

The Smoking Habit

LOOKED at with a critical eye, the habit of smoking appears in every way worthy of its origin. No renowned thinker made this discovery. No searcher into the mysteries of Nature for the benefit of his fellow-men is hailed to-day as the genius to whom we owe the invention of tobacco-smoking. The savages have all the credit, and fitly so. For who but a savage could deliberately proceed to ignite a little bundle of dried herbs for the sake of sucking the smoke into his mouth and puffing it out again? Surely no one but a being hopelessly ignorant of the purpose served by the human mouth and the human breathing apparatus would employ them in such a way. The savage mind is not given to careful reflection, and so the same unthinking mood that leads some barbarians to knock out their front teeth, some to distend enormously the lobes of their ears, and others to flatten the foreheads of their children, leads others to an unintelligent persistence in the habit of smoking.

Bartlett.

Pain Urges to Labor

IN no time was man's life what he calls a happy one; in no time can it be so. A perpetual dream there has been of Paradises, and some luxurious Lubberland, where the brooks should run wine, and the trees bend with ready-baked viands; but it was a dream merely, an impossible dream. Suffering, contradiction, error, have their quiet perennial, and even indispensable, abode in this earth. Is not labor the inheritance of man? And what labor for the present is joyous, and not grievous? Labor, effort, is the very interruption of that ease, which man foolishly enough fancies to be his happiness; and yet without labor there were no ease, no rest, so much as conceivable. Thus Evil, what we call Evil, must ever exist while man exists; Evil, in the widest sense we can give it, is precisely the dark, disordered material out of which man's Freewill has to create an edifice of order and Good. Ever must Pain urge us to Labor; and only in free effort can any blessedness be imagined for us.

Carlyle.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

Candy for Summer

**COFFY TOFFY, KOKAYS, FUDGES, (10 kinds), LADY LIPS,
BONNIE BUTTER BITES.**

They won't get soft or sticky. Sell all the time.
Ask us for samples or tell our salesman to show them to you.
We make a specialty of this class of goods for Summer trade.

Putnam Factory, Nat. Candy Co., Inc.
Grand Rapids, Mich.

Distributors of J. Hungerford Smith's Soda Fountain Fruits and Syrups,
Hires Syrup, Coco Cola and Lowney's Fountain Cocoa.

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GROCERS
SUPPLY**



"QUAKER"

**BRAND
COFFEE**



**WORDEN
GROCER
CO.**

GRAND RAPIDS

"Where does the best coffee
come from?"

It comes from a red carton
bearing the words



Judson Grocer Co.
Grand Rapids, Mich.

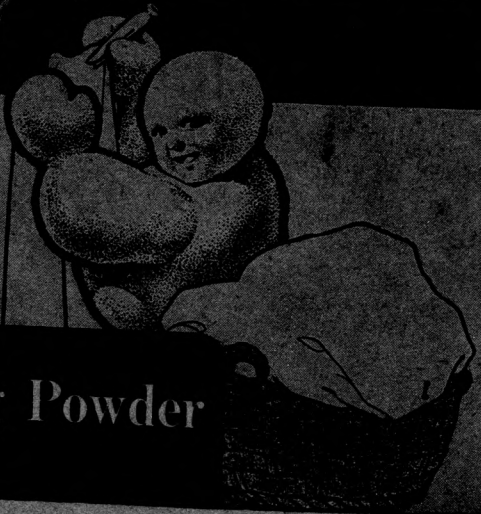
Boston Breakfast Blend

next time

**Don't forget to include
a box in your next order**

Lautz Snow Boy Washing Powder

Lautz Bros. Co. Buffalo, N. Y.



MICHIGAN TRADESMAN

Twenty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JUNE 19, 1912

Number 1500

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BE BOYS TOGETHER.

"I've picked out occupations for two sons, making dire mistakes in both instances, while my third son, who went his way early in life and developed—I don't just exactly know how—has made a brilliant success," said a man of wealth who lives in Boston and whose ancestors were born and lived there all their lives.

In all likelihood there are thousands of fathers all over the United States who might make similar confessions.

There is not anything especially strange about the process, for the reason that among the most evasive, disconcerting and elusive achievements for a father to compass is the formation of an accurate and correct opinion as to a son's bent and, if he had one, his temperament.

Another powerful factor in the working out of the problem is the deplorable truth that the lessons a parent learns in his youth and early manhood are not, as a rule, of any value to that parent's son. The average parent may point out the opportunities and the ways to get every advantage out of them until he is out of breath, without making a very important impression, one way or the other. So, also, he must peddle out the awful consequences of indulgence in the various shortcomings and vices of humanity and with equally uncertain results.

The average youngster of to-day "wants to know, you know," but he insists upon learning in his own way and quotes at the father: "The Good Book, you know, says that 'Every man must work out his own salvation.'"

Of course, there are exceptions, but in nearly every such case the candidate would have made his success or failure, as the case happened, if his father had not advised him; so that, after all, there are plenty of pessimistic fathers who have endorsed the idea that fathers are of no practical value to adult sons.

The father's best opportunity for promoting the welfare of his son embodies the childhood of that son, and students of the problem declare, unanimously, that the most effective

method for accomplishing such a desirable result is by developing and maintaining an intimate, enthusiastic companionship with such a child. Let it be a sport loving, athletic, spontaneous and continuous companionship, as nearly boylike as it is possible for an adult to demonstrate, but at the same time shape the details, as a clear-headed, kind-hearted father can shape them without seeming to do so, so that coincidentally they will develop discipline both mental and physical and will make plain the cardinal principles which build up the moral sense and shape the character.

Unfortunate though it be, it is an undeniable fact that the average father has inadequate control of his own temper when the question of his authority over his own son arises. Another parental weakness—where the parent is not on intimate terms of companionship with his son—is failure to realize that conditions, methods and estimates are continually changing and for the better. School routines to-day and those twenty-five years ago are widely different; text books and methods of teaching have undergone the same sort of revolution and even games and social practices, then and now, are widely apart. The conditions as they are to-day are what confront the boy of to-day.

There is not a successful merchant, manufacturer, member of a profession or competent, faithful artisan who thinks of adhering—in his own sphere of human endeavor—strictly to the rules and methods which were prevailing in the respective callings twenty-five years ago. The successful ones are those who have "kept up with the procession."

Why not give the boy an equally fair opportunity?

Failing to do this and substituting the theories and practices of your boyhood time, if you do not succeed in gaining the confidence and unfettered companionship of your 6, 10 or 16 year old boy there is no one at fault except yourself.

Individuality is what counts. It makes a boy angry to call him a "copy-cat." A man should be as quick to resent such an accusation, or to deserve the epithet.

Some men are born into the world to be great merchants, some to be great doctors, some to be great mechanics—some, it is not explained why they were born.

The chain is not stronger than its weakest link. You may have a powerful intellect, but your body is needed to carry out its plans. Take care of your health.

CONFIDENCE WINS.

A gypsy fortune teller in confidential mood, while admitting her tact in finding out what people want to know and then assuring them that their wishes are to be realized, claims honestly to have helped the financiers who come to her in by no means meager numbers through the very fact that she bolsters up their courage, pushes them ahead and gives them the faith which enables them to make their ventures successful.

Faith in self is second in importance to faith in God. In fact, it may be said that from some points of view it is equally great. Our faith in the Higher Power may or may not call forth the utmost exertion on our own part. But faith in self not only spurs on to action, but to our best work. Half-heartedness is not depended upon when we feel that we can and must succeed. The race-horse which makes the best record is urged on to the goal and not given a word, look or touch which would indicate a possible defeat.

There is no surer way to lose in any project than to lose faith. The gold digger accomplishes less after he has become discouraged, even though he may still mechanically plod away; but let him once catch a glimpse of the shining metal and he is all energy. His strokes are firmer and well directed. The goal is in sight and the aimless toil near the end. The new clerk who makes one good sale will work twice as well as when it was all uncertainty. He is conscious of his ability. He will increase it through service.

Growth in confidence comes with its healthy exercise. Every point gained is an added step in the structure. Every good investment enables one to grasp the situation more fully and to have the courage to take hold of bigger undertakings. Loss of it causes the muscles to relax, the nerve to become weak and the points gained to be lost. And in this strengthening of confidence even the old gypsy may claim her part among her clients.

THE EVEN TURN.

In any delicately adjusted machinery it is quite an essential that the movement be uniform. The cream separator which is revolved at varying rates of speed is comparatively short lived. It is keyed up to a certain number of revolutions per minute. If run slower the separation is incomplete, and if urged at a materially faster speed it means danger, both to machine and operator. Nor can there be a variation from one minute to another without harm. It is the steady pull devoid of jerks which counts.

Any self-running machine well illustrates the point. Just imagine the result if a watch should take a notion to make double time one minute and retard an equal amount in the next. Not only would its value as a time-keeper be destroyed but the spring, subjected for even a brief time to the uneven strain, would soon give way. The wheels, which should keep an even poise, would become dizzy and the entire mechanism would suffer through the process.

Yet the human mechanism is more delicate than that of the most exquisite workmanship. Its manipulation should be strictly in accordance with common sense rules. Regular work, recreation and rest are the essentials to perfect results. In this mad rush and hurry we too often forget that the crank can not be turned by jerks and still preserve the machinery intact. We rush here and there. A screw comes loose and we do not stop to tighten it until ready to quit for the day. The machine still goes and a bit more of abuse is given in another direction. Crowding a little seemingly does no special harm. Yet the strain is felt. Going by jerks wears out the nerve fibres. By and bye there will be a break-down, because the revolutions have been uneven. We wonder why the machine wears out in half its wonted time, yet reason tells us the cause if we but stop to listen.

The courageous spirit which characterizes Cassius L. Glasgow was never more strikingly represented than in his address at the Merchants Week banquet in this city last Thursday evening. Although it was not a politic thing for him to do, he stated very plainly that if it is true that the bonds and stocks of the Michigan railroads represent actual value and if the present basis of compensation does not afford the common carriers of the State sufficient earning capacity, it is up to the merchants of Michigan to submit to an increase in rate that will enable the companies to earn a reasonable return for the bondholders and stockholders. Mr. Glasgow evidently put this out as a feeler in the thought that he would enlarge upon the subject later. No better opportunity was ever given a man to sound the sentiment of a representative and responsive audience.

In the world as in business, you get what you pay for. He who gives friendship gets friendship. He who is false is most often deceived.

Self-control is the evidence of a man's power. The fretter, the hot-tempered and the disagreeable are the weak ones of life.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

June 12—In the matter of the Fargo Shoe Manufacturing Co., bankrupt, of Belding, the trustee, Henry A. Smith, of Belding, filed his report and account showing total receipts of \$7,735, disbursements of \$72.66 and a balance on hand for distribution of \$7,662.24, and an order was made by the referee calling a special meeting of creditors to be held at his office on July 1, 1912, to consider such report and for the purpose of declaring a first dividend for creditors.

June 13—In the matter of the Lithuanian Co-operative Store Co., bankrupt, of Grand Rapids, the adjourned first meeting of creditors was held and the trustee's first report and account considered and approved, and a first dividend of 20 per cent. declared and ordered paid to general creditors.

In the matter of the Glengarry Mercantile Co., bankrupt, of Glengarry, the bankrupt's schedules of assets and liabilities were filed and show the following assets:

Eight lots in village of Glengarry	\$ 2,116.78
Cash on hand	212.63
Bills receivable	753.58
Stock of goods	5,897.66
Office fixtures and furniture	189.30
Accounts receivable	1,284.09
Five shares stock Wexford County, Independent Telephone Co.	25.00
Deposit in bank at Mesick	485.08

Total (estimated value) \$10,963.47

The following liabilities, none of which are preferred or secured, are scheduled:

Armour & Co., Chicago	\$ 83.10
Burnham, Stoepel & Co., Detroit	90.77
Brown & Sehler Co., Grand Rapids	11.93
Butler Brothers, Chicago	103.41
Carl, Knott & Co., Grand Rapids	78.07
Kalven, Steven & Forthmann, Chicago	143.40
Franklin McVeagh, Chicago	95.48
Moore, Plow & Implement Co., Greenville	125.00
Vinkemulder Co., Grand Rapids	31.25
Associated Mfg. Co., Waterloo	7.50
J. V. Farwell & Co., Chicago	12.00
Foster, Stevens & Co., Grand Rapids	232.14
Simmons Brothers, Saginaw	186.91
E. J. Brash & Son, Chicago	57.78
D. S. Zemon & Co., Detroit	188.15
Musselman Grocer Co., Grand Rapids	191.50
G. R. Stationery Co., Grand Rapids	31.76
Buhl Sons & Co., Detroit	104.66
Godfrey Sons, Milwaukee	152.42
Great Western Oil Co., Grand Rapids	41.38
Hineman & Co., Milwaukee	282.65
John Deery Plow Co., Minneapolis	20.75
Palmer & Hardin, Louisville	16.50
Cribben Sexton & Co., Chicago	47.90
Hand Knit Hosiery Co., Chebogan	127.95
Hamburger & Co., Detroit	279.00
E. P. Smith & Co., Chicago	205.80
Jackson Corset Co., Jackson	23.80
Manistee Flouring Mill, Manistee	32.00
Morley Brothers, Saginaw	158.79
G. B. Dry Goods Co., Grand Rapids	140.86
J. H. Rice & Friedman Co., Milwaukee	376.13
Alma Grain & Lumber Co., Alma	23.00
Lemon & Wheeler, Grand Rapids	215.84
National Biscuit Co., Grand Rapids	25.83
Herrick Family Med. Co., St. Louis	10.00
Northrop, Robinson & Co., Lansing	21.27
Tradesman Company, Grand Rapids	7.50
Murphy Chair Co., Detroit	120.36
J. Cornell & Sons, Cadillac	52.70
Peninsular Store Co., Detroit	43.89
Mishawaka Woolen Mfg. Co., Mishawaka	100.00
Standard Oil Co., Grand Rapids	46.55
Consolidated Coal Co., Saginaw	76.75
August Stevens, Owosso	16.50
National Grocer Co., Cadillac	19.51
Beid-Murdoch & Co., Chicago	197.21
Judson Grocer Co., Grand Rapids	32.80
F. Wilder & Co., Cleveland	186.00
H. Watson & Co., Saginaw	64.34
Saginaw Beef Co., Saginaw	68.74
Mesick Sun, Mesick	12.00
R. D. Frederick, Sherman	8.00
F. C. Larsen & Co., Manistee	148.29
Whitney, Taylor & Co., Mt. Pleasant	32.65
Belknap Wagon Co., Grand Rapids	87.00
Merrill & Co., Toledo	44.00
Clarence Bridgman & Co., Buckley	46.88
W. L. Sturtevant, Sherman	1.82
H. B. Sturtevant, Owosso	4,262.80
Patrick Nood, Manistee	11,687.44
D. E. McIntyre, Cadillac	52.50
H. B. Sturtevant, Owosso	5,000.00

\$21,536.20

June 17—In the matter of James W. Burns, bankrupt, of Hubbardston,

the adjourned special meeting to consider the bankrupt's offer of composition at 20 per cent. was held. A very large majority of creditors having filed written acceptances of such offer it was determined that the matter be referred to the Court with the recommendation that the composition be confirmed.

About Something Else.

"Sir," said the fat man as he mopped his perspiring brow, "this is going to be one of the greatest campaigns in the history of America."

"I believe you," replied the little man addressed, although he didn't mop.

"From Maine to California everybody will be interested."

"They will, sir."

"It will be a struggle of giants."

"Right you are."

"There will be muck-raking and re-creation."

"Plenty of it."

"Brother against brother."

"Alas, yes."

"Blood will be split."

"It will."

"Even war may come."

"Yes, even that."

"But, sir—but, sir," continued the fat man, "right and justice must triumph and the right man be elected."

"Just so, sir, and could you give me a tip on the right man?"

"I am he, sir!"

"Not for the presidency?"

"The presidency be hanged, sir! I am going to run for alderman of the Seventh Ward!"

The French Kid Industry.

The raising of kids for their skins is an important industry among the French mountaineers, says Harpers Weekly. Softness, delicacy of texture, and freedom from blemish are principal factors in the value of kid skins and to secure these essentials great pains are taken.

As soon as the young animal begins to eat grass the value of its skin declines, for with a grass diet the kid's skin immediately becomes coarser and harder in texture and its chief merit thus vanishes. It is, therefore, kept closely penned, not only to prevent it from eating grass, but also to protect its valuable skin against accidental injuries that might impair its marketability.

When the kids have attained a certain age, at which the skins are in the best condition for the use of the glove, they are killed and the hides are sold to dealers.

There is only one thing worth fighting for, talking for or writing for—and that is freedom.

There may be "something just as good" for most things but there is no substitute for truth.

One lawyer in a town would starve, but with two lawyers there is business enough for both.

Not one of our senses that, in its healthy state, is not an avenue to enjoyment.

Opportunity never pauses long before a closed door.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 17—Spot coffee is well sustained, but individual sales are usually of very small lots. Some dealers look for a better outlet within a short time and just as many seem to think there will be a continuation of conditions at present prevailing, so you "pays your money and takes your choice." At the close Rio No. 7 is worth, in an invoice way, 14½@14½c and Santos 16@16½c. Mild coffees fetch full rates and good Cucuta is quoted at 16@16½c. In store and afloat there are 2,100,568 bags of Brazilian coffee, against 2,338,522 bags at the same time last year.

Teas are steady and without noticeable change. Maybe that some concession might be made by sellers if the quantity involved were worth while. Advices from abroad are firm.

Rice is quiet and practically unchanged from last report. Supplies are moderate, but there seems to be enough to meet current requirements. Prime to choice domestic, 5½@5½c.

Granulated sugar is worth 5.10c and the demand during the week has been remarkably quiet. It will occasion no surprise if this lack of demand does not result in a 5c basis. A big crop is looked for in Cuba—1,850,000 tons—and this is bound to have an effect.

In spices, cassia, cloves and pepper have attracted most attention, but only a midsummer demand exists. While quotations show no change, it may be said they are rather firmer.

The demand for molasses is light, as might be expected, and yet the market is not stagnant. Good to prime centrifugal, 25@32c. Syrups are unchanged.

Weather conditions have been much against the favorable growth of vegetables and packers of tomatoes are decidedly firm, with futures generally quoted at 82½c for really desirable standard threes. Spots are selling fairly well at \$1.25@1.30. Peas show more interest than anything else and the demand might really be called quite active for new standards. The outlook is so unfavorable that packers are wary of taking fur-

ther orders. Sales have ranged at about \$1.25 f. o. b. Baltimore for standard early Junes. Corn is quiet and dismal reports of the growing crop are coming in every day. Other goods are about unchanged.

Butter is very quiet and a shade lower. Creamery specials, 27½@27¾c; firsts, 26½@27c; process, 25@25½c; imitation creamery, 23½@24c; factory, 22@23c.

Cheese is very firm and the supply is not especially large. Whole milk, 14½c.

Eggs are steady. The supply seems to be sufficient for all needs, but is not especially large. Best Western are quoted at 21@22c, with a lot of stock at about 18@19c.

Why George Was Famous.

The incumbent of an old church in Wales asked a party of Americans to visit his parochial school. After a recitation he invited them to question the pupils, and one of the party accepted the invitation.

"Little boy," he said to a rosy-faced lad, "can you tell me who George Washington was?"

"Iss, sir," was the smiling reply. "'E was a 'Merican general."

"Quite right. And can you tell me what George Washington was remarkable for?"

"Iss, sir. 'E was remarkable 'cos 'e was a 'Merican an' told the thruth."

After all it is the indomitable energy and the determination to do that leads to accomplishment. No life is without its difficulties. What seems like the sudden springing to success of some people is really but the result of long and hard effort, which no one has seen and no one appreciates. A genius is often but a miracle of labor. The harder the fight the greater the possibility. It has been said that the principle of action is too powerful for any circumstances to resist. But it has to be continuous. To be energetic one day and lazy the next is not the way to succeed. It is to be ever at the duty which demands attention. Laziness is the greatest drawback that can interfere with the progress of any man or average health and intelligence.

Man has his mission; but woman, in her present submission, hopefully awaits her manumission.

DELIVERY WAGONS

WE SELL—

Light—Delivery Wagons for

Medium—Delivery Wagons for

Heavy—Delivery Wagons for

Are you buying wagons from us?

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GROCERS
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GAS FITTERS
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CARPENTERS
EXPRESSMEN
MILK DEALERS
MARKET GARDENERS
BERRY MEN
FRUIT GROWERS
FARMERS

JEALOUSY AND SUSPICION.

Twin Infamies Which Should Be Banished.

Of the several ways of rising in the world two are exactly antipodal. You may rise on stepping stones of your dead self, or you may rise by stepping on or over other people. In the one case your chief agent is a critical judgment, gained by experience with yourself and the world. In the other you have used some means of intimidation—tyranny, jealousy or persecution.

Tyranny has no more common weapon and jealousy no more universal instrument than suspicion. Suspicion is common to both a successful and an unsuccessful man. It is as common among those who are high up as among those who are low down. Although many of the conditions of the past which bred suspicion have ceased to exist, their equivalents are not absent from modern society or social conditions.

Tyrannical kings, proscribed or warring religious sects and mistresses with nothing to do but spy on their maids are no longer common, yet men attain many positions favorable to the development of tyranny, and society always furnishes the forcing frames for hotbeds of jealousy. As one of the talented, but withal suspicious men of the eighteenth century once wrote, "Many dangerous insects are daily at work to make men of merit suspicious of each other." And if men of merit are so what can we expect in the case of more common mortals?

We may forgive the unsuccessful for his misanthropy, or for the suspicious habit of mind that not infrequently grows with failure and that alienates him more and more from his kind. He is particularly a victim of this evil, for a sane return to confidence and trust in mankind becomes to him more and more impossible. But why should the fortunate, the successful, the highly placed be suspicious? Among such the worst forms of suspicion have been engendered. The rich have been suspicious that all mankind has designs upon their riches. It has in some cases been almost impossible for them to feel any friendship for any that were not equally rich. They have suspected any honest overture toward friendship by those who might be of great help to them, and have been likely to imagine that there was dishonesty and speculation among all who served them. Of course, this has by no means been universally true, but the exceptions to it have not been over common. They have given ill names which begat ill blood, and the conditions that their suspicions have created have brought about results that seemed to make those suspicions justifiable.

Prosperity Creates Suspicion.

When a man of narrow mind and but one sort of experience forges his way to a place of command, how does he behave himself there? Prosperity will as likely as not turn his head, and if his suspicions have naturally been quick they become all the

quicker. He will imagine no one's ideas quite right except his own. Nothing that is good, but must be corrected. He will very likely suspect that there are shifts and chicanery being practiced against him because he is new at his job. His suspicions may be as much a thorn in his own flesh as they are in the flesh of others, and his seeming prosperity will in the end yield him but the least possible satisfaction.

A seemingly open hearted and pleasant man will sometimes lose all sympathy with his fellows after he acquires money. Outrageous pride in him begets suspicions of the darkest shade. On the other hand, the man who is down and out may in his own way be as prideful, as prejudiced and as completely out of touch with human kind. His case is, of course, the more pitiful, as he has no material support in his pridefulness, but he is not the less spiteful, and sure he is right, on that account.

The essayist, Hazlitt, in writing "On the Conduct of Life," says: "It was my misfortune, perhaps, to be bred up among dissenters who look with too jaundiced an eye upon others and set too high a value on their own peculiar pretensions. From being proscribed themselves they learn to proscribe others. * * Those who were out of it and did not belong to the class of rational dissenters I was led erroneously to look upon as hardly deserving the name of rational beings. Being thus satisfied as to the select few who are 'the salt of the earth,' it is easy to persuade ourselves that we are at the head of them and to fancy ourselves of more importance in the scale of true desert than all the rest of the world put together who do not interpret a certain passage of scripture in the manner that we have been taught to do."

Religious differences have ever stirred up unwarranted suspicions, and the persecuted have turned persecutors in the most morbid and insane revolt. The more narrow minded and bigoted the sect or the social group the fuller of suspicions. The frantic troubles of small communities, isolated from the world and in which there is often raised a turmoil of volcanic possibilities, did it have a mountain over it instead of a mole hill, are generally due to the bitterest suspicions. They suspect in the sense that they imagine guilt or wrong doing, or perhaps just wrong thinking, upon slight evidence or without any proof at all.

Many Wrongs Imaginary.

Some people of vivid powers of imagination never use them except to imagine the existence of something wrong in the lives of their neighbors. They are likely to suspect wrong in absolutely everything which they do not know about, or which is beyond their comprehension. The country people of the story were rather typical of this, and their suspicions, as is often the case, chose the brightest mark. Of them it was written: "The folks yereabouts didn't like him 'cause he didn't preach enough about hell

and the weepin' and wailin' and gnashin' o' teeth. They somehow suspicioned he wasn't quite sound on hell."

It is an ancient saying that in trade we still suspect the smoothest dealers of the deepest designs. And here is a case, like some others, where suspicion may be well founded. It may be also well founded when it is exercised upon political designs, but if we turn to the politics of Russia we can see what hideous wrong and injustice has been worked upon the so-called "political suspect." Circumstances alter cases even in the case of suspicions, although it is a reasonable demand that men in certain public offices should be, as we say, above suspicion.

There is some excuse for a man who has been exasperated by failure to suspect others of sycophancy, dishonesty, scoundrelism; but he never gains anything by so doing. The demerits of others will not piece out his own deficiencies. It has been said that no man can quarrel with his situation in life or the times with impunity, and said by a good many different philosophers. A man who invariably arrays himself on the off-side is bound to lose out, and as he loses he becomes all the more "thwart and perverse."

It is as easy for a man to be the dupe of his own prejudices or suspicions, as he not infrequently is of his self-conceit. He may, in consequence, have no sense of "the trick of getting on in the world." He may be hoodwinked even by those whom he believes his friends, while he bitterly suspects all the rest of the world as being actively leagued against him.

An Enemy To Wisdom.

Old Fuller, as we are accustomed to call that worthy, says: "Suspiciousness is as great an enemy to wisdom as too much credulity," and oftentimes as hurtfully wrong. To suspect an innocent person of evil or crime is very common among the unwise. A certain kind of detective invariably fastens his mind on the probability that the weakest person, the one least protected by position or good sense in defense, is guilty. The smooth rascal will slip away from these men as famous for their unwisdom as for their highly developed suspiciousness.

To entertain or cherish suspicions constantly concerning one's fellow men demoralizes the moral sense and degrades the intelligence. Wisdom can not develop when suspicion constantly bars the gate of the mind. The progress of the world has even been delayed on this account. Great numbers of men have been suspicious of the slightest innovation, doubting its utility on principle, and giving it no chance for defense.

Goodness thinks no ill where no ill seems, but an evil minded mind is as suspicious of good as of evil. There can be little or no love, for anything in his heart, for he can not love what he suspects.

Although they have chosen to write on all the other abstractions of character, few philosophers have chosen

to write specifically and directly of this one suspicion, but Francis Bacon has two hundred words or so on the subject. He says just what we would expect "the wisest" of men to say, describing what it is, its effects and its remedies.

"Suspicions among thoughts," says Bacon, "are like bats among birds—they ever fly by twilight. Certainly they are to be repressed or at least well guarded, for they cloud the mind, they lose friends and they check business, whereby business can not go on currently and constantly. They dispose kings to tyranny, husbands to jealousy, wise men to irresolution and melancholy. They are defects, not in the heart but in the brain, for they take place in the stoutest natures."

"In fearful natures they gain ground too fast. There is nothing makes a man suspect much more than to know little and therefore men should remedy suspicion by procuring to know more and to keep their suspicions in smother."

"What would men have? Do they think those they employ and deal with are saints? Do they not think they will have their own ends, and be truer to themselves than to them? Therefore there is no better way to moderate suspicions than to account upon such suspicions as true and yet to bridle them as false. For, so a man ought to make use of suspicions as to provide, as if that should be true that he suspects, yet it may do him no hurt."

"Suspicions that the mind gathers are but buzzes; but suspicions that are artificially nourished and put into men's heads by the tales and whisperings of others, have stings. Certainly, the best way to clear the way in this world of suspicions is frankly to communicate them with the party that he suspects; for thereby he shall be sure to know more of the truth of them than he did before, and withal shall make that party more circumspect not to give further cause of suspicion. But this would not be done to men of base nature; for they, if they find themselves once suspected, will never be true."

This three centuries old and humane advice is just as good to-day as it was in Bacon's time. Suspicion, like fear, envy, care, spite, irresolution and jealousy, is no servant of man, but soon becomes his master if admitted to his thoughts. It undermines his mind, it imbitters his sentiment and it discredits his success.

C. S. Maddocks.

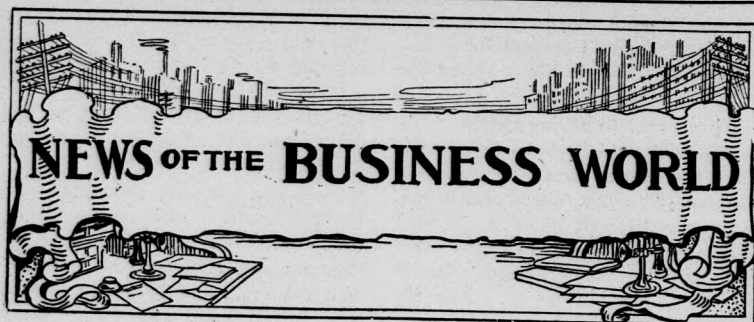
It is just as easy to put a bright coat of paint on an inferior article as on a good one. It is what you have underneath that counts.

One reason why some advertising fails is that it gives those who see it nothing to think about.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

Manufactured by Wells & Richardson Co. Burlington, Vt.



Movements of Merchants.

Newaygo—The Pike Hardware Co. has engaged in business here.

Detroit—The City Celery Co. has increased its capital stock from \$2,000 to \$12,000.

Kalkaska—The D. Norman MacDonald Co. succeeds Titus & Potes in the meat business.

Negaunee—Louis Danziger, of Ishpeming, will engage in the clothing business here about July 1.

Martin—The capital stock of the Martin Elevator Co. has been increased from \$6,000 to \$15,000.

Three Rivers—J. W. Smith has sold his drug stock and fixtures to R. W. Johnson, who will continue the business.

Ceresco—F. F. Bell has sold his feed mill and stock to George S. Kelly, formerly of Lansing, who has taken possession.

Ovid—Elmer Stowell has sold his stock of bazaar goods to George Bennett, who will continue the business at the same location.

