9, 1906, the first Trade Extension excursion left this city with thirty-four business men and they visited thirty-seven towns. After this excursion it was immediately agreed that the trip should be repeated annually to different parts of the State.

The second excursion was held October 15, 16, 17 and 18, 1907, and consisted of a party of forty-six, while forty-nine towns were visited.

The third tour was held October 14, 15 and 16, 1908, when fifty-one towns were visited by forty-four participants.

The fourth trip was October 13, 14 and 15, 1909, was participated in by forty-nine jobbers and forty-three towns were visited.

The fifth was given September 27, 28, 29 and 30, 1910, when fifty-one towns were visited by forty-nine parties.

Materials Used For Paper Money.

The materials that go to make up our paper money are gathered from all parts of the world. Part of the paper fiber is linen rag from the Orient. The silk comes from China

or Italy. The blue ink is made from German or Canadian cobalt. The black ink is made from Niagara Falls acetylene gas smoke, and most of the green ink is green color mixed in white zinc sulphite made in Germany.

The red color in the seal is obtained from a pigment imported from Central America.

Owed Them Something.

Church Warden—Excuse me, Mr. Smith, but are you aware that you put a false half-crown in the contribution plate this morning?

Mr. Smith—Yes; I owe the heathen a grudge for eating a missionary uncle.

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If you wish to locate in Grand Rapids write us before you come.
We can sell you property of all kinds.
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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.

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Grand Rapids, Mich.

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E. A. STOWE, Editor.

September 27, 1911

ETNA'S ERUPTION.

There is something peculiarly pathetic in the tales which come from Etna and Vesuvius when eruptions threaten. For days the situation on the mountain island of Sicily has become more threatening, and yet the people linger, knowing that the next moment may annihilate them and their homes; and yet they are rooted to the spot.

The great extent of the country involved is not generally appreciated. The fertile slopes threatened cover 40 per cent. as much territory as the State of Rhode Island and comprise one of the most thickly settled portions of all Italy. There are sixty-five cities and villages within its scope, teeming with hard working people who know little of life outside of their own precincts. And amid the danger which they so well realize there is the old struggle against leaving the place endeared through the struggles of generations. Home, the only spot which can be called such, even although on the edge of a molten stream, it is difficult to leave. The inhabitants cling, even although danger is imminent.

There must be untold suffering in these convulsions of Nature. Fertile fields are speedily ruined. Nearly a hundred fissures may open up in a single afternoon, and still there is the clinging to the only place in the world which can be called home. The skies are never so blue elsewhere, even although obscured at too frequent intervals by the showers of ashes. The air is not so balmy, even although there are suspicious wafts of sulphurous smoke. It is the one spot on earth to which they can cling; and is it strange that they do this at least to the verge of fatality?

And yet it is this same love of home which makes trade possible; which calls forth the highest impulses in man; which is the barrier between the civilized and the nomadic; which fosters affection, progress and all of the best things in life. For home we live and die, under all conditions. Is it any wonder that the thunderings of the awakening volcano fail to drive all of the dwellers from her slopes until they are surrounded by the liquid fire?

IS AVIATION PROGRESSING?

With one aviator stranded in the Sierras and another floundering

about in the clouds of the East, with fatalities almost every day through some flaw or break in machinery, our faith in the flying machine of to-day is scarcely as great as a year ago. Not that the machines are not as well built. Only that we have become more familiar with their weakness. Not that the bird men are not some of them just as competent. Yet while they have completed unheard of stunts, we realize more fully the danger with which they are fraught. The dips and curves which created only joy and admiration a year ago are now witnessed with the breath held in suspense; for too often these exhibitions have proved like thrusting the head into the lion's mouth.

The success of aviation is now assured. But its practicability as a direct power of locomotion is still to be tested. Prof. Langley, the real pioneer among heavier than air machines, was classed as a monomaniac; and yet his theories have now been proved sane, while his methods are infinitely more so than those of many of the bird men of to-day. Venturesome feats may entertain, but they are not real progress in any art.

When a bird man becomes in any way a servant of the public he releases a part of his power to advance the cause he represents. It is humiliating to him to meet the crowds who hiss at the local fairs because he fails to make the ascents as advertised. Although he well realizes dangers in midair not patent on earth, he may allow others to dictate against his own judgment, and thus bring certain destruction to himself as well as discredit to the profession. His elaborate stunts had better be postponed for a time until he can depend upon skill rather than upon luck in executing them. It would be better to study the perfecting to a greater degree of the uncertain machine rather than tempting the currents with feats never performed before.

When William H. Seward was advocating the purchase of Alaska by the United States it was pointed out that the territory proposed to be annexed was worthless and that it was foolish to pay over seven million dollars for it. Alaska was referred to as "Seward's Folly," but in these later days no one thinks of that rich country in such terms. In 1910 the gold exported from Alaska was valued at more than \$18,000,000 while in 1909 the yield was nearly as large. The fish and fish products amounted to more than \$10,000,000. The grand total of the value of the products of Alaska for the forty years from 1868 to 1908 amounts to the sum of \$327,553,637. Deducting the \$7,200,000 paid, the profit to the United States is immense, and the end is not yet. In fact, Alaska is just beginning to be developed and has great possibilities, more than many imagine.

ATHLETICS MAD.

The athletic grounds in some of our leading educational institutions are fast assuming expensive proportions and furnishings. The appointments of some of them represent an outlay which would build a great library. And the passer wonders which is the more important, brains or brawn. In olden times Sparta furnished the one and Athens the other. We have happily combined the two; and yet, at the present pace it would seem that science and art must take a back seat except as they apply to the athletic sports.

We appreciate the efforts to give the children a chance through the outdoor schools in summer. They not only bring the little folks into fresh air exercises, but keep them busy in wholesome enjoyment. But just how the average student can become so proficient in baseball as the modern trend requires and still keep up a fair average in mathematics and language is a bit difficult to comprehend. The ball game every Friday afternoon on the home ground may be most commendable. Yet when the team must be transported half a day's ride to play with some other college, perhaps spending several dollars of money earned by the hardest of labor of some fond parent—is this education?

The college president who spends his time traveling from coast to coast in the interest of building up the athletic field may be doing his college a good service. But would it not be better to entuse more with the needed exercise in conjunction with intellectual pursuits? Shall sporting supersede study? Were it not more in keeping with the professions of a college to transfer the thousands of dollars in cement for a monster athletic field to forms which foster science, art and general intelligence? Is it right to specialize in games and sports under the name of education when the latter is only maintained as a secondary matter?

THE WORTH OF BRAINS.

Two men apply for a position as salesman. Both are equally fitted physically and morally. But the one has a keen head; a faculty for quickly sizing up the situation, and an ability to act. The other is equally accurate in measuring off cloth or in weighing sugar. He can do it just as quickly. He is as courteous in manners. He is as honest and truthful. In any of the ordinary duties of the place he is as efficient. And yet, although the first man is higher priced, the employer contends that he is better.

Why? He has the best brain power. When some new situation comes up he is able to put the experience of the past into a new form and make it apply to the present needs. While the other man may be looking at the unexpected situation, he has it completely in control. He is not a machine but a thinking being, ready to put thought and action together in the best possible way.

There are new problems continually coming up in all vocations. Life is

full of changes. The trend of thought is advancing along every line. Not a day passes but that the man who is alert may pick up some idea to be worked out or put into practical application in his own life. The plodder may do fixed work as well. But he is not the one to come upon the better methods. He can not adapt himself to emergencies. He can not work out the original problems in the geometry of life. His muscles have been well trained to run in certain grooves, but when there is a change suggested he is unable to guide his actions. The brain is the force which guides all movements. And when this is deficient there is serious loss. The cheap man may in the end prove dear; for the emergency test is the only real test of strength. A good head is one of the essentials to good service.

Emperor William has been credited with the remark in discussing the coming to Berlin of the Prince of Wales and gossip that the betrothal of the latter and the Kaiser's only daughter may be the outcome, I will not sacrifice my little one to politics." In this the Kaiser appears as a very good father, and if other monarchs had taken the same view, European history would undoubtedly have taken a very different course. While Emperor William's determination to allow the Princess Victoria Louise to choose her own husband free from any political advantage her marriage might bring to Germany, it is hardly probable he would permit such liberty of choice to extend to any one outside her own royal rank. The Kaiser is an aristocrat of the aristocrats and hardly likely to sanction the admission to the Hohenzollern family of anyone of a rank greatly inferior to the Princess' own. The Kaiser's remark, however, recalls that his view regarding political matchmaking and marriages does not extend outside his own family. When Alfonso of Spain was touring Europe a few years ago in quest of a consort, no royal marriage broker was more assiduous than the Kaiser in his endeavor to have the Spanish Queen taken from among the numerous eligible German princesses. But in that contest King Edward proved the successful one, Alfonso choosing Princess Victoria Ena of Battenburg for his queen.

Seldom has a trip, even by a President, attracted as much attention and discussion as that of President Taft's this fall. There is no end of debate about it and a great variety of prophesies are made concerning it. By some it is regarded as an invasion, which of course includes the idea that the West is the enemies' country. That is not a safe reference for Mr. Taft, or his friends, to make, for it will be recalled that when Mr. Bryan said he proposed to invade the enemies' country, meaning that he intended to talk in New York, the remark was taken up and discussed, greatly to his disadvantage.

ONE-MAN POWER.

Enter one of the great steel mills and view the molten metal in the process of being transformed from pig iron into the best of steel. When by the change in color an expert gives the signal that the process is complete, the huge tank is dumped amid sparks of the refuse which would cause the small boy to think that an old fashioned Fourth of July was at hand and the red hot mass flows like water into cases run on a track for receiving it. When these are filled, automatically, so far as the by-stander can detect, the car of molten metal is borne away, and we follow to an adjoining room, where a huge crane picks up the cases enclosing what was steel running like water, but now literal pillars of fire. The information is given that each of the three processes is controlled by a single man.

It is almost past comprehension, this one-man power; yet behind it are other forces, most highly organized. Where once man wrought through pure brute force, he now accomplished with a single touch a work more wonderful than those recorded in the old fairy tales.

It is the same in the commercial world, although not visible in the same way. There must be a source for all the distribution; some head must do the planning. And it is a well known fact that those who have worked up from the lowest round are the only ones who can control the machine. In the one case it is but mechanical; in the other, by the exercise of gray matter. We marvel that one man can manage the huge masses of molten steel; but we sometimes forget that the man who seemingly does nothing but "boss" is carrying a heavier load than his most menial servant. That he does it at all is due to organization at every step. There must be no flaws in the lower ranks; no loose machinery; the finest adjustments of the various departments are essential to a harmonious whole.

LOOKING FOR A MAN.

Not very long ago one of the leading manufacturers in Michigan said to a representative of the Tradesman that he had at last brought his enterprise to a point where he felt that he could, with entire safety, "let up a little." Admitting that he was "getting along in years" and that he had held his nose to the grindstone for a long time, he told with a genuine sense of pleasurable anticipation of a variety of experiences which he hopes to enjoy and added: "And I am looking for a young man whom I can put in my office to learn the business and who, very shortly, I will feel safe in leaving in the office as my immediate representative."

In this gentleman's establishment there are twenty men of ability as heads of departments, superintendents, assistant superintendents, salesmen and men skilled as purchasers of raw materials, as transportation experts, credit men and advertisers, and a majority of these men have been in his service upward of ten years. And

so, when, in answer to an enquiry as to why some one of these old and faithful employes would not answer his purpose, he replied: "No, I can't spare them. Every one fits exactly into the place he fills and I don't want to disturb the combination because I can not better it." Then arose the thought, "What about the reward of merit?"

Reduced to its foundational fact, the situation shows that the only man who can safely be spared is the man who created the business; and this revelation tells, most pointedly, as to the value of getting into business on one's own account rather than going through life as an employe. The employer, if he is skillful and wise, can stop work, sometimes, and with comfort and safety. The employe can stop work only when the employer says so and then only at considerable hazard.

CERTAIN TO COME.

Gradually a public opinion is forming that if real, for sure, yard wide, X X X reform is actually desired at Reed's Lake, the most powerful lever for prying that resort out of the rut is embodied in the local representatives of the Grand Rapids Street Railway Co.

Mr. Hanchett, as Manager of the traction company, backed by the hustling and companionable Manager of Ramona, with the hundreds of high grade citizens of the village who really do not care much for the license fees paid by saloon men, ought to be able to turn the trick of reform.

True, the railway company has a very considerable investment in East Grand Rapids and it is also probable that merry-go-rounds, the house of mirth, the old mill and the rest of the concessions, together with the car fares which are attracted by them, will show each season a respectable net return on the investment.

It is also possible that the move to secure a railway right of way to Reed's Lake, which is not dead but sleeping, might result eventually in a division of the summer business at that resort. But, for all of that, the effort to modify the intensity of some of the features of the place should continue and the Grand Rapids Railway potentates have the influence and the power to push things in the proper direction.

Moreover, it would be good policy on the part of the railway crowd to get into the game, because the ultimate high grade so desirable is inevitable. The neighborhood residence districts so rapidly filling up, the proximity of five or six miles of wooded lake shore to a city of about 125,000 people, the pending certainty that interurban roads are coming to the city at no very distant date from the south, east and north, as well as the move for a lakeside drive, means that Reed's Lake must not be dominated by undesirable saloons and the classes known as rapid.

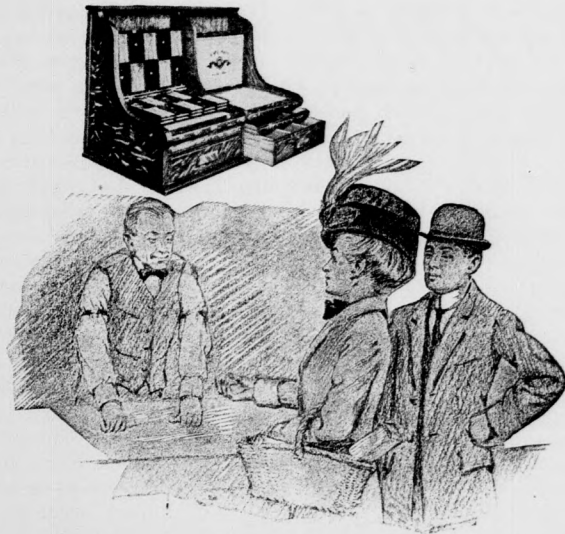
The great majority of murderers do not know that they are murdering; and most of those do not care whether they are or not.

With Only
One Writing

The McCASKEY SYSTEM

The End of
Drudgery

Simplifies the Handling of Accounts



You might just as well use a quill pen instead of a steel or gold one as to keep your accounts in a set of books instead of The McCaskey System.

More than 70,000 merchants in all lines of business are using The McCaskey System. It shortens and simplifies bookkeeping, keeps every account posted and totalled to the minute, keeps every customer informed of what he owes. By giving a statement of the account in full with each purchase you improve your collections, put an end to errors and misunderstandings with customers over their accounts.

The McCaskey System keeps you from forgetting to charge an account. It automatically limits the credit of those upon whom you wish to set a credit limit. It will prove your loss to the penny if your store burns.

For years McCaskey Systems have sold from \$35.00 upwards, according to type and size.

We'd like to send you some letters from people you know, about The McCaskey System. There is also an entertaining book, "Bookkeeping Without Books," that will be sent for the asking.

The McCaskey Register Co.

ALLIANCE, OHIO

Branches: Boston, New York, Pittsburg, Chicago, Minneapolis, San Francisco, Kansas City, Memphis, Atlanta, Washington.

Canada—Dominion Register Co., Ltd., Toronto.

England—Dominion Register Co., Ltd., Manchester.

Australia—New Zealand.

THE LARGEST MANUFACTURERS OF CARBON COATED
SALESBOOKS IN THE WORLD

Detroit Department

LURE OF THE CITY.

It Is Not Due To Love of More Money.

Written for the Tradesman.

"I have not seen your boy for a long time. Is he living at home?"

"Oh, no; he is working in Detroit. He did not want to work on the farm, and so I let it out to my son-in-law. Yes, he is at work in a factory in the city. He is getting \$1.50 a day, and he is not 16 yet."

Such was a part of a recent conversation with the parent of a boy who has left the farm for the city. It gives the view of the parents most commonly expressed when they talk with neighbors or friends about the boy in the city. That is, that he is doing well financially—as well or better than he could at home. And he is better pleased.

The remarks of parents in reference to the success of the boy away from home are usually along a few certain lines: "He is doing well—good job." "He is holding an important position." "He is not getting very big pay yet, but he has a chance to work up to something pretty good." "He is doing better than he ever could here." "He wasn't satisfied here, and now he has work that suits him."

No matter how much the parents regret the son's leaving home; no matter if they think he has made a mistake; no matter if they realize that he can not or does not save anything from his "good wages," they put the best side out—they want their friends and neighbors to believe that the boy is succeeding well.

This attitude of parents and these glowing reports help on the discontent of the sons of other families. Unintentionally such parents cast their influence with the tide that is drawing the youth away from rural life.

One might gather from the foregoing the very opposite view to that expressed in the title. Just so, one might conclude from the conversation of friends or associates that the leading motive with a large majority is to get money—more money—when the truth of the matter may be that each one has some one or more objects in view, the successful accomplishment of which requires more money than simply enough for the ordinary necessities of living. Money is the means, not the end, of their endeavors.

If saving money—accumulating a competence—were the motives of young men who seek city life many would, after a few months' or years'

trial, return to their former occupations or take up some work or business in the home community—something which yields sure and satisfactory returns.

Any one of ordinary intelligence who has tried both farm and city life will soon learn that larger city wages, less the usual large expenditures, yield less net income than lower farm wages with small expenses.

A boy of 16 on a farm can get all the work he wants at a dollar a day and two meals. His room, washing and the few breakfasts and Sunday meals at home cost him only what he is a mind to give "mother," unless the family is in poor circumstances and needs his help. He can lay up money if he wishes to do so.