Mancelona—J. V. Johnson has sold his bakery to John Rasmussen, formerly of Lake Odessa, who will take possession about July 1.

Jamestown—H. Van Noord has sold his stock of general merchandise to E. Van Der Zaag, who will continue the business at the same location.

Quincy—F. E. Yakely, formerly engaged in trade at Lansing, has purchased the dry goods and shoe stock of E. C. Clark and will take possession Sept. 1.

Hastings—Frank G. Beamer has sold his stock of groceries and confectionery to Orval C. Boyes, who will continue the business at the same location.

Iron Mountain—A plan is on foot for placing a Slavic colony on a 14,000-acre tract 10 miles west of this place. The land is being divided into 48 acre farms.

Elm—Clyde and George Bentley have formed a copartnership under the style of Bentley Bros. and purchased the Wilson & Son general stock of merchandise.

Breckinridge—The Breckinridge Hay & Feed Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Grand Ledge—The Miles Stark Clothing Co. has been organized with an authorized capital stock of \$6,000, which has been subscribed, \$100 being paid in in cash and \$5,900 in property.

Newaygo—G. B. Reish, recently of Battle Creek, has purchased a half interest in the O. K. Cummings

House Furnishing Co.'s stock and will act as manager of the business after July 1.

Pentwater—M. A. Millbach, recently of Muskegon, has purchased a half interest in the meat stock of Kirschner Bros. and the business will be continued under the style of Kirschner & Millbach.

Grand Ledge—Dr. B. D. Niles has sold his interest in the clothing stock of Niles & Stark to Hayes Wells, of Grand Ledge; and Jerome Selling, of Detroit. Business will be continued under the style of the Miles-Stark Clothing Co.

Sault Ste. Marie—Lee Thornhill has resumed his position in the clothing store of D. H. Moloney on Portage avenue after an absence of several months. Mr. Thornhill last fall went to Florida where he spent the winter for his health.

Detroit—The Trump-Bromeier Co. has engaged in business to own and operate soda fountains and lunch counters, with an authorized capital stock of \$10,000, which has been subscribed, \$6,000 being paid in in cash and \$4,000 in property.

Ishpeming—T. Hughes & Son have merged their general store business into a stock company under the style of the Hughes Mercantile Co., with an authorized capital stock of \$35,000, all of which has been subscribed and paid in in property.

Owosso—The decline of J. D. Swarthout, of this city, from the position of a well-to-do retired farmer and merchant to that of a county charge in three years was revealed to-day when application was made in the Probate Court for permission to have his three children adopted. Three years ago Swarthout sold his valuable farm near Ovid and entered the grocery business here. He lost money, but when he quit he was far enough from being a pauper to carry \$1,600 in cash in his pockets continually. However, during the past two years his money has slipped away from him, and he has been kept by the county all winter. Now he seeks to have his children adopted by others. Swarthout is 60 years old.

Flint—An effort is being made by local meat dealers to secure the release of Richard Buell, who was sentenced by Judge Wisner in the Circuit Court a week ago to imprisonment in the county jail for thirty days for using sulphite of sodium in meat as a preservative. A petition in behalf of the prisoner has been circulated and is now in the hands of Governor Osborn, who is asked to remit the remainder of Buell's sentence. Buell has had rather limited

experience in the meat business and it is represented that he not only was ignorant of the law prohibiting the use of preservatives in meat, but had been informed that the preparation he used was harmless. It is also contended that for a first offense the sentence was excessive. The petition is signed by attorneys, druggists, physicians and city and county officers.

Detroit—Detroit's most important business concerns and merchants are among the petitioners to the Detroit Common Council requesting the closing of Seventh street from Fort street to Jefferson avenue west, to enable the Wabash Railway to erect an in and outbound freight house for the daily handling of package freight and not merely for storage purposes as the opponents of the scheme have announced. The Transportation Bureau of the Board of Commerce, after investigation, is satisfied that the closing of the street would lead to improvements in freight facilities, which are needed by wholesalers and jobbers.

Manufacturing Matters.

Onondaga—John Loomis, of Hudson, is arranging to open a cheese factory here.

Bay City—The Bay City Iron Co. has increased its capital stock from \$21,100 to \$35,000.

Detroit—The Keeton Motor Co. has increased its capitalization from \$10,000 to \$300,000.

Detroit—The capital stock of the Colonial Electric Car Co. has been increased from \$10,000 to \$20,000.

Three Rivers—The National Fur & Tanning Co. has increased its capital stock from \$10,000 to \$20,000.

Wayland—Andrew Parr, formerly of Indianapolis, has engaged in the cigar manufacturing business here.

Calcite—The Michigan Limestone & Chemical Co. has increased its capital stock from \$2,000,000 to \$2,500,000.

Pewamo—S. S. Thuma has erected and equipped an ice cream factory here with a capacity of 500 gallons a day.

Millersburg—Charles H. Stanley, of Millington, expects to put up a small sawmill, planing and flooring plant at this place.

Port Huron—E. B. Muller & Co., manufacturers of chicory, have increased their capital stock from \$250,000 to \$350,000.

Saginaw—The Batcheler Timber Co. has bought a large tract of mixed timber in Otsego county from the trustees of the David Ward Estate.

Saginaw—J. A. Hoover, manager of the H. J. Heinz plant at this place has been transferred to Grand Rapids to take charge of the plant at that place.

Martin—A stock company has been organized here and the plant of the Martin Mill Co. purchased of James Fenner, who will act as manager of the new company.

Bay City—The J. H. Macdonald Lumber Co. has been organized with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Escanaba—The Escanaba Chemical Co. has engaged in business with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Ludington—The Western Michigan Music Co. has engaged in business with an authorized capital stock of \$5,000, which has been subscribed and \$2,500 paid in in cash.

Detroit—The Presto Chemical Co. has been organized with an authorized capital stock of \$10,000, which has been subscribed, \$5,000 being paid in in cash and \$5,000 in property.

Detroit—The United States Motors Co. has been turned over to a committee consisting of the creditors. This action was taken Monday to avert more trouble for the company.

Ludington—Stewart Bros. have sold their cigar manufacturing plant to William Wallace and Joseph Cartier who will continue the business under the style of Wallace & Cartier.

Detroit—The Norway Pine Products Co. has been incorporated with an authorized capitalization of \$100,000, which has been subscribed, \$5,000 being paid in in cash and \$95,000 in property.

Iron River—The McDermott Machinery & Foundry Co. has engaged in business with an authorized capital stock of \$25,000, of which \$12,750 has been subscribed and \$10,000 paid in in property.

Saginaw—Foss & Co., who are mining coal extensively in addition to their extensive lumber interests, have bought mining rights on a large body of land near Flint and will sink a coal shaft there.

Pinconning—The Jennings stave and heading mill, which went out of commission two weeks ago, has been taken over by J. T. Wiley & Co., of Saginaw, which firm has vast tracts of timber in this vicinity.

Norway—The O'Callaghan Lumber Co., whose sawmill was destroyed by fire a few weeks ago, is repairing the water wheel and putting in planing machinery, preparatory to dressing the sawed material now in the yard.

Jackson—The American Top Co., manufacturer of auto tops, has merged its business into a stock company under the style of the American Top Company of Jackson, with an authorized capital stock of \$250,000 common and \$100,000 preferred, of which \$285,000 has been subscribed and paid in in property.

Saginaw—The American Fan Ball Co. has been organized to manufacture and deal in a certain game apparatus known as the fan ball game, all amusement games and baseball supplies of every description, with an authorized capitalization of \$25,000, which has been subscribed and \$2,500 paid in in cash.

Battle Creek—F. E. Castle, of Amesbury, Mass., President and General Manager of the Castle Lamp Co., has taken over the factory building formerly occupied by the Corl Piano Co. He will move his plant here by the middle of next month and will employ about 600 men. The institution does a business of \$1,000,000 a year.



The Produce Market.

Apples—Western box apples, \$3.50 per box.

Asparagus—\$1 per doz. for home grown.

Bananas—\$3.75 per 100 lbs.

Beets—60c per doz. bunches for new.

Butter—The consumptive demand is normal for the season and the weather is very favorable both for high quality and large make. A large percentage of the receipts is still going into cold storage for future use. Present conditions are likely to exist for at least a month, and the outlook is steady and unchanged. Extras are now held at 25c in tubs and 26c in prints. Local dealers pay 18c for No. 1 dairy grades and 15c for packing stock.

Cabbage—\$2.75 per crate for new stock from Florida.

Celery—Florida, \$3 per crate; California, \$1.10 per doz.

Cucumbers—65c per doz. for hot-house.

Eggs — Receipts have been very heavy during the past month, but the demand is of sufficient size to keep the market quite well cleaned up. Stocks put into storage thus far are said to be smaller than in past years. While the market has held at quotations around 16c for some time, there is nothing to indicate that prices will be higher. If the weather turns warm it is doubtful if present prices could be maintained.

Grape Fruit—Choice Florida, \$8 per box of 54s or 64s; fancy, \$9.

Grapes—Imported Malagas, \$4.50@5.50 per bbl., according to weight.

Green Onions—12c per doz. for Evergreen and 15c for Silver Skins.

Green Peppers—70c per small basket.

Honey—18c per lb. for white clover and 17c for dark.

Lemons—California and Messina, \$5.

Lettuce—Leaf, 75c per bu.; head, \$1 per bu.

Musk Melons — California Rock-fords command \$5 per crate.

Onions—Texas Bermudas are in ample supply at \$1.40 per bu. for white and \$1.25 for yellow.

Oranges—\$3.25@3.50 for Navel.

Peas—\$1.65 per bu. for new.

Pieplant—85c per 40 lb. box for home grown.

Pineapples — Floridas command \$3.25 for 24s, 30s and 36s and \$2.75 for 42s.

Plants—65c for tomatoes and cabbage; 90c for pepper.

Potatoes—The call for seed stock is practically over. Old, \$1.10; new, \$4.25 per bbl.

Poultry—Local dealers pay 11c for fowls; 6c for old roosters; 8c for geese; 10c for ducks; 12c for turkeys. These prices are for live-weight. Dressed are 2c higher.

Radishes—12c per doz. for hot-house.

Spinach—75c per bu.

Strawberries — Home grown are now in the flush of the season, the market ranging around \$1 per crate. The cool weather is prolonging the season for home grown about three weeks.

Tomatoes—Four basket crates, \$2; 8 lb. basket of home grown hot-house, \$1.25.

Veal—5@10c, according to the quality.

Watermelons—35c apiece for Florida stock.

Wax Beans—\$1.25 per basket.

Bean Acreage Larger Than Ever Before.

The bean market is generally quiet on all lines. Prices have been shaded materially during the past week or two. There seems to be plenty of beans for seed and the demand is exceptionally light for consuming purposes.

Most of the beans in Michigan are now in the ground. A great deal of the acreage originally prepared for corn, oats, and even some of the wheat, was ploughed up and replanted to beans. The acreage, without a question, is larger than ever and, should weather conditions be favorable for harvesting, we should have a bumper crop.

Red kidney beans, yellow eyes and brown Swedish beans are without buyers and the demand, without a question, will be exceptionally light until fall.

E. L. Wellman.

The quarters in the Barnhart building, which have been occupied for several years by the Clapp Clothing Co., have been leased by the Lowell Manufacturing Co. for a term of years and the new occupants will take possession as soon as repairs now in progress can be completed. The Clapp Clothing Co. has retired from business entirely, after a somewhat checkered career of eight or nine years.

Henry Vinkemulder has gone to Detroit, taking with him a little son who will have a skin grafting operation performed on his face. The lad fell in a mantel fire last winter while in a faint, sustaining injuries which the parents are now undertaking to remedy by a series of expert operations.

The Grocery Market.

Sugar—The market on both raw and refined is weak and lower prices are looked for. Little has been said in regard to the removal of the duty on sugar during the past ten days and every one seems to be at a loss to know whether there will be any thing done at this session of Congress.

Tea—The market continues quiet, only the ordinary purchases for present wants being made. The stocks in this country are ample for present demands and no rush for the new crop Japans is being made, especially as the new teas are held at a higher price, which will, no doubt, be forced down to nearly the prices of last year by the holding back of buyers in the primary country. The style of fired leaf is claimed to be inferior to last year, although showing very good cup quality. China greens are expected to be on a lower basis than last year. Old Formosas are weak, but the market on new opened 2c higher than last year, there being a reported shortage of 25 per cent. for early leaf. Ceylon and India market steady and the supply is good.

Coffee—Both Rio and Santos are practically where they were a week ago, with a very light demand. Mild grades are steady to firm, but the movement is very light. Java and Mocha are unchanged and quiet. Some retailers have been buying supplies as needed with the hope that prices may decline, but there is nothing in the present prospect to indicate a decline and men who are in close touch with the market on green coffee look for an advance.

Canned Fruits—Apples show no change and dull demand. California canned goods are selling well for future delivery, as all the packers have now named prices from 15@20c below last year. Spot California canned goods are dull. Small Eastern staple canned goods show no change and light demand. Spinach is scarce and high. The recent disposition of the Federal Food Inspection Board, which insists on quality as well as net weights, is said to be causing some trouble for manufacturers and packers.

Canned Vegetables—Wholesalers report spot stocks of tomatoes to be small and prices firm. Quotations hold around \$1.35@1.40 per dozen. The demand has been increasing rapidly during the past two weeks. Corn, both spot and future, is unchanged and dull. The pea crop of Maryland and Delaware has been very disappointing and is already about over. As near as can be figured, the production will amount to 60 to 75 per cent. As a result packers are asking as much as \$1.10 for standard Delaware peas, which sold for future delivery at 87½@90c. Baltimore packers are asking as much as \$1.10 for sifted and \$1.20 for extra sifted, which is 20c above the future price. The situation in other sections is not known as yet, as the season is too young. This makes pea prices even higher than the high prices of last season.

Dried Fruits — Prunes, peaches, apricots, raisins and currants are all dull and show no change in price.

Syrups and Molasses—No change in glucose or compound syrup. The demand for the latter is dull. Sugar syrup is dull at ruling prices. Molasses is in light demand mostly for manufacturing, at ruling prices.

Cheese—The quality arriving now is fine. The market is firm at 1c per pound over a week ago. Some speculative buying is noted and considerable cheese is going into storage.

Fish—Cod, hake and haddock are quiet at ruling prices. Domestic sardines are about unchanged for the week, quarter oils being steady at \$2.10 in a large way. Imported sardines are quiet and unchanged. Salmon is unchanged and in fair demand. New prices on Columbia River are expected shortly. Mackerel have shown no change during the week, and the demand is light. The Cape Shore catch has completely failed up to this time. New Irish mackerel are arriving and showing very good quality; on the other side prices are firm. Norways are unchanged.

Rice—Prices are unchanged. The situation is strong in the South, where the remaining stock of cleaned is estimated at not over 400,000 pockets.

Provisions—Smoked meats are firm at unchanged prices. Both pure and compound lard is steady at unchanged prices, with a normal consumptive demand. Dried beef, barrel pork and canned meats are all showing increased sale and only slight fluctuations, if any, are likely to happen within the next few days.

Have Expended Nine Hundred Dollars.

Ionia, June 5—Inasmuch as the Grand Rapids business men were very active in placing a law on our statute books forbidding the giving of trading stamps, I wish to ask if you know of any movement they have started to test out or enforce said law. I would thank you for an answer, giving me any information you may have on the question.

Bert Lampkin.

You are correct in the statement that Grand Rapids business men were active in securing the enactment of the law forbidding the use of trading stamps. They not only did this, but they voluntarily expended \$900 in defending an injunction suit in the United States Court, where their position was sustained and the law declared valid. The trading stamp people thereupon took an appeal to the Supreme Court of the United States and the State of Michigan has undertaken to assume all further expense in the matter. Grand Rapids people have been perfectly consistent, as was shown by their raising \$900 to sustain their action without calling upon the merchants of other cities to share in the expense.

The Roi-All Embalming Fluid Co. has changed its name to the Roi-All Fluid Co.

Some people are so careless that even their promises get broken.



FINANCIAL

Could Operate Branch Bank in a Wagon.

The annual meeting of the Michigan State Bankers' Association at Kalamazoo was, according to the unanimous testimony of the Grand Rapids delegation, a great success. The attendance was large, the papers and addresses were interesting and the entertainment afforded was just enough to be satisfying and enjoyable and without being overdone. President Benj. F. Davis, of the City National Bank, Lansing, was elected President of the Association, and the next annual meeting will be held in his home town. The other officers are Vice-Presidents George E. Lawson, Vice-President of the Peoples State of Detroit and James R. Wyllie, President of the Grand Rapids National City; Secretary, H. H. Brown, Detroit; Treasurer, James M. Rose, Detroit; Counsel, Hal H. Smith, Detroit, and Executive Committee, F. H. Williams, Allegan, E. H. Hotchkiss, St. Ignace, J. W. Beardslee, Holland, Richard P. Jay, Detroit, A. Sleeper, Uby, Benj. Dan sard, Jr., Monroe, and Vernon T. Barker, Kalamazoo Vice-President for Michigan of the American Bankers' Association.

The Michigan members of the American Bankers' Association held a meeting during the State convention and elected Dudley E. Waters, of this city, a member of the Executive Council of the American Association, and delegate to nominate committees of the National Association, H. B. Webber, Ionia.

Arthur T. Slaght, of the Grand Rapids National City, distributed the seventh annual edition of his directory of the banks of Michigan at the convention. The directory is in handy vest pocket size and contains in a more convenient and compact form than will be found in any other publication a list of all the banks in the State, National, State and private, with directors and officers, capitalization, surplus and undivided profits, loans and discounts and deposits, and also the banking connections. It is a very convenient little manual and frequently it is useful. The bank directory was so late in being issued that Mr. Slaght did not have opportunity to distribute copies to his Grand Rapids friends before going to the convention. Now it is doubtful if he will make the distribution at all. He took the entire edition with him to Kalamazoo to be sure to have enough. He had a nice bunch left over for future distribution, but

the valise containing them was stolen, mislaid or lost on the way home and this has disposed of the surplus. Mr. Slaght has several tracers out to find the missing baggage.

One of the city banks might show an enterprise which would be profitable by opening a branch on the city market during the market season. The market opens at 4 o'clock every morning and the daily attendance runs from 150 to 600 or 800 gardeners and farmers, and from 150 to 300 grocers and hucksters. The business transacted on the market daily often runs into the thousands of dollars and for the most part it is spot cash. A branch bank on the market would give the gardeners and farmers a chance to do their banking before going home, and in the course of a season this would amount to considerable. No expensive outfit would be necessary for the market branch. A wired-in wagon, such as the express companies use, equipped with a window desk and safe would serve every purpose and one or two clerks could handle the business and safeguard the treasure. This branch could be hauled to the market in the morning at 4 o'clock and at 7 o'clock, when the business of the day would be over, the bank could be hauled back to the barn. The expense would be very moderate and enough business would be secured to make it pay. The market thus far has been chiefly garden truck, but the strawberry season opened last week and the market will be of increasing importance as the season advances. The gardeners for the most part are Hollanders and they are of the most industrious and thrifty class, just the class the average bank likes to have among its customers. Many of the hucksters are also of the Holland blood and their business would be worth having.

Deliberate with caution, but act with decision; and yield with graciousness, or oppose with firmness.

We should not complain when we think the other fellow has a better job than we; rather let us rejoice.

Many a little man stands on his dignity, but that does not prevent us from looking right over his head.

Men who make money rarely saunter; men who save money rarely swagger.

Mademoiselle Fortune does not waste much time flirting with "quitters."

YOUR FAMILY IS IN NEED

of adequate protection in the event that you should be taken away. Have you provided sufficient Life Insurance to care for them as **YOU CAN?** If not we can supply your needs.

The Preferred Life Insurance Co. of America
Grand Rapids, Michigan Wm. A. Watts, Secretary

We Offer and Recommend The Preferred Stock of Consumers Power Co.

Largest Underlying Company of
Commonwealth Power Ry. Lt. Co.
Netting about **6½%** and **TAX EXEMPT**

A. E. Kusterer & Co. 733 Michigan Trust Bldg., Grand Rapids
Both Phones: 2435.

GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

Our active connections with large banks in financial centers and extensive banking acquaintance throughout Western Michigan, enable us to offer exceptional banking service to

Merchants, Treasurers, Trustees, Administrators and Individuals

who desire the best returns in interest consistent with safety, availability and strict confidence.

CORRESPONDENCE PROMPTLY REPLIED TO

Fourth National Bank

Savings Deposits

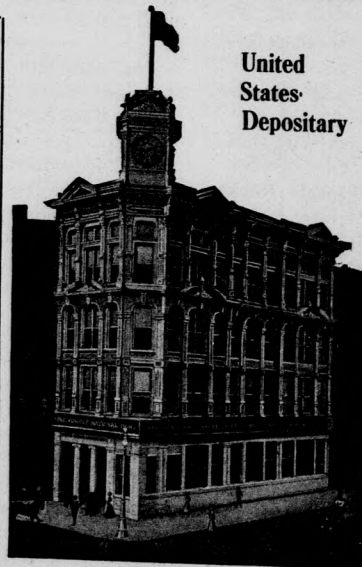
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Capital
Stock
\$300,000

United
States
Depository



Commercial Deposits

3½

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Surplus
and Undivided
Profits
\$250,000

What Is Being Done in the Suffrage States?

Written for the Tradesman.

The American women feel it is only a matter of education and publicity to gain their plea for political economy, and the work of the six campaign states is all in that direction. There is very little, if any, opposition from intelligent and thinking men. American men as a class have always treated their women with the respect and courtesy they deserve, and when the reasonableness and fairness of equal suffrage is placed before them they are not slow to endorse it.

In order to bring the subject clearly before the foreign born citizens, literature is printed in German, Bohemian, Polish, Holland, Hungarian, Swedish and Yiddish. The women of California had to beg the American born Chinese for their votes, but the Chinamen decided that American women did not know enough to vote. Fortunately, their vote was not needed there. Is there not something rather peculiar in a political condition which gives men of all countries and nationalities who have lived in the United States a short time the power to say what an educated and intelligent American woman shall or shall not do? Of course there are a number of the foreign born who have the American point of view, but a good many bring their native prejudices with them.

The Roman Catholic church is not opposed to woman suffrage and Vicar-General Mooney, who is in charge of the Diocese of New York in the absence of Cardinal Farley, says: "There is no reason whatever why any person in the church should not advocate votes for women." Many of the prominent Roman Catholic clergy have publicly endorsed it.

One of the big helps to the women in the campaign is the formation of Men's Leagues for Equal Suffrage. There is a fine league in Michigan with headquarters in the campaign offices, 406 Fourth National Bank building, Grand Rapids, and 205 Telegraph building in Detroit. A conference of Men's Leagues is planned to take place in Chicago in the early fall. The International Men's League will hold a convention in London in the summer.

The women are holding county conferences of workers; public meetings; parlor meetings; distributing suffrage literature; advertising in theater programmes; giving suffrage plays; urging the wearing of "Votes for Women" buttons and the use of "Votes for Women" rubber stamps on all letters, checks, etc.; selling balloons; seeing that the newspapers are all supplied with suffrage news; making house to house canvasses to learn the views of the voters, and doing everything their wit and ingenuity can conceive to further the cause. The principal State committees are: Organization, Literature,

Press, Advertising, Speakers and the all-important one of Finance.

Alde L. T. Blake.

Quotations on Local Stocks and Bonds.

	Bid.	Asked.
Am. Gas & Elec. Co., Com.	84	85
Am. Gas & Elec. Co., Pfd.	46	47
Am. Light & Trac. Co., Com.	350	350
Can. Puget Sound Lbr.	2 3/4	3
Cities Service Co., Com.	103	104
Cities Service Co., Pfd.	90	90 1/2
Citizens Telephone	97	98
Comw'th Pr. Ry. & Lt. Com.	65 1/4	65 3/4
Comw'th Pr. Ry. & Lt. Pfd.	89 1/2	90
Dennis Salt & Lbr. Co.	95	100
Elec. Bond Deposit Pfd.	83	85
Fourth National Bank	200	
Furniture City Brewing Co.		66
Globe Knitting Works, Com.	110	112 1/2
Globe Knitting Works, Pfd.	100	101
G. R. Brewing Co.		200
G. R. Nat'l City Bank	175	180
G. R. Savings Bank	185	
Holland-St. Louis Sugar Com.	10 1/2	11
Kent State Bank	260	
Lincoln Gas & Elec. Co.	40	42
Macey Co., Com.	200	
Macey Company, Pfd.	97	100
Michigan Sugar Co., Com.	90	94
Michigan State Tele. Co., Pfd.	100	101 1/2
National Grocer Co., Pfd.	87 1/2	91 1/2
Ozark Power & Water, Com.	60	64
Pacific Gas & Elec. Co., Com.	63	64
Pacific Gas & Elec. Co., Pfd.	92	92 1/2
Peoples Savings Bank	250	
Tennessee Ry. Lt. & Pr., Com.	23	25
Tennessee Ry. Lt. & Pr., Pfd.	77 1/2	78
*United Light & Railway Com.	67	
*65 last sale—ex dividend 75% in stock.		
United Lt. & Railway 1st Pfd.	85	90
United Lt. & Railway 2nd Pfd.	75	80
Bonds.		
Chattanooga Gas Co.	1927	95 97
Denver Gas & Elec. Co.	1949	95 97
Flint Gas Co.	1924	96 97 1/2
G. R. Edison Co.	1916	97 99
G. R. Gas Light Co.	1915	100 100 1/2
G. R. Railway Co.	1916	100 101
Kalamazoo Gas Co.	1920	95 100
Saginaw City Gas Co.	1916	95 99

They Keep Right On.

"We shall be hearing about the 'Sweet Girl Graduates' pretty soon now, I suppose?" queries the old dunker of the man with the newspaper.

"Oh, yes."
 "Always 'Sweet Girls?'"
 "Always dress in white?"
 "Invariably."
 "Always graduate with the highest honors?"

"They do."
 "And are spoken of in the papers next day as geniuses?"

"That is the rule, I believe."
 "And can any one of them make bread?"

"Oh, no."
 "Make a pudding."
 "No."
 "Mix up pancakes?"
 "No."

"But they keep right on graduating?"

"They do."
 "And then get married?"
 "Yes, I think so."

"And they make such helpmates that their husbands soon get rich?"

"That is the way of it. Have you any fault to find?"

"Bless you, no! Hurrah for the 'Sweet Girl Graduates!'"

The Road To Successful Salesmanship.

Start as a stock boy if possible and learn the business from the bottom up.

Ask questions, keep your eyes open and utilize every opportunity to acquire a full knowledge of each piece of merchandise you handle.

Learn to talk tersely, convincingly and courteously. Senseless chatter is a sign of poor salesmanship.

Watch the styles constantly and be on the lookout for new selling arguments.

Keep abreast of the times by read-

ing trade papers that discuss matters relating to your line, and further improve your mind by reading high class literature.

Study human nature and cultivate a personality that will put you on a plane with the highest class of customers.

Be absolutely honest in your statements regarding the goods you have to dispose of. No individual or business firm ever succeeded by untruthfulness and exaggeration.

The successful salesman is always "on the job," ever ready to do more than he is paid to do.

In a nutshell—be honest, truthful, painstaking, cheerful, loyal and cleanly in mind and body. D. F. Kelly.

United Light and Railways Company Portland, Maine

Chicago, Illinois Grand Rapids, Michigan

The Board of Directors of the United Light and Railways Company have declared a dividend, at the rate of one and one-half per cent., payable on the First Preferred Stock of the Company, and at the rate of three-quarters of one per cent. on the Second Preferred Stock of the Company, to Stockholders of record on the close of books, June 20th, 1912, payable July 1, 1912.

Transfer books on First Preferred and Second Preferred stock issues will be closed June 20th, 1912, and opened July 1st, 1912.

BENJAMIN C. ROBINSON,

DIVIDEND NO. 6. Secretary.

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

Place your **Buy and Sell** orders with

Citz. 1122 **C. H. Corrigan & Company** Bell M-229
INVESTMENT SECURITIES

341-343 Michigan Trust Building Grand Rapids, Mich.

They will be handled promptly and properly and only a commission charged you.

SURPLUS FUNDS

Individuals, firms and corporations having a large reserve, a surplus temporarily idle or funds awaiting investment, in choosing a depository must consider first of all the safety of this money.

No bank could be safer than **The Old National Bank of Grand Rapids, Mich.**, with its large resources, capital and surplus, its rigid government supervision and its conservative and able directorate and management.

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

THE OLD NATIONAL BANK GRAND RAPIDS, MICH.

New No. 177 Monroe Ave.

Old No. 1 Canal St.

2 1/2% Every Six Months

Is what we pay at our office on the Bonds we sell.

\$100.00 Bonds—5% a Year

THE MICHIGAN TRUST CO.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and Profits - \$300,000

Deposits
6 3/4 Million Dollars

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

3 1/2 %

Paid on Certificates

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

We recommend the purchase of the

Preferred Stock
of the

Cities Service Company

at prevailing low prices

Kelsey, Brewer & Company

Investment Securities

401 Mich. Trust Bldg., Grand Rapids, Mich.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

Subscription Price.
One dollar per year, payable strictly in advance.
Five dollars for six years, payable in advance.
Canadian subscriptions, \$2.04 per year, payable in advance.
Sample copies, 5 cents each.
Extra copies of current issues, 5 cents;
of issues a month or more old, 10 cents;
of issues a year or more old, 25 cents.

Entered at the Grand Rapids Postoffice
as Second Class Matter.

E. A. STOWE, Editor.

June 19, 1912

THE SIXTH SUCCESS.

The Merchants Week banquet at the Coliseum Thursday night was a fitting climax for the most successful entertainment yet given by the Grand Rapids wholesalers and jobbers. Arrangements were made for 1,800 guests, and the actual attendance fell short less than fifty of the estimate. The service was prompt and there were no weary waits between courses. Those things on the menu which were to be hot actually were hot and there was enough for a second and even a third helping for those who had their appetites with them. The speechmaking began at 7:45, and this part of the programme was up to the high standard of the gastronomic. It was quick fire oratory. Nobody talked against time. When they had delivered their message they quit instead of going on, and on. Not one of the speakers but could have taken more time and still have been pleasing. Carroll F. Sweet, President of the Association of Commerce, discussed the parcels post legislation now pending in Congress and sounded a warning against the mail order houses, which such legislation will promote. Frank Welton, as toastmaster, was happy in his remarks, as usual, and put the company in humor for what was to follow. C. L. Glasgow, chairman of the State Railroad Commission, spoke of the relations of the retailer to the railroads and intimated that an advance in the freight rates may be necessary to enable the railroads to meet the demands upon them for better service. Lee M. Hutchins discussed insurance and told the merchants that they themselves could make the insurance rates by proper building and proper maintenance of their property. The insurance companies do not like high rate risks, for the higher the rate the more hazardous it is and the more likely the loss; what they want and upon what they make their money is the property so safeguarded that a very low rate can be given. Mr. Hutchins spoke of some of the things that make the rates high, and among them common friction matches left carelessly around on shelves or counters, the ashes dumped into boxes or baskets and burnt matches thrown into waste paper baskets. There is a close relation between insurance

and credit and the tendency is to make these relations still closer.

The speech of the evening was by J. Adam Bede, of Minnesota, author, farmer, humorist, lecturer, philosopher, politician and poet. His subject was "The Price of Eggs," which he interpreted as the cost of living, and for an hour he made his audience laugh loud and think hard in quick succession. The stories he told illustrated the truths he sought to impress upon those who heard him; his humor illumined the moral lessons he endeavored to teach. It was a splendid finish for an exceptionally good programme.

During the service of the banquet Tuller's orchestra discoursed music and between the addresses J. Francis Campbell and Wm. J. Fenton rendered vocal selections. The session closed with Auld Lang Syne, with 1,800 voices joining in the refrain, and a few minutes after 10 o'clock the banquet came to a close, in time for those who wanted to catch the late trains for home to reach the station.

The Merchants Week entertainment as a whole was a splendid success. The weather was favorable throughout. The visitors began coming earlier in the week than usual and in larger numbers, and more of them stayed right through. The total registration reached approximately 3,300. The entertainment was pleasing and there was not so much of it as to be burdensome. The mornings were given up to business calls and getting acquainted. Wednesday afternoon was the display of the fire department, and this was a novelty even to Grand Rapids people. The fire department display was followed by a band concert and automobile rides, and in the evening was the theater. Thursday afternoon the scene shifted to Reed's Lake, where all the concessions were open to the visitors. Then came the banquet. From the viewpoint of business the week was a pronounced success. The Grand Rapids merchants did not solicit trade, the chief purpose of the entertainment being to get acquainted and to have a good time; but more new accounts were opened representing a wider territory than in any former Merchants Week, and a larger proportion of the visitors wanted to do business than ever before. It was the merchants themselves who came to town this time and not their clerks, and there is reason to believe they found their visit not only pleasant but profitable.

A Philadelphia man shot up a restaurant the other day because he drank up a bottle of catsup and the proprietor objected. He said it was his "constitutional right" to drink as much catsup as he pleased in a restaurant without paying for it and then proceeded to shoot the cash register. When he receives his sentence in court he will think catsup is a rather expensive drink.

Many a man keeps his head above water by not letting the grass grow under his feet.

THE NEW GRADUATE.

It is the fashion to take a humorous view of the fledgling college graduate, to depict him in cartoon and paragraph as cocksure and confident that the conquest of the world for him is a certainty and even to represent him as believing that the world of work and competition is just below the commencement stage, waiting, eager to bid for his supposed load of knowledge when he receives his diploma. It is much in this way that this newcomer is introduced to the work-a-day world at this season of the year. That world pauses long enough to smile at the stale and hackneyed joke. It has long ceased to laugh at the worked-out vein. But despite the feebleness of the wit, the young graduate is periodically very much the butt of the tired humorist and shallow cynic, neither of whom very probably ever had personal experience of the thoughts and feelings of their victim as he ventures forth from "classic halls." Naturally, not very much can be expected and even less is realized of original humor or clever cynicism or striking caricature from such sources on a theme outside their knowledge and experience. Maybe a class of fifty or a hundred or more young graduates may contain one or two of the proverbial comic type, who is satisfied that his own high appraisal of his worth and importance is sure to be accepted by the world, that advancement will be rapid and fame and fortune will be his deserved reward in proper time. But such one is the rare exception among his fellows.

These, if they have their own way to make, entertain no such fantastic notion. They have had it drummed into them by their elders and are keen enough observers to know that what they have learned in college has little immediate market value. As freshmen in the world of material work and effort they are probably much less conceited than they were as freshmen in college. Then only four years—maybe a long period as youth measures time—separated them from their goal, but in the world outside many times four years elapse before hopes are meagerly realized and at the end these may, after all, be disappointments. If advice will, in a measure, prepare the young graduate for his work in the world and for what he may expect, he has no lack of abundance. In baccalaureate sermon and address, he is admonished to do his duty and be confident then he will not miss opportunity. He is urged to seek not pecuniary success, but to grow in manhood regardless of whether he accumulates riches and attains to power. He is told to be an altruist in a very, very practical world, even as he sees it. Whatever he may become in later life, when he probably may have less need to concern himself about the bread and butter necessities, he does not allow altruistic notions to burden him too heavily upon his departure from his college. He has reason enough for misgivings in regard to the very practical task before him of winning

his way and place in the world. Conceit and self-confidence are far from the prevailing characteristics of the new graduate. Not on account of youth alone does he have hope and courage, but because he has seen others before him go out in the world and hold their own, at least. He is not conceited if he believes he can do as well despite humorist and cynic who belittle him and his importance to the world.

PRECAUTIONARY PLACARDS.

The good old maxim not to borrow trouble, like all rules, proves its worth by the exception. And the merchant may well be pardoned for anticipating annoyance with the anticote. One who makes a specialty of children's toys has two large placards on either side of the rear end of the store, so placed that they are in constant view of the visitor from the time he enters the room, and reading thus: "Please do not Handle the Toys," and "No Toys Returned after they leave the Store."

It requires little stretch of the imagination to see the many trying positions which these cards will eliminate. Children are, as a rule, careless. They lack in judgment. Their hands may be soiled. Parents may resent any word of caution from a stranger, no matter though an expensive toy is in danger of being ruined. If he shows impatience or concern by word or look, the matter is regarded as a personal affront and a good customer is hopelessly lost. The card talk is never so applied. Its words have the force, but not the sting. The fact that the toy is placarded as not returnable renders the buyer more thoughtful and not inclined to ask the privilege.

"Cut glass is handled at your own risk" is another of the many anticipations which prevent a crash—and trouble for two parties. "Please do not handle" may save many delicate goods from destruction, if the words are printed, but when you speak them it is but to declare war. It is better to look ahead and anticipate; to generalize upon restrictions lest there will come a time when specialization must be done and in a way which will stand a chance of giving offense.

Stephen A. Sears has been elected President of the Lemon & Wheeler Company to succeed the late Samuel M. Lemon, and Richard Prendergast has been elected Vice-President and Treasurer. Mr. Sears was identified with the wholesale and manufacturing business of Grand Rapids for over twenty years and probably enjoys the respect and friendship of as many men as any man in Michigan. His election to the presidency of the Lemon & Wheeler Company was the logical outcome of the situation and it goes without saying that he will keep the institution at the front rank. Mr. Sears is a business man of marvelous capacity and those who know him best and appreciate him most realize that the stockholders and customers of the Lemon & Wheeler Company are to be congratulated over the outcome.

Profits and How To Get Them.

Get a profit!

Get it by having the nerve to charge what a thing is worth.

Also get it by having the ability to figure the thing right.

First, as to the charging:

The writer was walking through one of our sample floors with an official of a firm the other day and noticed a fine display of glass pitchers at \$2.25 a dozen.

"There," said the official, "is an assortment of pitchers any one of which is worth 50 cents of any woman's money in America. Yet many of our customers doubtless will sell them for 25 cents each. The fact is, too many merchants do not charge on the basis of what a thing really is worth. They are guided often by the cost price, instead."

If one of the pitchers in that assortment should be broken that would cut down the profit right there. The selling price, in addition to considering the regular cost of doing business, should be large enough to allow for these:

Freight.

Breakage.

Possible depreciation in value through goods becoming shopworn.

Should Forget the Cost Mark.

Get what a thing is worth.

A thing is worth not what it costs but what it will sell for.

Forget the cost mark. Make your charges on a basis of values.

But before putting on a figure to provide for a profit of that kind you,

your delivered cost (see the accompanying table) in order to make the 10 per cent. Therefore, you would sell the article for \$1.33 $\frac{1}{3}$, or, say, \$1.35.

How many cents have you made on the deal? Many merchants would say 35. But that is wrong. That would be figuring from the buying price, rather than from the selling. It would not be figuring in the cost of doing business.

Finding the Actual Profit.

Your cost of doing business is 15 per cent. Fifteen per cent. of \$1.35 (your selling price) is, disregarding the fractions, 20 cents. It therefore cost you 20 cents to sell the article after you got it into your store. The 20 cents selling cost added to this would make it cost you \$1.20 to buy that article, have it delivered and sell it.

You therefore have made 15 cents—the difference between \$1.35 (the selling price) and \$1.20 (the buying price). Again disregarding the fractions, 15 cents is 10 per cent. of \$1.35. So there you are.

Allowing for possible breakage and shrinkage of value it would be well, perhaps, to sell this article for \$1.50.

If you want to make 13 per cent. and your cost of doing business is 15 per cent., add 40 per cent. to the delivered cost, and so on.

Table Will Make It Plain.

But suppose your cost of doing business is more than that, what then? Well, here is a table that will make the whole thing plain:

Cost of doing business 15 per cent. on gross sales:						
Goods marked above cost	25%	33 $\frac{1}{3}$ %	40%	43%	50%	100%
Actual per cent. of net profit	5	10	13	15	18	35
Cost of doing business 16 per cent. on gross sales:						
Goods marked above cost	25%	33 $\frac{1}{3}$ %	40%	43%	50%	100%
Actual per cent. of net profit	4	9	12	14	17	34
Cost of doing business 17 per cent. on gross sales:						
Goods marked above cost	25%	33 $\frac{1}{3}$ %	40%	43%	50%	100%
Actual per cent. of net profit	3	8	11	13	16	33
Cost of doing business 18 per cent. on gross sales:						
Goods marked above cost	25%	33 $\frac{1}{3}$ %	40%	43%	50%	100%
Actual per cent. of net profit	2	7	10	12	15	32
Cost of doing business 19 per cent. on gross sales:						
Goods marked above cost	25%	33 $\frac{1}{3}$ %	40%	43%	50%	100%
Actual per cent. of net profit	1	6	9	11	14	31
Cost of doing business 20 per cent. on gross sales:						
Goods marked above cost	25%	33 $\frac{1}{3}$ %	40%	43%	50%	100%
Actual per cent. of net profit	00	5	8	10	13	30

of course, want to have a correct basis for figuring profits in general. This, too, is where many merchants go wrong.

Two rules will put you right on this:

Always count in freight and the cost of doing business.

Always figure the profit on the selling price.

Let us figure:

You buy an article for 96 cents. Freight, we will say, costs 4 cents, bringing the delivered cost up to a dollar.

A good average net profit for a variety store is 10 per cent. Let us suppose that you are after that mount, and that your cost of doing business is 15 per cent. Then you would have to add 33 $\frac{1}{3}$ per cent. to

In using this table, mark your goods at any of the percentages above cost indicated by the first row of figures of each set, and the actual percentage of net profit will be shown in the second line of each set.

—Butler Way.

The Last Dollar.

When a man has a dollar to spend and knows where to get many more he blows it in heedlessly and then rails at its small buying capacity. To be sure a dollar isn't much, but if it's the last a man has, and he knows not where in the world to get another, and if he turns that coin over and over and thinks and plans how to make every mill of every cent do its utmost, he will make it elastic enough to cover many needs, and then is amazed at its great purchasing power.

LIKE NO OTHER CATALOGUE

Our catalogue is the **STANDARD** for all wholesaledom because

It contains the largest assortment of general merchandise in the world. It is a complete and comprehensive directory for the progressive merchant, telling him what and where to buy any one of 40,000 different quick-selling items.

It quotes the lowest average wholesale prices on earth, and gives the **NET** price of each one of the 40,000 separate items **IN PLAIN FIGURES.**

It guarantees the price of every item listed. For thirty days it gives one unvarying price on the world's largest stock of general merchandise.

It is issued—a bran-new book—twelve times each year, and brings you all the novelties while they are still new.

Its covers are filled with business talks from the pens of the foremost merchandising and advertising men in America.

It is the **STANDARD** wholesale catalogue. All others are patterned after it.

It is the one comprehensive text-book of merchandising. It tells you what to pay, what to buy, where to buy it, and how to sell the goods after you have bought them.

You can make no mistake if you use the **STANDARD.**

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

Chicago New York St. Louis Minneapolis Dallas

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



Michigan Retail Hardware Association.
President—Charles H. Miller, Flint.
Vice-President—F. A. Rechlin, Bay City.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Hard Twisted Sash Cord Preferred.

Louisville, Ky., June 5—Sash cord can be made to fit any price the retailer wants to pay. The only true comparison in cost to the consumer, however, is the cost per yard not per pound.

For instance, if a consumer comes to a retailer and asks for a 100 foot hank of sash cord, and the cord is sold to the consumer by the pound and he only obtains 85 or 90 feet of cord but actually pays for 100 feet in weight, then the consumer can readily understand that he is obtaining less sash cord than he is paying for.

If, on the other hand, the consumer calls for 100 feet of sash cord and actually obtains 100 feet and this 100 feet weigh two and one half pounds and the consumer is paying, say, 30 cents a pound for it, then he pays 75 cents for this hank of common sash cord. If, on the other hand, he bought the very highest grade, say, at 45 cents a pound, and purchased a 100 foot hank of it, he would be sure to obtain the full 100 feet, if not more, and the weight of it would be only about two pounds. Thus the consumer would obtain the very highest grade of sash cord at only a fraction difference in cost per yard.

Another feature that should be watched by the consumer is imperfect sash cord. For instance, in buying the common sash cord frequently the consumer runs across defective pieces which have to be cut out which destroy an entire window length of the cord, thus making the cost of common cord actually more per foot to him than the cost of a fine cord.

Where a fine sash cord is used, there is no waste. On the other hand, sash cord may be too costly—that is, made of too fine yarns and made more for beauty than for wear. The very best yarn to use in the man-

ufacture of high grade sash cord is a single ply, hard twisted yarn.

The object of the expert should be to produce a cord that is free from imperfections of braid, to run full yardage to the pound, and to wear. A single-ply yarn, hard twisted, will wear much longer than a three-ply fine yard, soft laid.

This has been proven in the tests made by the Department of Commerce and Labor of the United States, second by tests made by leading architects of the country, third by tests made in our own plant.

In one test made by the Department of Commerce and Labor it was found that hard twisted cord would lift a twenty pound weight 233,000 times at the rate of fifty turns per minute. The best copper cash chain in tests made by the Boston Institute of Technology lifted the weight an average of 76,000 times. Therefore, the best copper cash chain has only one-third the wearing capacity, and common sash cord has less than one-half the wearing capacity of hard twisted cord.

It has, therefore, been proven conclusively for the benefit of the consumer that the best sash cord to purchase is a high grade sash cord made of single-ply yarns hard twisted. In the first place the initial cost is not much more than that of common cord, when the point of yardage is taken into consideration and the fact that it is altogether free from imperfections.

In the second place, the wearing quality of the cord is so much greater than that of either sash chain or common sash cord that there would be no hesitation in the mind of a house builder as to what cord he should purchase.

The above is not written on a theory. The tests made by the Department of Commerce and Labor of the United States, by leading architects and by ourselves are the most practical tests that could possibly be made. All sash cord is manufactured for the purpose of hanging windows and for the further purpose of be-

ing able to lift these windows with the greatest comfort the greatest number of times, and these practical tests prove that hard twisted cord will lift a window a greater number of times than any other cord on the market. In other words, it practically does away with all window troubles and makes a window work as if ball-bearing.

Charles T. Wolfe.

Oil To Take the Place of Coal.

Oil will eventually take the place of coal, especially as a motor power for vessels. The success of the internal combustion engine insures a saving in cost and a great saving of space, weight and crew. Cleanliness would be increased and also the comfort of passengers. It would insure safety from boiler explosions and spontaneous combustion and many other advantages.

Those who argue about the increased cost of oil do not understand. You must remember that one ton of oil is equal to four tons of coal, and that the larger power internal combustion engine makes for greater economy in using oil. I think it is a great pity the United States, with its immense oil resources, is not taking a more active part in the development of the internal combustion marine engine and that the Standard Oil Company has not done more to encourage the trade.

As an instance, the Standard Oil Company went to Roumania, but from one point of view it was singularly unsuccessful. The production after some years' working reached an average of about fifteen thousand tons a month. We went there years later and our production is 50,000 tons a month. I have always maintained that the oil supply of the world is more likely to be met in the

Borneo fields than in any other. There we have unlimited supplies, so the question of prohibitive cost need not enter into the reckonings of the maintenance of motor-driven vessels.

Marcus Samuel.

Michigan Toy Company Grand Rapids, Mich.

Makers of
High Grade Wheel and Aeroplane Goods

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 Street Grand Rapids, Mich.



A Good Investment

PEANUT ROASTERS
and CORN POPPERS.

Great Variety, \$8.50 to \$50.00
EASY TERMS.
Catalog Free.

KINGERY MFG. CO., 420-426 E. Pearl St., Cincinnati, O.

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

Foster, Stevens & Co. Wholesale Hardware

10 and 12 Monroe St. :: 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

Expense of Running a Variety Store.

How much should it cost to conduct a variety store?

Not more than 18 per cent. on sales.

This, with 30 cents gross profit on every dollar that comes in—which is 43 per cent. on cost—will make the thing stack up about right.

You have to be very careful along this line, or your net profit will be interfered with. You are obliged to pay out enough for running expenses so the efficiency of your store will not suffer. Yet you must keep the running expense within proper bounds. A little experimenting will enable you to hit about the right average.

A necessary part of the store expense is the salary of the proprietor. This should be included in the 18 per cent. It is not profit. It is what you get for running the store. It should be no greater and no smaller than you would pay an efficient manager for conducting the business.

Salary Is Not Profit.

The profit is what you get at the end of the year after all the expenses have been met and merchandise paid for. This should be 10 or 12 per cent. on annual sales. You should have this, at the end of the year, in the shape of cash or additional stock. It should be entirely apart from your salary. Don't forget that.

Accordingly, if you have paid yourself a big salary during the year—more than you are worth or more than the business can stand—you profit is small in proportion. If you have taken up the whole surplus in salary, you have made no profit at all. You have made only a living, and are no further ahead, so far as actual money goes—than when you started.

Remember, also, that your expenses have to be figured in pennies, not dollars. You have to be careful in such things as twine and wrapping paper. Waste must be eliminated. Time must be saved. The variety business is an exacting taskmaster in this respect. Its rules are strict, and your reward is in proportion to the way you obey them.

Try To Strike Average.

This matter of running expense will have to be averaged. Some months you can conduct your business for less than 18 per cent. on sales. Other months it may run a little more. Or if the average gross profit exceeds 30 per cent. on sales, you have some leeway in that direction. But it be readily seen that the thing calls for careful, painstaking work. You must keep in close touch with your business and know what it is doing.

An item of expense on which many variety men go wrong is that of rent. They don't pay enough. That may seem a rather remarkable statement combined with advice to watch the pennies, the twine and the wrapping paper. But we mean it just that way.

The variety store, to do its best, must be in the best location. Spend the money necessary to get on the main street, on a good corner if possible. Get near the larger stores which have created a buying atmosphere through their expensive adver-

tising. It will cost you more money to get where the business is done. But get there. Your store life may depend on it.

How To Pay for Advertising.

Another important item is advertising expense. This can be more, or less, according to the location you have. As the cost of rent goes up, the cost of advertising goes down. The less effective the location, and the cheaper your rent, the more you have to put out on advertising. In a good location you can do your advertising with your windows, and in doing so expend little beside work. Located otherwise, you have to appeal to people through printers' ink to come and see you. Maybe they will and maybe they won't. They are sure to come if you are on a good street where they can not help seeing the compelling values you offer.

Advertising expense should not exceed 3 per cent. of your sales. It can very safely be made less if you are located right. This 3 per cent. or less should be divided between loss leaders and printers' ink advertising. Either is an expense, but for the variety store the leader is best. With a poor location, use enough leaders and plenty of printers' ink. With a trade-compelling, central location use the leaders and less printers' ink—or none at all.

How Much Are You Worth?

Then, there is clerk hire, including your own salary. Don't value yourself too highly. Pay yourself as little as you can, conscientiously. This is the way you would proceed if you hired a manager. If you are a real hustler and your store is small you can do most of the work yourself—if you let price tickets help you do the selling. A girl clerk at \$4 a week or a boy at \$5 should in that case be enough, added to the efforts of yourself and the price tickets.

Don't forget the price tickets!

These silent salesmen are to be reckoned with in the matter of keeping down store expense, as they double the efficiency of a sales force.—Butler Way.

Take No Other.

"Sir," said the serious-looking citizen, as he walked in on the architect, "I want a house. I want it quake-roof."

"You shall have it. It can be picked up and slung ten rods and come down all right. It can be rolled over and over, and you will simply think a baseball game is going on outside." "It won't shake down nor collapse?" was the anxious enquiry.

"Can't possibly do it, sir. Sits on rubber springs and simply teeters a little—just enough to give a lullaby motion and keep the babies asleep. If it should collapse all the rooms are provided with air-cushions and the floors are padded. The beams and bricks would be held up or sink down as softly as bags of feathers. The earth may heave up six feet and settle back, but my quake-roof house will suffer no damage. Understand, however, this has nothing to do with your garden. The carrots and parsnips will probably be pulled up by the roots

and thrown over into the next lot. You must not hold me responsible for that. Do you wish to figure with me to-day?"

"Well—er—you—see"

"Then come in some day next week. I have just finished one of my quake-roofs next to a dynamite magazine holding 10,000 pounds of stuff. We are going to explode it in a day or two and give the house a trial. Come in after that. Come prepared to leave your order. Warranted

quake-roof, or no charge. Busy day. Good-by?"

Remember the window and door screens. Flies ruin stock and disgust customers.



YALE INDEPENDENT GAS PLANT
CHEAPEST AND BEST LIGHT ON EARTH

MAKES AND BURNS ITS OWN GAS

Make Your Own Gas Light
FREE FREE FREE

Mr. Merchant—You can try one of our hydro-carbon systems in your store for 30 days. Guaranteed for five years. If it is not as represented and the best and cheapest light producer you ever saw you may return it; no further obligations. Why

hesitate and delay? Do you know of any one thing that will attract more attention than good light? Send diagram of your store today for free estimate.

T. YALE MFG. CO. 20-30 S. Clinton St., Chicago

**The Percheron**

COLLAR IS THE BEST IN THE WORLD AND WE STAND READY TO PROVE IT

Send for catalog No. 8

Brown & Sehler Co.

Home of Sunbeam Goods

Grand Rapids, Mich.



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.

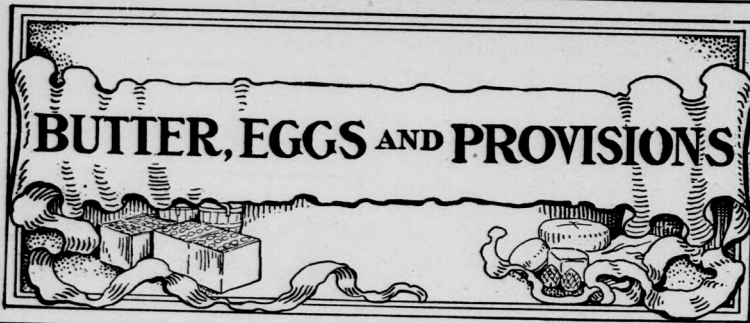


CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA



Increased Cost of Higher Standard of Living.

Written for the Tradesman.

In the past week two speakers in Grand Rapids discussed the high cost of living. One talked from the practical viewpoint of the hard headed business man; the other treated the subject facetiously. Both said things that should make us think.

J. A. Russell, of Chicago, President of the United Master Butchers' Association of America, one of the speakers, addressed the local branch. "Not many years ago Michigan raised all the beef that was consumed in the State and had some to spare for shipment," he said, "but Michigan to-day is dependent upon other states for a large share of her supplies. Illinois a few years ago raised enough beef for her own needs and to spare, and Illinois to-day does not raise enough to supply one city. It is the same with Ohio, and Indiana and many other states. I remember when a young man I traveled the Western ranges for miles without seeing a house or barn or other evidence of civilization, and it was all free pasture for the cattle men; to-day this same country is netlaced with wire fences and, instead of a wide free range, it is cut up into little farms and every farm is occupied. Meat costs more than it used to and the reason is not that the dealers are getting exorbitant profits from the business, but because the production has decreased and with the increase in population the consumption has increased enormously. Not many years ago meat constituted one of this country's most important exports; to-day we are on the verge of being a meat importing country, with a home consumption greater than the home production. Another factor is the movement of the people toward the cities. The cities are rapidly increasing in population, while the rural population is fading away. The lure of the cities is drawing the young people from the country and they are becoming consumers instead of producers. The meat market men, instead of being responsible for this condition, are its victims. The profits in the meat business are smaller than in any other business and the risks are greater. You must make a 75 per cent. turn over of your entire stock every thirty-six hours or it will spoil on your hands and be a total loss. A third of the steer you buy is sold for less per pound than you pay for it live weight. You can not charge what you ought to for what is sold at a profit, because the price would

be higher than your trade would stand. The merchant who sells a \$12 suit of clothes makes a large net profit than you do in handling a \$75 bullock. The price of meats will continue high until conditions change, and no material change in the conditions can be brought about for several years. You should educate the people in knowing the real reason instead of letting them hold you responsible."

J. Adam Bede, of Minnesota, also discussed the cost of living in his address at the Merchants Week banquet. "In the good old days," he said, "the wife and daughters made all the clothing and did all the housework and the men folks, if they were good, split the wood, drew the water and, when they wanted vegetables, they dug them out of the garden, and if they went anywhere they walked or had a horse. To-day you have you, automobiles, hot and cold water, furnace heat, electric light, gasoline pump and telephone and you buy everything you wear and eat. If you would live in the way they lived in the good old times you could live as cheaply, but instead of that you want what modern civilization has brought to us. You want to get more out of life, to have more enjoyment and more comfort and more happiness, and if you have all this you ought to be willing to pay for it. Even the hens, instead of hatching their own eggs, have them hatched by incubator and have more time for their social duties."

The Russell theory places the higher cost of living, as it relates to meats, on the reduced production and increased consumption and to the population drift to the city. The Bede theory attributes it to the tendency toward high living. And it is likely both are right.

Charged To Scenery.

"The farmer who had dropped into the hardware store to make a purchase found a salesman there who had been a summer boarder at his house the year previous, and after they had shaken hands the young man asked:

"Shall you advance rates this summer?"

"Sure, my boy. You know how the price of things has gone up."

"How much advance will you make?"

"A dollar a week. I have got it all figured out here. There will be twenty cents extra on the fresh eggs."

"But you didn't have an egg of any sort on the table last summer."

"Fifteen cents extra on fresh milk."

"But you gave us skimmed milk."

"Twenty on fresh butter."

"But you bought your butter in town."

"And there is the golden cream for coffee."

"But we saw nothing but condensed milk."

"And chickens killed right on the spot."

"I don't know what you did with 'em, as you fed us on veal."

"And hired help has gone up," said the farmer.

"But you and your wife did all the work."

"Um! As I said, I will have to charge a dollar a week more."

"Then it must be for the scenery?"

"Well, yes it is."

"Changed, has it?"

"Sure. Two weeks ago lightning struck that old dead oak behind the

barn and knocked thunder out of it and improved the scenery just 20 per cent!"

WANTED

Butter, Eggs, Veal and Poultry
STROUP & WIERSUM

Successors to F. E. Stroup, Grand Rapids, Mich.

Hammond Dairy Feed

"The World's Most Famous
Milk Producer"

LIVE DEALERS WRITE

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

— ESTABLISHED 1876 —

Moseley Bros. Grand Rapids, Mich.

WHOLESALE OF BEANS, POTATOES, FRUITS EGGS, FIELD SEEDS.

In the market daily for supplies. What have you to sell?

Egg Packers Attention

Can furnish you with Whitewood, Sawed, Cold Storage or Gum Veneer Shipping Egg Cases; medium Strawboard Egg Case Fillers. Also Nails, Excelsior, Division Boards and extra parts for Egg Cases on short notice.

Write for prices.

L. J. SMITH

::

Eaton Rapids, Mich.

PEACOCK BRAND



Mild Cured Hams and Bacon 100 per cent. Pure All-leaf Lard

Quality Our Motto

For the Country Store Keeper

Smoked Sausage, Head Cheese, Frankfurts and Polish Sausage packed either in pickle or brine, half barrels (70 lbs.), ¼ bbls. (35 lbs.), kits (12 lbs.)

Liver Sausage, Pork Sausage in brine, in half barrels, quarter barrels and kits. Mail your sausage order today.

Cudahy Brothers Co.
Cudahy, Wis.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

The approaches to the new two million dollar Michigan Central station in Detroit will cost the city about \$400,000.

The Sparks-Withington Co., of Jackson, will open a branch factory at Walkerville, Ont., to take care of its Canadian business.

will open at Marshall July 2, continuing the Short Ship Circuit horse races using four days.

Lake Odessa has renewed its street lighting contract with the Thornapple Company for a period of five years. The incandescent lights throughout the village will be replaced with Tungstens and eight arches of lights will be placed on Main street.

The pure milk question has been agitated at Battle Creek for the past three years and the health officer now declares there is rarely a case of milk below standard, although there is no system of regular inspection.

Hart has voted the sum of \$12,000 for street paving purposes.

The Clough & Warren Piano Co., at Adrian, has been re-organized, with \$200,000 capital, and the factory will soon be re-opened.

The Gladstone Business Men's Association has been formed to advance the interests of that city.

Marquette is the home of more traveling salesmen than any other town in the Upper Peninsula.

This summer's tax rate at Flint will be \$12.75 per \$1,000, or an increase of \$1.25 over the rate last year.

Elk Rapids will hold a "Harvest Home Fair" Oct. 15-18.

Kalamazoo will spend about \$80,000 this year for the health of its citizens and of this amount \$25,000 will go directly for the construction of sanitary sewers.

The aldermen of Kalamazoo have adopted a resolution in favor of the use of the grooved girder rail exclusively in place of T rails in track construction in that city hereafter.