How is it in the city? Is a dollar and a half a day as good wages? His board costs about \$4 a week; laundry, 50 cents; car fare to and from work, 50 cents or more; his clothing, \$75 a year, or \$1.50 a week. There is \$6.50 a week necessary expenses. Perhaps at \$4 a week for board he would have no bath privileges, and there is another necessity.

If he is a boy of the most approved habits he can hardly be expected to stay in his room or at his boarding house every evening. A trolley ride, a boat ride, a visit to some place of interest, a lecture, an entertainment, a book, a magazine, a glass of soda water, some fruit, peanuts and candy. His money is constantly going in dribbles. If the shop shuts down a day, his expenses are no less, and the temptation to spend money is increased.

Only a boy who has dependent ones at home to whom he must send a definite portion of his wages each week or who has some great object in view which requires him to save money will constantly turn a deaf ear to all allurements. In order to save money he must deny himself desirable recreation and limit his social engagements.

What of the responsibility of parents in such cases? How many boys of 16 are so well brought up, so well instructed, so grounded in right living, so secure and steadfast of purpose, so constant in their views that they are competent to go alone to make their way in the city? Without relatives or friends with whom he might have the nearest approximate to a real home, constantly exposed to temptation, in frequent contact with fellow workmen who have perverted views of right and wrong, is it well—is it right—for parents to allow the boy to go his own way be-

cause he is not content to work on a farm? Could they not, if they tried, make home attractive and the work agreeable?

City life puts severer tests upon the young man than does rural life. He must endure more; he must fight harder if he would win. He will be a stronger man—a greater success in life—or he will be a weaker one—a failure.

Of but few young men who leave the farm may it be truly said that the change was necessary; they were not adapted to the work; they were not physically equal to its requirements.

Few young men seek the city with the expectation of living a life of loneliness and self-denial. For the most part it is the glare and glitter, the stir, the bustle, the excitement which are called real living; it is the opportunities to spend money and

enjoy themselves in ways which they could not in the country.

Some are no doubt already bad at heart and go to the city to find their own class; to escape the restraints of home or a highly respectable community. A large proportion, however, of the young men who seek the city are looking for good—good

Post Toasties

Any time, anywhere, a delightful food—
"The Memory Lingers."

Postum Cereal Co., Ltd.
Battle Creek, Michigan



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

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Cash Butter and Egg Buyers

HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

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347 Russell Street, near Eastern Market—Telephone Main 3762

DETROIT, MICH.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, 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.

as they see it — through selfish eyes. What their dearest friends wish for them or what the world expects of them concerns them very little. They are free to please themselves. They are going where they can see life, where there is something going on; where they can find congenial company; where they can make a name for themselves; where they need not remain all their lives hedged in by one little community. They intend to be honest and respectable. What more could be asked of them?

If honest and respectable they continue to be they must overcome much. They must stand firm when the testing times come. They will find that they must deny themselves in order to do right; that they must both choose and reject in accordance with true principles and not in accordance with their personal inclinations. They can not truly succeed in life if pleasing self continues the controlling motive.

As before intimated, young men who go to the city are not looking forward to a lonely life. They are going where there is companionship. They are going to join something. If they choose the church and the young people whom they find there they will gain the influences which they need in their struggle to remain honest and respectable.

Even although one is not prone to be turned from a right course; even although one is not liable to be led aside by the plausible arguments or the conversation of those who carry the idea that business is a game to be won if needs be at the expense of others, he needs frequently to be brought to see true standards. In pursuing a course of his own devising he is liable to swerve from the right. He needs corrective influences; his views need occasional regulating by higher standards. Self is not all sufficient.

Another comparison as to wages might well be considered: A single man can get employment on a farm at \$25 or more a month and board and washing. Some are allowed the keep of a horse also. When the Sunday morning chores are done the hired man is free to go where he pleases, only so that he gets back ready to begin work at choretime early the next morning.

A man with a family hires out for a year. He gets about \$25 a month without board. However, he is furnished a house to live in, a garden spot to work if he chooses after 6 p. m., his firewood, potatoes, ten pounds of butter a month, a quart of milk a day and cooking apples. He can keep a flock of hens, a pig and a cow if their care does not interfere with his stated hours of labor.

How many men with families in the city would think themselves well off if they had \$25 a month left after house rent, fuel, potatoes, butter, eggs, milk, garden stuff and transportation to and from work were all paid! And how many men who have left the farm for the city might be found working as deliverymen, team-

sters or some such occupation because they have no regular trade, and struggling to support a family on \$10 or \$12 a week—perhaps less.

If the lure of the city is not more money, what is it? It is an easier job—lighter work; more agreeable occupation; less hours a day for work and more for amusement; a chance to wear better clothes every day; companionship of one's own choosing; better opportunities for education; more social privileges; larger opportunities to perfect one's self in certain occupations; to see the world for one's self and not to know of it only by books and hearsay. To a small proportion it may be hope of making more money, a hope which very few realize in net results.

E. E. Whitney.

Advertising in a Small Town.

The average country merchant advertises in his home weekly newspaper because he feels that he should give the editor some encouragement.

Hence, because he takes little or no interest in what his advertisement says, he seldom changes it, and still more seldom does he have anything in the announcement that grips the reader, and thereby brings him trade.

The average advertisement in a weekly newspaper reads like a label. The majority of them state that the advertiser is "still at the same old stand," or handles the best goods in town. Few of them deal in anything but generalities.

Such advertisements probably are not worth anywhere near what they cost. About all they do is to keep the name of the merchant before the reader. But, in a small community, practically everyone knows a merchant who has been in business any length of time, so simply having one's name before the public can be of but little benefit under such conditions.

Many country merchants leave the writing of their advertisements to the editor. They order their space, sometimes amounting to a page, and tell him to write them a "good announcement." They do not furnish him with a single price or a selling argument of any kind. All he gets is orders to fill the space.

At one time, while I was struggling in a small town to get a start as an advertisement writer, I asked the largest advertiser there to permit me to do some work for him, free.

"All right," he replied, "write me a two page advertisement and bring it around in a couple of hours."

Then he hurried into his store, seated himself on a counter and lighted a cigar. He never thought it necessary that I have something upon which to base my selling arguments.

It used to be the custom in a country town I often visited to hold a county fair every fall. Just prior to the holding of the last one, several years ago, a liveryman placed in his home paper this advertisement: "When you come to the county fair feed your horses at Blank's stable" The fair was a financial failure and

no attempt has since been made to hold another in that town. Yet two years after the first insertion of the liveryman's advertisement it was still running exactly as it was originally set up.

Curious to know what benefit, if any, he thought he derived from it, I asked him one day why he did not change his advertisement.

"Oh," he replied, "advertising doesn't pay, anyhow, and I might as well have that announcement as any other in the paper."

In that particular case advertising certainly did not pay.

An insurance agent in that same town changes his advertisement every week. Recently I congratulated him upon his enterprise.

"Yes," he responded, "I do change it every week; but I have to watch it pretty closely. If I don't change it the editor won't."

When the country merchant learns to write snappy advertising, filled with good selling argument and prices, then will he have less cause to sit by the stove in the rear of his store and assail the mail order houses and the men who are behind the parcels post bill.

Bert St. Clair.

Youthful Strategy.

Mr. Slimson—Willie, didn't you go to the trunkmaker's yesterday and tell him to send 'round the trunk I ordered?

Willie—Yes, pa.

Mr. Slimson—Well, here is the trunk, but no strap.

Willie—Yes, Pa; but I told him I thought you hadn't better have any strap.

WANTED

Good manufacturing business, to occupy three story brick building 50 x 150 feet with cement basement.

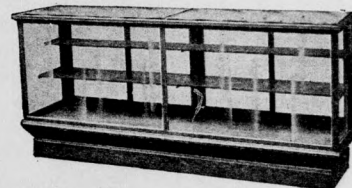
Inquire of

S. J. REDFERN,

Ovid, Mich.

For Dealings in Show Cases and Store Fixtures

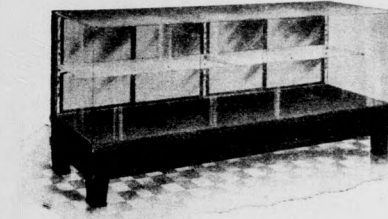
Write to
Wilmarth Show Case Co.
Grand Rapids, Mich.



Paragon Case No. 58

Lowest in Price

Made in large enough quantities to meet competitors prices



American Beauty Case No. 412

A Case of Quality

See it at Spring's or Steketee's
Grand Rapids

Our 84 page catalog is free

GRAND RAPIDS SHOW CASE CO.

GRAND RAPIDS, MICH.

The Largest Manufacturers of Store Fixtures in the World



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.



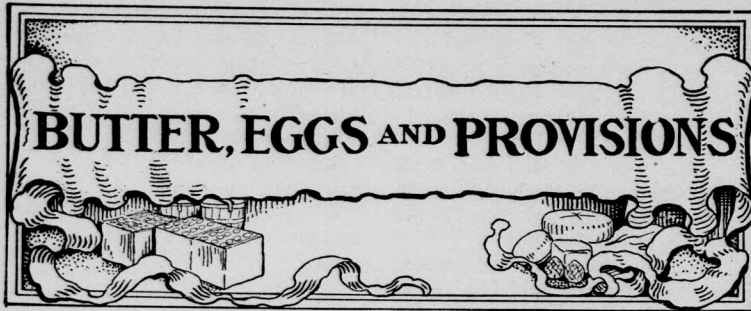
CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA



Scope of Offerings on Grand Rapids Market.

For three or four hours in the very early morning the city market is a busy place and it is as interesting as it is busy. It is here that the farmers, fruit growers and gardeners bring their products and the grocers, hucksters, commission dealers and buyers from other cities gather there to secure their supplies. Consumers also come, but this is a wholesale not a retail market and, unless the consumer can buy in quantity, he is under a handicap in trying to take advantage of the wholesale prices. It is easy to buy a bushel or a carload of potatoes or lettuce or musk melons or apples or peaches in season, but to buy a peck is out of the question because in these products the bushel is the standard of measure. Strawberries are sold by the case and in season anybody can buy in case or wagonload quantities, but single boxes are out of the question. It is the same with all the other commodities; the buyer must take wholesale quantities or go without.

The season opens early in May when the first fresh green stuff comes in and it lasts until late October when only the potatoes and other heavy vegetables and the late apples are left. During this period of six months many thousands of dollars change from city to farm pocket books. No figures are obtainable of the volume of business transacted and even an estimate would be hazardous. The daily attendance runs all the way from fifty loads very early and very late in the season to 800 or 1,000 loads when the season is at its height; with 300 as a fair average, perhaps, for the season of 150 days. At the prices that have prevailed a load of sixty bushels of peaches would probably average around \$75; of seventy bushels of plums in the neighborhood of \$35; of fifty bushels of potatoes about \$50; of fifty bushels of muskmelons from \$25 to \$35; of apples from \$25 to \$50, and so on down the list. These are the big loads; many smaller loads are brought in and the loads of truck would run comparatively low. Taking \$20 as the average right through the season, 300 loads 150 days would mean a total of \$900,000 involved in the market transactions, and it is all spot cash, payments being made with the delivery. The trading actually done on the market does not, by any means, tell the whole story. The farmers often use their loads as samples, especially in the fruit season, and make sales for delivery direct from farm to warehouse or store, and

such sales never appear on the market records.

The market was formerly an island with the old steamboat channel lying between. The city purchased the property years ago, filled in the channel, raised the level of the island, laid out streets and built stone walks. During the day when the market is not in use the place is neither attractive nor picturesque to look at, and it is this aspect with which most city people are familiar. During the summer months, from 3 o'clock in the morning until about 7:30 each morning, Monroe and Canal streets at their busiest are dull and slow in comparison. The gardeners and farmers begin to arrive with their loads any time after midnight and as 4 o'clock, the hour the sales begin, draws near there is a continuous procession passing through the gate. The regular patrons have stalls or standing places reserved for the season and back their loads into place as they arrive, with the wagon end at the stone walk. The occasional take such space as may be assigned them by the superintendent in charge. Farmers come twenty and thirty miles with their stuff, especially fruits and potatoes, starting as early as 5 o'clock the afternoon before and driving all night to be on the market at the opening hour. They come from Ottawa, Newaygo, Muskegon and Barry counties, as well as from all parts of Kent. During the plum season two Sparta farmers were on the market every morning with their loads, starting from home at 9 o'clock in the evening. They would reach home at 3 or 4 o'clock in the afternoon, go to bed and be ready to start again with fresh horses and another load when the starting hour came. They marketed something over 2,000 bushels of plums each. During the peach season it was not unusual to see loads from Ensley, Bailey and Grant, in Newaygo county, and Kinney, in Muskegon county, loads that started at 4 or 5 o'clock in the afternoon for the long haul. The great majority of the loads, however, are from a radius of twelve or fifteen miles around Grand Rapids for fruits and four or five miles for garden truck.

The hucksters, grocers and other buyers begin to arrive about 4 o'clock and those who come regularly have their stalls reserved the same as the growers. It is strictly forbidden to do any trading until the gong sounds at 4 o'clock, but until the hour arrives there is much inspecting of stocks and getting ready, and both growers and buyers size up the of-

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

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

The Flavor de Luxe
MAPLEINE
Original and Distinctive
Flavors Cakes, Candies, Icings, Puddings, Ice Cream, Etc., and makes a Table Syrup better than Maple at a cost of 50c a gallon.
Sells on Merit
Backed up by Advertising
See Price List.
Order a supply today from your jobber, or the Louis Hilfer 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.

BAGS New and Second Hand
For Beans, Potatoes Grain, Flour, Feed and Other Purposes

ROY BAKER
Wm. Aiden Smith Building
Grand Rapids, Mich.

Hammond Dairy Feed

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

WYKES & CO., Grand Rapids, Mich.
Michigan Sales Agents

Wanted—Peaches and Grapes

Also advise what you have in Winter Apples

Both Phones 1870 **M. O. BAKER & CO.** TOLEDO, OHIO

The Vinkemulder Company

Grand Rapids, Mich.

We Buy and Sell all kinds of Fruits and Vegetables

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.

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
Office and Warehouse, Second Ave. and Railroad

Both Phones 1217

Grand Rapids, Mich.

ferings, make their estimates at demands and make up their minds as to what the prices ought to be. At 4 o'clock business begins. The hucksters and grocers make their selections of such stock as they may think their trade will want and give directions as to where deliveries are to be made. One section of the market is apart for the garden truck growers and still another for the heavy vegetable farmers, and from one section to another the buyers pass and often the load they buy is from many sources. The commission men and outside buyers are usually after some specialty and, when they see what they want, they buy by the load. As soon as the farmer sells his load he pulls out for breakfast and to feed his horses and then for home. The grocers are usually the next to go. The hucksters linger to the last to take advantage of the bargains that may be offered by the growers who have been unlucky in disposing of their stocks. By 7:30 or 8 o'clock it is all over, the last wagon has disappeared and the sweepers come on to clean up for the next morning's session.

One of the interesting features of the market is the perfect order maintained, the freedom from disputes and the rarity of complaints at sharp practices. Often there are from 1,000 to 1,500 farmers on the market and from 500 to 600 buyers and yet profanity, loud talking or unseemly conduct is almost unknown. A woman is as safe in that crowd on the city market as she would be in any church or in her own home. Many of the buyers, especially the hucksters, are keen after bargains, but they are square in their dealings and it is seldom that complaints are made against any of them. The fact that they are all well known and can easily be located may be a material aid to their honesty.

When the season of some fruit is at its height there are usually a few days when the offerings are greater than the demands and the growers have trouble to sell at satisfactory prices. Under such circumstances two courses are open; he can take his load to the Thomas cannery and is certain to receive a fair price, or he can head for the residence districts to peddle. The cannery and the peddling privilege in a city of 125,000 population have been great comforts to the farmers at times during the summer, as they have thereby been saved from loss. In this market the grower is never at the mercy of the ordinary buyers or any combination that may be made. If the cannery also fails them, which is not often, there is still left to them the appeal to the consumer direct.

The fisherman adapts his methods of fishing to the habits and peculiarities of the various kinds of fish. The merchant is wise who follows his example in landing trade.

Now comes Jack Frost. He does not say: "Swat the fly," but he does it most thoroughly and effectually.

Superstitions in Regard To Eating.

In some primitive tribes eating is regarded as something to be ashamed of. Karl von der Steiner, the celebrated German explorer, was looked upon as a very ill bred person by the natives of South American forests because he ate in the presence of others. The original ground of the shame associated with eating is a fear of evil spirits. The feeling of shame is not inborn in mankind and it assumes different forms in different regions. A remnant of the superstitious fear connected with the act of taking food appears in the ejaculation, "Prosit!" which in Germany is religiously uttered by the companions of a man who is about to take a drink. This Latin verbal form, the general meaning of which is "May it be beneficial," is now understood simply as the expression of a wish that the drink will agree with the drinker's constitution; but it originally connoted the hope that the drink had not been bewitched.

These statements are made by a writer in Hygela, who adds that the division of labor between men and women was originally, and still is among primitive people, much more sharply defined than it is at present in civilized countries. This sharp division of labor brought about a separation at meals. The Eskimos have separate dishes for the two sexes, and a man would be deeply ashamed to eat with women. It is possible that the decoration of plates and cups was designed to serve as a counter-charm as well as an ornament. When the fear of demons had passed, the custom of eating in private which that fear inspired was sometimes maintained by force of habit, so that eating in public came to be regarded as a shameful breach of good manners.

New Substitute For Beef.

Nobody has until lately paid much attention to the porpoise. It was considered just a great lubberly, harmless fish that was inclined to be friendly with ships sailing on the ocean; but so far as being a food supply was concerned it was hardly thought of. But when the meat bills commenced to hit the ceiling, people began to think of substitutes for the beef steer and his sister. So the porpoise began to be considered.