Chas. H. Hackley's last benefaction to the city of Muskegon, the beautiful Hackley Art Gallery, will be opened with dedicatory exercises on June 21.

The arch system of street lighting, which is being supplanted by ornamental cluster lights in most cities, is soon to be installed at Cheboygan. There will be nineteen arches.

The Michigan Central will raise its tracks from 12 to 18 inches for a distance of nearly two miles between Saginaw and Bay City so that traffic may never again be shut off by high water.

Petoskey's population, according to the recent school census, is 6,945.

Bellevue will vote on the question of bonding for \$30,000 for water works and a system of sewers.

Consolidation of the cities of St. Joseph and Benton Harbor is again being considered in the twin cities and a committee of ten, five from each city, has been appointed to confer on the advisability of such a measure. The plan is strongly favor-

ed by some and as strongly opposed by others.

The Charlevoix County Fair will be held at East Jordan Sept. 10-13.

In order to relieve traffic congestion both in Detroit and Toledo the single track lines of the Lake Shore and the Michigan Central roads, which run parallel between the two cities, will be used as a double track system, northbound traffic being confined to one track and southbound to the other.

The new U. S. Weather Bureau for Michigan, which is to be installed at Saginaw, will be located at the Arthur Hill trade school.

The business men of South Range have organized. Almond Griffen.

The Right Side of the Fence.

Every retail dealer, consciously or unconsciously, gives most attention to that salesman who has studied him most closely and discovered the most advisable method of approach and topics for conversation certain to interest. By the difference in his attitude toward this salesman and some other, less favored, the retail dealer proves conclusively that it does pay to study a prospect and that the same method may not be used successfully with men of differing, even clashing, dispositions or temperaments.

Yet how frequently does the retail dealer analyze his manner toward the salesmen who visit him? In the majority of cases, it is safe to say, he knows but one thing—that he likes one better than he does the other, and, all things being equal, gives him the business. He does not realize, except infrequently, that the one salesman has made an effort to win that trade by cultivating him, while the other has used exactly the methods which he unselfishly saves for all his trade.

It would be well if the retail dealer were brought to a realization of the radical difference between the two salesmen, since the knowledge should be of great practical value to him. Many retail dealers treat all their customers alike, just as does the mediocre salesman, and never get up among the leaders in their community. Yet there is as much reason for treating each as an individual who is built along lines differing at least slightly from those which define his neighbors, as there is for the pursuit of the same policy by the traveling salesman. As has been said, "The successful salesman works from the customer's side of the fence." This is the science of salesmanship in a nutshell, and any long-winded exposition is but an amplification of this bit of wisdom, so tersely expressed. And it is just as important to his success that the retail dealer get on the customer's side of the fence as it is to the success of the traveler that he learn on which side the fence the retail dealer with whom he may be engaged stands.—Implementation Age.

"Knocking" at another man's door may help to break it down; but it won't open yours.

Decrease in the Importation of Coffee.

It is worthy of note that, while the United States is the world's largest consumer of coffee, imports into this country during recent years have shown a steady decrease. For example, in 1902 the amount imported was 1,091,000,000 pounds, while in 1911 this had come down to 875,000,000 pounds and it is estimated imports for 1912 will not be more than 800,000,000 pounds. This goes to show that while our people consume more coffee than any other nation they are not so wedded to it that they cannot be turned away from it when occasion offers, or when prices get so high as to make the beverage abnormally expensive.

During the time that coffee has been losing devotees cocoa has shown considerable increase, having jumped from 3,500,000 pounds in 1871 to 140,000,000 last year. These figures are important to retailers as showing the trend of taste. More attention will have to be paid in the future to cocoa. A few years ago it was regarded rather as a fancy drink than a staple, but now it must be reckoned with as one of the daily necessities with a great many persons, and their number is constantly growing.

Short and Comprehensive.

A blank crop report was sent out by a Cleveland paper for the farmers to fill out, and the other day one of them came back with the following written on the blank side in pen-

cil: "All we've got in the neighborhood is three widders, two school-ma'ams, a patch of wheat, the hog cholera, too much rain, about fifty acres of 'taters and durn fool who married a cross-eyed gal because she owns eighty sheep and a mule, which the same is me, and no more at present."

Better a woman with rosy cheeks than a man with a rosy nose.

Some people never seem to tire of making other people tired.

Rea & Witzig

PRODUCE
COMMISSION
MERCHANTS

104-106 West Market St.
Buffalo, N. Y.

Established 1873

Liberal shipments of Live Poultry wanted, and good prices are being obtained. Fresh eggs in active demand and will be wanted in liberal quantities from now on.

Dairy and Creamery Butter of all grades in demand. We solicit your consignments, and promise prompt returns.

Send for our weekly price current or wire for special quotations.

Refer you to Marine National Bank of Buffalo, all Commercial Agencies and to hundreds of shippers everywhere.

SEEDS WE CARRY A FULL LINE.
Can fill all orders PROMPTLY
and SATISFACTORILY. 
Grass, Clover, Agricultural and Garden Seeds

BROWN SEED CO., GRAND RAPIDS, MICH.

Spring Wheat---Flour and Feeds

Mixed Cars a Specialty

Reasonable Prices and Prompt Service

Michigan Agent for SUCRENE Feeds

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

The Vinkemulder Company

JOBBER AND SHIPPERS OF EVERYTHING IN

FRUITS AND PRODUCE

Grand Rapids, Mich.

Geo. Wager, Toledo, Ohio

Wholesale distributors of potatoes and other farm products in car loads only. We act as agents for the shipper.

Write for information.



Importance of Looking and Planning Ahead.

Written for the Tradesman.

It is most essential that a dry goods business should always face forward. Look ahead, not backward.

Push seasonable goods. And be all the time getting ready to push other goods just as soon as they shall be seasonable, or a little before. Your rapid selling just now on certain lines is largely due to the good advertising and displaying you did weeks—perhaps even months—ago.

See to it that you make as good a clean-up as possible on all strictly summer goods. It seems early to talk about this, when spring was so backward and warm weather so late in coming. But even now keep a watchful eye for any pieces of thin dress goods and the like that are hanging fire. Do they need to be displayed more prominently, or is a cut in price the only thing that will move them?

Sell summer goods now. There are certain lines that sell only in hot weather. You can do little with them after your customers turn their minds toward fall. So get after these things before it is too late.

It requires good powers of discrimination to know just when to make reductions and mark-downs. You don't want to make them too early, yet to delay too long is a worse error. Much depends on whether you are overstocked or have only a little of a given article. Also on its taking qualities or the reverse. Never let up on your efforts to carry over just as little as possible from one season to the next.

Be all the time looking ahead and preparing for what is coming. Long before this you doubtless have been getting all the information you could from reliable sources regarding the fabrics and styles that are to be in vogue during the fall and winter. If you have studied these matters diligently, you have been enabled to place your orders for goods intelligently.

Buying should never be delayed overlong. It is the early buyer that catches the most desirable selling goods. But the early buyer must be well posted, not only on what is but what is to be.

Cool days in the latter part of July and early in August begin to show fall goods. City merchants do this—dealers in villages and in the country will do well to adopt the metropolitan practice of rushing the season a little.

Many women are now quite forehanded in regard to their clothing

and that of their children. They have their summer dresses made in the winter and their winter things made in the summer. Get your share of this trade.

It is the looking and planning ahead, the putting of one's brains and will power into one's business, that distinguishes the real merchant from the man who only keeps store. It is not the dealer that takes the most steps, or that works the longest hours who is able to show the most satisfactory balance sheet at the end of the year. It is the man who all along thinks with his head. And why shouldn't a man think with his head? Who wants to spend twenty, thirty, maybe forty years in business without making the achievement of which he is capable?

It is a mistake to allow one's work to ball up. If any man on earth ought to be right square up with everything it is the dry goods man, for the reason that we have been emphasizing—that he should always be looking and planning ahead.

Some merchants who conduct small stores fall into the error of trying to do too much of the work themselves, and so never find time to think about their business. This is not genuine economy—rather it is rank wastefulness. You can not afford to keep yourself too tired out to use your headpiece, for the sake of saving the few dollars a week that it would take to hire another boy or girl.

Fabrix.

Demand of the American People For Style.

"I have not given the subject much thought," said the Wealthy Clothing Merchant, as he snapped his fingers to arouse an indolent clerk to activity, "but I'm pretty certain that clothes made this man," and he swelled his chest just a trifle. "The first job I ever had was in a downstate clothing store. And, believe me, 'job' expressed it nicely. It wasn't until I came to Chicago that I attained the dignity of a 'position.' The particular 'position' I am referring to was in one of the downtown specialty store, at that time a comparative novelty, but nevertheless a success. And right there I stayed until I went into business for myself. The result you see—part of it."

"But," objected the Average Man, "that isn't all. I want details. Tell me how you did it."

The Wealthy Clothing Merchant continued: "Specialization was the keynote to my success. In the clothing business I started and in the clothing business I'll finish. But, now

I stop to think of it, I never really got my start until the Big Idea came. What went before isn't worth telling because what came afterward is what really counted. This specialty shop I worked for sold everything from suspenders to what they hook on to. We had a number of regular customers who patronized the place because it was convenient and they got what they wanted right away and at a right price. These regular customers were divided up among the different clerks, and each of us had a line on certain customers' likes and dislikes and used to wait on them every time they came in.

Among my regular callers was a smooth shaven, middle aged man who had the appearance of bearing the weight of the world on his shoulders. Sort of careworn, as it were. Not that I thought for a minute that his troubles were financial, because every time he paid a bill he'd show a roll that looked like the Standard Oil Company's bank balance to me those days.

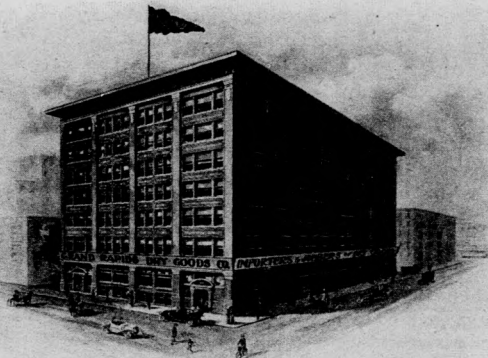
Bright and early one June morning he came in with a face so changed that I had to look twice to be sure he was who I thought he was. He walked like a 2-year-old and he talked a blue streak, which was unusual. I couldn't smell any liquor on his breath, so I was forced to look somewhere besides in a bottle for the cause of his light heartedness. He told me without being asked. 'Jack,' says he 'I've made my pile. California and a little bungalow down among the big trees for mine. I'm

We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.
Corner Commerce Ave. and Island St.
Grand Rapids, Mich.



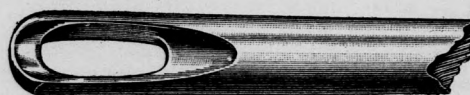
OUR NEW HOME

Come in and look over our various lines. We have seven floors filled with Dry Goods, Hosiery, Notions, Underwear, Furnishings, etc. We are exclusively wholesale.

GRAND RAPIDS DRY GOODS CO.

Cor. Commerce Ave. and Island St.

Excelsior Gold Eye Needles



Large Round Eyes
Put up in Attractive Wrappers
100% profit



Stewart's Duplex Safety Pins

Best Quality
Extra Heavy Wire
Superior Nickel Finish

Write to your jobber for samples and prices



through for good. I've got the money and I'm going to make a contract with myself to spend it.

Come to find out he had just succeeded in promoting a company. Had put over a deal where seven manufacturers had consolidated. Between what they got for their individual interests and what he'd capitalized the company at was a liberal margin of gilt edged stock which had reverted to him as promoter.

Didn't Risk Own Money.

The thing that struck me about the whole proposition was that at no stage of his operations had he risked one penny of his own capital. And that very point was what started me operating along the lines that led to this business. If another man could make money with other men's money, I could—and I did. That's where the Big Idea was born. Like every other man with real ambition I had long wanted to go into business for myself. I had ideas. I understood the clothing business and just one thing had stood in the way—lack of capital. The example of this man who had just netted \$82,000 without a red cent's risk inspired me—made me feel that I could do the same thing. So I started to formulate my plans.

It took me two full months to figure just how I could invest brains to reap dividends of dollars, but finally I felt I had the right angle. I invested \$20 in the services of a good corporation lawyer to pass on the result of my thought. He pronounced the venture sound and after quite some questioning said he would be one of the first stockholders, provided I was willing. This little incident heartened me up considerable.

In the shop where I worked there were two exceptionally capable men. One was a window trimmer. His name was Harris. The other was a salesman—a real one. His name was Clague. I had had these two men in mind for a long time. I started to cultivate them. I planted the seed of discontent—discontent with working for some one else—in their minds so successfully that one day they came to me with the suggestion that we start a business of our own. We figured the proposition out and found that between the three of us only \$800 cash capital was available. Naturally that put a damper on the idea, but I took good care to foster the feeling that a clothing business run on the proper lines could hardly fail to be a success and a big one.

Occasional lunches where the conversation invariably drifted to that fascinating subject—a clothing business of our own—evenings spent at each other's rooms discussing the same thing soon brought matters to the point where I felt that the time to strike was ripe. So I struck. Put it up to Harris and Clague that the way to get the capital was to incorporate and sell the stock to our friends and customers. The stock company was formed. The enthusiasm I had so carefully worked up in these two men was shown by the way they sold the sold. Why, I heard Clague trying to sell a man

some of our stock one day and I give you my word, he was so sincere and so enthusiastic and so convincing that I believe if he had turned his guns on me he could have separated some of my hard earned savings from their natural home.

Sold All the Stock.

We sold that stock, every penny's worth of it. Owing to a death we were able to secure one of the most desirable downtown leases in Chicago—most desirable, that is, for our purpose. While the fixtures for the new store were being made, I showed my hand for the first time in the policy of the new concern. The many years I had spent in the clothing business had shown me two vital points that manufacturers and retailers alike had overlooked. First. On exactly the same principle that a five cent cigar is invariably the biggest seller, more people buy \$15 clothes than the \$30 kind. Second. The man who buys the \$15 suit will take \$30 style every time if he can get it—that's one reason why cut price sales do the business.

The average \$15 suit of that time was a monstrosity in cut and material. The manufacturer and retailer alike took it for granted that the man who bought that class of goods was entitled to just about as little as they could give him and get away with it. Personally I had a radically different idea. I knew that the bulk of the business lay in the \$15 lines and I was out for that trade.

I went to the largest manufacturer of ready made apparel in the Middle West and explained my idea to him. I wanted \$15 suits cut on \$30 models. The manufacturer laughed at me, but I finally carried my point as it cost no more to cut clothes the way I wanted them than it did the old way. I selected the materials for their appearance and with due regard to what I believed the public wanted.

The morning we opened up for business, I honestly believe we had the handsomest little clothing shop in the city of Chicago. Our windows, trimmed by Harris, were beauties. Prominently the slogan of our business was displayed—"One price to everybody—Fifteen dollar suits—Low enough in price for everybody—Good enough for anybody." And the suits talked louder for themselves than any merchandise I have ever seen. Cheap materials true, but regardless of cost the patterns were tasty. The making was not of the best, but the models were distinctly good. Most people buy by eye anyway and it was not ten days before we were the talk of the town. Our goods at \$15 looked better than what most retailers were asking \$20 and \$25 for, and the result was business—lots of it—so much that within one year we had made enough money to open up two more stores in the loop.

Built on Demand for Style.

This business is built on the demand of the American people for style—its foundation is the fact that for every man who has thirty dollars to spend there are a thousand who have fifteen. It is backed by the fact

that the man of medium circumstances appreciates a handsome store, good display rooms, and courteous clerks just as much, if not more, than any other class.

We have steadily climbed the ladder of big business every year. Today we own the factory that made our first lot of clothes. We are capitalized at \$1,000,000 and paying 20 per cent. dividends every year. We have sixty-two \$15 clothes shops in operation in America; our mail order business extends all over the globe; our cash registers are ringing day and night and our credit continues to climb like a thermometer in summertime."

"Ah," said the Average Man, "here is an individual with one idea. When he saw his chance he seized it with a bulldog grip and hung on until it carried him through to success. If more men used the ideas that came their way this would be a harder world to succeed in." So saying, he turned and left the Wealthy Clothing Merchant. Irving R. Allen.

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



**Large Stocks
Prompt
Service
Right Prices**

**Paul Steketee & Sons
Wholesale Dry Goods
Grand Rapids, Michigan**

Bachelors' Friend
TRADE MARK
HOSIERY

Registered U. S. Patent Office and Canada.

Greater Value Cannot Be Put Into a Stocking

We could easily cheapen Bachelors' Friend Hosiery. We could use, in the heel, yarn that costs half as much. We could stint on the use of the fine material that goes for reinforcement.

But we make these hose—to give you maximum comfort—as good as they can be made. Combed Sea Island Cotton only is used.

Heels are reinforced up the leg far enough to protect friction points. Foot in front of the heel is double strength. The top is the genuine French welt—the best welt ever put on a seamless stocking. Two-thread looping machines make the toe doubly strong. You will find this a far better wearing, more comfortable stocking than the ordinary kind. It will save you money and trouble. Six months' guarantee.

FOUR GRADES: 6 Pairs, \$1.50; 6 Pairs, \$2.00; 6 Pairs, \$2.50; 6 Pairs, Gauze Weight, \$2.00.

Sold by leading jobbers and retailers throughout the United States. We do not supply Bachelors' Friend direct. But if no dealer in your town has them, send money order covering the amount and we will send you an introductory lot.

Notice to the Retailers:—The manufacturers are doing extensive national advertising to the consumer, which will undoubtedly create a demand for Bachelors' Friend Hosiery, in such well known periodicals as The Saturday Evening Post, The Associated Sunday Magazines, The Monthly Magazine Section, etc.

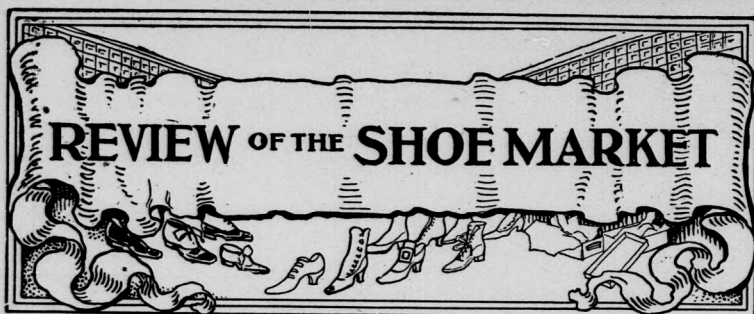
JOSEPH BLACK & SONS CO., Manufacturers, York, Pa.

The two-thread looping machines give double strength at this point.

No need
of this
since he
wears
Bachelors'
Friend.



EDSON, MOORE & CO., Detroit, Mich., Wholesale Distributors



Little Things That Help To Win Trade.

Written for the Tradesman.

Many little things, when taken in the aggregate, loom large and count for much. This is certainly true of those numerous little details of our service as merchants, which go to make our shoe stores popular and prosperous, or the reverse.

Neatness and cleanliness, for instance, are little matters that patrons appreciate—and they like to observe it both in the store and in the arrangement of the furniture and stock, and in the proprietor and in his clerks. It is a significant fact that people who are themselves slovenly seem to enjoy the vision of tidiness in others. I have seen slovenly women of middle life fairly feasting their eyes upon fresh, sweet, smartly dressed young ladies.

Appearances go far to prejudice people for or against a store. Get into the habit of maintaining a clean and orderly store. After all that has been said about the value of neat appearing show windows it would seem that every shoe store window in the whole country ought to be positively immaculate. But they are not. In view of the emphasis that retail shoe dealers lay upon the importance of stylish, neat appearing shoes as articles of attire, you would naturally expect to find shoe clerks clad in impeccable foot-toggery, wouldn't you? But they are not always that way. I have recently visited shoe stores in which there were not only rather seedy looking clerks, but clerks whose shoes actually seemed to cry aloud for polish! Now a clerk that talks about stylish shoes to intelligent patrons ought to wear fairly stylish shoes during the time he is exploiting the new modes in footwear. And how can he recommend his repair department when his own shoes are rounded at the heels? He can not talk very convincingly about the benefits of shoe polish when his own shoes need polishing. There is too great a disparity between precept and example.

Providing inexpensive conveniences of one sort and another for the benefit of patrons is a mighty good way to build up trade. In large city stores these things have come to be looked upon as so vital that large sums of money are spent in providing them. If you can not have a rest room, you can at least have a few comfortable chairs to be used by relatives or friends of the customer who is being fitted—and you certainly ought to have ice water and fans. And it is a good thing to have the telephone so

located that the patron can use it without feeling he is discommoding the business of the store and rendering himself a nuisance by so doing.

A little extra pains in looking after the comfort and convenience of customers while in the store—particularly with women attended by small children—will do much to put you into their good graces. And when it comes to fitting little feet, you will make a big hit with the mothers if you will show that you are really interested. If little Johnnie wants to examine the size stick, let him have it. Take time to explain to Johnnie how the device is used. If little Fannie calls for a second or a third drink of ice water, tell her to help herself. If you are wise to the ways of juveniles, you will understand that it is not the water she so much requires as it is the fun of hearing that gurgling noise in the big bottle standing on its nose. They do not have big bottles like that in Fannie's home. To many children that come into shoe stores everything is new and wonderful and interesting. Show them a good time and make their visit to your store a real incident in their little lives.

If you deliver goods, be sure to get the shoes delivered at the time promised. Under certain circumstances you will occasionally have to send around a pair of shoes even if it is not your custom to do so. Sometimes there is an alteration to be made—buttons to be set, or a couple of lifts to be taken off the heels, or a lift or two added or some other trivial change. Maybe it is not convenient for the customer to call. You promise to send the shoes at a certain time. Be sure you do it. Even if the customer does not have to receive them by a certain time, it raises you in his estimation if you deliver the shoes at the time set.

Then, in making alterations, be sure you understand what your customer wants, and see that the thing is done according to his instructions. It is very annoying to find that the clerk has forgotten to set the buttons or that the heels have not been changed according to instructions.

Remember that courtesy is the cheapest thing in the world—and one of the most profitable. Some merchants are so sour and uninviting flies won't even pester them on a hot, muggy day. It is a part of your business to be kind and accommodating and thoughtful of the interest and comforts of people who visit your store. Even if they do not buy you can not afford to let the vexation that is in you appear on the surface.

The Demand for

White Goods

Is Here

And best of all FOR YOU we have the

White Goods

You Want RIGHT HERE on the FLOOR

We show three styles only, but we have nearly anything you may need.

WRITE US



White Nubuck, Welt
No. 5120—B-C-D E \$2.75



White Canvas Pump, Welt
No. 6420—D only \$1.75



White Canvas Pump, McKay
No. 6922—D only \$1.07½

Read This List—It'll Pay

No. 5121	White Canvas Btn Boot, Welt, D. C.	\$2.00
No. 5420	White Canvas Btn Boot, McK, D. C.	1.60
No. 6430	Tan Russia Pump, Welt, D. C.	2.10
No. 6990	Black Suede Stag Pump, McK, D. C.	1.60
No. 6921	White Canvas Pump, McK, D. C.	1.25
No. 5130	Tan Russia Cf Button Boot, Welt, B-C-D	2.60

IMPORTANT

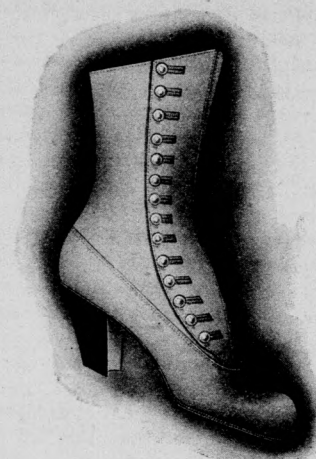
Don't overlook our special

TERMS:

10% in 10 days, 5% in 20. Net 30.

Grand Rapids Shoe & Rubber Co.

The Michigan People Grand Rapids



Ruth Shoes For Women

Shoes of Character

Selling quality that pleases the merchant.

Fitting and wearing quality that insures comfort and satisfaction to the customer.

See our latest catalog for the newest creations in women's footwear.

Between now and July 4th is the time to realize quick returns from your money if invested in the popular styles of shoes.

Your mail orders will have our prompt and careful attention.

Hirth-Krause Company

Shoe Manufacturers and Jobbers

Grand Rapids, Mich.



Express your regret that you are unable to find anything that suits, tell them you hope to have better luck next time and invite them back.

In glancing over the foregoing paragraph my eye happened to linger on the word, "accommodating;" and it reminds me of an interesting story well worth the telling. It was told me some months ago by an enterprising young shoe dealer of the South. "One day," said the dealer, "a man came into my store and asked me if I would kindly let him have a cardboard box about so long, and he indicated a rather generous length. 'I have been all over town looking for it,' explained the man, 'and the dry goods merchants either have not that kind of box, or they say they have not.' Now, I do not know how it happened to occur to me, but somehow it did, that there was a man who would appreciate a favor from the bottom of his heart. So I immediately resolved to accommodate him if I had to manufacture the box. Fortunately by dumping a lot of findings out of a big cardboard box into a drawer, I was able to let him have a box that met his requirements. You ought to have seen the smile of gratitude that illuminated his face." "Now that man," continued the young dealer, "was not a customer of our store. But after that he became a staunch patron of our store. 'He has a large family—four boys and three girls—and nearly all of them grown. He buys shoes for himself and wife and all the children at our store. One day that family bought over thirty dollars' worth of shoes from us in a single day—think of it!—and all that trade was secured through a cardboard box that was not worth five cents!"

Truly it is the little things that count.

Cid McKay.

Getting Shoe Customers by Original Sales Plans.

Written for the Tradesman.

"If I were a young fellow opening a shoe store," said a Chicago shoe dealer whose merchandising operations must be billed as a head-liner in the big circuit of American shoe retailers, "I would see what the other shoe dealers of my locality were doing, and then I would do the other thing. If they were playing the conservative and standard lines, I would splurge on novelties. To do this it is not necessary to have more than a dozen pairs of a novelty. The novelties in the window bring customers who remain to buy the standard lines that pay. If a novelty did not sell, I would not keep it. I would throw it into the bargain bunch, thereby getting rid of it and keeping my bargain counter attractive. I would not buy a shoe just because I liked it myself. I would try all kinds."

Lots of good advice here compressed into small compass. According to this dealer's theory the key-note of success is simply getting out of the common herd and being different.

Isn't it droll how dealers of a given line in different localities seem to be doing pretty much the same thing in pretty much the same way? Take up the newspapers of your city and

study the different shoe store announcements, and what do you find? Well, the chances are you will find they are all talking the same thing—stylish shoes, new lasts, good fitters, swell lookers—and all astonishingly under-priced, values considered. The trouble with that sort of advertising is that it appeals to so many different motives at one and the same time; it does not appeal to any particular motive with irresistible force.

Presently another fellow appears upon the scene, and he goes at the matter in a somewhat different way. Instead of talking about all the different good qualities that shoes possess (or are alleged to possess) this man selects certain features and bears down hard on them. Result? He creates more attention than all the rest—and gets amply paid for his originality by an increase of business that puts his competitors on the blink.

Now I know a certain shoe store that calls itself "the Stylist Shop." Every advertisement put out by that concern bears down with as much pressure as the resourceful advertising man has at his command (and he has oodles of it) on style. He rings the changes on new last, recent departures, style-effects, stylish features, footwear novelties, distinct and exclusive creations, modish specimens of footery, etc., etc.—until he has the people of his city believing that you can not be dead sure of the correct thing in your shoes unless you buy them from the "Stylist Shop."

They have decided bargains from time to time in the basement department; but the bargains of the basement are never permitted to eclipse the "styles" of the first and second floors, where the regular priced merchandise is kept.

They put on special sales and clearance sales, and they put out flyers, but these specially priced articles in special departments are never permitted to outshine the regular priced goods. "Style" is always to the fore.

The result of that manner of going after the business is that this store rounds up a very large percentage of the very best business in the city.

The women are most susceptible to the styles-argument. So it is not surprising to know that this concern looks upon its female clientele as the main source of its profits. "Men are not so eager for the newest style-departure in their footwear as the women are," says the manager of this concern. "We make our money on the women. Of course our children's trade is a big factor of our business; but women, for the most part, do the shopping in children's shoes. Most of the little folks that come to our store are brought in by their mothers. A styles-argument in behalf of juvenile footwear is really directed at the mother."

What percentage of your shoppers is men? What percentage is women? This is an important matter; for it is a well-known fact that the psychology of advertisement addressed to the mind of a woman differs from the advertisement gotten up

for the beguilement of the sterner sex. Your argument and method of approach are (or should be) different.

The shoe dealer from whom I quoted at the beginning of this article has a suggestive word anent novelties. He says in order to splurge on novelties you do not need so many pairs of a different kind. He takes the position that you can create the appearance of having a full line if you have a dozen pairs. If you buy your shoes from a concern that carries a large in stock department you can quickly get others if you happen to have a run on this particular style. With reference to many of the current novelties, a dozen pairs would seem to be quite enough to start with.

He certainly sizes up the situation about right when he says the novelties in the window bring customers who remain to buy standard shoes. That is really the philosophy of the freak last: it is an advertisement—an attention-getter—more than anything else. It brightens up the manufacturers' samples; and when placed in the dealer's window it brightens up the window. It makes the smart young fellows perk up and take notice. But the more conservative man, whose journey past the

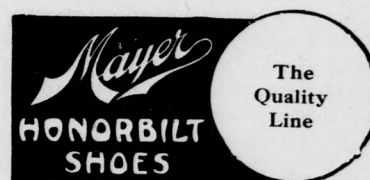
store was halted by the sight of the freak, will, nine times out of ten, pass it up when he gets a nearer view of it. He has not the courage, poor fellow, to go up against an extreme style. As for woman, being as she is, a fearless creature, she will take to a style-departure that mere man would not think of adopting.

Charles L. Garrison.

A baby's hand may be kissed, but not a baby's lips. Kisses often convey contagion, especially in the season when colds are prevalent. A cold in the head is a disagreeable malady, and may be the precursor of a cold elsewhere. The person who has it should keep it, and so far as may be possible establish a strict quarantine lest the cold be given to a friend.

If we all made our failures our teachers, most of us would be well educated.

The heart seldom feels what the mouth expresses.



For Your Spring Trade---The "BLIZZARD"



Wales-Goodyear and Connecticut Grades

Light weight; high front; a big seller.

Better get stocked up now.

All sizes for men, women, misses and children.

The Maumee Rubber Co.
224 226 SUPERIOR ST.
TOLEDO, OHIO.

The "Bertsch" is Replacing a Lot of High Priced Lines This Year

The reason is simple. In most men's "welts" style comes first and foremost; quality is a secondary consideration.

In our factory a different condition prevails. A HIGH QUALITY STANDARD was set years and years ago. Every buyer of material and every workman in the factory knows that the product must measure up to the standard.

So you will find in the "Bertsch" that which is lacking in so many lines—WEAR RESISTING QUALITIES.

The style is there all right. Just drop us a card for catalogue or salesman and see for yourself. It's no trouble to show them.

Become a "Bertsch" dealer this season.

THEY WEAR LIKE IRON

HEROLD-BERTSCH SHOE CO.
GRAND RAPIDS, MICHIGAN

BUSINESS GETTING.

Determining the Right Thing and Doing It Right.

Being an advertising man you will paron me if I talk to you in short sentences.

That is my training.

Advertising, which is business getting, is telling a man in five minutes what your proposition is so that he will get as full an appreciation of it as it has taken you five years to acquire.

I wrote a Shur-on advertisement the other day. I have written a great many Shur-on advertisements and I am telling you so because you know it and won't accuse me of imposing on your good nature by trying to advertise Shur-ons here.

To my mind they are so well advertised that I don't have to advertise them here.

Now that I have contradicted myself I will tell you about that particular advertisement I wrote. I pointed out in that advertisement that it was a waste of energy for an after-dinner speaker to be grabbing for his glasses when he might wear properly adjusted Shur-ons and use his hands for effective gestures.

In the opening paragraph I said:

"Doing so many things we don't have to do is why we have to do so many things we don't want to do."

In doing the things we don't want to do we don't, as a rule, do them right.

When we don't do things right, that somebody else does right, we lose and the other fellow wins.

Scientific management, about which we hear so much to-day, is simply deciding what is the right thing to do and then doing it right.

That's all and nothing more.

Getting back to the things we do not have to do I might say that another way of putting it is:

"Neglecting to do the things we ought to do is why we have to do so many things we shouldn't have to do and in doing so many things we don't have to do is why we have to do so many things we don't want to do" and it all comes back to the original proposition.

Cut out the waste.

Advertising has but three laws. Obey these laws and your advertising gets you business. Do the right thing and you keep the business you get.

Three Advertising Laws.

The first law of advertising is to tell the people what your business is.

The second law is to tell them how well you are equipped to do your business for their benefit.

The third law is to tell them where you do business.

Applied to a specific article the laws read:

Name your article.

Tell why the article is a good thing to possess.

Tell the people where they can get it.

There may be many ways in applying these three laws, but no matter what the application the laws remain unchanged. Because these laws

are greater than any man in the business there is not a man in business big enough to break the laws and succeed.

When you have followed these laws your advertising pays and it is an investment.

When you violate the laws your advertising fails and it becomes an expense.

Advertising rightly done is always an investment. Improperly done it is an expense.

If advertising is an expense with you the fault is yours.

Many violate the first law of advertising by telling the people that their competitors are examining eyes and fitting glasses.

The same class violates the second law by offering cut prices, which is a statement of fact that you can not do it as well as the other fellow because he can do it so well that he can charge more than you do.

The third law is violated because a man loves to see his name in print so large that he leaves out his address to make room.

Cut out the waste.

How To Do More Business.

The closer attention you pay to your own business the more business you will have to do.

Remember this when your competitor comes to you with advice on how to run your business.

When a competitor tells you how to run your business it is a pretty good sign that he does not know how to run his own business and wants you to follow his course so that both of you will fail.

Three Classes of Trade.

Trade is divided into three classes:

The man who buys cheap goods.

The man who buys good and pays cash.

The man whose credit is so limited that he buys the best and you lose all the profit in the sale by the time you have sent him a dozen statements and paid interest on borrowed money to pay your bills.

The first man never becomes a permanent customer because he goes from one place to another in search of satisfaction he never gets because he doesn't pay for satisfaction.

The second man comes back to you time and time again so long as you treat him well.

The third man treats you like a dog when you ask him to settle.

If you want to be a mere merchant cater to the first class.

If you want to be a successful business man as well as a successful optometrist, cater to the second class.

If you want the third class get capital enough to carry them on your books and then make your charges so high that when you do get your money it will cover the interest.

To my mind the best way is to bring the first class up to the level of the second class and then treat the second class with the same consideration you show the third class and make the third class pay cash.

In this way, you see, you will have but one class of business.

You will have to carry but one class of service—the best.

You will get the business and when you get it you will keep it.

The best way to get new trade is to satisfy your old trade.

Every time you satisfy an old customer he brings you a new one.

Every time you displease an old customer he drives away ten who might have been customers.

Every time you please an old customer you unconsciously inject confidence and sincerity into your advertisements and the people will believe you.

Every time you displease an old customer you send a man out of your store who will work overtime to destroy whatever confidence the people may have in your advertisements.

Convincingness.

The Bible is the only perfect advertisement.

It tells who God is.

It tells what God does.

It tells where you can find God.

And when you have placed yourself in God's hands He takes care of you.

It isn't the fault of the Bible because it doesn't convince everybody. The fault is with the person who is not convinced.

You can not expect your advertisement to convince everybody.

You can not expect your advertisement to be read by everybody.

You can not expect to get all the business because the minute you get all the business you can not handle it and therefore lose it.

You have a right to expect that they will be read by somebody.

You can expect that your advertisements are going to convince somebody.

You should therefore write every advertisement you put out so that it

Ramona Theatre

Week Starting Monday Matinee, June 17

Matinees at 3:00

Evenings at 8:30

Seats on Sale Downtown at Peck's Drug Store.

Prices—Mats., 10c, 20c; Eves., 10c, 20c, 35c; Few Choice Seats 50c.

Little Lord Robert

Ad Newberger's Tiny Wonderman
Smallest Comedian in the World

Height 24 inches, age 22 years, weight 15 pounds.

Frank Spissell & Co.

A New and Original Pantomime Comedy "THE NEW CHEF"

Return of the Old Favorites

McKAY & CANTWELL in "A Breeze From Broadway"

The GRAY TRIO—Classical and Popular Songs

CHAS. D. WEBER—That Eccentric Juggler

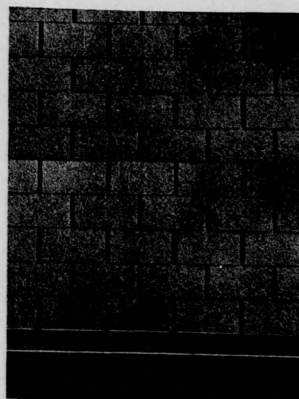
EXTRA ADDED ATTRACTION

CALLAHAN & ST. GEORGE

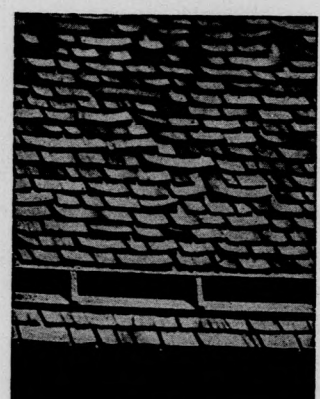
In Their Beautiful Character Irish Study "THE OLD NEIGHBORHOOD"

Your Weekly Current Events PATHE'S WEEKLY At Ramona First of All

REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

Beware of Imitations. For Particulars Ask for Sample and Booklet.

Write us for Agency Proposition. Distributing Agents at

Saginaw Kalamazoo Toledo Columbus Rochester Boston
Detroit Lansing Cleveland Cincinnati Buffalo Worcester Jackson
Battle Creek Dayton Youngstown Syracuse Scranton

H. M. REYNOLDS ASPHALT SHINGLE CO.

Original Manufacturer, GRAND RAPIDS, MICH.

will convince somebody when that somebody reads it.

Do this and you will get all the business you deserve and that is all you need to be successful.

Take Care of Business You Get.

More business men have failed because they couldn't take care of the business they got than because they couldn't get the business in the first place.

Aim for simplicity.

The hardest thing in the world to do is to be simple.

Every unnecessary thing you do adds to your labor. There is a tendency to do many things fairly well in place of doing one thing as it should be done and we get right back to the proposition we made in that Shur-on advertisement:

"Doing the things we don't have to do is why we have to do so many things we don't want to do"—we don't do them well and the business gets away from us and goes to the man who does do them well.

Study.

You must study, study, study.

The most necessary thing to know about your business is to know your business.

This brings us to the proposition that neglect to do the things we ought to do is why we have to do so many unnecessary things.

Don't carry every kind of goods on the theory that some day somebody will come in and ask for it. Don't carry goods that you have to force onto people, because it is a waste of time—time that might better be spent in seeing that you supply the people with the goods they want in such a way that they will always come to you for those goods.

Some men substitute one make of goods for another. This is one of the things they don't have to do. Usually they do it because they get them at a lower price, but they also get lower quality. Price always depends on quality. No one can overcharge and stay in business. If one man sells goods for more than another there is a reason for it.

I said you should not substitute. You know in your own hearts that you do not want to substitute, but you do it because you think you can take business away from your competitor. You are looking after your competitor's business and not attending to your own. You don't have to take business away from your competitors to be successful. All you have to do is to attend to your business so well that your competitor can not take any away from you.

When a man offers me a substitute which he says is something just as good I ask him why and find out why.

Invariably I find that he gets the substitute for less money or he is sore on the manufacturer of the article called for because that manufacturer did not do something for him that he would do for his competitor, or because somebody in the employ of the manufacturers made a mistake and he, the merchant, was not big enough to take the view that it is human to err and that while that particular employe might have

made a mistake it was no sign that the employe's mistake reflected the attitude of the manufacturer, or I find that the merchant honestly believes that the article he offers is better and has sufficient confidence in it to give him a better guarantee than the manufacturer gives. But I refuse to accept the guarantee unless I know the man who is making it.

When I find a man who honestly believes in the article he offers me in the place of the one I ask for, I find a man who is not offering that article because he got it cheaper or for any of the other reasons I have stated—I find that price is not the question with him.

With such a man no manufacturer has a right to quarrel. If the manufacturer can not show that man that his article is better, is the better article to handle, it shows that the manufacturer does not know his business. It shows that he does not know his article. It shows the one great law that no one can do all the business all of the time.

While I am the man who proposed the restricted price policy for our goods, I want you to thoroughly understand that if the house did not believe in that policy it wouldn't have adopted it and when the house adopted it it ceased to be Goodwin's idea. It became the idea and policy of the house because the house bought and paid for it in the way of salary. I sold them the goods.

A man usually talks about the things that he knows the most about and that is why I am going to say a few words about restricted retail prices.

I know that when we laugh the world gives back a laugh and when we cry the echo is a moan.

We get what we give.

Elbert Hubbard has said:

"When we love we are loved; when we hate we are hated; when we treat a man unfairly we get unfair treatment in return, unless that man is wiser than we and he turns the tables by giving us good for evil. When he does this he wins and we lose."

Restricted prices are better for the customer than for the retailer.

They are better for the retailer than for the manufacturer.

And they are the best thing for the manufacturer.

Restricted retail prices protect the consumer. If a man has not the ability to deliver a particular article at the same price his competitor does he won't carry it and the customer will get it from the man who can deliver it and deliver it right.

Restricted retail prices enable the retailer to do more business and better business because it eliminates dickering from the deal and leaves the retailer free to devote that time saved to the improvement of his service and ability to supply that particular article.

Restricted retail prices enable the retailer to work in harmony with the manufacturer because the assured profit under a restricted retail price policy makes it attractive for the best in the business to buy the goods that

are sold everywhere, every day for the same price.

When a man comes to you and asks how much you charge for Jones Silver Polish you say 25 cents. He goes to the next man and the next man says 25 cents. He goes on from store to store and each man says 25 cents. By the time he is through he will come back to you and buy it for 25 cents and when he puts down his money he feels that he is getting an article that is so blamed good that it would be a crime for him to defraud himself by paying less than 25 cents.

Do you see the point?

Restricted prices establish a standard of confidence and the people have just as much confidence in you as they have in the article; if you cut the price, the buyer does not lose confidence in the article but he does lose confidence in you.

You don't have to cut prices on a restricted article and this again brings us back to the law that doing so many things we do not have to do is why we have to do so many things we don't want to do.

There is not a man who wants to cut prices and every time he cuts prices he does something he does not want to do and there is no joy in doing the thing you don't want to do, is there?

When you get a customer, keep him.

Never lose sight of his point of view.

His point of view is that he is paying you for good goods and good services. So long as you give him good goods and good services you need never worry about his going to a competitor.

It is your own fault if you ever lose a customer other than by death, and as the loss in such a case is perfectly natural you needn't worry about it, because when he passes out of this world another comes into the world to take his place; and statistics show that in America the birth rate is higher than the death rate.

If you love your work you will do good work. If you don't love your work get another job.

You can not make money in business if you only do business to make money.

If you are in business only to make money you won't give that added touch that makes people desire to trade with you.

When you get a customer keep him.

A man who is too busy to attend to his business is not a business man.

Again I say to you that if you ever lose a customer it is your own fault, whether you admit it or not.

H. C. Goodwin.



OFFICE OUTFITTERS
LOOSE LEAF SPECIALISTS

The Tisch-Hine Co.

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

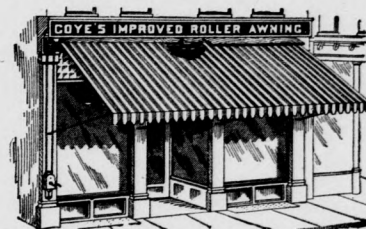
Hart Brand Canned Goods

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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, Michigan



Plea For the Reduction of Reasonable Duties.

Written for the Tradesman.

One of the most unsatisfactory, not to say distressing things about living in this present age is that it is so hard to find time really to live. Our days are all so crowded that we do not stop to enjoy the sunsets and the moonlight, to sense the beauty of green leaves and flashing waters, to revel in the wealth of book lore which the preceding ages have heaped up for our benefit, to take pleasure in the friendship of our friends, or even to become thoroughly acquainted with and appreciate the love and devotion of our own home folks.

Life has become elaborate and complex and this tendency is steadily on the increase. Our duties and our opportunities have multiplied, while our powers of performance have become no greater than they were.

To read just a few of the leading daily papers would take several hours of each day; to read the really good magazines and weeklies would require all of one's time; as it would also to go over even cursorily the best of the new books. How is any one person to manage to read the papers and the magazines and the books?

You join a club or society of any kind, and, if you are new to the business, you are soon amazed and perhaps overwhelmed with the vast amount of work of various kinds that is required or at least expected.

Look at the machinery of a present-day church that is active and zealous in its propagandism. Besides the main membership organization there is a Sunday school, a young people's society, a ladies' aid or guild, a missionary society or two, perhaps a men's club. A faithful member will be found attending regular service morning and evening on Sunday, and perhaps teaching a class in the Sabbath school; and during the week very likely will be present at the mid-week prayer meeting, a business meeting of the church, a session of a ladies' aid or a missionary society, and a teachers' preparation class. A discerning person outside may hesitate to join a church more on account of the burden of work that many churches now are placing upon their earnest members than on account of any moral standards or restrictions that are imposed.

Education likewise has become laborious. The teacher nowadays must spend hours and hours out of school preparing oral and blackboard lessons, and then other hours and hours looking over and correcting written

exercises and examination papers—duties that the old time pedagogues knew nothing about. While parents—well, did parents of fifty or seventy-five years ago have any duties worth mentioning in regard to the intellectual training of their offspring? They sent them to school five or six months of the year until they were old enough to work, and that was supposed to be amply sufficient.

Now from the time a child is born parents are admonished to study the little being's every trait and tendency, and to read all the books they can get hold of relating to his physical welfare and mental and moral culture. They should keep constantly in touch with him through kindergarten, and later through school and college. It is some job to be a parent in these times.

No matter what the line of effort or activity, you find a wearying, time-consuming minuteness of detail. Take the matter of clothes: If a woman has money and aspires to classiness of dress, she must spend many days in shopping and many more closeted with her dressmaker. The woman of slender means who tries to be stylish and at the same time makes her own clothes must give up a very large share of her time to it.

To be manicured, to be shampooed, to go through physical culture and gymnastic stunts, to have one's teeth attended to—it is nothing short of appalling the time required for all these things.

On women, women who are wives and mothers, the heaviest part of this burden of multiplied duties seems to fall. A man has certain hours each day that are sacred to his business or profession. The most exacting wife does not expect the most devoted husband to push the lawn mower or do errands between 8 in the morning and noon, or between 1 and 5 in the afternoon. After a man has done his day's work and settled himself for the evening he is likely to turn a deaf ear to the call of outside duties.

But the housemother—what hour or moment of hers is sacred to anything in particular, or exempt from whatever extraneous task may be thrust upon her? In the nature of things her day's work is a little more elastic—it is not quite so imperative that such a thing be done at just such a time—and so it comes about that a lot of miscellaneous duties that devolve upon a family in a general way all fall upon mother's weary shoulders.

Father, on account of business, has very little time for society; so mother attends functions and affairs about

three to his one. Being engrossed with business cares father can pay no attention to philanthropy; so mother does the charities.

For the same reason father can not see to the education of the children; so mother signs the report cards and confers with the teachers and helps Johnny, who got behind with his lessons when he had to stay out for scarlet fever.

Mother attends to the church work; and while she does not want to become weary in well-doing, it sometimes seems to her that there always is a social or a fair or a missionary meeting on hand.

One such woman thus confided her woes to a friend: "I am busy, busy, busy, from morning until night, day after day, week in and week out. I never get caught up with the things I have planned to do—I always have at least a dozen duties on the list. I should not mind it so much if I ever seemed to accomplish anything worth while, but my time is chopped up into a thousand bits and my energies diverted into as many different channels. I am continually hindered by distractions and interruptions.

"I imagine," she continued, "that the men and women 'who do things,' the men and women we read about in the papers—they must set aside certain hours for their chosen labor and allow no encroachments. But we ordinary mortals who are not definitely committed to some great work—it is impossible for us to follow a set programme. It seems to me that every paper I pick up is telling me of more and more things I ought to do. I must 'swat that fly' now," and this overworked woman picked up her brush and swatted with vigor.

Advice givers used to tell us to employ every moment and we could get everything done. Only one remedy was thought of for over-numerous duties, and that was simply to "dig in." But it was found out after a time that one who digs in too incessantly becomes a nervous wreck. Moreover, a person who keeps everlastingly at it lacks repose and the power that comes from a calm, tranquil mind and leisurely habits of thought.

Some frankly advocate letting things go; but neglected duties have a most unpleasant way of piling up around one.

Then there is the "simple life" plan—cutting out all this superfluous nonsense, anyway. But those who have made trial of it find that it is not so easy to live the simple life when all one's friends and neighbors and acquaintances are living the other kind. Still the remedy for the existing condition probably lies in a wise elimination of nonessentials. This is a subject for the consideration of all thoughtful women and for their concerted action.

It would seem that the reasonable duties of the energetic, conscientious woman should be reduced to the point where she can compass them without overwork or overworry, and even enjoy an hour or so each day of well-earned leisure.

A Hard Campaign.

Hobo—Will you please help an old survivor, mum?

Lady—An old survivor of what?

Hobo—Of the winter of 1912, mum.



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(The Flavor de Luxe)

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Order a stock from your jobber, or

The Louis Hilfer Co.,
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Grand Rapids :: Michigan

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Flour Trade with

"Purity Patent" Flour

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

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

ENGRAVING AND PRINTING.

Arts as Noted as the Manufacture of Furniture.

Written for the Tradesman.

On account of the superior quality of the work produced, Grand Rapids is recognized as a leading center in the graphic arts. Of the engravers who first engaged in the practice of their art in Grand Rapids, Warren N. Fuller, the Nestor now, and for many years past, with the Tradesman Company, and his first apprentice, Frank K. Cargill, still reside in the city. Another pioneer in this field of art, W. A. Reed, lives in Los Angeles. One of his sons, Claude, is with the Reed-Tandler Company. Go where one may, he will not fail to hear the fame of Grand Rapids discussed as much for the skill of its engravers and printers as for its manufacturers of furniture. A lamentable fact, however, is that many of the business men of Grand Rapids do not fully appreciate this industry. Prompted by the idea that a few dollars may be saved many thousands of dollars are sent out of town annually to pay for engraving and printing of a quality inferior to the work of the Grand Rapids printers. Fortunately, the local printers are not dependent upon local patronage for support. The business men of every city of importance in the union, when in need of high grade work, have learned to look to the printers of Grand Rapids to produce it. The manager of Searcey & Pfaff, the leading printing establishment in New Orleans, remarked to the writer recently, "We can not compete with Grand Rapids in the production of fine catalogues. You have us beaten out of sight." A prominent printer of Muskegon remarked to the writer a day or two ago: "I can get out just as good work as the printers of Grand Rapids, but when I tell the people of my city so, they smile and make no response. It is all in the name Grand Rapids. Five of the largest users of printing in Muskegon send their orders for catalogues to the printers of Grand Rapids. I really believe that if I should move my plant to that place, I could secure all of their orders."

The printing trade in Grand Rapids has been in the hands of men of more than ordinary ability since its inception. George W. Pattison, who started the first newspaper and job printing shop here in 1837, was an excellent printer. Specimens of his skill, in the hands of the few remaining pioneers of the city, prove this fact. Jacob Barnes, who started the first daily newspaper in Grand Rapids, and the late Aaron B. Turner were very good workmen. The Daily Eagle, in the year 1865 and for a long period following, was the handsomest newspaper issued in Michigan. Its dress was planned by Mr. Turner. Of the men employed by Mr. Turner in 1865 John W. Belknap, James N. Davis, James Vandersluis and William Verberg are still residents of the city. All four are well advanced in years. Mr. Belknap is seriously ill. His recovery is doubtful. L. D. Hatch and George W. Howland, who were also

in Mr. Turner's employ, left their places to enter upon service in the Government printing office in Washington. Hatch and Belknap were very good job printers and when the limited facilities at their command are considered, the product of their skill was creditable.

In later years the following men, all of whom have passed away, were employed in the local printing houses or engaged in the printing business: Eli F. Harrington, W. C. Dennis, Welcome W. Hart, M. T. Ryan, N. D. Titus, M. LeLong, John W. French, Frederick Stokes, George P. Feltzer, Jacob A. Smith, W. C. Church, Delos Crittenden and Eber Rice.

The engravers and printers of Grand Rapids support a large number of high-class artists. Their pay averages much higher than that of the factory hand. These men and women live well and patronize local merchants liberally. The owners of the plants who employ these artists pay heavy tax assessments annually, while the out-of-town printers whom our merchants and manufacturers patronize liberally contribute nothing to the public treasuries. Local printers discharge their civic duties faithfully and are potent forces in the upbuilding of the city. They are entitled to and ought to receive the patronage of local manufacturers and merchants.

Arthur S. White.

Activities in the Buckeye State.

Written for the Tradesman.

Canton will take action to stop the blocking of crossings by trains.

Mayor Baker, of Cleveland, is leader in an attempt to reduce the cost of living in that city. A municipal fish and produce company has been formed, controlled by city officials, and four steam tugs now land daily upon the municipal docks an average of 10,000 pounds of fish from Lake Erie. Sales are made not only at the dock but at each of three city market places, and from two other stalls established at central points, giving residents of the city a chance to buy fish for 5 cents a pound. The city has but recently gone into the fish business, and during the first three weeks of operation the profits were about \$1,500. Another move in the same direction is the cultivation of vacant lots. In response to the appeal of the Mayor many plats of ground were offered for raising vegetables, and this cultivation is now in progress, with substantial benefits sure to follow to many families.

The Ohio Constitutional convention was in session eighty days, at an expense of about \$200,000. There are forty-two proposed constitutional amendments to be voted on by the people at a special election held in September.

Ohio leads the states in pottery, the value of last year's output being over \$34,500,000.

Columbus wants more interurban lines. It is estimated that the traction lines now entering the city bring approximately \$1,500,000 worth of business to local retail stores every year.

Toledo is completing a modern four-story factory building, costing \$500,000, which will be used as a "brooder," giving small concerns a chance to become great. Space, light, heat and power will be supplied to the small manufacturer until he is fully on his feet, when he will probably move out and build a plant of his own, letting another small concern move in. Enough rental is charged to give the owners of the building reasonable returns on their investment. Toledo got its ideas from Dayton, where one such building has been constructed, and the city is now building two others, the plan having proven a great success.

The thirty-third annual meeting of the Ohio Grain Dealers' Association will be held at Cedar Point June 19 and 20.

The cluster lamp lighting system will be installed on West Broad street, Columbus, from Front street to Central avenue.

The recent action taken by the Central Passenger Association in discontinuing the running of excursions is regarded by Attorney General Hogan, of Ohio, as a violation of law, and he has so notified each of the roads in the State. He says that the matter will be taken into the courts

at once unless the roads run excursions as formerly.

The new union station project at Cincinnati is still hung up, the railroads interested having split into two factions.

The Ohio Association of Swine Breeders has just closed a two days' session at Findlay, electing Chester Wineman, of Gilboa, as President and F. J. Wade, of Weston, as Secretary. The next meeting will be held at Tiffin.

Each of the eighty-eight counties of Ohio will have a resident farm expert to consult with the farmers with reference to getting best results, this arrangement having been made between the Ohio experiment station at Wooster and the U. S. Department of Agriculture.

Almond Griffen.

Even Start Would Be Fair Play.

"I think that all colleges should have their commencements on the same day.

"What for?"

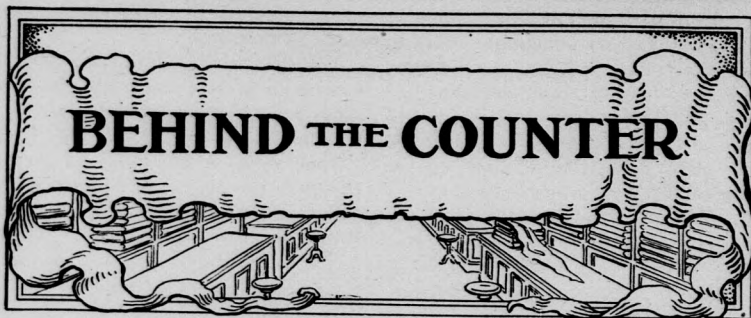
"So that one graduate should have the same chance as another to reform the world; let them all start together."

Pride is as loud a beggar as want, and a great deal more saucy.

Reliability

N. B. C. goods are so reliable that they help give *you* a reputation for reliability. Every time you sell an N. B. C. product you open the way for another sale. Reliability of materials, of service, of quality, make N. B. C. goods your most reliable sellers. Keep up your stock of N. B. C. products under the well-known In-er-seal Trade Mark and those in the convenient glass front cans.

**NATIONAL BISCUIT
COMPANY**



Selling Customers Goods They Do Not Want.

Written for the Tradesman.

There is a belief with many merchants that the value of a clerk depends upon his ability to sell customers goods they do not want.

They hold that any kind of a clerk can sell goods to a customer who wants them, but that the true test of a salesman's skill is his ability to sell articles the buyer does not wish to purchase.

This is another way of saying that a clerk's usefulness depends upon his power to influence trade, by inducing customers to buy.

This proposition may look all right from the merchant's viewpoint, but how is it likely to effect the customer?

He plays an important part in the transaction and his feelings should surely have some consideration. Without somebody to play the part of purchaser, the smartest clerk would be unable to make a sale. It would, therefore, seem to be to the interest of all concerned to have the buyer satisfied.

Is it reasonable to suppose that the customer who has been induced to buy goods he did not want or could not afford will be pleased when he has time to think the matter over?

If he makes up his mind what he wants before he visits your store and is persuaded to take something he does not like, will he be fully satisfied when the transaction comes up for mental review, after he has reached home?

It must be assumed that the average customer has his own personal tastes and knows what style of shoes, hat, shirt, collar or tie suits him. He decides to buy a certain article of a certain style, but when he reaches the store he finds that the particular style he wants is not in stock.

The smart salesman at once sets himself to work to sell the customer something he does not want.

He tells him the article he proposes to substitute is the latest style—that everybody is wearing it.

Finally, he succeeds in persuading the customer to buy the articles he does not like, and is well satisfied with himself because he has made a sale. It may be that by making this sale he lost a customer for his house.

The fact that a man has been induced to buy an article he did not like is no indication that his taste has undergone a change.

If it proves anything, it proves he has been overpersuaded.

When he has time and opportu-

nity for calm and unbiased reflection, he will probably be angry with himself for yielding to persuasion.

From being vexed with himself to becoming angry with the clerk who persuaded or cajoled him is a natural and easy transition, and it will not be strange if his ill feeling is extended to the store that employs such a clerk.

It will scarcely be disputed that good customers have transferred their trade from one store to another for no graver causes than this.

I was once in the employ of a large clothing and furnishing store. The proprietor always impressed upon all the clerks that he would much prefer to see a customer go out empty-handed in good humor than with his arms full in bad humor, by having something forced on him that he did not want. By adhering to this method this man has built up the largest business in his part of the state.

It was his view that if a man went out in a good humor he was almost sure to come back, but if he went out in a bad humor he never came back.

Of course, there is another side to this question, and there is no doubt that cases sometimes occur in which a skillful clerk is able to influence a customer to the benefit of all concerned.

If a customer does not know what he wants, or is unable to decide between two or three articles, it is within the province of the skilled salesman to render what assistance he can in the way of suggestions.

If a customer has decided to buy an article costing, say, \$2, and a clerk can induce him to purchase a much superior article at 50 cents or \$1 more, the result may give general satisfaction.

This is pretty sure to be the case if the customer finds the higher priced goods as much better and cheaper than the others as was represented.

As a general rule, however, it is safer and easier to allow customers to make their own selections.

Many of the largest retail concerns in the country that are looked upon as samples of successful houses have adopted this policy.

It is much better to miss a sale now and then than to run the risk of driving a good customer away.

Many people resent any interference in matters of selection, as they regard it as an application that their judgment is not good.

I could cite many instances where this has worked to the detriment of

the clerk and the store by whom he was engaged.

You will find it much safer to permit your customers to do their own choosing unless they ask for assistance, and it must not be forgotten that advice, even when asked for, should never be given in a dictatorial or supercilious manner.

William Manning.

Be Ready When Customer Wants To Settle.

Written for the Tradesman.

Of all the sorry mistakes connected with the credit system, except the trusting out of goods to irresponsible parties, no mistake is worse than negligence in rendering accounts.