It is said that the porpoise has firm, red flesh, and with very little fish taste about it. Porpoise steak is getting to be popular in the effete East, and later on will come West in cans. Good soup can be made from the flippers and buttons from the bones. So the happy family life of the porpoise is to be disturbed. Hereafter he will be hunted for food and come into competition with beef roasts and mutton chops and veal cutlets.

Enjoyable Guests.

Willis—Did they have a good time at your reception last night?

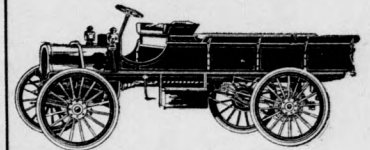
Gillis—Yes, the guests enjoyed it hugely. All my wife's arrangements went wrong.

G. J. Johnson Cigar Co.

S. C. W. El Portana
Evening Press Exemplar
These Be Our Leaders



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

ISBELL'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. ISBELL & CO. :: Jackson, Mich.



Trees Trees Trees

FRUIT AND ORNAMENTALS

A Complete Line

GRAND RAPIDS NURSERY CO.

418-419 Ashton Bldg., Desk B :: 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

If you want your customers to have the **BEST COCOA** at the **LEAST EXPENSE** and still make a good profit over the cost of doing business for yourself, you should stock

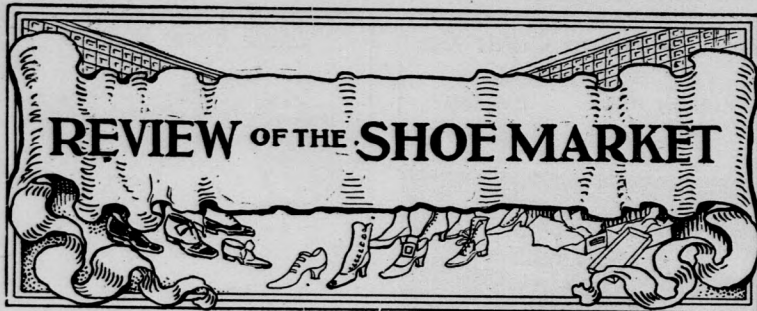
DROSTE'S PURE DUTCH COCOA

If you will use the same good judgment in selecting other lines, you will be building a sure foundation for a successful business. Let us send you samples and prices for comparison.

H. Hamstra & Co. American Representatives Grand Rapids, Mich.

IMPORTED FROM HOLLAND

IMPORTED FROM HOLLAND



Annual Convention Michigan Retail Shoe Dealers.

The seventh annual convention of the Michigan Retail Shoe Dealers' Association opened in the Griswold House, Detroit, Tuesday morning, September 5, and continued through Wednesday. Delegates were present from all over the State, while a great number of traveling shoemen engaged display rooms in the hotel and made private exhibitions of their sample lines in place of the customary display made in former years in a big hall and under the supervision of the Association.

President O. D. Allen and Secretary Fred G. Clark received the delegates, who were registered, tagged and told to "smoke up." In past years the delegates have been given metal badges, but this year the badges consisted of a strip of white calfskin, suitably inscribed in gold lettering.

The first morning was devoted to the reception of delegates and a meeting of the Board of Directors at which matters to be brought to the attention of the convention were considered. The mutual fire insurance company plan was one of the subjects taken up and was given the approval of the directors.

D. D. Oster, of Rochester, N. Y., was one of the first salesmen on the scene, and "On-the-Square" Dave was soon acting as pilot for a number of curious and thirsty delegates. "Dave" is an irrepressible young man and he soon had a crowd singing, "We're here because we're here," in the hotel lobby.

Otto Reinhardt, former President of the Association, was an early arrival and was enthusiastically greeted on all sides.

The opening session was held in the second floor parlor of the Griswold House, the same room which saw an enthusiastic gathering of Detroit shoemen to talk over a local organization a few weeks ago. The meeting was well attended, rainy weather undoubtedly bringing many delegates who otherwise might have sought other amusements.

President O. D. Allen called the convention to order. While awaiting the arrival of Mayor Thompson, who was scheduled for a welcome address, President Allen called on Secretary George Benzinger, of the New York State Association. Mr. Benzinger said that he was very much interested in shoe organizations and said that the Buffalo (N. Y.) organization has accomplished much good for its members during its nine years of exist-

ence. He said that it was almost always the case that difficulty would be encountered in getting shoe dealers into an association, but that once in they would not be deprived of the benefits secured for anything. Mr. Benzinger also said that he was much interested in the fire insurance company to be launched by the Michigan Association and that he hoped to see a similar company organized by the New York dealers.

Mayor Thompson in his address made a suggestion to the shoemen: "As the father of nine children I have been interested in the shoe business to quite an extent," he told the delegates. "You can readily see that I have purchased a great many pairs of shoes. Why don't you shoemen agree to supply so many pairs of shoes a year at so much a head? It seems to me that such a plan would prove immensely popular. Some of my children do not need so many shoes as the others in the course of a year. If some shoe dealer had a plan to take care of all of them for a stated price for the year it would save me a lot of trouble."

The Mayor, in concluding, appointed O. D. Allen "Assistant Mayor," and told the delegates to register all kicks with the Assistant.

Former Mayor Joseph Martin, of Monroe, who is a shoe dealer, made a neat response to Mayor Thompson.

Secretary Clark read his annual report, which showed a total membership of 404, a gain of eighty-seven members over last year. Of this 339 are active and the remainder associate members.

The report of Secretary Stocker showed a balance of \$29.50 and over \$1,100 expended during the year.

President Allen's address was full of sensible advice and pertinent suggestions. He said:

"It is a sincere pleasure for me to again greet the officers and members of the Michigan Retail Shoe Dealers' Association. This, our seventh convention, will in all probability be the most important of any which has preceded it. I am pleased to see the rapid strides towards organization that has been made throughout the country by the retailers of shoes. Many of the large cities have flourishing associations. Since our last convention several of the states have formed associations, and in a measure at least we have a National Association.

"The retail shoeman has awakened to the fact that something had to be done to conserve his interests. He has seen within the past year the in-



Work
Shoes
That
Are
Stylish as
Well as
Serviceable

Are now in
great demand.

The illustration
furnishes a
clear idea of
the beauty
and general
excellence
of our
Oregon Calf
Shoe.

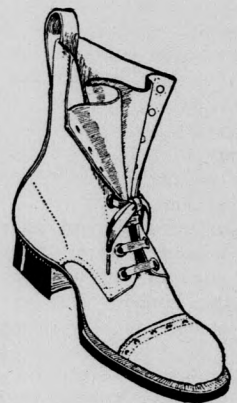
It can not be
excelled for
durability,
strength, style
and price.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

"H. B. Hard Pans"

The Shoe for
Every Purpose

The Farmer
The Mechanic
The Railroad Man



and other workmen, all find that the "H. B. Hard Pan" shoes are the best wear resisters. Made over foot form lasts they are as comfortable as a house slipper.

Let us send you a few sample pairs or our salesman will be glad to show you the line complete. Let us hear from you today.

They Wear Like Iron

Herold-Bertsch Shoe Co.
Makers of Shoes :: Grand Rapids, Mich.

roduction and growth of such fads as were never dreamed of a decade ago. For the first time in his life he has seen his staples standing absolutely still and becoming back numbers, for which he can not even utilize their first cost. He has seen conditions and abuses gradually come into the business that must be met and overcome. He realizes that relief must come from some source. Quite naturally he turns to an association formed of his brother shoemen to find a remedy for the many evils which exist.

"To-day modern business methods demand an association where there can be an exchange of ideas, problems solved and abuses corrected. It is a fact that every business must work out its own salvation. The shoeman must make a close study of his business. He must put more system into his buying and selling that he may have a clearer and more comprehensive knowledge of his actual conditions at all times. There is no questioning the fact that there are circumstances and conditions surrounding the conduct and management of a retail shoe store that a merchant in any other line of business would not understand at all. There are abuses in the shoe business which do not arise in any other line. There are problems confronting the shoeman with which other dealers are not troubled.

"Probably the greatest problem of to-day and the main one that is causing the formation of these associations is the problem of profits. How can we make more money in the business? There is no question but what with the growth of fads and the rapidity with which they supplant each other, and with the impossibility of getting anything out of them when they want in style, that the percentage of profit is far too small. Personally, I believe the day of staples has passed. The business from now on will be on a plane with the millinery business as far as styles affecting it goes, consequently the profits must be put upon a similar basis. Being in close touch with a friend in the millinery business he informs me that when he has a \$250 day that \$150 of it is profit. If the associations throughout the country can not put a check on the manufacturer limiting him as to the number of styles and fads that he may put out each season the shoeman will find himself obliged to get a similar profit.

"While our Association may not have accomplished some of the things for which it was organized, yet it has saved considerable money to those who took advantage of certain conditions which were made possible through its influence. Since our last annual convention we have introduced and succeeded in putting through the Michigan Legislature an act whereby it will be possible for us to form a mutual fire insurance company. The sum and substance of the plan appears in our booklet. At this convention such a company will be formed and I urge you to avail yourselves of the opportunity to join

in the good work, not only because of its saving features but that the reputation of the Association may be more firmly established.

"Last year I recommended, and still recommend, that local organizations be established in every city where the number of dealers will warrant it. It gives the retailer and his business a greater prestige in his home town. It is the seed from which grows the sectional and national associations. It also helps to stimulate enthusiasm in the matter of working in harmony with competitors. And, by the way, your competitor is a mighty good fellow at that. He is not half as bad as you picture him to be. But best of all is the fact that you can eliminate most of the evils that exist by the co-operation of your brother dealers."

Following Mr. Allen's address Geo. Bode, of Fremont, father of the mutual fire insurance plan for the Association, spoke on his favorite subject and urged the dealers to fall in line and sign applications for insurance. He said that \$100,000 worth of applications for policies will have to be shown to the Fire Insurance Commissioner before a charter can be obtained. He said that policies of \$1,000, \$2,000 and \$3,000 will be issued to start with, \$3,000 being the limit on any one stock.

The following paper from Monroe Wolverton on the subject of "Rubber," was read to the delegates:

"Unless the independent manufacturers, jobbers and retail dealers through your and other state conventions this fall pass strong resolutions protesting against the rubber, leather and shoe trust you will see a chain of manufacturers' stores in every city and town in the United States and controlled by Moran and Wall street. Write your congressmen for an investigation by the Attorney General of these trust methods. What license of monopoly has the rubber trust to put prices of gum to \$3 through Senator Aldrich and his son-in-law, J. D. Rockefeller, Jr., making millions of dollars the last six months until Senator Bristow pricked the bubble? Now that rubber is down to 94 cents per pound, what right have the rubber shoe companies to still hold up the prices made a year ago on a \$3 gum? Don't buy before January 1, 1912. I give you a tip that either the trust will break or the United States will break it. If we are to save your business from Wall street we must take the bull by the horns."

President Allen named Fred B. Elliott, C. J. Dittman and Rolla Chase as a Committee on Nomination of Officers. He requested that the Committee select some one else besides himself for the nomination for president.

"I have been President two years," said Mr. Allen, "and I feel that there are lots of others in this Association who would make as good if not a better president than I do. I believe that this office should be passed around."

The Committee on Resolutions was

RUBBERS



There *is* a difference. This difference is not so much in looks, as they all look very much alike, but it is in the matter of satisfaction to the wearer in fit and service.

Glove Brand Rubbers

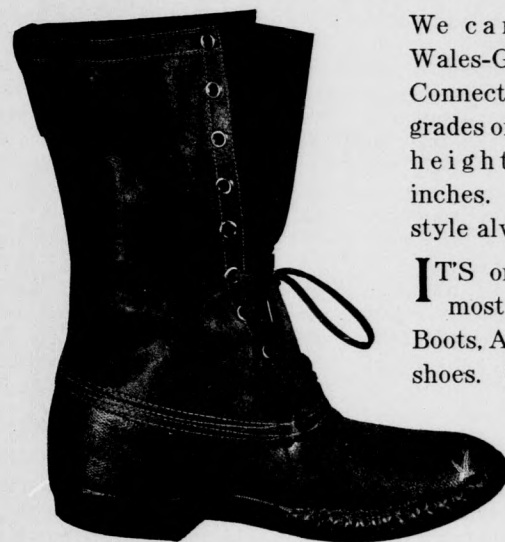
satisfy in a degree not equalled by others, and are therefore profitable merchandise for the dealer to handle.

The season is at hand. Send in your order today and lose no sales.

HIRTH-KRAUSE COMPANY

Jobbers of Glove Brand and Rhode Island Rubbers
Grand Rapids, Mich.

Here's Our Duck Lumbermen's Over Made for Men, Youths and Boys



We carry it in both Wales-Goodyear and Connecticut makes; two grades of tops, and every height from 8 to 18 inches. Every size and style always in stock.

IT'S only one of our most complete line of Boots, Arctics and Overshoes. Catalog describing them, all yours for the asking.

The Maumee Rubber Co.

224 226 SUPERIOR ST
TOLEDO, OHIO.

Headquarters for Wales-Goodyear and Connecticut Boots and Shoes

composed of Albert Murray, C. C. Weber and George Bode.

William Gartner, a Wyandotte dealer, addressed the convention on the subject of Associations and Cooperation. He declared that the salvation of retail shoe dealers laid in local and state associations, and said that he is an enthusiastic booster of such organizations.

The convention voted unanimously to send by express a bouquet of flowers to Mrs. George Bode, who is seriously ill in her home at Fremont. Mrs. Bode has always accompanied her husband to the annual conventions, but this year was unable. She is to undergo an operation this week.

Tuesday evening the delegates and their wives were the guests of the Association at a theater party, a big block of seats having been reserved at the Temple theater.

Second Day.

The morning of the second day was given over to a thorough discussion of the fire insurance company plan and many dealers who were undecided were won over and announced that they would make application for insurance. Before the convention adjourned over \$60,000 worth of applications for insurance had been secured and each dealer departed for home armed with application blanks for the purpose of boosting the figure to the \$100,000 mark and beyond.

The afternoon session was inaugurated with an address by Arthur L. Holmes, Secretary of the Michigan Lumber Dealers' Association, which has a mutual fire insurance company. Mr. Holmes, in the course of a half hour's talk, discussed fire insurance, mail order houses and the anti-trust law. He told the delegates that the big mail order houses of Chicago and other large cities are canvassing the country thoroughly for business and that shoes of inferior quality are sold by these concerns through the mail in competition with legitimate dealers. Mr. Holmes said that he did not favor the sale of merchandise to the consumer by the manufacturer, jobber or wholesaler.

Mr. Holmes called the attention of the convention to the fact that on Oct. 18 and 19 at the La Salle Hotel in Chicago will occur a convention of representatives of merchants in practically every line of trade. The purpose of this convention is to discuss the Sherman anti-trust law, discuss ways and means of modifying the law and also to organize a merchants' protective association. Mr. Holmes said that up to date 100 various associations in all lines of trade have nominated delegates to attend. He invited the shoe dealers to send a delegate. Mr. Holmes concluded his speech by urging the delegates to push the fire insurance company vigorously.

President Allen read a telegram from J. L. Twaddle, Secretary of the National Shoe Dealers' Association, asking the Michigan Association to name a governor of the National Association. The telegram also expressed best wishes and assured the members the hearty support and co-operation of the National body.

William Gartner, of Wyandotte, said that he had been informed that old line fire insurance companies average 79 per cent. a year profit.

"If the old line companies can make this big profit (many of them make as high as 300 and 400 per cent.) we surely should be able to do likewise," said Mr. Gartner.

Following are the officers elected by the convention: President, Chas. C. Weber, of Kalamazoo; Treasurer, Edward Stocker, Detroit; Secretary, Fred G. Clark, Detroit; Directors, E. J. Dittman, Mt. Pleasant; William Gartner, Wyandotte; O. D. Allen, Detroit; L. A. Dudley, Battle Creek; L. P. Hyde, Hart; First Vice-President, Fred B. Elliott, Flint; Second, Leo Gruner, Ann Arbor; Third, Rolla D. Chase, Owosso; Fourth, Joseph Bressett, Bay City.

The Fire Insurance Co. officers are: President, Albert Murray, Charlotte; Directors, O. D. Allen, Detroit; John Wahr, Ann Arbor; Joseph Martin, Monroe; C. C. Olson, Cadillac; Geo. Bode, Fremont, and John Muffley, Kalamazoo. Geo. Bode was elected Secretary and Treasurer of the company at a later meeting of the Board of Directors.

The Nominating Committee had brought in a report recommending the election of all of last year's officers. C. C. Griffin asked if the convention had a say as to the nominations. Rolla Chase suggested that the nominations be considered office by office. O. D. Allen said he wished to retire as President. Geo. Bode said he would like his place on the Board of Directors filled by some one else and even Secretary Clark offered to retire. Mr. Bode nominated C. C. Weber for President and Mr. Weber was elected. William Gartner was chosen Director to succeed Albert Murray, who heads the insurance company. O. D. Allen changed places with Mr. Weber, Mr. Allen becoming a Director and Mr. Weber President. L. P. Hyde succeeds George Bode on the Board of Directors, the nomination being made by Mr. Bode. The remainder of the officers are the same as last year.

The officers of the insurance company are temporary until a charter is secured, when the officers will be made permanent.

The Committee on Resolutions did not overwork itself, bringing in three resolutions, one a vote of thanks to advertisers in the booklet, another urging members to boost the Association, and a third deprecating the frequent changes of styles in lasts, fabrics and colors.

George Bode, delegate of the Association to the National Association convention in Philadelphia, recommended against affiliation with the National Association, declaring that the constitutions of the two associations conflicted. Mr. Bode protested that he and other delegates were unable to obtain a hearing on the floor of the convention.

"We condemn the operation of retail stores by manufacturers," said Bode. "The National Association commends it. In other respects we conflict."

C. C. Weber made a motion that the request of the National Association that the Michigan Association name a governor be laid on the table indefinitely. By adopting the motion the Association put itself

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

Mayer Martha
Washington
Comfort Shoes
TRADE WINNERS

THE IDEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.