When an account is opened it should be made clear to the customer that a statement will be sent him or her and settlement expected at least as often as once a month. This is the A, B, C of a good credit system, if any credit system in a retail business can be called good.

When this plan is followed up systematically the monthly statement is looked for by the customer and is not regarded as an offensive dun. The prompt payer settles at once; the customer who is inclined to be dilatory is found out and further credit transactions with such a one will of course be discontinued.

In case of an error in an account—and errors occasionally will creep in even with the most careful book-keeping—there is far better chance to make correction without any loss of confidence on either side if no more than a month's time has passed.

Not only is the rendering of statements at stated periods neglected by many establishments that would not want to be classed as behind the times in their business methods, but at some places it is hard for a person who wants to pay to find out the amount of his bill. "We haven't time to make it out," or, "We have been too busy to write up the books," are the excuses given.

Of course this state of things is more likely to occur where there is only one book-keeper and where he or she is called upon to help in waiting on customers at busy times.

But manage in some way so that a person who is ready and anxious to pay never will be put off. The books always should be in such shape that the exact amount any person is owing can be told in a moment's time. Adopt one of the systems that totals the account every time there is an entry made. Your customers can not fail to admire and respect your methods of doing business when they find things are kept up in this way. Inevitably they get the impression that things are going at loose ends, or that you are a little down at the heel, if you are behindhand with your book-keeping.

People who are a little given to sharp practices are sure to take advantage of the dealer who is never caught up with his account work. Here is an illustration: Mr. A. is such a dealer. B., one of his customers, is proverbially slow pay. One morning when Mr. A. was unusually busy, B. rushed in and asked to know what his account was. Mr. A. could not tell until he had time to write it up, and could not stop just then to do this. Of course B. was in far too great a hurry to wait, and coolly interpreted Mr. A.'s unpreparedness as a tacit extension of time on the already long overdue account. K.

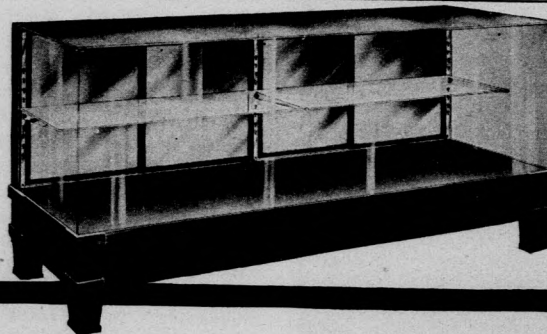
There are no unimportant things in life. To neglect anything is to miss a possible opportunity.

BROOMS J. VAN DUREN & CO.

Manufacturers of
High and Medium Grade Brooms
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GRAND RAPIDS BROOM CO.
Manufacturer of
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GRAND RAPIDS, MICH.

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"AMERICAN BEAUTY" Display Case No. 412—one of more than one hundred models of Show Case, Shelving and Display Fixtures designed by the Grand Rapids Show Case Company for displaying all kinds of goods, and adopted by the most progressive stores of America.

GRAND RAPIDS SHOW CASE CO., Grand Rapids, Michigan
The Largest Show Case and Store Equipment Plant in the World
Show Rooms and Factories: New York Grand Rapids Chicago Portland

HANDLING CUSTOMERS.

Be Accommodating and Cultivate a Sunny Disposition.

Written for the Tradesman.

The merchant has surely learned that patience is a virtue which needs nursing. So many irritating circumstances will arise in the course of a day's business that it takes a mighty strong character to come up smiling and cheerful.

One of the strongest assets in the business world is cheerfulness and courtesy. The customer who finds a hearty reception in the store remembers it. It is advertising of the permanent, living type.

Cultivate the habit of a sunny disposition.

It is easy to say "smile"—hard to do so at times when bills are pressing and the clerks seem obtuse, sales slow and the day cloudy or rainy; but, after all, final results are what count and most troubles are imaginary. If fought valiantly they can be overcome.

The wise man and the most successful is the one who profits by errors and mistakes, who uses defeats only as a stepping stone to future achievement. As an old traveling man remarked to a crowd in the smoker one day, "Honestly, boys, old Jenkins is the prime essence of optimism; hand him a lemon and darned if he won't make sweet lemonade out of it."

The right spirit of living is to turn defeat and apparent failure into success, to keep on the firing line, fighting strenuously until the enemy is overcome and the battle won.

When a customer enters the store, see that it is inviting. Let in plenty of light. Have goods well and tastily displayed. See that cases, floor and counters are clean. Note the appearance of your clerks. See that they look neat and invite respect.

Don't be afraid to grasp a customer's hand and ask after the "kids." Pass the time of day and be human.

Sympathy begets friends and if a woman thinks you take a real personal interest in her family troubles, she won't be backward about calling often. A cigar once in a while to the chap who is a good customer helps. When bills are settled a little gift of candy or a small token of any kind goes far. These are simple, old-fashioned pointers, maybe, but they have proved the foundation of many a mercantile success.

Don't be afraid to accommodate a customer. To deliver a spool of thread, a cake of yeast or a nickel's worth of nails strikes you as the height of nerve on the part of the customer desiring the articles, but how about the orders of the future, the steady profit-paying account that comes in the wake of the smaller accommodation?

One dealer started a grocery in a neighborhood where a confirmed grouch had held full sway for several years. People bought of the grouch because he was available—not because they liked him. The new man had a small store and smaller capital, but he smiled, shook hands, ex-

changed goods, even at a loss sometimes, and made deliveries at any old time. He made his store clean and attractive.

To-day the grouch's grocery is occupied by a shoe store and the other dealer has a fine building and best trade in his part of town. He had to sacrifice something to gain his end. It was a hard fight and the dark days were plentiful, but his eye was upon the future and he builded on a foundation he realized could not be shaken when the final summing up took place.

Every customer is different. Human nature is a study which will never be completed. Be prepared, by a constant study of humanity and human characteristics to meet these crises as they arise and in the end you can look back over the speeding years with the satisfaction of a battle well fought, of laurels honestly won, and realize the satisfaction of achieved ambitions in your chosen field.

Hugh King Harris.

How One "Down and Out" Finally Succeeded.

A man is never down and out until he is actually dead. He only thinks he is. Those sound like idle words, but I have proved them to be true, in my own case, at least, which seemed pretty bad to me at the time.

I had been working in a dry goods store in Milwaukee as an assistant buyer in a department at a salary of \$1,500 a year. That seemed like a pretty fair income, but the duties and requirements of the position were such that my expenses used up all I was making, so that at the end of the year I had scarcely anything more than the \$200 I had saved up when I took up the position. I thought I could do better than that, so I resigned and went to Philadelphia, where I had been corresponding with another house about a similar position. I took with me \$50 of my savings, sending my wife to stay with her parents at Minneapolis.

When I got to Philadelphia I found there was no chance for the position I had been writing about, so I went to New York. I inquired at all the large stores without success. Pretty soon my \$50 was gone, and I had to open another fifty. My wife kept writing me cheering letters, but I felt pretty blue about my prospects and had about decided to give up and return West to take anything I could get. One night when I was sitting in the hotel the thought came to me: Here I am, a young man, capable, energetic, enjoying good health, and yet practically down and out. Then I realized that I must change my methods if I was to amount to anything.

Before morning I had decided to go into business for myself in a small town in Minnesota. I remembered a vacant store on the main street which would do very well. I would rent that store and make the venture.

Then I started out to purchase stock. The first house I came to was a large lace concern on Broadway, where I ordered a bill of goods amounting to about \$75. Then I asked to see the credit man. I explain-

ed my plans to him and assured him that I had enough capital to start with. I finally convinced him that I was all right and he gave me sixty days dating on my first bill.

I took a duplicate of this first order with me and visited other wholesale houses. I confined my purchases to jobbing specialties.

This took me several days. Meanwhile I had written to my wife telling her to go to the town I had selected, rent the vacant store and notify the express company to hold any packages that came for us.

As soon as I heard from her I set out for the town. When I arrived there I found many packages awaiting me. I rented the store for \$25 a month and got the owner to put a partition across it. Then I bought a cheap bed and fixed up a case for a table so my wife and I could live there. Next I went out and rented some old counters and showcases and opened up with the goods that had arrived. By that time my capital had dwindled down to one dime. I still have the dime. It is getting shiny, but it will never slip away from me.

The first day we took in \$2.40; but about a month after we opened our sales averaged \$20 a day. I kept on ordering more goods from New York and from salesmen who came from Chicago. Most of the reorders were for about half the original amounts. As our stock grew our daily sales increased. We didn't spend much on ourselves, and by the time the first bills were due I had enough to meet them. I never failed in this and I soon had an established credit. I kept the store for a year and a half, when I sold out, clearing up about \$1,000.

But what if I had let myself think that I was down and out that night in New York? Frank Stowell.

Where Hearing Ceases.

In England experiments have been made showing, it is said, that a vibration of sound having an amplitude of less than one twelve-millionth of a centimeter could still affect the sense of hearing. Such a vibration would be so short that it would have to be

enlarged one hundred times before the most powerful microscope could render it visible, supposing that it were susceptible of being seen at all. Aged persons, it is said, do not hear high notes which are audible to young people, and there is reason to believe that babies hear notes that are inaudible to their elders.

**Tanglefoot**

The Original Fly Paper

Has one-third more sticky compound than any other; hence is best and cheapest.

IMPORTANT**Retail Grocers**

who wish to please their customers should be sure to supply them with the genuine

Baker's Cocoa and Chocolate

Registered U.S. Pat. Off.

with the trade-mark on the packages.

They are staple goods, the standards of the world for purity and excellence.

MADE ONLY BY

Walter Baker & Co. Limited
DORCHESTER, MASS.
Established 1780

Why Not Save 50% On Ice Bills?

Is there any logical reason why you should use ice for refrigeration when there is a more economical, practical and simple method?



Brecht's
Twin
Compressor

Brecht's Enclosed Brine Circulating System

of mechanical refrigeration is the up-to-date—the scientific way.

Let us tell you about the market men and others who are using The Brecht System and saving money.

Write us today for particulars.

Dept. "K"

THE BRECHT COMPANY
ESTABLISHED 1853

Main Offices and Factories:

1201-1215 CASS AVE., ST. LOUIS, U. S. A.
New York, Denver, San Francisco, Cal., Hamburg, Buenos Aires



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Treasurer—John Hoffman, Kalamazoo.
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SUCCESSFUL SALESMEN.

Chas. R. Foster, Representing Foote & Jenks.

Chas. R. Foster was born in Battle Creek, February 22, 1872. His father was of English descent and his mother was of Scotch descent. His



father died before he was a year old and several years thereafter his mother remarried and the family moved onto a farm. He lived there until 19 years of age, when he went to Battle Creek and resided with his grandfather while he attended high school. He graduated in the English course in 1895 and entered the Protestant Methodist College at Adrian with the intention of fitting himself for a clergyman. His health failed in his junior year and he returned to Battle Creek and worked for the next four years for C. W. Severance and his successor, Brown & Strain, in the bakery and confectionery business. In 1901 he took the position of stenographer for Foote & Jenks, of Jackson. Three years later he was promoted to the position of travel-

ing salesman and was assigned as his territory Southwestern Michigan and Western Indiana. He sees his trade every three months and carries extracts to the grocery trade and soda water supplies and perfumes to the drug trade.

Mr. Foster was married June 29, 1910, to Miss Blanche L. Hathaway, of Jackson. They reside in their own home, at 338 West Van Buren street, Battle Creek. His mother, who is now 73 years of age, lives with them.

Mr. Foster is an Odd Fellow and a member of the First M. E. church of Battle Creek. He has filled all the chairs in Battle Creek Council, No. 253, U. C. T., and is now serving as Past Counselor for the second term by election. On the occasion of his marriage, two years ago, he was presented with a beautiful signet ring by members of the Battle Creek Council, which he prizes greatly.

Mr. Foster is a baseball fan of the first water. He is an impersonator of much merit, his favorite authors being Riley, Foss and Field. This accomplishment has served him to good purpose in his work on the road and has aided him very materially in achieving the success he has won in the face of adverse conditions that would have staggered a less resolute man.

The Question of Tipping.

The recent strike of the hotel waiters in New York City has aroused little sympathy within the hearts of any of their erstwhile victims. It was thought that with fair salaries which they obtained added to the enormous amount known to have been gathered in the way of tips, they should have been able to live in princely style even in these days of high cost of living. As a class, we have always thought waiters were the most arrogant, self-sufficient and snobbish set of individuals in existence. The look of scorn appearing on the face of one of their number, who fails to receive an expected tip, or the disgust illuminating his features when that tip does not reach what he regards as an adequate amount, arouses all the antagonism in our nature.

The striking waiters now claim that of the former tips which they received only a small percentage found its way in their pockets, the remainder going to the head waiter and the hotel owners. This statement is received with incredulity, for it is felt that a pretty close bond must have existed between the various parties to this system since otherwise a waiter would not have stoop-

ed to the necessity of attempting to make a customer feel as small as the traditional worm upon giving only the customary 10 per cent. or less of the amount of the bill as an emolument. The evils of the tipping system have been enlarged upon time and time again, so that the troubles confronting one branch of the large crowd of parasites which feed upon the general public to-day, while they may not afford entertainment to their former victims, will certainly not be received with regret, pity or sympathy.

The rapacity of public servants to-day is one of the few faults existing in the country at large. Besides being against the original principles of a republic in attempting to create class distinction, it has reached a point where it is a distinct menace to all forms of economy, since it is practically impossible to obtain any kind of efficient service without the bestowal of some sort of fee.

Some one who is interested in statistics estimated that during the past year passengers traveling on Pullman cars paid out to porters for the individual attention alleged to have been exhibited by them over one hundred and sixteen million dollars. This is an appalling sum and its proportions become still greater when we figure that this represents only one small item in the general tipping expenditure.

Various attempts have been made to settle the question by legislation. There is a bill now pending in the New York State Assembly prohibiting tipping in hotels, restaurants and Pullman cars, under the terms of which any person who gives or receives tips may be fined one hundred dollars for each day the practice is employed. Although thoroughly agreeing with the terms of this bill, it is hard to see just how it can become a law, because it seems unconstitutional. Every man has a right to distribute his money as he thinks best. If he chooses to squander it in the approved and ordinary manner, no one can deny him the privilege unless frightened heirs are able to prove his insanity. Consequently, the whole tipping question resolves itself more into a moral issue than a legal one.

The drain is most severe upon salesmen and other individuals hav-

ing any considerable amount of traveling to do. The Commercial Travelers' Association not long ago passed a resolution voting to abolish the tip entirely, but recent developments show that the members are not adhering to the terms of the resolution. Even the men back of the motion, it appears, have not had the courage to live up to it. It takes courage, we will admit, and until the day when men can develop enough moral stamina and backbone to meet the contemptuous glances of servitors whom they have refused to tip with an undiminished feeling of self-respect, we can not expect otherwise but that this pernicious custom will flourish. It takes pioneers, however, in any great movement and so far the steadfast and consistent pioneers have not been in evidence.—American Artisan.

A paper in the neighborhood of Johnstown advertises a church pew for sale, "commanding a beautiful view of nearly the whole congregation."

The troubles you go to meet instead of trying to dodge them are the ones you overcome with least difficulty.

Some men have just imagination enough to spoil their judgment.

It is better to have too much enthusiasm than not enough.

G. J. Johnson Cigar Co.

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

BOYS! BOYS! BOYS!

Stop at

ARBOR REST

PENTWATER, MICH.

New Beds Entirely Refinished—Individual Towels

Up-to-date Stores use

THE BEST SALES DUPLICATING BOOKS

Made of good BOOK paper, not print
 15% OFF IN TOWNS WHERE WE HAVE NO AGENT. WRITE FOR SAMPLES TO
 MIDGARD SALES LIP CO. STOUGHTON, WIS.
 Also manufacture Triplicate Books, Carbonized back Books, White and Yellow Leaf Books.

Many Clever Dealers

Are grabbing the Fisk Interlocking Advertising Service for their town. Many reserve by wire, many send order and check, many write for information. I have gotten a lot of replies. I want more.

Send for sample of the service if you are timid about buying "a pig in a poke." But I advise you wire paid: "I want Fisk Service for my town."

\$5 per year for 52 issues; one week each; sold to only one dealer in a town. The privilege of buying the cuts is alone worth \$5 per year.



No. 50-40c

From Fisk Interlocking
 Advertising Service

Fisk Publishing Company

Henry Stirling Fisk, Pres.

Schiller Bldg., CHICAGO

Chirpings From the Crickets.

Battle Creek, June 18—Battle Creek Council, No. 253, U. C. T., had a very pleasant session Saturday night. There was a very good turnout and the work was conferred upon Charles W. Moore, one of the representatives of the United Confectionery Co., of this city. Mr. Moore is the second traveler from this house's representatives that we have initiated so far this year, and we have been promised still another for the near future. John O. McIntire, the sales manager, has belonged to the Council for a number of years, and from the manner in which his salesmen take to the order we are afraid that John sometimes talks about other things than candy.

Local papers announce the arrival of a boy in the home of Mr. and Mrs. J. Randolph. Although we are unable to advise Tradesman reader, as to the exact weight of the little rascal, we are sure that he is worth the proverbial \$1,000.

It is time we had an investigating committee out doing business. It has been rumored that Vint Phelps, one of our kind, gentle, law abiding brothers, is getting rather reckless of late. Does anyone really know whether he was concocting egg nogs out near the Country Club or did the car run off the track and cause the smash up?

Did you notice the happy expression on Brother Frye's face? Well, there is a reason. They have a ten pound girlie over at their house. All doing nicely and we trust that it will not be long before little Jacqueline will be reminding her papa of lodge nights as they come along.

Melvin J. Nay has just opened a new, up-to-the-minute grocery at 330 Main street, West, where he will be glad to welcome his old friends and extend to them the same courteous treatment which has been his wont to extend to them in the past. "Seph"—for that is the name by which he is known—was born March 4, 1879, at Centreville, Iowa, he being the second child in the family of five children born to Mr. and Mrs. Albert L. Nay. The first five years of Mr. Nay's life was spent in Iowa, after which the family moved to the plains of Nebraska, where the boys enjoyed the varied experiences which boys usually find on a cattle ranch.

A new line of experiences followed when the family, four years later, left the plains, moving upon a farm near Omaha. Here they engaged in truck farming for another four years. The next period of about four years, or from the time Seph was from 15 to 19 years of age, the family lived at Citronelle, Alabama, on a homestead the father had taken. Here again they did truck farming, raising early vegetables for Northern markets. At the age of 19 Seph came to Battle Creek with his older brother, Hugh, and the boys entered the Industrial School at the Sanitarium, where they pursued their studies for a few years, filling in odd times with jobs in and about the Sanitarium. He then entered the store of Gros & Son, on Washington street, working for them

five years as a grocery clerk. His brother Hugh in the meantime had taken a similar position in the same store, and they finally bought the stock of Gros & Son, and continued the business under the name of Nay Bros. They remained in partnership until March 12, when Seph sold his holdings to Hugh, who continues the business on Washington street. The Nay Bros.' grocery store has been considered one of the best stores in the city, as they have always aimed to have the best and the freshest goods to be procured. With the wide acquaintance which they have made at their former stand, we feel that Seph will soon be getting his share over in his new location. October 30, 1900, Mr. Nay was married to Miss Alberta G. Lark, who had formerly come from her California home to attend the school at the Sanitarium. They have one child, little Bernice Grace, who is 10 years old. Should you wish to know his hobby, just drop in the store and start something upon the subject of horse racing, baseball or bowling. You will soon find out where Seph shines. Mr. Nay's success as a business man can be traced to his honesty, courtesy and strict attention to details. He is optimistic in his views and his early experience herding cattle, horseback riding upon the plains and his later athletics all have tended to help in carrying out his life's plans.

Charles R. Foster.

Sketched by the Wayside.

Belding, June 18—Al. Bosworth, of Lansing, has increased his sales 5 per cent. since he started to sell lightning rods to the business men. His first experience was to sell Colonel Vaughan, of Stanton, rods for his bus. The Colonel will have them installed this week.

Jackson Council has in Bill the champion rum player this side of the Rocky Mountains. Bill sells cigars.

Harry McCall says he is going to take a bunch of lanterns to the next Grand Council meeting, so Harry can locate the bags on second and third bases.

The bass fishing season is on again and we will now believe anything. Geo. Tooley, our Secretary, says he caught six Sunday.

That Grand Rapids U. C. T. ball team sure does carry some weight (Beef).

Have you contributed to the Salvation Army yet? Blixen.

Marcus Hall has cast his fortunes with the American Corrugating Co., with the idea of becoming Assistant Manager of the business. Mr. Hall is a young man of strong parts. He has received all that education and environment can do for him and it is now up to him to determine whether a man so equipped has any advantage over the man who begins life under less fortunate circumstances. His friends await the outcome with much interest and in the confident belief that he will make good.

It is a good plan to forgive your enemies before they have a chance to get back at you.

Incidents in the Lives of Great Men.

Henry Idema recently met a peculiar experience at the hands of the Graham & Morton Transportation Co. He took one of his machines—he had several automobiles—with him on the night boat to Chicago. Instead of replacing the gasoline taken from the tank at Holland with gasoline, the hobo at the Chicago terminal substituted water instead. It required the services of an expert mechanic before the substitution was detected, the tank drained of water and dried and refilled with gasoline. It is not an uncommon thing for an automobile owner to go down on a Graham & Morton boat and find his auto filled with greasy deck hands busily engaged in twisting off bolts and other accessories, but this is the first time an employe has been so bold as to substitute water for gasoline. The Graham & Morton officers appear to exercise very little control over the tramps and scavengers employed as deck hands and roustabouts.

Henry M. Reynolds celebrated his 76th birthday one day last week and assured his friends that he had concluded, God willing, to remain on earth twenty years longer. Three days later his asphalt shingle factory was leveled to the ground by fire, but he has had so much experience with fire in the past that he was as calm over his loss as the Tradesman would be over the loss of a single subscriber. Mr. Reynolds enjoys the unique distinction of being the only man recorded in the history of the world's battles who was shot through the liver and lived. His wound was received during an engagement in Tennessee and he was nursed back to life and usefulness by Mrs. Judge Speed, of Louisville, whose husband was Attorney General of the United States during Lincoln's administration.

O. H. L. Wernicke celebrated his 50th birthday yesterday, culminating in a dinner party at the home of F. A. Montelius in the evening. Few men have had a more eventful career than Mr. Wernicke. He has turned his hand to many different projects and, so far as the Tradesman's information goes, has never failed to make good but once. This eclipses the record of Marshall Field, who frequently remarked that he would be satisfied if he succeeded fifty-one times out a hundred. Mr. Wernicke's most recent achievement is the invention of a rotary pump, which he confidently expects will supersede every other device in the field. Within the next few weeks a company will be organized to exploit it.

Capt. Charley Belknap has certainly succeeded in locating the fount of perpetual youth. An enlisted soldier at 16, he must be on the sunny side of 60, yet his hair is as dark, his actions as buoyant, his ideas as optimistic and his conversation as free from the suggestion of age as a man of 40. Long life to the Captain!

The prospective return of Stephen A. Sears to Grand Rapids is a matter of general rejoicing among his

friends—and he has no enemies. Mr. Sears was Manager of the National Biscuit Co. branch here for several years and also for its predecessor, the New York Biscuit Co. He was also active in the management of the old house of Wm. Sears & Co. For about ten years his activities have been exerted in a still broader field as director of the National Biscuit Co., with headquarters in Chicago. Mr. Sears has always retained his residence in Grand Rapids and returns to the city of his adoption with ripened experience, enlarged vision and a determination to keep the Lemon & Wheeler Company at the front rank as a representative wholesale house. It goes without saying that this result is already foreseen, because Mr. Sears is one of the men who do things. He belongs to the class of master minds where determination is merely the forerunner of accomplishment. The jobbing trade of Grand Rapids and the retail trade of Western Michigan are to be congratulated over this accession to their ranks.

Private Bank at Capac Closed.

Port Huron, June 18—The private bank at Capac of G. W. and F. T. Moore was to-day placed in the hands of the Security Trust Company of Detroit, and the latter concern will immediately liquidate the assets.

Six weeks ago George W. and Fred T. Moore sold out their banking interests in Port Huron, Marine City and the State Bank of Capac. They still owned the private bank at the latter place, and Fred Moore, before leaving for the West, stated that they would endeavor to dispose of the private bank as soon as possible. As soon as it became known, however, that the Moores had disposed of all of their interests in the St. Clair County Savings Bank in this city, there was an undercurrent of unrest at Capac and many of the depositors of the Capac private bank demanded their money. This being invested, it could not be turned into cash at a moment's notice.

When the Moores sold their interest in the State Bank, they paid off all their obligations to these institutions and neither of them owe either the Capac State Bank or the bank at Marine City, and they also hold no stock in these institutions.

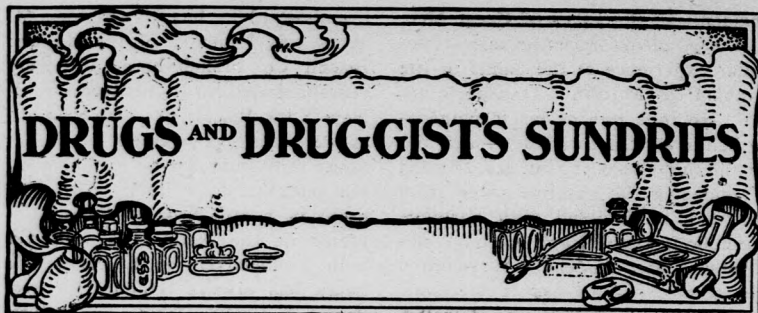
Before the Moores were allowed to sever their connection with the State banks, State Banking Commissioner Doyle required them to pay every cent of their indebtedness to the State institutions. This also included all of their companies' indebtedness.

M. J. Rogan, the well-known clothing salesman, is laid up for a fortnight at Mt. Clemens by neuritis.

A roaring person makes little headway in serious and legitimate transactions.

The fellow who sets out to kill two birds with one stone usually misses both.

A fraction, if well cared for, soon develops into a whole.



Michigan Board of Pharmacy.
President—Ed. J. Rodgers, Port Huron.
Secretary—John J. Campbell, Pigeon.
Treasurer—W. E. Collins, Owosso.
Other Members—Edwin T. Boden, Bay City; G. E. Faulkner, Delton.

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.

Michigan Retail Druggists' Association.

President—D. D. Alton, Fremont.
First Vice-President—J. D. Gillo, Pompano.
Second Vice-President—G. C. Layerer, Bay City.
Secretary—R. W. Cochrane, Kalamazoo.
Treasurer—W. C. Wheelock, Kalamazoo.
Executive Committee—W. C. Kirschgessner, Grand Rapids; Grant Stevens, Detroit; R. A. Abbott, Muskegon; Geo. Davis, Hamilton; D. G. Look, Lowell; C. A. Bugbee, Traverse City.
Next Meeting—Muskegon.

Grand Rapids Drug Club.

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

Four Formulas For Toilet Waters.

Ordinary alcohol is treated with two ounces of animal charcoal per gallon for at least one week, and filtered through talcum. To every gallon of the filtrate add

Spirit nitrous ether 30 min.
Coumarin 20 gr.
Vanillin 10 gr.
Oil nutmeg 30 min.
Tincture benzoin 1 oz.

Designate this "the alcoholic mixture."

Carnation pink toilet water can be made by using a mixture of

Oeillet 1 lb.
Caryophyllin 1 oz.
Muguet 1 oz.
Old Ylang-Ylang, Synthetic 1 oz.
Oil Rose, Synthetic, or Orgeol de Laive 1 oz.

Dissolve ½ pint of this essence in 6½ pints of the alcoholic mixture, and, after solution has taken place, add 3 pints of lukewarm water; the preparation may be colored yellow by the addition of an alcoholic solution of turmeric which has been filtered through talcum.

For lilac blossom water prepare the following essence:

Muguet 8 ozs.
Oil Jasmine 1 oz.
Oil Ylang-Ylang ½ oz.
Heliotropine, liquid 3 grs.

Add 4 parts by volume of this essence to 50 parts by volume of cologne spirit, then add 26 parts of water; stir well, set aside for a few days and filter through talcum.

The following formula will yield a fresh violet toilet water:

Violet Blanche, Delaire's (alcoholic solution) 1½ ozs.
Oil Orris, liquid (soapmakers') 1 oz.
Heliotrope, liquid 1 oz.
Artificial Musk, crystals ¼ oz.
Oil Ylang-Ylang ¼ oz.
Oil Jasmine ¼ oz.
Oil Rose ¼ oz.
Oil Orange Flower ¼ oz.

Dissolve in 12 pints of the alcoholic mixture. The product is a

An Ode to the Apothecary.

Lays may be sung to my lady's eyes,
Or the sheen of her golden hair,
Or the cupid's curve of her rosebud mouth—
Or her satiny skin so fair.

But why not give credit where credit is due
Without prejudice, favor or fear?
'Tis the drug store, they say, that she visits each day
That causes such charms to appear.

Then sing the lay to Belladonna in her sparkling eyes,
The sheen Peroxide of her golden hair,
The Carmen's cupid curve of her dainty rosebud mouth,
And the Talcum's satiny finish to her skin so fair.

F. F. Berry.

concentrated fresh violet essence, from which the toilet water can be prepared by dissolving 5 pints in 40 pints of cologne spirits and slowly adding 30 pints of lukewarm water. It may be colored light green by the addition of chlorophyll. Filter through talcum.

Label Paste.

Numerous formulas are published for labeling paste for tin containers. Most of them are not satisfactory. The secret with most of the successful ones is that they contain an ingredient which "acts on the tin," forming a surface to which the paste adheres. We have found a wheat flour paste the best, but this requires care in making. Try the following.

Wheat Flour 4 ozs.
Alum 1 dr.
Boric Acid 1 dr.
Water 20 ozs.
Oil of Cloves ½ dr.
Glycerin 1 oz.

Mix the flour, alum, boric and glycerin with the water and strain through a sieve. Boil for two hours, using a water bath, replacing the evaporated water occasionally so that the product when complete will measure 20 ounces. Stir well during

the boiling and when nearly cold add the oil of cloves.

Enamels For the Face.

The following resembles very closely the best French enamels:

Freshly Precipitated Moist Zinc Hydroxide 1 oz.
(Containing about 20%.)

Glycerin 10 min.
Concentrated Essence of Trefle Blanc 4 min.