Those Michigan Merchants

who are now enjoying the biggest and most satisfactory Young Men's and Little Fellows' trade are doing it on the merits of

Graduate Clothes (Sizes 31-40 - \$12-\$20)
Viking Clothes (Sizes 31-40 - \$7-\$11.50)
Wooly Boy Clothes (Sizes 6-17 - \$3.75-\$10)
and other moderate priced lines made by

BECKER, MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
EST. 1882 MADE CLASSY CLOTHING

The Man Who Knows Wears "Miller-Made" Clothes

And merchants "who know" sell them. Will send swatches and models or a man will be sent to any merchant, anywhere, any time. No obligations.

Miller, Watt & Company
Fine Clothes for Men Chicago

We are manufacturers of
**Trimmed and
Untrimmed Hats**

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.

Grand Rapids, Mich.



Up-to-Date Slip-on Coats

Stylish, Slightly
Servicable Coats

Vulcanized Seams
Great Values
Reliable Goods
Prices \$3.25 to \$20

Dealers write today for full line of sample cloth and style sheet gratis.

Goodyear Rubber Co.

382-384 East Water St. Milwaukee, Wis.
Walter W. Wallis, Mgr.

Boost Your Fall Opening Sales

Our "BARGAIN BULLETIN," just off the press, lists a great many leaders in seasonable merchandise, viz:

**Sweater Coats
Underwear
Hosiery
Knit Goods, Etc.**

the surplus stock of a number of Eastern manufacturers, purchased by us for "SPOT CASH," thus enabling us to give the trade greater value than ever.

Write us at once and our Bargain Bulletins will be mailed to you free.

"We ship goods on approval."

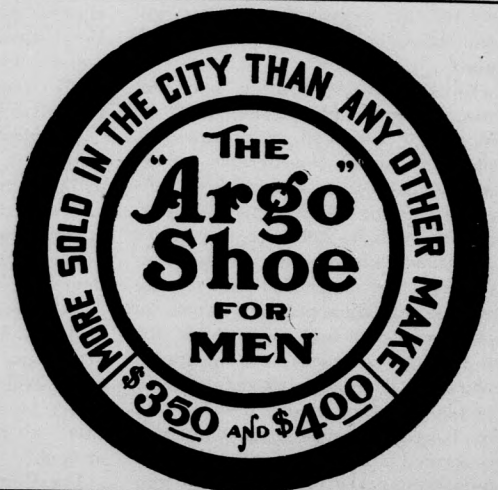
Eisinger, Dessauer & Co.

Wholesale Dry Goods

114 South Market Street, Chicago

(When writing please mention
Michigan Tradesman)

**THE
SIMMONS
BOOT
& SHOE
CO.
TOLEDO
OHIO**



on record as against affiliation with the National Association.

George Bode then introduced the following resolutions:

Resolved—That this Association is heartily in favor of a National body of shoe retailers.

Resolved—That we believe that said National organization shall be composed of delegates duly elected by state and sectional bodies already formed and those that may be formed in the future.

Leo Gruner made a motion that Kalamazoo be chosen as the next meeting place. The motion was unanimously carried.

C. C. Weber, President-elect, who is a Kalamazoo man, assured the delegates that they would not regret their choice, assuring them of a royal good time.

Former President Otto Reinhardt prophesied an increase of over 200 in the membership during the coming year because of the new insurance company.

Secretary Clark then read the following paper on "Fabric Shoes:"

"While it is matter to be deplored by the retailer of shoes, nevertheless it is a fact that this is the 'fabric age' in the shoe business. By the name we include silks, satins, corduroys, cravenettes, canvas and such other cloth materials as are being pressed into service by the manufacturer. From about 1865 to 1875, as near as I can learn, serge was very commonly used with the best of results. From this on until 1910 there was very little material used in the construction of shoes outside of leather except in the way of tops. The manufacturer tells us the demand for fabrics comes from the consumer. Will some one tell me how the consumer could demand an article unless having first known that such an article was made? To my way of thinking they originated in the fertile brains of some manufacturers who are ever on the alert for the creation of a new fad and who thought out the fabric idea, and possibly got some progressive retailer to put in a few of them as feelers. They took with his trade and other retailers got wise and demanded them from their manufacturers and the craze was on. The wave swept over the country until the demand exceeded the supply.

"These fads place the dealer in a bad position because of the risk in placing orders for future delivery on what might be properly and justly termed 'over night styles.' While the merchant may have the nerve to place future orders, he has to be a mighty good guesser to choose the right fabric. Many dealers claim that we should pass them up entirely and let 'the other fellow' have the troubles. But what if we do? If a merchant does not keep up with the game he soon finds himself deserted for the more progressive dealer, who is ready and willing to take the risk. While the fabric idea has its disadvantages it is also a blessing in disguise. The purchaser of them sooner or later is forced to buy some-

thing in the leather line, thereby adding to the volume of business.

"This is an age of wanton extravagance. The average person is not satisfied with but one pair of shoes; they must have several pairs and they must all be something out of the ordinary, attractive, snappy and extremely clever. So why not welcome the fabric and all the other fads and exercise the greatest of care in our purchases? If we are to go into the millinery business let us get 100 per cent. profit so if we have a few pairs left at the end of a season we can afford to give them away. As for the wear of the honest-made fabric shoe it seems to wear as well as most leather made ones, but as the manufacturer refuses to warrant them it would be the height of folly for the retailer to do so. Educate your customers to buy them the same as patent leather—at their own risk. The customers demand style to-day and the wear is not taken into consideration. Let us make larger profits."

This paper led Joseph Bressett to suggest that the many fabric styles were undoubtedly set by the manufacturers of vari-colored skirts and dresses, inasmuch as it is the fad to have dresses and shoes match. He said that it is up to the retailer of shoes to be extremely cautious in his purchases.

It was decided to loan the fire insurance company \$150 for expenses until funds begin to come in.

George Bode was chosen delegate to attend the convention in Chicago, C. C. Weber being named as alternate delegate.

C. C. Griffin said that he thought it might be possible for the Association to engage an expert to examine lines, new styles and fads of various manufacturers and advise dealers as to purchases.

"If a man could do this successfully he could command \$10,000 or more a year," said President Allen. "What might be good for one section would not do for another."

The convention then adjourned, the delegates being taken to the Belle Isle Casino, where they sat down to a fine chicken, fish and frog supper.

After Snipe.

He was at the depot with a shotgun in his hand and a game bag over his shoulder when his friend Brown came along and saluted:

"Off for a shoot, eh? What's the game?"

"Snipe," was the reply.

"Yes, this is the month, I believe.

A snipe is a bird, isn't it?"

"Damfino!"

"But he can't be an animal."

"Mebbe not."

"But it seems rather funny that you are going out to shoot snipe and don't know what a snipe is."

"I don't have to. My wife wants \$30 for a fall hat, and I can not spare it, and the object is to get away from home for two or three days and shoot somebody or something."

The test of beauty is to get a seat in a crowded street car.

Sheeplined Duck, Corduroy and Moleskin Coats

Slicker interlined Duck and Corduroy Coats

Blanket lined Kersey Coats

Waterproofed Covert Coats

Reversible Leather Corduroy Coats

Mackinaw Coats, Kersey Trousers, Etc.

Our line is such that we need make no apologies for same, and our prices are as low as can be consistently quoted for a good fitting garment. Give us an opportunity to figure before placing the next order. If interested will have one of our representatives call with samples or will be pleased to show line in the house.

Grand Rapids Dry Goods Co.

Exclusively Wholesale :: Grand Rapids, Mich.

We close Saturdays at one o'clock



UNDERWEAR

When in need of underwear, **DON'T FORGET** that we carry a large and complete line and represent the products of the best mills in the country, for some of which we have the exclusive agency in Western Michigan. Have a look and be convinced.

PAUL STEKETEE & SONS

Wholesale Dry Goods :: Grand Rapids, Mich.

Order Your Fur Coats Now

Increase Your Business and Profit on These Goods by Offering the

SUNBEAM BRAND

This line is thoroughly adapted to the needs and desires of every purchaser. It offers a rare combination of style, comfort and beauty, backed by the well known wearing qualities of all Sunbeam goods.

Our tanneries are especially equipped for this class of work; our tailoring department depends only on skilled labor. The fact that the entire work is done by one firm means lower prices than you could possibly get from others who must buy the finished material.

If you already haven't one, let us send our latest catalog featuring these goods. We will quickly convince you of the profit on Sunbeam goods.

Write us today.



Brown & Sehler Co. :: Grand Rapids, Mich.



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.



Truth an Essential Element in Advertising.

Written for the Tradesman.

Recently the Associated Advertising Clubs of America convened in Boston. It was a notable event in the annals of modern business, for advertising Solons from near and far were there. Three thousand experienced advertising men from every section of this country, from Canada and from England came together to talk it over. Think of three thousand want-producing wizards massed together in one superb and colossal conclave! Here were the gifted and versatile exploiters of pink pills and the indefatigable and skillful promoters of automobiles, mechanical players and high grade Circassian walnut bedroom furniture. From obscure and nameless advertising tyros who haven't yet had a decent chance to show they can brew publicity-bouillon to the big fellows who have made good in National campaigns, they were there.

One of the chief topics of discussion at this convention, so the press reports have it, was the matter of truth in advertising. And upon the fundamental importance of this element in modern publicity the leading members of this increasing profession expressed themselves in no uncertain terms. President Dobbs, in his opening address, struck the keynote when he said: "We are men with a mission. For two years and more we have steadfastly held to a purpose. That purpose is to educate the advertisers of this country that there is but one kind of advertising that will be permanently profitable, and that is honest, truthful advertising. At the same time we are endeavoring to teach the American people the believableness of advertising, and forever stamp out the stigma of untruth, which is so often applied to advertising, and banish from the minds of the people the thought that an advertisement of a corporation or firm is in any degree less reliable than its signed statement."

Viewed in the light of possible benefits to business in general, this convention of advertising men is significant; while the mere fact that honesty—Simon pure, bona fide, unadulterated truthfulness in the representation of the thing made—was the keynote of the convention, is itself prophetic. And yet it does seem a bit anomalous, when you come to think about it, that so much oratorical and elocutionary and rhetorical conspicuity should be given to so obvious a proposition. Just why is this esteemed a thing of merit? For two years now our advertising magazines

and trade papers have printed hundreds and thousands of columns on truthful advertising. Every conceivable phase of the subject has been discussed ad extendum. Insofar as I know everybody, from the least to the greatest, is apparently in accord with the opinion that the lying advertiser ought to be throttled. I have not heard of anybody game enough to come out into the open and advocate untruthful publicity. There are doubtless a good many advertisers who do not live up to the code, but they invariably give their intellectual consent thereto when you get them in a corner and ask them what they think about truth as a constituent of profitable publicity.

I believe in agitating a good thing; but when the thing that has been, and is now being, agitated is so blame good that not a sun-of-a-gun in the whole country will rise up and take issue, what's the use of keeping up the agitation? There comes a time when the logical thing to do is to resume. Inasmuch as our generous agitation has overwhelmingly carried the day, and everybody is in line (ostensibly, at least), why not settle down to doing the thing we have been extolling?

"This thing of truthfulness in advertising," said an advertising manager the other day, "has been done to death. Positively it is worn to the bone." The merchant who is engaged six days in the week giving deals to the people who trade with him ought not to wear his vocal chords to tatters telling his patrons how much he believes in the "square deal." There are so many matter-of-fact people in the world who still believe that the proof of the pudding is the eating thereof. And then there are a good many people of somewhat skeptical virtue. It isn't considered good form nowadays for a woman to boast about her chastity. And when I hear a man talking about his sanctification—his total inability to sin in the least—I always put my hand down in my trousers' pocket where I carry my loose change. When anybody's talk takes on the tone of excessive sanctity, and his very words exhale the odor of abounding righteousness, the chances are there is something wrong with that fellow.

Truth in advertising is an axiom. To say that a man ought to tell the truth in his printed announcement about his wares, is tantamount to observing that two and two make four. They are both self-evident propositions. You do not argue about them; you merely accept them as so. Why this profuse, prolix, prolonged insistence upon a thing that everybody

concedes? It is as if a florist were to deliver himself of an address to the effect that the rose ought to have perfume and color. Sure it ought! And sure it will, too—if it's worth a picayune as a rose. Now if roses could talk, and perambulate, and

Symons Brothers & Company
Wholesale Grocers
Saginaw :: Michigan

SAGINAW MILLING CO.

SAGINAW, MICHIGAN

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



HENNING'S HORSE RADISH AND SUMMER SAUSAGE

Quality and price right Order through your jobber

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



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.

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.

ST. LAURENT BROS., BAY CITY, MICH.

Always Reliable

Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw :: Michigan

come together in convention like these advertising men, we might fancy some big American Beauty's getting up and reading a paper on the importance of color and fragrance as irreplaceable factors in the nature of the rose. Wouldn't that be a droll piece of business? Of course, all the other roses present would chime in with the speaker and applaud him to the echo—but why waste so much valuable time? Why not just do the thing that the excellent paper advocates—take on beautiful tones and tints, and exhale rare, sweet perfume—and let it go at that? Well, candidly, that's just what the rose does: It neither apologizes for the laws of its own being nor does it solicit any gratuitous apologies on the part of others—it quietly metamorphoses available materials into exquisite colors and industriously distills its sweet perfume. It does not waste any valuable time vindicating the eternal justice of the code—it simply conforms to the code.

Now that our advertising men from Medicine Hat to Memphis are so clamorously, insistently and enthusiastically in favor of veracity as an inalienable constituent of publicity, let's lay low for a season and behold this excellent sentiment transmuted into tangible practice. If all this perfervid enthusiasm about clean, honest, veracious advertising does not crystallize into articulate propositions anent specific commodities, we will perhaps be pardoned for entertaining the suspicion that there is a short circuit somewhere on the line

betwixt advertising theory and advertising practice. Chas. L. Garrison.

Advantages of Honesty in Advertising.

We hear and read a great deal nowadays about honesty in advertising. Wherever there is printed anything about advertising honesty is either the text or one of the sub-heads. Wherever a man rises to his feet to speak on advertising his views on honesty are sure to be expounded before he sits down. Honesty, cleanliness and morality, in copy and in mediums, are the topics of the hour.

Well and good. Copy should be honest and mediums should be clean. A general acknowledgment of the truth of this fact has had much to do with the marvelous uplift in the character of advertising, and of advertising men and mediums, which we have witnessed during the past ten years or so. And if there are still any children of darkness who do not understand that honesty is the best policy, in advertising as in everything else, by all means keep preaching to them until they see the light. Possibly it does no harm to continue talking honesty to those who claim or aim to practice it; just as, in the church, the gospel is continuously expounded to keep the elect in line.

But morality is not a matter of one dimension. It has many sides.

Let us admit that our leading advertising mediums do well to lean backward a trifle in their praiseworthy desire to place before their

readers only clean, reputable, reliable advertising. Certainly we don't want to see them lean in the other direction. But here arises a question: If it is moral to maintain absolute cleanliness and honesty for the reader's sake, is it moral to solicit and print advertising which can not pay the advertiser? Is it moral to go after advertising in which only a small percentage of the readers of a publication can possibly be interested—unless, of course, there are no other mediums which more directly and economically cover the field which the advertiser desires to reach?

It may be said that no publications, or class of publications, have knowingly done such a thing; that if they have sought advertising outside of their field they have done so in the sincere belief that such advertising would pay the manufacturers who bought it.

As to that we can not say. But if business in certain lines we have in mind is still being solicited by publications of a general circulation, it can not be claimed that it is done in the belief that it is the right and square thing to do. It is a matter of common and apparently well authenticated report that several manufacturers of commodities of a technical nature are in a condition of serious financial embarrassment by reason of their large purchases of space in periodicals of a general character—because they have expended great sums of money in telling their

story to people who had no possible interest in it.

If it is honest, clean and moral further to solicit such business on behalf of publications which have demonstrated their ruinous unfitness to carry it, we do not know those homely virtues when we see them.

It is all very well to conceive pretty theories tending to show that advertising might, should or could prove profitable in mediums in which it does not apparently belong, but when it has demonstrated that a machine won't work it is high time to junk it.—Advertising and Selling.

His New Mine of Wealth.

"I only recently began to read trade paper advertising," said a dealer not long ago. "I kept the advertisements more as a directory of the trade. But nowadays there is getting to be such live businesslike stuff in some trade-paper advertising that I feel I am missing something if I do not look them over."

This dealer went on to say how he once got an idea from a live trade paper advertisement that induced him to alter his basic plan of doing business. "Some advertisers are hiring people to write their trade-paper advertisements, who have such good ideas that I would feel delighted to get them out to luncheon and ask their advice about various matters. And my trade paper is more valuable to me because its advertisements are so full of real ideas."—Printers' Ink.

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

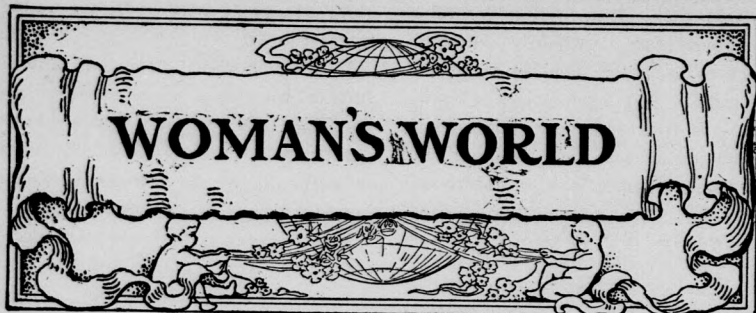
Send for Catalogue

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.



Some of the Possibilities of Domestic Science.

Written for the Tradesman.

Doubtless more pupils are taking up the study of domestic science this fall than ever before. What it will all amount to depends not alone upon the time blocked out for it in the curriculum, the competence and earnestness of teachers and the fullness and perfection of equipment, but also and even in greater degree upon the moral support of parents and patrons of the schools and of the public generally.

If the study is taken up halfheartedly by the girls and looked upon slightly and spoken of sneeringly by those older than themselves, if it is regarded as a mere excrement of the school course proper, put on the course and possibly made compulsory because of the enthusiasm of some reputed crank—then little good will come of it. If it is held in deservedly high estimation, and directed with intelligence and pursued with vigor, great and far-reaching results should be forthcoming. What domestic science will do for the girls of the rising generation, what it will do for the homes over which they in future will preside, depends largely upon the present attitude towards it of those who are locally influential. It is for them to make it the thing for a girl to take domestic science, and to cause its study to be as thorough and effective as circumstances and present knowledge will permit.

The teaching of domestic science is still in its infancy and doubtless there is room for its great improvement even in the best schools that now offer it; but it deserves credit for being the first systematic effort to bring the work of the woman whose lot is the ordinary lot of her sex down to a science at all.

Heretofore each individual, as to how the work of her household should be done and how her children should be brought up, has followed the traditions that have been handed down in her family from generation to generation, or else, if she varied from these, has been a law unto herself. No definite standards have been established.

Under this system, or lack of system, the work of her life has not been properly dignified by the average woman; and many who, had they received proper training, were capable of better things have been slack and inefficient—failures as housekeepers—and derelict in many of their duties as wives and mothers. Many others, working according to their in-

sufficient lights, have done wonderfully well considering, but the best and most intelligent of these have felt keenly that they were not working to good advantage, and that a great part of their energies was wholly wasted. One of the great aims of domestic science should be the direction of faithful and conscientious effort in such manner that it will produce desired results.

With some parents, when the girl's taking up a course in domestic science is considered, the question naturally arises, Will my daughter ever need to know how to cook and sew and wash and mend? Her inclinations now are very much toward art or music or business. Won't it be wasting her time to learn these things which she may never be called upon to do?

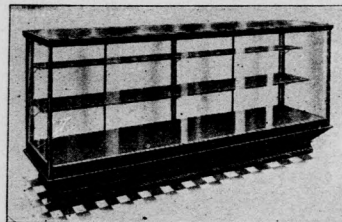
The answer to this very pertinent query may be put in the form of another: How many women of mature years do you know who have not at some time in their lives had occasion to take charge of a home? How many who could not have found good practical utilization for all they might have learned by taking a thorough course in domestic science? The great majority of women marry. With those who do not, there seems to be a gravitation toward home life as natural as it is desirable. Very many make homes for aged parents, brothers, sisters, nephews and nieces. Some who work year in and year out in schools and offices and stores, and who are not situated so they can live with near relatives, still have the home instinct strongly developed. They save their earnings and build for themselves tiny cottages or bungalows, where they live and keep house. Even the sisters who are most zealously pursuing careers have a decided liking for their own roof-trees, and often make great sacrifices in order to have a home they may call their own.

Parents may rest assured that the mathematical probabilities are very strong that their daughters can use all the domestic science they can give them. They will put in practice what they learn about housekeeping long after other and more fashionable accomplishments, acquired perhaps by a great expenditure of time and money, have been allowed to become rusty.

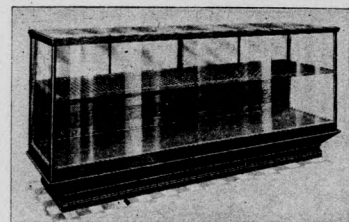
One strong argument in favor of the study of domestic science is that a thorough practical knowledge of cooking and housewifery is one of the most available assets for the woman who, in middle life, through

death or misfortune, is thrown upon her own resources. We give a girl training in teaching, stenography, or book-keeping, thinking to prepare her to make her own living if ever the need arises. But the avocation pursued successfully during young-ladyhood can not always be resumed by the middle-aged woman who has

married and kept house a number of years, and perhaps has children as well as herself to provide for. The homely old occupation of keeping boarders may be her best refuge. The woman whose training enables her to furnish a palatable and dainty cuisine and a comfortable and home-like abiding place for those who have



No. 81 Display Case



No. 84 Cigar Case

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

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist 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.

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 13½ 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.

no homes of their own, need never lack for profitable patronage.

We naturally associate domestic science with cooking, sewing, sweeping, dusting, and the like. But it has larger and higher possibilities. Some courses give training in household art, and the students are taught the harmony of colors and the lines of beauty as applied to all household furnishings. Neatness of appearance and taste in dress may be inculcated while the girls are acquiring skill in the use of the needle.

It is regarded by many thoughtful persons as the gravest fault in our present system of educating girls that ethical training is sadly neglected if not entirely omitted. It is alleged, and the statement can hardly be gainsaid, that even college graduates often are rude in manners and lacking in consideration for the rights and feelings of others. If domestic science were raised to its proper place in the curriculum and given the importance which it deserves, ethical and moral training and all the "humanities" naturally would cluster around it. The girls would learn not only how to prepare food and keep a house properly, but they would acquire a well-rounded womanly development of character, a sweet and gracious dignity, and a charming gentleness and kindness of heart. Higher ideals of home life would supplant those which now exist and incalculable good would result. The final solution of such problems as the saloon question and the divorce evil, which now so sorely vex us, may come, in some measure at least, through the proper training for their duties of the girls who are to be the future wives and mothers.

Quillo.

Work of the "Antique Shopper."

Catering to the demand for pieces of antique furniture and other articles of a past generation, one woman resident of Chicago now gives up her entire time to hunting these antiques. She calls herself an "antique shopper." She shops not only for individuals, but disposes of many of her "finds" to the various antique shops that have sprung up in the city since fashion has taken to the things of a past generation. Her success as a shopper of antiques is probably due to the fact that she is so well versed in her wares that she can immediately tell whether a piece is genuine or merely a clever imitation. Especially in old mahogany is her knowledge valuable, for, as most dealers know, it requires something more than the ordinary knowledge of the artist or cabinetmaker to distinguish antique mahogany.

While she scours the East and South and also goes abroad several times a year on her shopping excursions, she claims that many of her finest pieces of old furniture can be found right in Chicago, having been brought there by settlers from the East from foreign countries. When ill luck came these pieces were sold to the second hand dealers or oftentimes pawned. For this reason she regularly makes the rounds of the

second hand, pawn and rag shops, and it is her boast that some of her best "finds" have been located in these places. Among these shops she will spend hours hauling over old stuff in the hope of finding something worth while. Lately she found a pair of scones in a second hand shop worth their weight in gold, and while recently in a rag shop she came across some valuable old books—just the ones wanted by a customer—sold probably by some house-cleaner who had no knowledge of their value.

It is also a part of her success that she knows the pet hobbies in antiques of each one of her patrons, and so when she does make a find knows just where it can be placed to the best advantage. She will take orders to purchase anything from an old candlestick to a big four poster bed in mahogany, and rarely if ever does she fail to find just what is wanted.

Her percentage ranges from 25 to 50 per cent., for people with money are willing to pay the price for a desired piece, as are many of the artists who are looking for odd things for their studios.

While it is true that the value of antiques, especially of old mahogany, which is getting scarcer every year, is pretty well known, even in remote districts in the East and out of the way places in the South, yet there is sufficient difference between the price of the country and the big sum the city purchaser is willing to pay to leave her a wide margin.

Many a fellow's head swims the next morning from trying to drown his sorrows the night before.

Learn how to make stepping-stones of others' jealousy, and you have a staircase to success.

Conan Doyle at His Best.

The story-reading world seems to be unanimous in the verdict that Sir Arthur Conan Doyle is at his best in his Sherlock Holmes stories. The Chicago Record-Herald is now in the act of breaking another record by printing in its columns all the Sherlock Holmes stories ever written, both short and long. Some it has published in the past, but many of the best are still to come. It is the only paper in Chicago now running Sherlock Holmes stories.

The Record-Herald has only recently begun on the "Memoirs of Sherlock Holmes," a series of thirteen of these famous detective tales. The stories, which have been appearing only on Sundays, are now to run right along through every day of the week until completed. This series is to be followed by two long Sherlock Holmes serials—"A Study in Scarlet" and "The Sign of the Four." Many persons are taking advantage of this chance to read the world's best detective stories.

Sherlock Holmes has the honor of being the most widely known character in fiction. The fascination of his adventures and of his marvelous detective powers is felt by all classes of readers. You can always find some of the best popular fiction of the day in the Record-Herald, but the Conan Doyle series is something out of the ordinary, even for that enterprising paper.

There is no grave so deep as that of Buried Hopes.

Shorthand and Typewriting
 Thorough—Practical—Up-to-date
 Write for new catalog
CHURCHILL'S INSTITUTE
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Sales Books SPECIAL OFFER FOR \$4.00
 We will send you complete, with Original Bill and Duplicate Copy, Printed, Reproduced and Numbered, 5,000 Original Bills, 5,000 Duplicate Orders, 100 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it saves for itself in forgotten charges alone. For description, circular, samples and special prices on large quantities, address The ORDER-THROUGH System, 1922 Michigan Ave., Chicago. Agents Wanted.
 NOTE:—In writing orders, do not forget to furnish copy of print, as desired. It takes from 10 days to 2 weeks to execute orders.

I Want to Make the Acquaintance

of the merchant who hasn't the time—doesn't know how—doesn't care—to do his own advertising and is willing to use services of an

Expert Advertiser

To such a merchant I'll give 25 YEARS OF ADVERTISING SERVICE, and for him I'll write ads that pull and pull for days and weeks and months—and fill his store with customers from early morn till late at night.

Ads with that HEART to HEART talk in them.

Say nay to that 10% sales-promoter—he's too costly. Write to me and I'll tell you all about him and his methods.

A sample ad costs you but \$1.00, worth hundreds.

The sooner you try me the better you're off.

Paul the Ad-man
 Mid-City Bank Bldg.
 Halstead and Madison Sts.
 Chicago

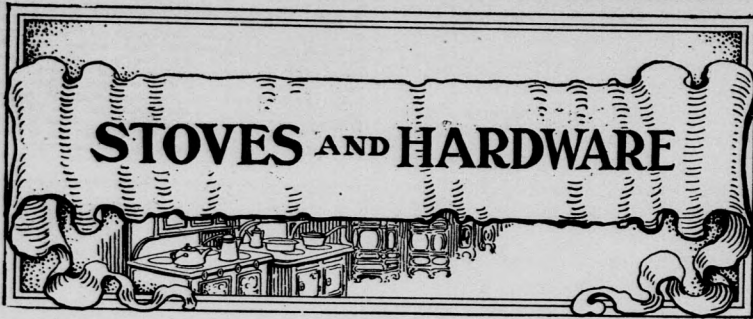
IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's best ones, that call for

HAND SAPOLIO

Always supply it and you will keep their good will.

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.



Religion Based on Courtesy To Old Maids.

A manufacturer of stovepipe collars has established a new religion, based on courtesy to old maids. Just what relation there may be to the yoke of subserviency to old maidenhood which he assumes and the stovepipe collar that he manufactures it is not easy to understand. Perhaps the latter is to be the insignia of the former. If so, we suggest that he and his followers, who, by the way, are to be men, might wear stovepipe collars around their necks as a sign of petticoat subserviency. If the wedding ring denotes allegiance to a "lord and master," why should not the stovepipe collar serve as a sign of devotion to the forlorn among the fair sex?

Whatever the outcome of this new "creed," be it known to all that Henry Andre, Secretary of the Kendrick Stovepipe Collar Co., of Cincinnati, Ohio, was the founder, and that its first commandment is: "Honor all old maids, for they are worth more in push, ability and character than the molycoddles (men) they are replacing every day." The keynote of the new cult will be "courtesy," which will be preached by men to men, everywhere, seven days in the week.

A Florida cracker who could neither read nor write took unto himself a wife who was equally ignorant. With his bride he repaired to a palmetto hut in the wilderness on the banks of the Indian River. They were far from civilization and had only the most primitive means of subsistence. Their only way of getting supplies was an occasional trip by boat to a far distant village.

The groom was a hunter and guide, well known in all that region for his knowledge of the river. His rifle brought down a coon or his fishing rod supplied the family table when "eatables" ran low. The cabbage palmetto, which grows wild in that section, was relied on for vegetable diet.

Two days after his marriage a party of hunters came to the cabin and offered a tempting sum for a ten days' trip into the wilderness. The guide wavered for awhile "twixt love and duty," but finally consented to go. His bride protested. "What shall I do alone?" she cried. "How can I get anything to eat?" "Oh, that is easy," replied the young husband. "Just kill a coon and cut a cabbage!" From that time on the expression became proverbial. Whenever a hunter ran out of provisions the ever present raccoon and palmetto cabbage were available and the advice, "Kill a coon and cut a cabbage," came to mind as the last resort in the Florida wilds.

Near to nature's heart is not altogether a platitude. Although we but half appreciate her, old mother earth is very kind to us all.

The modern Diogenes might well go about with a lantern looking for a man who is a booster, not a knocker. It has been well said that a knocker is "a thing that hangs on the outside of a door" and of course knows nothing of what is going on inside. Hugh Chalmers says: "The paramount question in the modern business world is that of distribution; and men, as the one great means of facilitating this, are the greatest known factor with which we have to wrestle. Let us have men about us that are boosters, not knockers—that do not hang outside the door awaiting outside forces to give them impetus, but men that rap on our door with a life-like imitation of the knock of opportunity."

A great merchant is quoted as saying: "The world has greatly sharpened its conscience within the past fifty years."

This is true of the business conscience as well as the moral conscience. A man can not do the things in business he could thirty or fifty years ago without being outlawed.

The standards of right and justice are higher to-day than ever before.

But they are low enough now, and there are still reforms to be made that will come in due time. "The mills of God grind slowly, but they grind exceeding fine." Some of the present day practices will look very, very fishy in the near future. There are abuses in the advertising business, for instance, that won't stand the test of time. There are advertisers that are cheating the public, and publishers that stand in with those advertisers, in the sale of bogus stocks and fake medicines and the like, and the time is coming when such advertisers and publishers will be put down and out. There are publishers that are defrauding by false statements of circulation, and they, too, will meet Fate with his stuffed club a little farther on around the corner. There are fakes and frauds in every trade and profession, but proportionately they are getting fewer every day, and the time is coming when they will all go down before the "sharpened conscience" of the business world.

Don't be rude to children. They are to be the grown-ups of to-morrow. They are quick to "size up" the stores where courtesy to patrons is the rule, and they are not backward about expressing their opinions in public. Keep the good will of the chil-

dren as a foundation for increased patronage in future years.

Money is a good thing to have, and is worth working for, but not worth living for. The man who makes money his sole aim in life loses everything else and much that is better. He even loses the ability to enjoy anything else. "Money is worth while," says E. S. Martin, "and we all want a due portion of it, so long as it means increased fullness of life. To live in a rich country is an advantage because life is usually fuller there, and opportunities are greater and more accessible. But money is only valuable as a means of prosecuting to better advantage this experiment of human life. If by getting money you get more and better life, you are ahead on the transaction, but if you devote your life to

STEEL STAMPING ALL KINDS

Patented articles made and sold on royalty basis

GIER & DAIL MFG. CO. LANSING

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Makes Gasoline Lighting Systems and
Everything of Metal

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

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The only EXCLUSIVE WHOLESALE HARDWARE in Western Michigan

Foster, Stevens & Co.

Wholesale Hardware



10 and 12 Monroe St.

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31-33-35-37 Louis St.

Grand Rapids, Mich.

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.

getting money and get it and nothing else, you have made a bad bargain." All of which applies as well to the laboring man as to the millionaire.—Sidney Arnold in American Artisan.

Late Inventions.

An electric meter has been invented for measuring the flow of steam in pipes.

Artificial wood for catches, made from straw, has been invented by a Frenchman.

To a Massachusetts man has been granted a patent for an electric lamp and reflector for inspecting the inside of shoes.

In France there has been invented a flourless breadmaking machine that transforms the whole wheat into dough.

A swiveled clamp by which a funnel may be fastened to a bottle to leave one hand free when liquids are poured is a Californian's invention.

The bottom and sides separate and can be adjusted to any size desired in a baking pan patented by a Pennsylvanian.

A barrel shaped packing case that has been patented by an Illinois man can be folded for transportation when empty and used many times.

A Pennsylvanian has equipped the head of a piano tuning hammer with a ratchet so that it will not have to be lifted from a peg every time it is turned.

A California inventor's wave power motor consists of a small truck with a broad tail. A wave, striking the tail, pushes the affair up a track and a piston in the head of the truck compresses air in a cylinder.

He Got Advice.

"Excuse me, sir," he said as he approached the man who was on the corner waiting for his car, "but I would like to ask your advice."

"Keep out of Wall street," was the prompt reply.

"It isn't that, sir—it isn't that. I have been invited to join a camp of Sons of Veterans."

"Good thing—good thing. Go right ahead and sign the roll."

"But there may be an impediment, sir—an impediment. My father was not exactly a soldier."

"O-h-h!"

"He was a sutler, sir, and perhaps I am not eligible as a recruit. I have an idea that you are an old veteran, and I want your opinion."

"And you shall have it. Go right ahead and join. Your father may not have been an enlisted man, but he ran twice the danger. His wagons were being constantly attacked by our own men as well as the enemy. Yes, sir; join the camp—join two of them—for you are all right!"

His Father Had One.

"Can you tell me, my boy," said the prim teacher, "why the race is not always to the swift?"

"Yes'm," said the little boy, promptly. "It's because sometimes their tires bust."

By the erection of a chain of stations for a distance of 1,800 miles up the Congo River it will be possible to send wireless messages all the way across Africa.

Sidelights on Well Known Men of Long Ago.

Written for the Tradesman.