This, when spread on the skin, leaves a semi-transparent film or enamel.

The following are the perfumes used:

To each ounce:
Concentrated Lilac Essence... 4 min.
Concentrated Violet Essence... 4 min.
Concentrated White Rose Essence 4 min.

Concentrated Chypie Essence... 4 min.

Richaud's Surgical Soap.

For the use of surgeons in washing their hands.

Soap (white) 1,000 grams

is actually less than in "soft-water towns." It is also the fact that most of the natural waters that have proved valuable in treating diseases attributed to the drinking of hard water, themselves contain no small proportion of lime salts.

Fire Extinguishing Powders.

1.

Alum 24 parts
Ammonium Sulphate 52 parts
Ferrous Sulphate 4 parts

2.

Sodium Chloride 8 parts
Sodium Bicarbonate 6 parts
Sodium Sulphate 2 parts
Cicium Chloride 2 parts
Sodium Silicate 2 parts

3.

Sodium Chloride 6 parts
Ammonium Chloride 6 parts
Sodium Bicarbonate 8 parts

4.

Ammonium Chloride 10 parts
Sodium Sulphate 6 parts
Sodium Bicarbonate 4 parts

Drinkwater's Salicylate of Iron and Sodium Mixture.

Sodium Salicylate 1 dr.
Solution of Ferric Chloride... ½ dr.
Potassium Bicarbonate 1 dr.
Water, enough to make 8 ozs.

The salicylate is dissolved in 2 ounces of water, and this solution is mixed with the solution of ferric chloride previously diluted with 1 ounce of water. The bicarbonate is dissolved in 1 ounce of water and added to the solution first made and the whole is made up to 8 ounces with water.

Adeps-Lanae Cream.

Precipitated sulphur 100 parts
Zinc oxide 50 parts
Expressed oil almond 100 parts
Essence violet 1 part
Adeps lanae 100 parts
Carmine, sufficient to color.

Witchhazel Salve.

Fluid witchhazel 2 ozs.
Wool-fat 4 ozs.
Petrolatum 16 ozs.
Triturate the fluid extract with the wool-fat until well mixed, then incorporate with the petrolatum.

Anodyne Corn Remover.

Salicylic Acid 2 drs.
Extract of Belladonna 2 dr.
Powdered French Rosin ½ dr.
Castor Oil 1 dr.
Flexible Collodion, to make .. 2 ozs.

Whatever is in any way beautiful hath its source of beauty in itself, and is complete in itself; praise forms no part of it. So it is none the worse nor the better for being praised.—Marcus Aurelius.

The man who wonders why there isn't more work for a fellow in this neighborhood is sometimes the very chap who is giving employment to a mail order crew somewhere else.

You can not measure the value of a man's work by the number of hours he sits at his desk.

Life is like wine; he who would drink it pure must not drain it to the dregs.

Soft Soap 1,000 grams
Poppy Oil 500 grams
Water 3 liters

The white soap, previously rasped, is added to the other constituents, and the whole is warmed until a homogeneous mass is obtained. There is now added a mixture of the following composition:

Glycerin 50 grams
Beta-Naphthol 50 grams
Alcohol 500 grains
Oil Lemon 50 grams

Water enough to make 15 liters of finished product.

"Hard" Drinking Water.

Many persons have long believed that it is injurious to the health to drink "hard" water. Medical authorities now assert that there is no foundation for the belief, and some maintain that hard water is even superior to soft water for drinking purposes. They point out the fact that ordinary food contains a great deal more lime than is to be found in even a larger quantity of water than any one would be likely to drink. Gout is said to occur alike among those who do and those who do not drink hard water. According to statistics, the death-rate in "hard-water towns"

WHOLESALE DRUG PRICE CURRENT

Acidum			Acetium		
Aceticum	60	3	Aceticum	60	3
Benzolcum, Ger.	45	8	Benzolcum, Ger.	45	8
Boricum	10	15	Boricum	10	15
Carbolicum	25	35	Carbolicum	25	35
Citricum	45	50	Citricum	45	50
Hydrochlor	1 1/2	5	Hydrochlor	1 1/2	5
Nitrosum	5 1/2	10	Nitrosum	5 1/2	10
Oxalicum	14	15	Oxalicum	14	15
Phosphoricum, dil.	40	42	Phosphoricum, dil.	40	42
Salicylicum	40	42	Salicylicum	40	42
Sulphuricum	1 1/2	5	Sulphuricum	1 1/2	5
Tannicum	1 00	1 10	Tannicum	1 00	1 10
Tartaricum	38	40	Tartaricum	38	40
Ammonia			Ammonia		
Aqua, 18 deg.	3 1/2	6	Aqua, 18 deg.	3 1/2	6
Aqua, 20 deg.	4 1/2	8	Aqua, 20 deg.	4 1/2	8
Carbonas	13	15	Carbonas	13	15
Chloridum	12	14	Chloridum	12	14
Aniline			Aniline		
Black	1 00	2 00	Black	1 00	2 00
Brown	30	1 00	Brown	30	1 00
Red	45	50	Red	45	50
Yellow	1 00	1 50	Yellow	1 00	1 50
Bacca			Bacca		
Cubebae	70	75	Cubebae	70	75
Juniper	6	8	Juniper	6	8
Xanthoxylum	6	65	Xanthoxylum	6	65
Balsamum			Balsamum		
Copaiba	70	75	Copaiba	70	75
Peru	2 00	2 25	Peru	2 00	2 25
Terabin, Canad.	65	70	Terabin, Canad.	65	70
Tolutan	90	1 00	Tolutan	90	1 00
Cortex			Cortex		
Abies, Canadian	25		Abies, Canadian	25	
Cassiae	20		Cassiae	20	
Cinchona Flava	40		Cinchona Flava	40	
Buonymus atro.	32		Buonymus atro.	32	
Myrica Califera	30		Myrica Califera	30	
Prunus Virgin	15		Prunus Virgin	15	
Quillaia, gr'd.	26		Quillaia, gr'd.	26	
Sassafras, po 30	25		Sassafras, po 30	25	
Ulmus	25		Ulmus	25	
Extractum			Extractum		
Glycyrrhiza, Gla.	24	30	Glycyrrhiza, Gla.	24	30
Glycyrrhiza, po.	25	30	Glycyrrhiza, po.	25	30
Haematox	11	12	Haematox	11	12
Haematox, 1s	13	14	Haematox, 1s	13	14
Haematox, 1/2s	14	15	Haematox, 1/2s	14	15
Haematox, 1/4s	16	17	Haematox, 1/4s	16	17
Ferru			Ferru		
Carbonate Precip.	15		Carbonate Precip.	15	
Citrate & Quina	1 80	2 00	Citrate & Quina	1 80	2 00
Citrate Soluble	63	75	Citrate Soluble	63	75
Ferrocyanidum S	25		Ferrocyanidum S	25	
Solut. Chloride	15		Solut. Chloride	15	
Sulphate, com'l.	2		Sulphate, com'l.	2	
Sulphate, com'l. by	7		Sulphate, com'l. by	7	
bbl., per cwt.			bbl., per cwt.		
Sulphate, pure	7		Sulphate, pure	7	
Flora			Flora		
Arnica	18	25	Arnica	18	25
Anthemis	40	50	Anthemis	40	50
Matricaria	30	35	Matricaria	30	35
Folia			Folia		
Baroema	1 75	1 85	Baroema	1 75	1 85
Cassia Acutifol.	15	20	Cassia Acutifol.	15	20
Tinnevely	25	30	Tinnevely	25	30
Cassia Acutifol	25	30	Cassia Acutifol	25	30
Salvia officinalis	20	25	Salvia officinalis	20	25
1/2s	8	10	1/2s	8	10
Uva ursi	8	10	Uva ursi	8	10
Gummi			Gummi		
Acacia, 1st pkd.	40		Acacia, 1st pkd.	40	
Acacia, 2nd pkd.	30		Acacia, 2nd pkd.	30	
Acacia, 3rd pkd.	20		Acacia, 3rd pkd.	20	
Acacia, sifted sts.	35	45	Acacia, sifted sts.	35	45
Acacia, po.	22	25	Acacia, po.	22	25
Aloe, Barb	22	25	Aloe, Barb	22	25
Aloe, Cape	22	25	Aloe, Cape	22	25
Aloe, Socotri	22	25	Aloe, Socotri	22	25
Ammoniac	35	40	Ammoniac	35	40
Asafoetida	1 00	1 25	Asafoetida	1 00	1 25
Benzoinum	50	55	Benzoinum	50	55
Camphorae	55	60	Camphorae	55	60
Euphorbium	40		Euphorbium	40	
Galbanum	40		Galbanum	40	
Gamborge po.	1 00	1 25	Gamborge po.	1 00	1 25
Gaulacum po 45	35		Gaulacum po 45	35	
Kino	40		Kino	40	
Mastic	40		Mastic	40	
Myrrh	7 25	7 50	Myrrh	7 25	7 50
Opium	9 25	9 50	Opium	9 25	9 50
Opium powder	30	40	Opium powder	30	40
Shellac	35	45	Shellac	35	45
Shellac, bleached	1 00	1 20	Shellac, bleached	1 00	1 20
Tragacanth	1 00	1 20	Tragacanth	1 00	1 20
Herba			Herba		
Absinthium	25	30	Absinthium	25	30
Eupatorium oz pk	35		Eupatorium oz pk	35	
Lobelia oz pk	35		Lobelia oz pk	35	
Majorium oz pk	35		Majorium oz pk	35	
Mentha Pip. oz pk	35		Mentha Pip. oz pk	35	
Mentha Ver oz pk	30		Mentha Ver oz pk	30	
Rue	30		Rue	30	
Tenacetum	30		Tenacetum	30	
Thymus V oz pk	30		Thymus V oz pk	30	
Magnesia			Magnesia		
Calcined, Pat.	55	65	Calcined, Pat.	55	65
Carbonate, K-M.	18	20	Carbonate, K-M.	18	20
Carbonate po	10	15	Carbonate po	10	15
Oleum			Oleum		
Absinthium	8 00	8 25	Absinthium	8 00	8 25
Amygdalae Dulc.	75	85	Amygdalae Dulc.	75	85
Amygdalae Ama	8 00	8 25	Amygdalae Ama	8 00	8 25
Anisi	2 15	2 20	Anisi	2 15	2 20
Aurant Cortex	3 15	3 25	Aurant Cortex	3 15	3 25
Bergamul	8 00	8 50	Bergamul	8 00	8 50
Capituli	85	90	Capituli	85	90
Caryophylli	1 25	1 30	Caryophylli	1 25	1 30
Cedar	85	90	Cedar	85	90
Chenopadi	6 50	7 00	Chenopadi	6 50	7 00
Cinnamon	1 50	1 60	Cinnamon	1 50	1 60
Conium Mac	30	40	Conium Mac	30	40
Citronella	40	50	Citronella	40	50
Copaiba			Copaiba		
Cubebae	1 50	1 75	Cubebae	1 50	1 75
Erigeron	4 00	4 50	Erigeron	4 00	4 50
Evethithos	2 35	2 50	Evethithos	2 35	2 50
Juniper	1 00	1 10	Juniper	1 00	1 10
Gaultheria	4 80	5 00	Gaultheria	4 80	5 00
Geranium	oz	75	Geranium	oz	75
Gossypil Sem gal	60	75	Gossypil Sem gal	60	75
Hedeoma	2 50	2 75	Hedeoma	2 50	2 75
Juniper	40	1 20	Juniper	40	1 20
Lavendula	90	4 00	Lavendula	90	4 00
Limons	2 00	2 10	Limons	2 00	2 10
Mentha Piper	3 75	4 00	Mentha Piper	3 75	4 00
Mentha Verid	5 00	5 25	Mentha Verid	5 00	5 25
Morruhae, gal.	1 10	1 25	Morruhae, gal.	1 10	1 25
Myrica	3 75	4 35	Myrica	3 75	4 35
Olive	2 50	2 75	Olive	2 50	2 75
Picis Liquida	10	12	Picis Liquida	10	12
Picis Liquida gal.	95	1 25	Picis Liquida gal.	95	1 25
Rosae oz.	11 50	12 00	Rosae oz.	11 50	12 00
Rosmarini	1 00		Rosmarini	1 00	
Sabina	1 75	2 00	Sabina	1 75	2 00
Santal	4 50	5 00	Santal	4 50	5 00
Sassafras	90	1 00	Sassafras	90	1 00
Sinapis, ess. oz.	50		Sinapis, ess. oz.	50	
Succini	40	45	Succini	40	45
Thyme	50	60	Thyme	50	60
Thyme, opt.	1 60		Thyme, opt.	1 60	
Theobromas	17	25	Theobromas	17	25
Tigili	1 60	1 70	Tigili	1 60	1 70
Potassium			Potassium		
Bi-Carb	15	18	Bi-Carb	15	18
Bichromate	13	15	Bichromate	13	15
Bromide	40	50	Bromide	40	50
Carb	12	15	Carb	12	15
Chlorate	12	16	Chlorate	12	16
Cyanide	30	40	Cyanide	30	40
Iodide	2 35	2 50	Iodide	2 35	2 50
Potassa, Bitart pr	30	35	Potassa, Bitart pr	30	35
Potass Nitras opt	7	12	Potass Nitras opt	7	12
Potass Nitras	7	12	Potass Nitras	7	12
Prussiate	23	26	Prussiate	23	26
Sulphate po	15	18	Sulphate po	15	18
Radix			Radix		
Aconitum	37		Aconitum	37	
Althae	50	60	Althae	50	60
Anchusa	10	12	Anchusa	10	12
Arum po	20	25	Arum po	20	25
Calamus	20	40	Calamus	20	40
Gentiana po 15	12	15	Gentiana po 15	12	15
Glycyrrhiza pv 15	12	15	Glycyrrhiza pv 15	12	15
Hellebore, Alba	15	20	Hellebore, Alba	15	20
Hydrastis, Canada	7	10	Hydrastis, Canada	7	10
Hydrastis, Can, po	6	10	Hydrastis, Can, po	6	10
Inula, po	25	30	Inula, po	25	30
Ipecac, po	25	30	Ipecac, po	25	30
Iris, Flora	20	30	Iris, Flora	20	30
Jaipara, pr.	40	50	Jaipara, pr.	40	50
Maranta, 1/2s	30	35	Maranta, 1/2s	30	35
Podophyllum po	15	25	Podophyllum po	15	25
Rhei	75	1 00	Rhei	75	1 00
Rhei, cut	1 00	1 25	Rhei, cut	1 00	1 25
Rhei, pv	75	1 00	Rhei, pv	75	1 00
Sanguinari, po 18	20	25	Sanguinari, po 18	20	25
Scilla, po 45-60	20	25	Scilla, po 45-60	20	25
Senega	90		Senega	90	
Serpentaria	90		Serpentaria	90	
Smilax, M. grd.	45		Smilax, M. grd.	45	
Smilax, offi's H grd.	45		Smilax, offi's H grd.	45	
Spigella	90		Spigella	90	
Symplocarpus	30		Symplocarpus	30	
Valeriana	25		Valeriana	25	
Zingiber a	16	20	Zingiber a	16	20
Zingiber j	25	28	Zingiber j	25	28
Semen			Semen		
Anisum po 22	7	8	Anisum po 22	7	8
Apium (gravel's)	7	8	Apium (gravel's)	7	8
Bird, 1s	7	8	Bird, 1s	7	8
Cannabis Sativa	7	8	Cannabis Sativa	7	8
Cardamon	1 40	1 50	Cardamon	1 40	1 50
Carui po 20	12	15	Carui po 20	12	15
Chenopodium	20	30	Chenopodium	20	30
Coriandrum	10	14	Coriandrum	10	14
Cydonium	1 00		Cydonium	1 00	
Dipterix Odorate	6	7	Dipterix Odorate	6	7
Foeniculum	6	7	Foeniculum	6	7
Foenugreek, po.	6	7	Foenugreek, po.	6	7
Lini	5	8	Lini	5	8
Lini, grd. bbl. 5	45	50	Lini, grd. bbl. 5	45	50
Lobelia	45	50	Lobelia	45	50
Pharlaris Cana'n	9	10	Pharlaris Cana'n	9	10
Rapa	8	8	Rapa	8	8
Sinapis Alba	9	10	Sinapis Alba	9	10
Sinapis Nigra	9	10	Sinapis Nigra	9	10
Spiritus			Spiritus		
Fruiment W. D. 2	00	2 50	Fruiment W. D. 2	00	2 50
Fruiment	1 25	1 50	Fruiment	1 25	1 50
Junipers Co.	1 75	3 50	Junipers Co.	1 75	3 50
Junipers Co O T	1 65	2 00	Junipers Co O T	1 65	2 00

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	DECLINED
Fruit Jars	Cheese
Flour	Meal
D. S. Gasoline	

Index to Markets

By Columns

AMMONIA		Clam Bouillon		CHOCOLATE		Hand Made Cream		Coffee Cakes, Iced	
Col	12 oz. ovals 2 doz. box	75	Burnham's 1/4 pt. 2 25	Walter Baker & Co.	Premio Cream mixed	14	Crumpets	10	Diana Marshmallow
A	AXLE GREASE	1	Burnham's pts. 3 75	German's Sweet	22	Paris Cream Bon Bons	11	Cakes	16
	Frazer's		Burnham's qts. 7 50	Premium	30			Dinner Biscuit	25
	1lb. wood boxes, 4 doz.	3 00	Corn	Caracas	28			Dixie Sugar Cookies	9
	1lb. tin boxes, 3 doz.	2 35	Fair	Walter M. Lowney Co.	29			Domestic Cakes	8 1/2
B	3 1/2 lb. tin boxes, 2 doz.	4 25	Good	Premium, 1/4s	29			Eventide Fingers	16
	10lb. pails, per doz.	6 00	Fancy	Premium, 1/2s	29			Family Cookies	8 1/2
	18lb. pails, per doz.	7 20	French Peas	CIDER, SWEET				Fig Cake Assorted	12
	25lb. pails, per doz.	12 00	Monbadon (Natural)	"Morgan's"				Fig Newtons	12
	BAKED BEANS		per doz. 2 45	Regular barrel 50 gal	10 00			Floralabel Cakes	12 1/2
	No. 1, per doz. 45@	90	Gooseberries	Trade barrel, 28 gals	5 50			Fluted Cocoanut Bar	10
	No. 2, per doz. 75@	1 40	No. 2, Fair	1/4 Trade barrel, 14 gal	3 50			Frosted Creams	8 1/2
	No. 3, per doz. 85@	1 75	No. 2, Fancy	Boiled, per gal.	60			Frosted Ginger Cookie	8 1/2
C	BATH BRICK		Standard	Hard, per gal.	25			Fruit Lunch, Iced	10
	English	95	Hominy	CLOTHES LINE				Gala Sugar Cakes	8 1/2
	English	95	Lobster	No. 40 Twisted Cotton	95			Ginger Gems	8 1/2
	BREAKFAST FOODS		1/2 lb. 2 50	No. 50 Twisted Cotton	1 30			Ginger Gems, Iced	9 1/2
	Apetizo, Biscuits	3 00	1lb. 4 25	No. 60 Twisted Cotton	1 70			Graham Crackers	8
	Bear Food, Pettijohns	1 95	Picnic Tails	No. 80 Twisted Cotton	2 00			Ginger Snaps Family	8 1/2
	Cracked Wheat, 24-2	2 50	Mackerel	No. 50 Braided Cotton	1 00			Ginger Snaps N. B. C.	
	Cream of Wheat, 36-2	4 50	Mustard, 1lb.	No. 60 Braided Cotton	1 25			Round	8
	Egg-O-Rice Wheat	2 75	Mustard, 2lb.	No. 80 Braided Cotton	2 25			Square	8 1/2
	Egg-O-See Corn	2 75	Soused, 1 1/2 lb.	No. 50 Sash Cord	1 75			Hippodrome Bar	10
	Flakes	2 75	Soused, 2lb.	No. 60 Sash Cord	2 00			Honey Cake, N. B. C.	12
	Posts Toasties T.	2 80	Tomato, 2lb.	No. 60 Jute	80			Honey Fingers As. Ice	12
	Posts Toasties, T.	2 80	Hotels	No. 72 Jute	1 00			Honey Jumbles, Iced	12
	No. 3	2 80	Mushrooms	No. 60 Sisal	85			Honey Jumbles, Plain	12
	Farinose, 24-2	2 70	Buttons, 1/2s	Galvanized Wire				Household Cookies	8
	Grape Nuts	2 70	Buttons, 1s	No. 20, each 100ft. long	1 90			Household Cookies, Iced	8 1/2
	Grape Sugar Flakes	2 50	Oysters	No. 19, each 100ft. long	2 10			Imperial	8 1/2
	Sugar Corn Flakes	2 50	Cove, 1lb	Baker's	36			Jonnie	8 1/2
	Hardy Wheat Food	2 25	Cove, 2lb.	Cleveland	41			Jubilee Mixed	10
	Postma's Dutch Cook.	2 75	Plums	Colonial, 1/4s	35			Kream Klips	25
	Holland Rusk	3 20	No. 3 cans, per doz.	Colonial, 1/2s	33			Leap Year Jumbles	18
	Saxon Wheat Food	3 00	Pears in Syrup	Eppe	42			Lemon Biscuit Square	8 1/2
	Krinkle Corn Flake	2 00	Peas	Huyler	36			Lemon Thins	16
	Malt Breakfast Food	4 50	Marrowfat	Lowney, 1/4s	32			Lemon Wafer	16
	Maple Flakes	2 70	Early June	Lowney, 1/2s	32			Lemona	8 1/2
	Maple Corn Flakes	2 70	Early June sifted	Lowney 5 lb. cans	30			Mace Cakes	8
	Minn. Wheat Cereal	4 25	Pie	Van Houten, 1/4s	12			Mandalay	10
	Algrain Food	4 25	No. 10 size can pie	Van Houten, 1/2s	20			Mary Ann	8 1/2
	Ralston Wheat Food	4 50	Pineapple	Van Houten, 1s	72			Marshmallow Coffee	
	Saxon Wheat Food	3 00	Grated	Webb	33			Marshmallow Walnuts	12 1/2
	Shred Wheat Biscuit	3 60	Sliced	Wilber, 1/4s	33			Medley Pretzels	10
	Triscuit, 30	2 50	Pumpkin	Wilber, 1/2s	32			Molasses Cakes	8 1/2
	Pillsbury's Best Cer'l	4 25	Fair	Dunham's	per lb.			Molasses Cakes, Iced	9 1/2
	Post Tavern Special	2 80	Good	1/4s, 5lb. case	30			Molasses Fruit Cookies	
	Voigt's Cream Flakes	4 50	Fancy	1/4s, 5lb. case	29			Iced	11
	Quaker Puffed Rice	4 25	Gallon	1/4s, 15lb. case	29			Molasses Sandwich	12
	Quaker Puffed Wheat	2 85	Raspberries	1/4s, 15lb. case	28			Mottled Square	10
	Quaker Brkfst Biscuit	1 90	Standard	1s, 15lb. case	27			Oatmeal Crackers	8
	Quaker Corn Flakes	1 90	Warrens, 1 lb. Tall	1/4s & 1/2s, 15lb. case	28			Orange Gems	8 1/2
	Victor Corn Flakes	2 20	Warrens, 1 lb. Flat	1/4s & 1/2s pails	15			Orange Sponge Layer	
	Washington Crisps	2 80	Red Alaska	Bulk, pails	14			Cakes	18
	Wheat Hearts	1 90	Pink Alaska	Bulk, barrels	12			Penny Assorted	8 1/2
	Wheatena	4 50	Sardines	COFFEES, ROASTED				Peanut Gems	9
	Zest	4 00	Domestic, 1/4s	Rio				Picnic Mixed	11 1/2
	Evapor'd Sugar Corn	90	Domestic, 1/2 Mus.	Common	19			Pineapple Wafers	16
	BROOMS		Domestic, 3/4 Mus.	Fair	19 1/2			Pretzels, Hand Made	9
	Parlor	3 00	French, 1/4s	Choice	20 1/2			Pretzettes, Mac. Md.	8
	Jewel	3 70	French, 1/2s	Fancy	21			Raisin Cookies	11
	Whittier Special	4 25	Shrimps	Peaberry	23			Raisin Gems	11
	Whittier Special	5 55	Dunbar, 1st, doz.	Common	20			Raspberry Cakes	12
	Parlor Gem	3 75	Dunbar, 1 1/2s, doz.	Fair	20 1/2			Revere, Assorted	14
	Common Whisk	1 10	Fair	Choice	21			Rittenhouse Fruit	
	Fancy Whisk	1 50	Good	Fancy	23			Biscuit	12
	Warehouse	4 50	Fancy	Peaberry	23			Rosy Dawn Mixed	10
	BRUSHES		Standard	Maracaibo	24			Royal Lunch	8
	Scrub		Fancy	Choice	25			Royal Toast	8
	Solid Back, 8 in.	75	Strawberries	Mexican	26			Rube	8 1/2
	Solid Back, 11 in.	95	Fancy	Guatemala	25			Shortbread Squares	20
	Pointed Ends	85	Tomatoes	Fancy	28			Spiced Currant Cakes	10
	Stove		Good	Private Growth	26@30			Spiced Ginger Cakes	9
	No. 3	90	Fancy	Mandling	31@35			Spiced Ginger Cks Iced	10
	No. 2	1 25	Standard	Aukola	30@32			Sugar Fingers	12
	No. 1	1 75	Fancy	Mocha				Sugar Cakes	8 1/2
	Shoe		Good	Short Bean	25@27			Sugar Crisp	8 1/2
	No. 8	1 00	Fancy	Long Bean	24@25			Sugar Squares, large	
	No. 7	1 30	Standard	H. L. O. G.	26@28			or small	9
	No. 4	1 70	Fancy	Bogota				Sultana Fruit Biscuit	16
	No. 3	1 90	Standard	Fair	24			Sunnyside Jumbles	10
	BUTTER COLOR		Fancy	Fancy	26			Superba	8 1/2
	Dandelion, 25c size	2 00	CATSUP	Exchange Market, Steady				Sponge Lady Fingers	25
	CANDLES		Sinder's 1/2 pints	Spot Market, Strong				Triumph Cakes	16
	Paraffine, 6s	10	Sinder's 1/4 pints	Package				Vanilla Wafers	16
	Paraffine, 12s	10	Standard	New York Basis				Wafer Jumbles cans	18
	Wicking	20	Beans	Arbuckle	24 00			Waverly	10
	CANNED GOODS		Baked	Lion	23 00			In-er Seal Goods	per doz.
	Apples		Red Kidney	McLaughlin's XXXX				Albert Biscuit	1 00
	3lb. Standards	@ 90	String	McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.				Animals	1 00
	Gallon	2 60@2 85	Wax					Arrowroot Biscuit	1 00
	Blackberries	1 50@1 90	Blueberries					Baronet Biscuit	1 00
	Standard	@ 50 00	Standard					Bremmer's Butter	
	Wicks		Standard					Wafers	1 00
	Clams		Gallon					Cameo Biscuit	1 50
	Little Neck, 1lb.	@ 1 00	Blackberries					Cheese Sandwich	1 00
	Little Neck, 2lb.	@ 1 50	Standard					Chocolate Wafers	1 00
			Blackberries					Cocoanut Dainties	1 00
			Standard					Dinner Biscuits	1 50
			Blackberries					Fluted Oyster	1 00
			Standard					Fig Newton	1 00
			Blackberries					Five O'clock Tea	1 00
			Standard					Protana	1 00
			Blackberries					Fruit Cake	1 00
			Standard					Ginger Snaps, N. B. C.	1 00
			Blackberries						