Frederick E. Heath was a prosperous photographer, with a gallery located on Monroe street, fifty years ago. Later he purchased the gallery in the McReynolds building (now Giant) and continued the business until 1874, when he entered the employ of the Grand Rapids & Indiana Railroad, dividing his time in detective work and the promotion work of the passenger department. Mr. Heath was a very short but stoutly built man, possessed of a jovial spirit and a great fund of humor. He organized the short men of the city, Ed. Donnelly, Charlie Pike, Gaius W. Perkins, Sidney S. Ball, Fred S. Lyon, Walter Angell, John H. Jewett and many other "sawed-offs" and gave them the name, "Granny Dears," burlesquing the Grenadier Guard, composed of men who measured not less than six feet in height, of the English army. The First Lieutenant of the "Granny Dears," Major Mack M. Moore, measured over six feet in height and Captain Heath explained that he was obliged to enlist him because none of the "sawed-offs" had any knowledge of military tactics. The newspapers gave generous reports of the movements and enterprises of the "Granny Dears," written wholly by men with vivid imaginations. As a matter of fact, the only occasion when the guards appeared in public was when they paraded Canal and Monroe streets at midnight, dressed in the costumes of witches. Captain Heath was a favorite with sportsmen as a guide in the North woods. Long before the resorts in the Little Traverse Bay region were opened his services were often called for by hunters of game and fish from Pennsylvania, Indiana, Kentucky and other states during the open seasons. Game was plentiful in the North woods and Captain Heath knew the haunts of deer, bear and small wild animals and the streams of the trout and bass. He died more than two decades ago.

The important work of the Western Michigan Development Bureau recalls the fact that soon after commencing the construction and operation of its railroad north of Grand Rapids, the Grand Rapids & Indiana Railroad Company commenced actively the development of its land grant. Land Commissioner William A. Howard employed Rev. Doctor J. P. Tustin, rector of St. Mark's church, Grand Rapids, to go to Sweden and organize colonies to come to Michigan and settle upon lands owned by the railroad corporation. Dr. Tustin was quite successful and the thriving town of Tustin, the location of the first colony of Swedes on the land grant, was named in his honor. Another colony located at Ashley. The colonists were intelligent, industrious and thrifty. They and their descendants have rendered valuable service in the work of developing Northern Michigan.

E. H. Tompkins and J. G. Tompkins, brothers, were photographers located in Grand Rapids at the close of the Civil War. E. H. Tompkins was located on the southwest corner of Canal and Huron streets and J. G. Tompkins at 40 Canal street. The latter served the city one term as alderman from the fourth (now seventh) ward. After the death of Byron D. Ball, Tompkins married the widow.

Leonard A. Merrill was a photographer who occupied a small frame building, located on Monroe street on the ground now owned by Friedman's store. His specialty was tinctypes, which Civil War soldiers bought in large quantities on account of their cheapness. Merrill afterward fitted up a gallery in the McReynolds building. After he became disabled with ill health the gallery was managed by a son, Charles L. Merrill. The latter moved to Seattle twenty-five years ago.

Arthur S. White.

If wishes were horses, beggars would not ride; they could still make more money on foot.

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.

A. T. KNOWLSON COMPANY
Wholesale Gas and Electric Supplies
Michigan Distributors for Welsbach Company
99-103 Congress St. East, Detroit
Telephones, Main 2228-2229
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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 1/2, 1 and 5 gallon cans.
STANDARD OIL CO.
Grand Rapids, Mich.

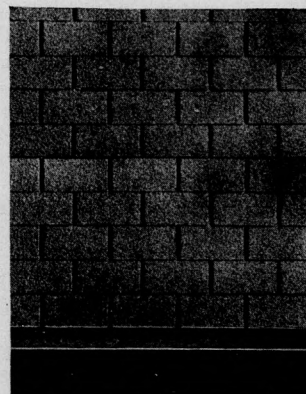
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REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES
AN HONEST PRODUCT AT AN HONEST PRICE

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PHOTOGRAPHIC SECTION REPRODUCED

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Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Our Price is Reasonable
Costs Less Than Stained Wood Shingles
We Invite Your Inquiries
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We Are Ready and Anxious to Serve You

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ESTABLISHED 1868



Michigan Knights of the Grip.
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 Grand Counselor—George B. Craw, Potoskey.
 Junior Counselor—John Q. Adams, Battle Creek.
 East 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, Potoskey.
 Executive Committee—James F. Hammell, Lansing; John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette.

Salesmanship of the Late John W. Gates.

John W. Gates, the financier, stock broker, promoter, speculator and gambler, who died last week in Paris, France, while being all of the various things his newspaper titles accredited him with, was at the same time pre-eminently a salesman, one of the greatest salesmen who ever lived. Had it not been for his spectacular career and the notoriety he gained by his meteoric financial operations, he would have gained a more lasting fame as a salesman of superlative ability.

The story of his life has often been told and is familiar in its leading details to every reader of the newspapers. The story of his early business ventures in Texas has likewise been frequently told. It was during this period of his life, when he was getting his start, that he made his record as a salesman. How he sold more wire in a day or two than Colonel Elwood could turn out in six months is almost as familiar as are many of the stories about the men who have been eminent in various walks of life, with this difference, however: The story of Gates' selling ability is substantially true, which is more than can be said about most of the fables told about prominent men.

Perhaps the methods employed by Gates in his selling operations in the barbed wire field might not meet the approval of the school of modern psychological salesmen, and perhaps it is true that few lasting reputations as salesmen can be made by using spectacular methods; but measured in the scale of results, Gates' methods landed the goods. What he did in Texas revealed the versatility of the man, his pliability and his ability to harmonize his methods with the environment. His tactics

were the best calculated to attract the attention and to arouse the interest of the men whom he desired to sell, and to whom he did sell. After all that is about all there is to any scheme of selling, psychological or otherwise. Men are sent out to

this department of endeavor should be sullied by his notoriety as a gambler. The latter has this virtue, however: he never once concealed the fact that he was a gambler and he never was a thimble-rigger. All he ever asked was the fair gambler's chance of 51 per cent., and he was willing at times to take a chance on the extra 1 per cent.

What he did as a salesman of barbed wire or bonds deserves to be preserved and studied, for as a salesman he was a wonder. The rest of his career may be forgotten, and will be forgotten; it will have little interest for any one.—Implement Age.

Then They Took a Drink.

"It is pretty hard to face the average commercial traveler," quotes the

travelers and some drummers. But they make it very hard for a gentleman to travel decently nowadays.

"One of the bystanders stepped forward.

"Say, look here," he said, "I have heard what you said and I want you to know that I am a commercial traveler or drummer or peddler, as you call it, and—"

"The other cut him short. 'Sir,' he said, 'pray remember that I was addressing the room clerk and not you, and he took his key and marched off.

"Well, say, what do you think of that?" demanded the drummer. "I suppose that mean cuss never did a day's work in his life. I guess he got his money from a rich daddy."

"Rich daddy, your granny!" the clerk said, "you'll see him go out or here to-morrow with a big package of dry goods under his arm."

"Say, do you mean to tell me that fellow was stringing me?" demanded the affronted one. "Well, that's the cleverest thing anybody has ever put over on me."

"Then he waited until the man with the new gloves came downstairs again and carried him off to the bar."

If the tax man could buy all the property he assesses, at the owners' valuation, he would roll up fortune after fortune.

THE CITY'S LAMENT

Down by the Shore, where the breezes will blow,
 Fresh from the sea, with its ebb and its flow,
 Smelling of oysters and scraps of old fish,
 Fragrant with chowder and other salt fish,
 Stands the Hotel, and the chief and his crew,
 Skinem and Bitem, are waiting for you!

Up in the Mountains, beneath the blue sky,
 Rocks, and the Eagles, and everything high,
 Stunning old pines, and the hemlock and ash,
 Six-by-ten rooms for the ten-by-six cash,
 Stands the Bird Inn, and I'm telling you true,
 Bleedem and Soakem are waiting for you!

Out on the Farm, where the chickens and ducks
 Turn out the eggs with the quacks and the clucks;
 Onions and radishes, limas and corn,
 Mother's own pie, and, as sure as your born,
 Right up to date and quite ready to "do,"
 Pickem and Pluckem are waiting for you!

Go where you will, for vacation or sport,
 Start away long you will stumble back short,
 Pocketbook empty; but listen and learn—
 Winter is coming, and tables will turn,
 Pluckem and Pickem will turn up in Town,
 Then we will get them and do them up brown!

Charles Irwin Junkin.

sell goods, and their success is measured by the number and the value of their orders. The essential thing about the salesmanship methods of Gates was that he got the orders.

After he had left the commercial field and went into the marts of finance he continued to exercise his ability as a salesman. He was given credit for being the most able salesman of securities in the country, and any industrial organization which could enlist his services and his ability in the selling of its bonds and other securities was pretty sure to have a market found. This ability of John W. Gates will constitute the basis for the most lasting part of his fame as a financier and a business man. It is a pity that his record in

New York Sun, "but I saw several of them get it good and hard up at Hartford. Several were standing about the desk of the hotel when a New York drummer who was well known to the clerk entered. He wore a pair of new gloves, and he started to pull them off with an air of importance as he looked the clerk straight in the eyes and said, 'Good evening.'

"Good evening, sir," the clerk replied, aware that something was up.

"Have you a good room?"

"Yes, sir."

"You are sure it is a good room? I find in traveling about that many of the best rooms in the hotels are pre-empted in these days by low peddlers. Some call them commercial

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.

Increase Your Sales of

BAKER'S Cocoa and Chocolate



Registered,
U. S. Pat. Off.

Walter Baker & Co. Ltd.
DORCHESTER, MASS.

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

News and Gossip of the Traveling Boys.

Jake Johnson, Pere Marquette detective, is on diet. Jake has passed up meat entirely and for a light lunch he eats about one hundred oysters. Would like to have seen Jake eat a meal before he started to diet.

Through a typographical error in last week's issue the Tradesman stated that "Wm. Person, of Fremont, gained a pound and a quarter during the recent chilly spell." This should read Wes' Person instead of Wm. The pound and a quarter has changed Wes' appearance materially and we don't want any Kimmel mystery in Fremont.

E. E. Wheaton, of Traverse City, has moved again and we understand he has not paid the rent to the parties that stored his goods. They are holding his coal stove.

E. B.: Sure we won't mention it if your wife would do as you say. Would advise, however, that you behave so we won't have anything to write about you.

Old Dad, manager of the Lakeview Hotel, Elk Rapids, says he can't understand why the boys pass him by and stop at the Park Place, at Traverse. We do. Spruce up your place a bit, Dad, and put some springs on your beds—that will help some.

Handsome Will Adams, of Alma, attended the State Fair last week.

Fred Stockwell, general manager of Edson, Moore & Co., Detroit, intends trying for the golf championship next year. If he gets it we'll put his picture in the Tradesman.

Emerson Gray, Port Huron, representative for the Aikman Baking Co., has purchased a new E. M. F. 30. If it gets up, nothing but excursion trains will pay.

A. F. Smith, advertising manager for the Citizens Telephone Co., is in Detroit on business.

Adrian Oole, of Traverse City, has let the contract and work has been started on removing his mustache. Clara says she couldn't keep the dandruff out of it.

The United Commercial Travelers and the traveling men in general extend their heartfelt sympathy to Claude Ballard and family in their recent bereavement—the loss of their father and grandfather.

The New Era Hotel has raised its rates from 35 to 50 cents per meal. Considering the meals we thought 35 cents at awful price.

The present subscription price of the Tradesman is \$1 and it will be raised to \$2 soon. We would like to see as many traveling men as possible subscribe. The Tradesman would be pleased to receive contributions from the boys, whether kicks on the hotels, railroads or a story. This is the only weekly magazine in Michigan whose columns are open to the traveling men.

The Grand Rapids jobbers are scurrying over Western Michigan in their "Trade Special" this week, visiting and shaking hands with the trade and prospective trade. The traveling men are doing likewise (less the special), but are carrying a

"pack" with them and buying their cigars in the grocery store.

If only Bert Decker and Dr. F. W. Schatz were traveling men—we'd never have to hunt around very far for news.

Civil engineers are holding a convention in Grand Rapids this week. What a crowd it would make if the civil traveling men held a convention.

Referring to the above paragraph, of course Bill Hazelton isn't a traveling man any more.

There's some satisfaction to the grocery salesman if he doesn't sell as much sugar as he formerly did. His sales will be just as large.

Next meeting of Grand Rapids Council, No. 131, U. C. T., will be held Saturday, Oct. 7. Refreshments served and ladies invited.

Up To Date.

To market, to market

To buy a fat pig;

Home again, home again,

Price is too big.

—Judge.

Some of our handsome traveling men have to ride in the baggage coach ahead to keep the ladies from pestering them with admiring glances. We promised not to mention any names so as to save trouble for the handsome one we have in mind.

Phil Manasee, representing Keith Bros., Chicago, is starting out with his line of hats for spring. Phil says he has the fuzzy kind.

Bot Bradley, who made Grandpa's Wonder Soap famous, made an extensive trip last week: Three street car rides and walked four blocks.

A. E. McGuire, who has been laid up for a number of weeks, is able to be about again.

Roy Kirkem, the boy wonder of Sparta, was in Grand Rapids this week.

HAPPY NEW YEAR.

J. M. Goldstein.

Annual Meeting of the G. R. T. M. B. A.

The first annual meeting of the Grand Rapids Traveling Men's Benefit Association was held at the Morton House Saturday, Sept. 23, with a good attendance and several new applications received. Reports read by the President and Secretary showed the new order in a flourishing condition, no deaths occurring during the year in the membership, and all present were more than pleased with the first year's progress.

The object of this Association, as stated in article I, section 1, of the constitution, is to provide a death benefit fund for its members, the organizers having in mind the providing of a fund for immediate avail when occasion required of an amount of money for convenience or such necessity as comes to all of us with death.

This Association confines its membership to members of Grand Rapids Council, No. 131, United Commercial Travelers of America, and being formed for mutual benefit and not for profit to any individual member has stipulated that there shall be no

salaries nor fees paid to the officers who transact the business. It is confidently hoped that every member of Grand Rapids Council will become a participating member of this Association at once. Application can be made through the Secretary or any of its officers.

At the close of the meeting the following officers were elected for the ensuing year:

President—Walter S. Lawton.

Vice-President—John D. Martin.

Secretary and Treasurer—Harry D. Hydorn.

Director, three years—John Hon-dorp.

Director, two years—Charles G. Walker.

Director, one year—Homer R. Bradford.

Director, one year—Fred L. Raymond.

Traverse City Council Reaches Century Mark.

Traverse City, Sept. 25—Traverse City Council, No. 361, U. C. T., gained its century mark at its regular meeting held Saturday, Sept. 23, when its membership reached 100 by initiating three men of the traveling profession.

Grand Counselor Geo. B. Craw, of Petoskey, and Grand Secretary Fred C. Richter paid us an official visit on the occasion and the Grand Counselor delivered a very eloquent address on the good of the order and the phenomenal growth since we were organized four years ago with only twenty-three members. He also complimented us on our work in the Council chamber and for displaying an extra amount of ginger. A great deal of credit should be given our present officers for their efficient work. The Grand Secretary favored them with the button presentation speech. Visiting members attended as follows: J. S. Canfield, of Kalamazoo; Wm. Winter, of Dayton, Ohio; Ed. Sovereign, of Saginaw; H. C. Hoffman, of Milwaukee. The following members were initiated: A. B. Jourdan, John R. Gilchrist and Ed. O. Secor.

After the regular meeting light refreshments were served, the ladies being in waiting in the reception room during the business session. After refreshments, dancing and card playing was enjoyed until midnight.

Our Secretary, Harry Hurley, being obliged to change his location, the Council presented him with a beautiful traveling toilet case and his wife with a handsome hand painted dish as a token of our high appreciation of their services to our Council.

Fred C. Richter.

Gripsack Brigade.

Traverse City Record: H. C. Hoffman, who succeeds Postmaster Frank Friedrich as traveling salesman for the Frederick Mayer Shoe Co., has removed from Milwaukee to this city with his family and will make this place his permanent home.

A Charlotte correspondent writes: C. C. Pelton, of this city, has disposed of his interest in the Leverich bottling works to his partners, E. V.

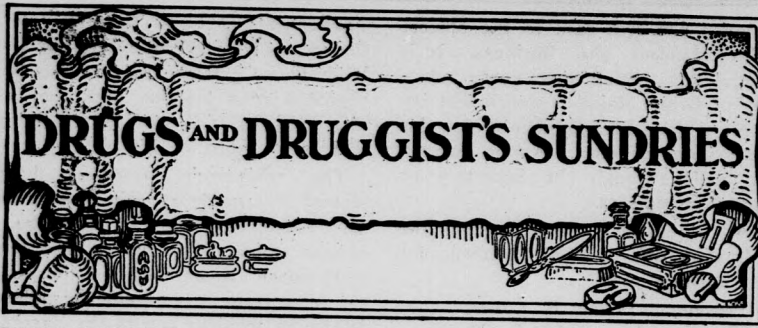
Vanderhof and F. B. Johnson. Mr. Pelton has retained his interest in the Wolverine Chemical Co. He has accepted a road position with the Indian Refining Co. and left Monday morning to start on his new work.

The commercial travelers have started a crusade to eliminate what they call the "death car" from passenger trains. This car is the one steel coach often placed in the center of a train of wooden coaches. When an accident occurs the passengers in the wooden coaches have little or no chance to escape. They want the steel car at the end, but prefer to have all the coaches made of steel, thus doing away with a large percentage of danger from accident. The Interstate Commerce Commission has been asked to look into this subject. The commercial travelers pay out a large sum of money annually to the railroads and believe they have some right to make suggestions that will be of benefit not only to them but to all who travel.

It may puzzle the average reader to understand what our U. C. T. correspondent, Mr. Goldstein, means by extending a Happy New Year to his many readers at the end of his contribution in this week's issue. In order that there may be no misapprehension in the matter, the Tradesman begs leave to state that Mr. Goldstein is a devout follower of the Prophet Moses and the Hebrew New Year occurs on Saturday of this week. Without this explanation, the greeting might appear incongruous. In the light of the explanation, it is perfectly proper that Mr. Goldstein should wish his many friends—and their name is legion—the compliments of the season—his season.

Menominee Herald: Francis Wall, who has been sales manager for several years at the Richardson Shoe Co., resigned a few days ago and left for the factory of the Walk-Over Shoe Co. He has accepted a position with that company as traveling salesman. His territory covers Iowa, Nebraska, Kansas, Missouri and a part of Minnesota. Mr. Wall has been a valuable man at the Richardson Shoe Co., but he decided that the outdoor work which comes with the traveling position would be better for his health. He has made a good reputation in the shoe business, having entered the local factory when quite young and never going into any other business until he handed in his resignation. He is known as a great ice boat enthusiast and in fact all outdoor sports have received his earnest attention. He will be missed in the winter sports of Menominee this year. Ice boating is in reality his main hobby and he is known as an expert operator of the boats.

Mrs. F. J. Haldaman, of Grand Rapids, has taken possession of the Pere Marquette eating house at Traverse City. Mrs. Haldaman was for some years proprietor of the Derby Hotel in Grand Rapids and has had long experience in the business. She will make a specialty of Sunday dinners as well as catering to the traveling public and local trade.



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.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.

Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—Robt. W. Cochrane, Kalamazoo.

Treasurer—Henry Riechel, Grand Rapids.
 Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

Michigan State Pharmaceutical Association.

President—E. W. Austin, Midland.
 First Vice-President—E. P. Varnum, Jonesville.
 Second Vice-President—C. P. Baker, Battle Creek.
 Third Vice-President—L. P. Lipp, Blissfield.

Secretary—M. H. Goodale, Battle Creek.
 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. Fanckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Profitable vs. Unprofitable Drug Advertising.

II.

(Concluded from last week)

The hotel register is another scheme that has Andrew Carnegie's library stunt down in the dust and panting for breath when it comes to doing away with the dough. This graft is usually promoted by a large girl built on the steam roller plan, who owns a bundle of smiles that border close on to grins and a line of hand-painted carried-in-stock arguments with which she is supposed to convert a four by six space into a twenty dollar bill while you wait for her to show you where to sign. Personally I would prefer to tamp the twenty into a prairie dog hole; it is so much easier done and the results are the same.

Advertising is as necessary to successful business as merchandise, but it is a line that has been used by grafters to get the coin, and in many instances druggists have invested large sums in what promoters call advertising when the only thing of value they got was a receipt for their money. These respectable robbers have a great way of kidding the inexperienced by telling them they are back numbers and fossils, and that they do not believe in advertising or they would never turn down a proposition such as has just been laid before them, when really the said proposition is merely a repetition of that good story, "Heads I win, tails you lose."

If I had to use one and only one method of advertising I would pre-

fer the newspaper. If I had my choice of the newspaper and all other methods combined I would still prefer the newspaper. My idea of the best form of drug store advertising is to buy a specified space the first of each year with the understanding that my advertising was to occupy this space for the entire year. The location of your advertising in the paper should be as firmly fixed in the minds of the readers as the location of your store. This space should be filled with matter that will be read. The ancient wheeze about pure drugs and sundries that was set up January the first and taken out just in time to say a full line of Christmas gift goods was the proper caper in its time. So was the stage coach, but most of us prefer to wear out the pavements in a four cylinder horse man killer that makes the telegraph poles look like a picket fence, and the same principle applies to advertising. If you are to get results from your advertising it must be read, and if the busy million is to read it it will have to be different from the stereotyped stuff they were running during Sherman's march to the sea. In fact, a drug store advertisement at this advanced age of speed craze, aerial navigation and nine hundred batting averages has to be a rather classy piece of literature to wean the eye of the reader away from the baseball column.

The store should be systematized, and it should be the duty of some one person in the store to look after the advertising and see that copy does not run until it is stale and tiresome and marks the store as a back number. Of course every department should be looked after diligently, but neglect every department rather than advertising, because in this department you are talking trade to the people and it is here that you can do most to convert your merchandise into cash, which is every man's reason for being in business.

I have not directed these remarks to older men who have come from farther up the stream of years than I, but rather to the budding youth who has not yet fully recovered from the first attack of information gotten in the old lecture room where he learned the chemical formulas of coal tar derivatives whose names look like a pile of pied type. To these tender plants from the college conservatory, upon whose shoulders must soon fall the responsibilities of our honored craft, I would say your education is just beginning when you are given the sacred white lambskin

by the faculty of dear old Alma Mater and the State Board passes you the credentials that permit you to sell stamps and hunt the city directory to your hearts' content. This also allows you the privilege of working from eighteen to twenty-four hours per diem anywhere in the United States.

I would also further advise you to study advertising every day every spare moment. Do not be satisfied until your name and business are household words. I am aware that learned professors have led you throughout the realm of pharmacy and taught you its mysteries, but it remains for the finishing touches of the school of experience to teach you to hand out the league rules for making phosphorus pills on a warm day one moment and the best price on safety razors the next.

You must be all kinds of man. There must be circular letters to the physicians discoursing on the merits of a special elixir or tincture; there must be a circular letter to the farmers telling exactly how to whipsaw the potato bug and put the chicken fleas on an eternal hummer. Because, verily, in our line eternal advertising is the price of success and it only takes a lifetime to learn to distinguish profitable from unprofitable advertising. W. H. Cousins.

Nail Polishing Powders.

1.
 Precipitated silica 1 oz.
 Magnesia, heavy ½ oz.
 Oil of Ylang-Ylang 1 dp.
 Tint with a solution of carmine.

2.
 Precipitated silica 1 oz.
 Prepared chalk ½ oz.
 Stannic oxide ½ oz.
 Otto of rose 1 dp.
 Tint with a solution of carmine.

3.
 Precipitated silica 1 oz.
 Tin oleate ½ oz.
 Essence of cologne 2 dps.
 Tint as above.

To make a nail varnish, proceed as follows:

- Hard paraffin 10 grs.
- Otto of rose 1 dp.
- Petroleum ether, to make .. 1 oz.
- Alkannin sufficient to give a rose tint.

This is to be painted on the nails with a camel's hair brush, and is followed by polishing with a silk handkerchief.

Dry Shampoo Powder.

- Borax 2 ozs.
- Sublimed sulphur 5 ozs.
- Wood flour 5 ozs.
- Oat meal 25 ozs.
- Rice flour 30 ozs.
- Orris root 2 ozs.

All the ingredients should be in the finest possible state of division. Each should be dried separately before being compounded. The mixing must be done in a place entirely free from moisture.

- Blackberry juice 4 pts.
- Catechu 4 ozs.
- Cinnamon 1 oz.
- Nutmeg 1 oz.
- Coriander seed 1 oz.
- Opium, powdered ¼ oz.
- Sugar 2 lbs.
- Alcohol 2½ pts.
- Water (q. s.) 1 gal.

Grind the drugs to a coarse powder, and having mixed the blackberry juice with the alcohol, macerate them for a week or ten days in a warm place, then filter, add the sugar, dissolve by agitation, and having passed enough water through the filter add it to the mixture to make one gallon of the finished product.

Insect Powder.

A strong insect powder is prepared, according to Pharmaceutical Era, by mixing pyrethrum powder with 10 per cent. of powdered quillaia. The following have also been recommended:

1.
 Insect powder 14 ozs.
 Powdered quassia 6 ozs.
 Powdered white hellebore ... 2 ozs.

2.
 Insect powder 8 ozs.
 Powdered colocynth 4 ozs.
 Powdered white hellebore ... 10 ozs.

Asthma Pastiles.

- Benzoin finely powdered 1 oz.
- Jaborandi, finely powdered .. 2 ozs.
- Stramonium leaves, powdered. 4 ozs.
- Charcoal 20 ozs.
- Mucilage of tragacanth, thin. q.s.

Beat the powders with the mucilage to a stiff mass and roll out into a cake about ¼ inch thick, cut into strips ⅜ inch wide and 1½ inches long and dry by warm air or make grains' weight. One end of the pastille is ignited and the smoke inhaled until relieved.

Mosquito Lotion.

F. W. Scott, Jr., says a mosquito lotion made according to the following formula is a popular preparation in his locality:

- Camphor 16 gms.
- Camphor 16 gms.
- Menthol 16 gms.
- Oil citronella 65 cc.
- Strong ammonia water ... 90 cc.
- Water 65 cc.
- Alcohol, to make 1,000 cc.

Mix and apply either before or after the mosquito bites.

The Drug Market.

- Codeine — Has advanced 30c an ounce.
- Grain Alcohol—Has advanced.
- Cantharides—Are higher.
- Manna—Has advanced.
- Menthol—Has advanced
- Santonine—Is higher.
- Balsam Tolu—Has advanced.
- Oil Bay—Is higher.
- American Saffron—Has advanced.
- Bayberry Wax—Is higher.
- Oil Lavender Flowers—Is higher.

Michigan College of Chiropractic

(INCORPORATED)

The College of Chiropractic Standard, 108 Jefferson Ave., Grand Rapids, Mich. Catalogue mailed on request. Fall classes begin Oct. 2.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, and others.



Our New Home

Corner Oakes and Commerce

Only 300 feet from Union Depot

Our Holiday Samples are now on display in our new building. The most complete line ever shown by us. Please make us an early date and get the first selection and best service.

Hazeltine & Perkins Drug Co. Grand Rapids, Mich.

They Will EAT More and BUY More Groceries



If you sell them LOWNEY'S COCOA

Instead of Coffee and Tea

You may make more at first on tea and coffee. but you want your customers to have good appetites. The answer is Lowney's Cocoa. It is appetising, wholesome and strengthening.



IT'S UP TO YOU

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

- Erooms
Drugs
Pecan Halves
Roasted Coffee
Spices

DECLINED

Index to Markets

By Columns

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

1

Table with column 1 items including Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushed, Butter, Canned Goods, Cereals, etc.

2

Table with column 2 items including Oysters, Plums, Pears in Syrup, Peas, Peaches, Pineapple, Pumpkin, Raspberries, Salmon, Shrimps, Strawberries, Tomatoes, Carbon Oils, Catsup, Cereals, etc.

3

Table with column 3 items including Chewing Gum, Chicory, Chocolate, Cider, Sweet, Cloth Lines, Cocoa, Coconut, Coffees, Roasted, etc.

4

Table with column 4 items including Confections, Stick Candy, Mixed Candy, Fancy-In Pails, Pop Corn, Cough Drops, Nuts-Whole, etc.

5

Table with column 5 items including Sweet Goods, Animals, Atlantics, Atlantic Assorted, Avena Fruit Cakes, Beauty Bar, etc.

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 55 |
| | 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 3 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 60 |
| | 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 |
| | WRAPPING PAPER |
| | Common Straw 2 |
| | Fibre Manila, white .. 3 |
| | Fibre, Manila, colored 4 |
| | No. 1 Manila 4 |
| | Cream Manila 3 |
| | Butchers' Manila 2 1/2 |
| | Wax Butter, short c't 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 |



- 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



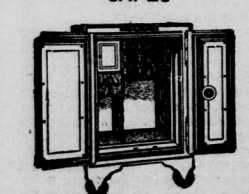
- COCOANUT**
Baker's Brazil Shredded
- 10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 35 5c pkgs., per case 2 60



- COFFEE**
Roasted
Dwinell-Wright Co.'s B'ds
- White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination



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



Full line of fire and burglar proof safes kept in

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 95
50 cakes, small size. 1 95

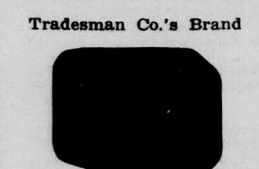


- Gowans & Sons Brand.
- Single boxes 3 00
Five box lots 2 95
Ten box lots 2 80
Twenty-five box lots .. 2 85

- 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

- 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, 6 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 toll 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, 2 1/2 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 30
Rub-No-More 3 85

- Scouring**
Enoch Morgan's Sons
Sapallo, gross lots 9 50
Sapallo, half gro. lots 4 85
Sapallo, single boxes 2 40
Sapallo, hand 2 40
Scourine Manufacturing Co
Scourine, 50 cakes 1 89
Scourine, 100 cakes ... 3 59

We have a lot of choice buckwheat suitable for seed. Write for prices.
Watson-Higgins Milling Co.
Grand Rapids, Mich.

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.

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.

Send us your orders for

Ceresota, Aristos Fanchon Barlow's Best Flour

We believe it's a good time to buy

Judson Grocer Co.
Wholesale Grocers Grand Rapids, Mich.

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.

Wanted—General stock of about \$3,000, doing good business in live town as part payment on a fine improved farm of 320 acres, located in Northern Iowa. Price \$97.50 per acre. This will stand the closest investigation. Address M. G. Alsever, Center Junction, Iowa. 693

For Sale Cheap—Solid plate glass silent salesmen showcases electric lighted, sectional shelving, etc. All invoice December, 1910, Grand Rapids Show Case Co., at \$1,600. Will sell for \$1,000, six months time. Lock Box 573, Shelby, Michigan. 686

Shoe Store—On account of the surviving partner not being able to carry on the business, the only exclusive shoe store in a city of 7,500, is for sale. A snap for one wanting an established business; rent low. Address 312 State St., Litchfield, Ill. 688

Have good new improved real estate in city of Detroit and brings good rent. Will exchange for shoe stock in some good town in Michigan. Address J. W. Upham, 10 Smith Ave., Detroit, Mich. 687

Cheap for cash and good notes, or will take part in improved real estate free and clear at dollar for dollar, new stock dry goods and fixtures, good business, all bought since fall and winter 1910. In heart of fruit belt. Lock Box 573, Shelby, Mich. 685

For Sale—Only studio in good town; reasonable. Write quick. H., Box 54, Clay City, Indiana. 684

Diamonds at great bargains, \$45 per carat and up; mounted rings and other diamond jewelry bought from private people, sold at half the regular price. Sent on memo bill to rated dealers. Sold for cash only. Dan I. Murray, Broker, 3 Maiden Lane, New York. 683

Ten years of success and why, after fifty years of failure. An experience booklet, telling how New Thought promotes health and success for others. Why not you? Sent free with three months' trial subscription to Nautilus Magazine, for 10c. The Elizabeth Towne Co., Dept. 307, Holyoke, Mass. 682

ENGINEERING FOR TOWN AND COUNTRY IMPROVEMENT

Reliable surveys and estimates made. Water Power. Water Works. Electric Lighting. Paving. Concrete Work. Drainage. Improvement of Swamp Lands. Geological Investigation of Mineral Deposits. Ross and McCoy Engineering Co., Mendon, Mich.

For Sale—My bazaar stock, invoices about \$1,200. Reason for selling, sickness and other business. Address O. A. Wood, Alma, Mich. 680

For Sale—Grocery and bakery, doing good business, equipped with first-class fixtures in town 5,000 population. Plenty manufacturing. Largest potato market in Michigan. Best of reasons for selling. Address No. 692, care Tradesman. 692

For Sale—One Empire coffee mill, 1 Dayton Computing scale, 1 McCaskey account register, 1 Bowser 5 barrel oil tank, 2 six foot counter cases, 1 umbrella case, 1 Patents cheese cutter, 1 National cash register, 1 4-foot floor case, 1 cracker case, 1 3,000 post card rack. W. A. Gardner, Elmira, Michigan. 691

For Sale—Largest and best equipped drug and book store in best resort city in Northern Michigan (Lower Peninsula). Good all year round trade. Prosperous city; good farming community; rushing resort business in summer. Sales \$16,000 per year. Stock and fixtures invoice about \$8,000, all clean and up-to-date for best city trade. Fine prescription business. No cut rates on anything. Large per cent of profit and all expenses low. Business established 19 years and steadily increasing. Three story building, best corner in city. Will sell or rent store, for long term, if desired. Owner wishes to retire from business and go West. Do not write unless you mean business. Address Northern Michigan, care Michigan Tradesman. 690

For Sale—Best paying general store in the State. Did business last year of \$65,000. Located in good farming community, brick store building, good clean stock. Double your money in three years. Will accept \$6,000 to \$8,000 down, balance at six per cent interest. Don't miss this chance if you want to go into business or change location. Bishop Bros., Millington, Michigan. 689

Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

For sale or trade for real estate, stock general merchandise located in good business town in Montcalm county, with beautiful lake and pleasure resort. Just the place for good wideawake business man. Invoices about \$5,000. Can reduce to suit. Yearly business about \$20,000. A liberal discount offered for cash sale. Good reasons for selling. Address C. M. C., care Michigan Tradesman. 676

For Sale—Clean staple stock of merchandise, will invoice between \$3,000 and \$4,000. Centrally located, in good brick building, 30x60, with plate front. Good furnace and lighting plant. Will sell building or rent reasonable. Also, three only, 10 ft. floor cases and one National Cash register for sale. Address Mrs. M. C. Haring, Grant, Mich. 675

To Exchange—For shoes and men's furnishings, equity in 160 acres solid heavy timber, near railroad in Wisconsin. Growing in value every year. Address No. 674, care Tradesman. 674

For Sale—Buy at your own price, one National Cash register, 6 drawer floor oak cabinet to highest bidder. Mail your offer. Cost \$550. Good as new. Burns & Kibler, Pearsa, Ia. 673

Wholesale and retail cigar business in second best city in Oklahoma; established four years and doing good business; stock and fixtures invoice about \$12,000; a fine opportunity for one who understands the business; good adjacent trade territory; good railroad facilities, having three main lines. A modern small city; climate and health conditions excellent; business did \$40,000 during 1910 and susceptible to increase; now owned by non-resident who wishes to retire; a very good deal for one desiring such a business. Address Clyde Washburn, Sec'y, Enid, Okla. 672

For Sale—Tea and coffee business; full line of premiums; established routes, electric mill horse and wagon, fixtures, etc. A good proposition for the right party. Must leave city on account of sickness. Address V. Hobart, 710 21st Ave., S., Minneapolis. 670

J. L. McKennan, Omaha's noted merchandise auctioneer, is now selling fifteen thousand dollar general stock for L. E. Holmes, Afton, Iowa. Write for my book of reference. Home address Lock Box 478, Omaha, Neb. 679

For Sale—Nice meat market business at Fremont, Michigan. Good locality, slaughter house with the business and in a locality where live stock is plentiful. A party that can speak the Holland language will control the meat business here. Write H. McCarty, Fremont, Michigan. 661

For Sale—Small grocery stock and fixtures located in thriving town of 1,200 population. Good established business. Reason for selling, wish to retire from business. Address Box 25, Bellevue, Michigan. 663

If you want to buy a store for cash or for part cash and part real estate, we can show you some bargains. Interstate Land Agency, Decatur, Ill. 665

Will sell our stock of dry goods, carpets and rugs with small stock groceries. The main dry goods stock and located in brick store, best corner in town. Reason for selling, poor health. Write or phone C. G. Morris & Son, Athens, Mich. 664

Wanted—To buy, for cash, stock of shoes, clothing or dry goods. Address R. W. Johnson, Pana, Ill. 659

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 Sale—New stock general merchandise in rich farming country, 40 miles from Chicago. Will invoice \$4,500. New town. No store within 8 miles. Doing a splendid business. Cheap rent. Must be cash. No trade. Reason for selling, ill health. Address Henry C. Andres, R. D. No. 1, Peotone, Ill. 660

For Sale—Clean stock dry goods, notions, furnishings, shoes. Doing cash business. Cash proposition. Snap for someone if taken at once. Going West. Address Lock Box 23, North Adams, Mich. 658

To Exchange—Quarter section good land adjoining good town in Michigan, for \$2,400 stock of general merchandise or hardware. Address E. T. Froelich, Froelich, Iowa. 656

For Sale—\$9,000 stock dry goods, shoes, Old stand. Best opening Southern Michigan. On Lake Shore. Town 1,500. Stock clean, best location. Address Busy, care Tradesman. 655

FOR SALE—UP-TO-DATE GENERAL MERCHANDISE STOCK, LESS THAN TWO YEARS OLD. GOOD LOCATION, GOOD BUSINESS, DOING OVER \$40,000 BUSINESS ANNUALLY. INVOICES ABOUT \$12,000. SATISFACTORY REASON FOR SELLING. ADDRESS NO. 654, CARE TRADESMAN. 654

For Sale—Clean stock of general merchandise, including buildings in country town in the Thumb of Michigan. Inventories \$3,000. Reason for selling, failing health. Can reduce stock. Address Lock Box 107, Colling, Michigan. 646

For Sale—A first-class stock of groceries in best country seat town in Kansas. Will invoice 7 to 8 thousand. Sales last year over 50 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

For Sale—A first-class bakery and property. Address 124 S. Franklin street, Greensburg, Ind. 630

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

Valuable residence with electric light and bath, in good town, to exchange for merchandise. Address No. 575, care Tradesman. 575

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

Wanted—Several good, clean stocks of general merchandise in exchange for improved farms in Central and Northern Iowa. For further information write Iowa Realty Co., Emmetsburg, Iowa. 640

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

Write us for plans and prices on a rousing ten-days' sale. Address Western Sales Company, Homer, La. 411

Safes Opened—W. L. Sloucum, 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. Kaufer, 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—By S. Rosenthal & Sons, Petoskey, Michigan, a good clothing salesman, one that is capable and not afraid to work. State salary. Enquire by mail immediately. 681

Wanted—Experienced salesmen, calling on the dry goods and department trade to carry Komforter Kotton as a sideline on a 10% commission. Address P. G. Mayhew Company, Holland, Mich. 662

Partner Wanted—Refined lady with some cash; a splendid opportunity. C. H. Manigold, Carlshend, Mich. 671

Wanted—Clerk for shoe store, must be a good worker and reliable. Send references. Salary \$12. P. C. Sherwood & Son, Ypsilanti, Mich. 652

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.

Wanted—Position by young experienced shoeman. Can furnish best of references. Address No. 678, care Tradesman. 678

Wanted—Position as manager or salesman in hardware and house furnishing business. Had eleven years' experience. Give good references. Age 38. Address Position, 278 Scribner St., Grand Rapids, Mich. 667

Want ads. continued on next page.

PRINTING

For Produce Dealers

Letter Heads, Bill Heads, Business Cards

Envelopes, Statements

Shipping Tags, Order Blanks

In fact, everything that a produce dealer would use, at prices consistent with good service. * * * * *

TRADESMAN COMPANY

GRAND RAPIDS, MICH.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Sept. 25—Almost every day seems to bring in more orders for spot coffee and, while the trade has been a long time realizing that high prices were inevitable and here to stay for some time, it is waking up and the past week showed some pretty good transactions. Orders have come from many different points by mail and wire and the range of prices shows the previous high level—possibly accentuated. At the close Rio No. 7 is worth in an invoice way 13 $\frac{7}{8}$ c. In store and afloat there are 2,208,860 bags, against 3,022,025 bags at the same time last year. Milds are in rather light request and prices are about unchanged. Stocks are moderate. A year ago Ariosa coffee was 15c. To-day it is 22 $\frac{1}{2}$ c—showing an advance of exactly 50 per cent. These prices are turning the attention of many consumers to Battle Creek.

Sugar is—sugar. The market is steady and whether the top has been reached is for the future to determine. Granulated is strong at 6.75c, less 2 per cent. Demand, of course, shows a big slump.

Holdings of tea seem to be in a cheerful frame of mind as to the future and prices are well sustained. Japans and Formosas seem to be most sought for, but blacks generally are doing better than usual.

Sellers of rice report more orders and buyers seem to realize that quotations are not at all likely to be reduced. Firmness characterizes the whole line. Prime to choice domestic, 45 $\frac{1}{2}$ @5c.

Spices are quiet and no change is noted in quotations. Singapore black pepper, 11 $\frac{1}{4}$ @11 $\frac{3}{8}$ c; white, 17@17 $\frac{1}{4}$ c; Zanzibar cloves, 17@17 $\frac{1}{4}$ c.

Improvement is showing in the molasses market, but the weather has been too hot for active trading. Good to prime domestic, 25@32c. Syrups are quiet and in moderate supply.

The tomato pack is drawing toward the end of the season and the supply of raw stock at canneries has not been so very large during the period usually given over to a "glut." Standard 3s remain at 85c. Corn is steady, with indications of a pretty full pack. Peas are very well sustained and the supply is very moderate.

Butter is steady. Creamery specials, 27 $\frac{1}{2}$ c; extras, 26@26 $\frac{1}{2}$ c; factory, 19@19 $\frac{1}{2}$ @20c. The supply of top grades has been pretty well closed up.

Cheese is firm and the supply is not overabundant. New York State, whole milk, 14 $\frac{1}{4}$ @14 $\frac{1}{2}$ c; fancy, 14c.

The supply of eggs, except for the very choicest, is greater than can well be disposed of and the market is heavy, with quotations around 19@21c. Very best Western, 25@27c, but the latter is, perhaps, extreme.

Prison Convicts To Own Grocery Store.

Jackson, Sept. 26—With the advent of October 1 the inmates of Jackson

prison will own their grocery store. It has been conducted on the co-operative plan, to an extent, since its inception and after the date named it will be fully co-operative and the property of the inmates of the prison, who will buy goods for cost plus a very scant margin for waste, freight and other small expense.

Thanks to Warden Simpson the 750 men at the prison can now secure any kind of article kept in a grocery store and many which are not found in the ordinary grocery and at a price much less than heretofore. The innovation is one of the most popular ever established at the prison with the men.

When Mr. Simpson assumed charge of the prison he found that inmates were occasionally sending down for a few luxuries to the inconvenience of all concerned. The matter of cost to the inmates of the prison was a serious one as their earnings, on the average, are none too large and they were obliged to go without some things they needed because their funds would not permit as general buying as they wished.

Generously the Warden advanced \$1,000 of his own money to start a store at the prison. It has been most popular since its inception. Orders have come with surprising rapidity and have been general from all the men in the prison and much more extensive than was possible under the old system. A slight margin of profit was charged to make good the borrowed money. This has been paid back now.

A statement compiled by Chief Clerk Neesley shows that bills payable, but not yet matured, amount to \$616.55, cash in bank, \$805.50, leaving a balance in cash of \$188.50, besides returning the borrowed capital and paying all other expenses. The stock is worth about \$2,000, so it will be seen that the store has made over \$3,000 in seven months.

A new price list will follow the inventory October 1. It will quote goods at a margin even lower than they are sold now, or practically at wholesale. The margin to be charged for expense and waste will not add one cent to any article in the store, so practically wholesale prices will prevail for the inmates.

Oil stoves, shaving utensils and other accessories may be found in the store beside the usual grocery features. The groceries enable a man to have a lunch in his cell or add to the rather light supper which is served in the cells. Dozens of other articles add comfort and enjoyment to the plight of the men and are bought so reasonably that the outlay is not missed by the inmates.

No more popular innovation has been made at the prison than the co-operative store, which has proven a distinct success.

When you draw your last will, guard, if possible, against a hundred wills and won'ts that will come after you are dead.

It is what a woman does not know that makes her worry.

Value of Country Store Education.

"If I had a son I would want him to start in life as I did—as a clerk in a general store in a small country town," declared Alonzo Burt, the new \$15,000 a year First Vice-President and Treasurer of the Chicago Telephone Co., and its four affiliated concerns. Mr. Burt has come to Chicago from Milwaukee, where he was President of the Milwaukee Telephone Co. until that position was abolished when the company became a part of the "operating unit" of five big concerns. Plainly, Mr. Burt's early life on a farm in Ohio and his later days spent in a county store left their impression on him. He is not enamored of life in a big city. "It is a fine training for a young man to be brought up in a general store in a small town," continued Mr. Burt. "Down in Ohio in our store we used to sell the farmer everything he bought, and take everything he produced. There are comparatively few such stores now. That was forty years ago, and the farmers are more prosperous now." The telephone Vice-President smiled again at the connection between the increased prosperity of the farmer and the declining importance of the general store.

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

Buffalo, Sept. 27—Creamery, 24@28c; dairy, 20@25c; poor, all kinds, 15@18c.

Eggs — Fancy, candled, 25@26c; choice, 22@24c.

Live Poultry — Fowls, 13@14c; ducks, 13@14c; turkeys, 12@14c; springs, 13@15c.

Beans — Marrow, \$2.75; medium, \$2.40; pea, \$2.40; red kidney, \$3.25; white kidney, \$2.65.

Potatoes—New, 70@75c per bu. Rea & Witzig.

An Indianapolis preacher, Rev. Charles Fillmore, in an address to the Christian Ministers' Association deplored the effeminacy of the churches, saying, "Too long has the church been manned by the ladies' aid society. It is suffering from anemia because it has substituted pink teas for red blood. In place of the ancient army of the Lord wielding the sword of the spirit we have the Dorcas needle circle." He remarked that "the large men's classes in our Sunday schools, the men and missions' forward movement and other things prophesy the speedy coming of a day when the music of the church will not be mainly soprano and alto duets." Rev. Mr. Fillmore must have had a falling out with the ladies of his church. If he can get the men to work half as hard as the women do, he will have no complaint to make about there being too much alto and soprano in his church.

It is to be regretted that the War Department has been compelled to advertise a special competitive examination for candidates for commissions in the army from civil life because West Point does not turn out a sufficient number of officers to supply the demand. There are 200 va-

cant second lieutenantships after all the graduates of West Point Military Academy have been commissioned. The pay is \$1,700 a year and is increased 10 per cent. for every five years in that grade. Free quarters and other allowances are given, and if the officer lives long enough he may be a colonel. Promotions are slow, however, and probably that is the reason why more young men do not enter West Point. They are ambitious to make money and they want to make it faster than they see any prospect of doing it while serving the Government.

Requiring a telephone company, as a condition to receiving a license to place poles on a city street to permit the municipality to use them to carry its fire alarm and electric light wires without compensation, is held in Postal Telegraph-Cable Co. vs. Chicopee (Mass.) 32 L. R. A. (N. S.) 997, not to be unreasonable, where the benefit to the municipality does not exceed the cost of inspecting the poles to keep them safe from travelers, and the risk it runs of being held liable to them for injuries because of the presence of the poles in the street; and it is held to be immaterial that the high current of the light wires renders greater care necessary on the part of employes at work upon the poles, and makes possible inductive disturbance on the telephone line, which may require its owner to maintain a higher voltage than it otherwise would.

A meat and vegetable test is being made by Harvard University, under the direction of the physical director of that institution. Two brothers are walking from Boston to California and have reached Chicago. They are 23 and 25 years of age, respectively. The elder eats meat and the younger lives on vegetables. They sleep out of doors and when stopping at hotels must sleep on the roof. Each takes his turn pushing a wheelbarrow carrying their baggage. The vegetarians hope the younger brother will stand the trip better, while the meat eaters are willing to wager that the elder brother will prove the better walker.

A lawyer who died in 1906 had 751,860 shares of worthless mining stocks, the par value of these securities being from \$3 to \$25 a share. Because of the large number of mining shares it took a long time to settle his estate, the total value of which was \$248,240. When he died he owed nearly \$50,000. There is something alluring about a mine, but there is more money sunk in such holes in the ground than ever comes out.

To be ahead of the times is creditable, but mightily uncomfortable.

BUSINESS CHANCES.

For Sale—One of best located confectionery, cigar and ice cream stores; new iceless fountain and fixtures. Price \$700. Good opening for home bakery also. Address No. 695, care Tradesman. 695

For Sale—At once at a bargain, small hardware and grocery stock in new farming country, doing good business. Sickness in family reason for selling. Write for particulars No. 694, care Tradesman. 694

Valuable Opportunity

Slightly Damaged New Automobiles

Guaranteed Mechanically Right

BARGAIN FOR QUICK SALES

A chance to own a Standard Make of Automobile
valuable for pleasure, livery or business.

VELIE COMPANY

1615 Michigan Ave., Chicago

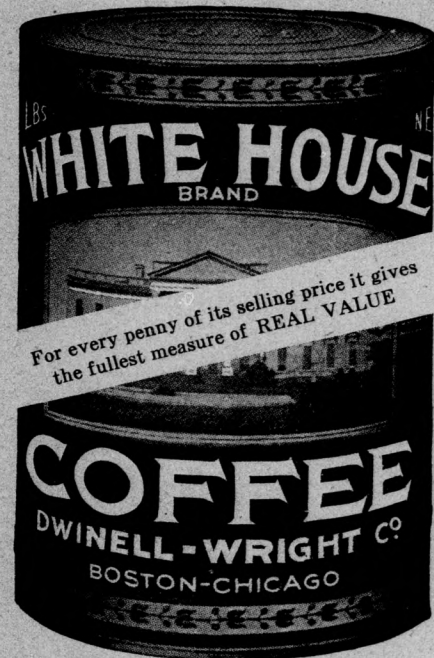


A Prime Favorite in the
Copper Country

Green Seal Cigars

Have you tried the
New Standard Size Yet?

**Detroit Cigar
Manufacturing Co.**
Detroit, Mich.



NOT the "how-cheap" kind,
BUT the "how GOOD" kind.

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 deals," is the *only* genuine, the original



**WORDS OF
The Wise Merchants**

"Won its FAVOR
through its FLAVOR"

Kellogg's

The Facts in the Sugar Situation

THE present advance in the price of sugar is of deep concern to every household in the land.

The American Sugar Refining Company, which refines 42 per cent. of the sugar consumed in these households, and, therefore, shares their interest in the situation, deems it timely to record publicly its understanding of the advance, and its own policy in connection therewith.

The crop just harvested in Cuba shows a shortage of about 300,000 tons from the previous crop, direct loss in our supplies, as these sugars come to the United States almost exclusively.

Long-continued heat and drought in Europe, corresponding closely to the untoward Summer weather conditions in this country, have so seriously impaired the growing beet sugar crop of France, Germany and Austria that estimates of a reduction of from 1,000,000 to 1,500,000 tons or more—nearly one-fifth—in the supplies of Europe are generally made.

This threatened scarcity has caused excessive speculation in Europe and has advanced the sugar prices in London and Hamburg—the leading sugar markets of the world— $1\frac{3}{4}$ cents per pound since June 15, while growers of cane sugar, in the face of an anxious demand and a certain shortage in the beet product, have similarly advanced the price of their product $1\frac{7}{8}$ cents per pound in the same period.

The American Sugar Refining Company does not own an acre of cane sugar land, nor does it produce a pound of raw sugar; it depends for its supplies of raw sugar upon the growers of Cuba, Porto Rico, the Philippines, Hawaii, Java and other sugar countries.

It has, in common with all other refiners at home and abroad, been compelled to secure its supplies from these sources at constantly advancing prices.

On June 15 raw sugar could be secured at 3.89c. per pound. Last week the corresponding price was 5.75c. per pound. On the June date this company was selling granulated sugar at 4.90c. per pound net, while recent quotations have been as high as 6.62c. per pound net.

As regards our policy, it will be seen from these prices that we have fairly maintained a stable margin between raw and refined sugars.

We believe it only just to add that the grocery trade of the country has likewise maintained a fair parity to the consumer.

Throughout the rise our prices have frequently been from 10 cents to 25 cents per 100 pounds below other refiners, this policy having been pursued designedly, and aided by supplies which were fortunately adequate to the purpose.

We share the hope that every consumer undoubtedly entertains that the loss in Europe has been exaggerated (the actual figures cannot be known before December or January), and that the calls upon what are almost exclusively American supplies of raw sugar will gradually diminish.

Happily the domestic sugar crops promise good yield, and with their harvesting, which has already commenced and which will be in full progress in October, the present flurry should disappear.

In the meantime, our policy as regards a reasonable margin will be continued; it is dictated not only by a recognition of our peculiar relationship to the welfare of the country's households, but also by good business, for any decided check in consumption with a profit margin as narrow as that in sugar refining could only occasion heavy losses to all refiners.

*Makers of Crystal Domino
and Other Quality Sugars*

The American Sugar Refining Co.

September 13, 1911.