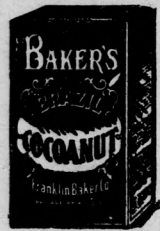
6	7	8	9	10	11
Graham Crackers, Red Label 1 00 Lemon Snaps 50 Oatmeal Crackers 1 00 Old Time Sugar Cook. 1 00 Oval Salt Biscuit 1 00 Oysterettes 50 Premium Sodas 1 00 Pretzettes, Hd. Md. 1 00 Royal Toast 1 00 Saltine Biscuit 1 00 Saratoga Flakes 1 50 Social Tea Biscuit 1 00 Sultana Fruit Biscuit 1 50 Soda Crackers N. B. C. 1 00 Soda Crackers Select 1 00 S. S. Butter Crackers 1 50 Unedda Biscuit 50 Unedda Jinjer Wayfer 1 00 Unedda Lunch Biscuit 50 Vanilla Wafers 1 00 Water Thin Biscuit 1 00 Zu Zu Ginger Snaps 50 Zwieback 1 00 Other Package Goods Barnum's Animals 50 Chocolate Tokens 2 50 American Beauty 2 50 Ginger Snaps 2 50 Butter Crackers, NBC 2 50 family package 2 50 Soda Crackers, NBC 2 50 family package 2 50 In Special Tin Packages. Per doz. Festino 2 50 Minaret Wafers 1 00 Nabisco, 25c 2 50 Nabisco, 10c 1 00 Champagne Wafer 2 50 Per tin in bulk 1 00 Sorbetto 1 75 Nabisco 1 50 Festino 1 50 Bent's Water Crackers 1 40 CREAM TARTAR Barrels or drums 33 Boxes 34 Square Cans 36 Fancy caddies 41 DRIED FRUITS Apples Evapor'd, Choice bulk 9 1/2 Evapor'd, Fancy pkg. 10 1/2 California 16@18 Citron Corsican 16 Currents Imp'd 1 lb. pkg. 9 1/2 Imported bulk 9 3/4 Peaches Muir's—Choice, 25 lb. b 12 1/2 Muir's—Fancy, 25 lb. b 13 1/2 Fancy, Peeled, 25 lb. b 13 Peel Lemon, American 12 1/2 Orange, American 12 1/2 Raisins Connosiar Cluster 1 lb. 17 Dessert Cluster, 1 lb. 21 Loose Muscatels 3 Cr 7 1/2 Loose Muscatels 4 Cr 8 L. M. Seeded 1 lb. 7 1/2@8 California Prunes 90-100 25lb. boxes... 7 80-90 25lb. boxes... 7 1/4 70-80 25lb. boxes... 7 1/2 60-70 25lb. boxes... 8 50-60 25lb. boxes... 8 1/2 40-50 25lb. boxes... 9 1/2 FARINACEOUS GOODS Beans Dried Lima 7 1/2 Med. Hand Picked 3 10 Brown Holland 3 25 Farina 25 lb. packages 1 50 Bulk, per 100 lbs. 4 00 Original Holland Rusk Packed 12 rolls to container 3 containers (36) rolls 2 85 6 containers (60) rolls 4 75 Hominy Pearl, 100 lb. sack 2 00 Maccaroni and Vermicelli Domestic, 10 lb. box 60 Imported, 25 lb. box 2 50 Pearl Barley Chester 5 00 Empire 5 25 Peas Green, Wisconsin, bu. 3 90 Green, Scotch, bu. 3 90 Split, lb. 5 Sago East India 6 German, sacks 6 German, broken pkg. Tapioa Flake, 100 lb. sacks 6 Pearl, 130 lb. sacks 6 Pearl, 36 pkgs. 2 25 Minute, 36 pkgs. 2 75 FISHING TACKLE 1/4 to 1 in. 6 1 1/4 to 2 in. 7 1 1/2 to 2 in. 9 2 in. 11 3 in. 15 4 in. 20	Cotton Lines No. 1, 10 feet 5 No. 2, 15 feet 7 No. 3, 15 feet 9 No. 4, 15 feet 10 No. 5, 15 feet 11 No. 6, 15 feet 12 No. 7, 15 feet 15 No. 8, 15 feet 18 No. 9, 15 feet 20 Linen Lines Small 20 Medium 26 Large 34 Poles Bamboo, 14 ft., per doz. 55 Bamboo, 16 ft., per doz. 60 Bamboo, 18 ft., per doz. 80 FLOUR AND FEED Winter Wheat. Grand Rapids Grain & Milling Co. Purity Patent 6 00 Seal of Minnesota 6 20 Sunburst 6 20 Wizard Flour 5 60 Wizard Graham 5 60 Wizard Gran. Meal 4 50 Wizard Buckwheat 6 80 Rye 5 40 Valley City Milling Co. Lily White 6 00 Light Loaf 5 40 Graham 2 50 Granana Health 2 60 Golden Meal 2 10 Bolited Meal 2 00 Voigt Milling Co. Graham 5 30 Voigt's Crescent 6 00 Voigt's Flourloft 6 00 Voigt's Hygienic 5 30 Voigt's Royal 6 40 Watson-Higgins Milling Co. Perfection Flour 6 00 Tip Top Flour 5 40 Golden Sheaf Flour 5 00 Marshall's Best Flour 5 90 Worden Grocer Co. Quaker, paper 5 70 Quaker, cloth 5 80 Spring Wheat. Roy Baker Golden Horn, bakers 5 80 Golden Horn, family 5 80 Wisconsin Rye 5 00 Judson Grocer Co. Ceresota, 1/2s 7 00 Ceresota, 3/4s 6 90 Ceresota, 1/2s 6 80 Lemon & Wheeler Wingold, 1/2s 6 80 Wingold, 3/4s 6 70 Wingold, 1/2s 6 60 Worden Grocer Co. Laurel, 1/2s cloth 6 70 Laurel, 3/4s cloth 6 60 Laurel, 1/2s & 3/4s paper 6 50 Laurel, 1/2s cloth 6 50 Wykes & Co. Sleepy Eye, 1/2s cloth 6 60 Sleepy Eye, 3/4s cloth 6 50 Sleepy Eye, 1/2s cloth 6 40 Sleepy Eye, 3/4s paper 6 40 Sleepy Eye, 1/2s paper 6 40 Meal Bolited 4 40 Golden Granulated 4 60 Wheat Red 1 10 White 1 08 Oats Michigan carlots 58 Less than carlots 62 Corn Carlots 82 Less than carlots 86 Hay Carlots 24 00 Less than carlots 26 00 Feed. Street Car Feed 33 No. 1 Corn & Oat Feed 33 Cracked corn 32 Coarse corn meal 32 FRUIT JARS. Mason, pts. per gro. 4 50 Mason, qts. per gro. 4 85 Mason, 1/2 gal. per gro. 7 10 Mason, can tops, gro. 1 40 GELATINE Cox's, 1 doz. large 1 75 Cox's, 1 doz. small 1 00 Knox's Sparkling, doz. 1 25 Knox's Sparkling, gr. 1 40 Nelson's 1 50 Knox's Acidu'd. doz. 1 25 Oxford 75 Plymouth Rock, Phos. 1 25 Plymouth Rock, Plain 90 GRAIN BAGS Broad Gauge 18 Amoskeag 19	HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HIDES AND PELTS Hides Green, No. 1 10 1/2 Green, No. 2 9 1/2 Cured, No. 1 12 Cured, No. 2 11 Calfskin, green, No. 1 13 1/2 Calfskin, green, No. 2 11 1/2 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2 Pelts Old Wool @ 30 Lambs 10@25 Shearlings 10@25 Tallow No. 1 @ 5 No. 2 @ 4 Wool Unwashed, med. @ 20 Unwashed, fine @ 15 HORSE RADISH Per doz. 90 JELLY 5lb. pails, per doz. 2 40 15lb. pails, per pail 60 30lb. pails, per pail 1 05 JELLY GLASSES 1/4 pt. in bbls, per doz. 15 1/2 pt. in bbls, per doz. 16 8 oz. capped in bbls, per doz. 18 MAPLEINE 2 oz. bottles, per doz. 3 00 MINCE MEAT Per case 2 85 MOLASSES New Orleans Fancy Open Kettle 42 Choice 35 Good 22 Fair 20 Half barrels 2c extra MUSTARD 1/4 lb. 6 lb. box 16 OLIVES Bulk, 1 gal. kegs 1 05@1 15 Bulk, 2 gal. kegs 90@1 05 Bulk, 5 gal. kegs 90@1 00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 35 Stuffed, 1 doz. 2 25 Pitted (not stuffed) 2 25 14 oz. 2 25 Manzanilla, 8 oz. 1 35 Lunch, 16 oz. 1 35 Queen, Mammoth, 19 Queen, Mammoth, 28 oz. 5 25 Olive Chow, 2 doz. cs, per doz. 2 25 PICKLES Medium Barrels, 1,200 count 6 75 Half bbls., 600 count 4 00 5 gallon kegs 1 90 Small Barrels 8 25 Half barrels 4 65 5 gallon kegs 2 25 Gherkins Barrels 14 50 Half barrels 8 00 5 gallon kegs 3 25 Sweet Small Barrels 14 50 Half barrels 8 00 5 gallon kegs 3 25 PIPES Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 PLAYING CARDS No. 90, Steamboat 75 No. 15, Rival, assorted 1 25 No. 20, Rover, enam'd 1 50 No. 572, Special 1 75 No. 98 Golf, satin fin. 2 00 No. 808, Bicycle 2 00 No. 632, Tourn't whist 2 25 POTASH Babbitt's 4 00 PROVISIONS Barreled Pork Clear Back 20 00@21 00 Short Cut Clear 18 50@19 00 Bean 18 00 Brisket, Clear 23 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 13 Lard Pure in tierces 11 @11 1/2 Compound Lard 9 1/2@10 80 lb. tubs advance 1/4 60 lb. tubs advance 1/4 50 lb. tubs advance 1/4 20 lb. pails advance 3/4 10 lb. pails advance 1 5 lb. pails advance 1 8 lb. pails advance 1	Smoked Meats Hams, 12 lb. av. 15 @15 1/2 Hams, 14 lb. av. 14 @14 1/2 Hams, 16 lb. av. 14 1/2 @14 1/2 Hams, 18 lb. av. 14 1/2 @14 1/2 Skinned Hams @15 1/2 Ham, dried beef sets 20 @20 1/2 California Hams 10 1/2@10 1/2 Picnic Boiled Hams 15 Boiled Hams 23 @23 1/2 Minced Ham 11 Bacon 13 1/2@14 Sausages Bologna 8 Liver 7 1/2@8 Frankfort 9 @9 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Beef Boneless 14 00 Rump, new 15 00 Pig's Feet 1/4 bbls. 95 3/4 bbls., 40 lbs. 1 90 1/2 bbls. 3 75 1 bbl. 8 00 Tripe Kits, 15 lbs. 90 1/4 bbls., 40 lbs. 1 60 3/4 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 35 Beef, rounds, set 16 Beef, middles, set 60 Sheep, per bundle 80 Uncolored Butterine Solid Dairy 12 @16 Country Rolls 12 1/2@18 Canned Meats Corned beef, 2 lb. 3 50 Corned beef, 1 lb. 1 85 Roast beef, 2 lb. 3 50 Roast beef, 1 lb. 1 85 Potted Ham, 1/2s 90 Potted Ham, 1/4s 45 Deviled Ham, 1/2s 45 Deviled Ham, 1/4s 45 Potted Tongue, 1/2s 45 Potted Tongue, 1/4s 45 RICE Fancy 6 @6 1/2 Japan Style 5 @5 1/2 Broken 3 1/2@4 1/4 ROLLED OATS Rolled Avena, bbls. 6 10 Steel Cut, 100 lb. sks. 2 90 Monarch, bbls. 5 75 Monarch, 90 lb. sacks 2 70 Quaker, 18 Regular 1 45 Quaker, 20 Family 4 10 SALAD DRESSING Columbia, 1/2 pt. 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. 3 00 Arm and Hammer 3 00 Wyandotte, 100 1/2s. 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. 1 25 SALT Common Grades 2 40 60 lb. sacks 2 25 28 1/2 lb. sacks 2 10 28 lb. sacks 40 28 lb. sacks 20 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, Fine 95 Medium, Fine 1 00 SALT FISH Cod Large, whole @ 8 Small, whole @ 7 1/2 Strips or bricks 7 1/2@10 1/2 Pollock @ 4 1/2 Halibut Strips 15 Chunks 16 Holland Herring Y. M. wh. hoops, bbls. 11 50 Y. M. wh. hoop, 1/2 bbl. 6 00 Y. M. wh. hoop, kegs 65 Y. M. wh. hoop Milchers 72 Queen, bbls. 10 00 Queen, 1/2 bbls. 5 25 Queen, kegs 60 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 16 50 Mess, 40 lbs. 7 00 Mess, 10 lbs. 1 85 Mess, 8 lbs. 1 50 No. 1, 100 lbs. 10 00 No. 1, 40 lbs. 6 60 No. 1, 10 lbs. 1 25	Whitefish 100 lbs. 9 75 50 lbs. 5 25 10 lbs. 1 12 3 lbs. 92 100 lbs. 4 65 40 lbs. 2 10 10 lbs. 75 8 lbs. 65 SEEDS Anise 14 Canary, Smyrna 5 Caraway 10 Cardomom, Malabar 90 Celery 32 Hemp, Russian 5 Mixed Bird 5 Mustard, white 8 Poppy 16 Rape 3 1/2 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rapple in jars 43 SODA Boxes 5 1/2 Kegs, English 4 1/4 SPICES Whole Spices Allspice, Jamaica 9 Allspice, large Garden 11 Cloves, Zanzibar 17 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochinchina 14 1/2 Mace, Penang 70 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-30 20 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 45 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 24 Cassia, Canton 12 Ginger, African 18 Mace, Penang 75 Nutmegs, 75-30 35 Pepper, Black 16 Pepper, White 30 Pepper, Cayenne 24 Paprika, Hungarian 45 STARCH Corn Kingsford, 40 lbs. 7 1/4 Muzzy, 20 lb. pkgs. 5 1/4 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/4 Silver Gloss, 16 lbs. 6 1/2 Silver Gloss, 12 lbs. 8 1/4 Muzzy 48 lb. packages 5 16 3lb. packages 4 1/2 12 lb. packages 6 50lb. boxes 3 1/2 SYRUPS Corn Barrels 28 Half barrels 31 Blue Karo, No. 2 1 68 Blue Karo, No. 2 1/2 2 08 Blue Karo, No. 5 1 97 Blue Karo, No. 10 1 88 Red Karo, No. 2 1 89 Red Karo, No. 2 1/2 2 29 Red Karo, No. 5 2 23 Red Karo, No. 10 2 14 Pure Cane Fair 16 Good 20 Choice 25 TABLE SAUCES Halford, large 3 75 Halford, small 2 25 TEA Japan Sundried, medium 24@26 Sundried, choice 30@33 Sundried, fancy 36@40 Basket-fired medium 30 Basket-fired, choice 35@37 Basket-fired, fancy 40@43 Nibs 30@32 Siftings 10@12 Fannings 14@15 Gunpowder Moyne, medium 35 Moyne, choice 33 Moyne, fancy 50@60 Pingsuey, medium 33 Pingsuey, choice 35 Pingsuey, fancy 50@55 Young Hyson Choice 30 Fancy 40@50 Oolong Formosa, Fancy 50@60 Formosa, medium 35 Formosa, choice 28 English Breakfast Medium 25 Choice 30@35 Fancy 40@60 India Ceylon, choice 30@35 Fancy 45@50 Scrap All Red, 5c 5 76 Am. Union Scrap 5 40 Bag Pipe, 5c 5 18 Cutlase, 2 1/2 oz. 28 Globe Scrap, 2 oz. 30 Happy Thought, 2 oz. 30 Honey Comb scrap, 5c 1 55 Honest Scrap, 5c 1 55 Mail Pouch, 4 doz. 5c 2 00 Old Souches, 5c 5 76 Old Times, 1/2 gro. 5 50 Polar Bear, 5c, 1/2 gro. 5 76 Red Band, 5c 1/2 gro. 5 76 Red Man Scrap 5c 1 48 Scrap, 5c pkgs. 48 Sure Shot, 5c, 1/2 gro. 5 76 Yankee Girl Scrp 2 oz 5 76 Pan Handle Scrp 1/4 gr 5 76 Peachy Scrap, 5c 1 90 Union Workman, 2 1/4 6 00 Smoking All Leaf, 2 1/2 & 7 oz. 80 BB, 3 1/2 oz. 6 08 BB, 7 oz. 12 00 BB, 14 oz. 24 00 Bagdad, 10c tins 11 52 Badger, 3 oz. 5 04 Badger, 7 oz. 11	

Special Price Current

12	13	14
Banner, 5c 5 96 Banner, 8 oz. 1 60 Banner, 16 oz. 3 20 Belwood Mixture, 10c 94 Big Chief, 2 1/2 oz. ... 6 00 Big Chief 16 oz. 30 Bull Durham, 5c 5 90 Bull Durham, 10c 10 80 Bull Durham, 15c 18 48 Bull Durham, 8 oz. 60 Bull Durham, 16 oz. ... 6 76 Buck Horn, 10c 11 50 Buck Pipe, 5c 5 76 Buck Pipe, 10c 12 00 Black Swan, 5c 5 76 Black Swan, 14 oz. ... 3 50 Bob White, 5c 5 65 Brotherhood, 5c 5 95 Brotherhood, 10c 11 00 Brotherhood, 16 oz. ... 39 Carnival, 5c 5 70 Carnival, 3 1/2 oz. 39 Carnival, 16 oz. 40 Cigar Clip Johnson Cigar Clip, Seymour Identity, 8 & 16 oz. ... 30 Darby Cigar Cuttings 4 50 Continental Cubes, 10c 90 Corn Cake, 14 oz. 2 55 Corn Cake, 7 oz. 1 45 Corn Cake, 5c 5 76 Cream, 50c pails 4 60 Cuban Star, 5c foil ... 5 76 Cuban Star, 16 oz pails 3 72 Chips, 10c 10 20 Dills Best, 1 1/2 oz. 79 Dills Best, 3 1/2 oz. 77 Dills Best, 16 oz. 73 Dixie Kid, 1 1/2 foil ... 39 Duke's Mix, 5c 5 76 Duke's Mix, 10c 11 52 Drummond, 5c 5 75 F F A, 3 oz. 4 95 F F A, 7 oz. 11 50 Fashion, 5c 6 00 Fashion, 16 oz. 43 Five Bros., 5c 5 60 Five Bros., 10c 10 70 Five cent cut Plug ... 29 F O B 10c 11 50 Four Roses, 10c 96 Full Dress, 1 1/2 oz. ... 72 Glad Hand, 5c 1 44 Gold Block, 1 1/2 oz. ... 39 Gold Block, 10c 11 88 Gold Star, 16 oz. 38 Gail & Ax Navy, 5c ... 5 95 Growler, 10c 2 70 Growler, 20c 2 63 Giant, 5c 1 55 Giant, 16 oz. 33 Hand Made, 2 1/2 oz. ... 50 Hazel Nut, 5c 5 76 Honey Dew, 1 1/2 oz. ... 40 Honey Dew, 10c 11 88 Hunting, 1 1/2 & 3 1/2 oz. 38 I X L, 5c 6 10 I X L, in pails 32 Just Suits, 5c 6 00 Just Suits, 10c 11 88 Kiln Dried, 25c 2 45 King Bird, 7 oz. 25 20 King Bird, 3 oz. 11 00 King Bird, 1 1/2 oz. ... 70 La Turke, 5c 5 76 Little Giant, 1 lb. 28 Lucky Strike, 1 1/2 oz. 94 Lucky Strike, 1 1/2 oz. 96 Le Redo, 3 oz. 10 80 Le Redo, 8 & 16 oz. ... 38 Myrtle Navy, 10c 11 80 Myrtle Navy, 5c 5 94 Maryland Club, 5c ... 50 Mayflower, 5c 5 76 Mayflower, 10c 96 Mayflower, 20c 1 92 Nigger Hair, 5c 5 94 Nigger Hair, 10c 1 54 Nigger Head, 5c 96 Nigger Head, 10c 94 Nigger Hour, 5c 1 44 Old Colony, 1-12 gro. 11 52 Old Mill, 5c 5 76 Old English Curve 1 1/2 oz 96 Old Crop, 5c 5 76 Old Crop, 25c 20 P. S., 8 oz., 30 lb. cs. 19 P. S., 3 oz. per gro. 5 70 Pat Hand, 1 oz. 63 Patterson Seal, 1 1/2 oz. 48 Patterson Seal, 3 oz. ... 96 Patterson Seal, 16 oz. 5 00 Peerless, 5c 5 70 Peerless, 10c 1 92 Peerless, 3 oz. 1 20 Peerless, 7 oz. 23 76 Peerless, 14 oz. 47 52 Plaza, 2 gro. cs. 5 76 Plow Boy, 5c 5 76 Plow Boy, 10c 11 00 Plow Boy, 14 oz. 4 50 Pedro, 10c 11 80 Pride of Virginia, 1 1/2 77 Pilot 5c 5 76 Pilot, 7 oz. doz. 1 05 Pilot, 14 oz. doz. 2 10 Prince Albert, 10c ... 96 Prince Albert, 8 oz. ... 4 92 Prince Albert, 16 oz. ... 8 40 Queen Quality, 5c 48 Rob Roy, 5c foil 5 90 Rob Roy, 10c gross 10 20 Rob Roy, 25c doz. 2 10	Rob Roy, 50c, doz. 4 12 S. & M., 5c, gross 5 76 S. & M., 14 oz. doz. ... 3 20 Soldier Boy, 5c gross 5 95 Soldier Boy, 10c 10 56 Soldier Boy, 1 lb. 4 80 Sweet Caporal, 1 oz. ... 60 Sweet Lotus, 5c 6 00 Sweet Lotus, 10c 12 00 Sweet Lotus, per doz. 4 85 Sweet Rose, 2 1/2 oz. ... 30 Sweet Tip Top, 5c 2 00 Sweet Tip Top, 3 1/2 oz. 38 Sweet Tips, 1/2 gro 10 08 Sun Cured, 10c 11 75 Summer Time, 5c 5 76 Summer Time, 14 oz. ... 1 65 Summer Time, 14 oz. ... 3 50 Standard, 2 oz. 5 90 Standard, 3 1/2 oz. 25 Standard, 7 oz. 1 68 Seal N. C., 1 1/2 cut plug 70 Seal N. C., 1 1/2 Gran 63 Three Feathers, 1 oz. ... 62 Three Feathers, 10c 10 20 Three Feathers and Pipe combination ... 2 25 Tom & Jerry, 14 oz. ... 3 60 Tom & Jerry, 7 oz. 1 80 Tom & Jerry, 3 oz. 8 75 Trout Line, 5c 5 95 Trout Line, 10c 10 00 Turkish, Patrol, 2-9 5 76 Tuxedo, 1 oz. bags ... 48 Tuxedo, 2 oz. tins 96 Tuxedo, 4 oz. cart 64 Tuxedo, 16 oz tins 64 Twin Oaks, 10c 94 Union Leader, 50c ... 5 06 Union Leader, 25c ... 2 55 Union Leader, 10c ... 11 60 Union Leader, 5c 5 95 Union Workman, 1 1/2 5 76 Uncle Sam, 10c 10 80 Uncle Sam, 8 oz. 2 20 U. S. Marine, 5c 6 00 Van Bibber, 2 oz. tin ... 44 Velvet, 5c pouch 1 88 Velvet, 10c tin 1 92 Velvet, 8 oz tin 3 84 Velvet, 16 oz. can. ... 7 68 Velvet, combination cs 5 75 War Path, 5c 5 95 War Path, 8 oz. 1 60 Wave Line, 3 oz. 40 Wave Line, 16 oz. 40 Way up, 2 1/2 oz. 5 75 Way up, 16 oz. pails ... 31 Wild Fruit, 5c 5 76 Wild Fruit, 10c 11 52 Yum Yum, 5c 6 00 Yum Yum, 10c 11 52 Yum Yum, 1lb., doz. 4 80	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 40 Toothpicks Birch, 100 packages ... 2 00 Ideal 85 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 8 00 18-in. Cable, No. 2 7 00 16-in. Cable, No. 3 6 00 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 3 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 00 17 in. Butter 3 75 19 in. Butter 6 00 Assorted, 13-15-17-19 4 25 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 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 AXLE GREASE  1 lb. boxes, per gross 9 00 3 lb. boxes, per gross 24 00 BAKING POWDER Royal 10c size .. 90 1/4 lb. cans 1 35 5 oz. cans 1 90 1/2 lb. cans 2 50 3/4 lb. cans 3 75 1 lb. cans 4 80 1 1/2 lb. cans 13 00 1 lb. cans 21 50 CIGARS Johnson Cigar Co.'s Brand 4 1/2 inch, 5 gross 50 Cartons, 20 2 1/2 doz. bxs. 55 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1, complete 40 No. 2, complete 28 Case No. 2, fillers, 15 sets 1 35 Case, medium, 12 sets 1 15 Faucets Cork lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90

15

Worden Grocer Co. Brand
Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritano 35
Panatillas, Flinas 35
Panatillas, Bock 35
Jockey Club 35

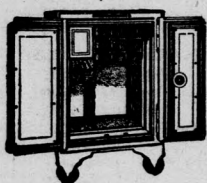
COCOANUT
Baker's Brazil Shredded

10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 38 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.

16

Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Sy-
mons Bros. & Co., Saginaw;
Warner, Jackson; God-
mark, Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.

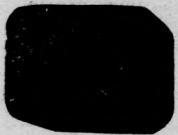
SAFES

Full line of fire and bur-
glar proof safes kept in
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
Gowans & Sons Brand.

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

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

17

Big Master, 100 blocks 4 00
German Mottled 3 50
German Mottled, 5 bxs 3 50
German Mottled, 10 bx 3 45
German Mottled, 25 bx 3 40
Marselles, 100 cakes .. 6 00
Marselles, 150 cks 5c 4 00
Marselles, 100 ck toll 4 00
Marselles, 1/2bx toilet 2 10
Proctor & Gamble Co.
Lenox 3 00
Ivory, 6 oz. 4 00
Ivory, 10 oz. 6 75
Star 3 85
Tradesman Co.'s Brand

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

A. B. Wrisley
Good Cheer 4 00
Old Country 3 40

Soap Powders
Snow Boy, 24s family
size 3 75
Snow Boy, 60 5c 2 40
Gold Dust, 24 large 4 50
Gold Dust, 100-5c 4 00
Kirkoline, 24 4lb. 3 80
Pearline 3 75
Soapine 4 00
Babbitt's 1776 3 75
Roseine 3 59
Armour's 3 70
Wisdom 3 80

Soap Compounds
Johnson's Fine 5 10
Johnson's XXX 4 25
Rub-No-More 3 85
Nine O'clock 3 30

Scouring
Enoch Morgan's Sons
Sapolio, gross lots 9 50
Sapolio, half gro. lots 4 85
Sapolio, single boxes 2 40
Sapolio, hand 2 40
Scourine Manufacturing Co
Scourine, 50 cakes 1 80
Scourine, 100 cakes ... 3 50

Good Things to Eat


Mr. Pickle of Michigan

Jams Jellies Preserves Mustards
Fruit Butters Vinegars Catsup
Table Sauces Pork and Beans
Pickles—OF COURSE
HIGH GRADE FOOD PRODUCTS
Made "Williams Way"

THE WILLIAMS BROS. CO. of Detroit
(Williams Square)
Pick the Pickle from Michigan

Four Kinds of Coupon Books

are manufactured by us and all sold on the same
basis, irrespective of size, shape or denomination.
Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

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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.

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For Rent—One-half of newly opened large shoe store. Best location, most progressive city in Western New York. Especially adapted for hats and furnishings. Rental fifty dollars. Address Box 811, Niagara Falls, N. Y. 221

For Sale—Only hotel in village 2,000. House, lot, furniture and stock or will rent or lease house and sell stock and furniture. Good summer business. Alex. Y. Sharp, Elk Rapids, Michigan. 219

To Exchange—Farm of 120 acres in Michigan fruit belt, for any kind of merchandise or drugs. 60 acres cleared, all in crops, fenced, house, barn, water. A. D. Loomis, Cross Village, Mich. 218

For Sale—Bakery and restaurant in Carson City, Mich. A bargain if sold at once. Good reasons for selling. Address No. 217, care Michigan Tradesman. 217

For Sale Cheap—Tea caddies, coffee bins, ice chest, refrigerator and other fixtures suitable for tea or grocery store, at 521 S. Division St. B. S. Harris, Phone 32824, Grand Rapids, Mich. 216

Klar's Good Health Flour relieves constipation and stomach trouble. Agent wanted in every city. A. B. Klar, Food Specialist, Canal Dover, Ohio. 215

Government positions are easy to get. My free booklet X1105 tells how. Write today—Now. Earl Hopkins, Washington, D. C. 214

For Sale—Shoe stock and 5 and 10 cent stock in same room; will invoice about \$4,000, including fixtures. Clean stock. Good business. Low rent. Address J. W. Schaefer, Beardstown, Ill. 213

For Sale—First-class millinery and variety stock in good town. Reason for selling, owner has other business. Address No. 212, care Tradesman. 212

For Sale or Exchange—Shoe stock and building, country town. Address No. 211, care Michigan Tradesman. 211

Would like a line of goods to sell in connection with refrigerators in the city of Buffalo and Western New York. Address B. R., Post Office 724, Buffalo, N. Y. 209

For Sale—By a manufacturer who has gone into another line of business, 500 triple extension clothing cabinet carriers. Will be sold in lots to suit purchaser. These carriers are made of the very best material, but will be sold at cost. Wessberg Manufacturing Co., Saginaw, Michigan. 210

For Sale—A well equipped sand lime brick plant on reasonable terms. Capacity 25,000 brick per day. Address Holland City State Bank, Holland, Michigan. 208

A fine opportunity for a good department, furniture, dry goods or clothing store in Topeka, Kansas, a city of 50,000 population. I offer for lease my modern fireproof store building, just finished, consisting of four floors and basement, 45x150 feet. Well located in the business center. Address J. C. Gordon, Owner. 207

Have good home in Colorado to exchange for stock of merchandise. Please give full information in first letter. Address Lock Box L, Seibert, Colo. 199

Butter and cheese manufacturing machinery and building for sale Box 39, Webberville, Mich. 196

For Sale—Old established, exclusive cloak, suit and ladies' furnishing goods store. Best home in Southern Oregon, 6,000 population. Good location, low lease, clean stock, best reason for selling. Address R. A. Minkler, Ashland, Ore. 194

For Sale—Store building in good inland town, with good prospects of new railroad. Will trade for small farm. Write for details. S. R. Hunt, Traverse City, Mich. 193

Can command \$3,000 cash which I want to invest in a general store carrying dry goods, shoes, groceries, etc. City must be over 5,000 people 1910 census and growing. Last ten years have been general manager of department store, selling quarter of million. State amount of stock, size of room, rent, last year's sales, location of building, reason for selling and terms. P. O. Box 402, Linton, Ind. 192

Wanted—A good clean stock of general goods in some small town. Full particulars in first letter. Address Geo. A. Leonard, Belding, Mich. 191

For Sale—Best racket store in Southwestern Michigan. Will invoice about \$10,000. Best location in city. Doing good business. Do not reply unless you mean business and do not expect to get it at bankrupt price. Address X, care Michigan Tradesman. 201

Bargains in soda fountain and metal goods. Andrews new wire chairs, \$1.18, 30 inch tables, \$2.85, 24 inch tables, \$2.65, 24 inch stools, \$1, 26 inch stools, \$1.10. Michigan Store & Office Fixtures Co., 929-931 Ottawa Ave., Grand Rapids, Mich. 154

For Sale—One of the finest equipped grocery and meat markets in a city of 12,000 inhabitants, located in Central Michigan in an excellent farming community. Good location and a good trade. A bargain if sold at once. Good reasons for selling. Address X, care Tradesman. 131

Popcorn Crispettes—Stop here. Write me a letter for the story of my success with popcorn crispettes. It's a great reading. The great big pictures illustrating my story are interesting. No matter what you are planning or what advertisements you've answered, get my story anyhow. Unless you can make better than \$500 a month, you'll be mighty glad you sent for it. H. W. Eakins made \$1,500 first month in Louisiana on my proposition. The crispette business is a great thing—a wonderful money-maker. Now is the best time to start. I tell you how—show you how to get in right. Write me now—just a line. You'll never regret it. Address me personally. W. Z. Long, 67 High St., Springfield, Ohio. 138

Auctioneers—We have been closing out merchandise stocks for years all over this country. If you wish to reduce or close out, write for a date to men who know how. Address Ferry & Caukin, 440 South Dearborn St., Chicago, Ill. 134

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

Creamery For Sale—Located in good farming country, 20 miles from any other creamery. Equipped with latest machinery and in good condition. Address Belt Valley Creamery, Belt, Mont. 41

Safes Opened—W. L. Slocum, safe expert and locksmith. 66 Ottawa street, Grand Rapids, Mich. 104

For Sale—At invoice, \$1,200 stock of hardware and groceries in country on railroad. Doing fine business. Wish to sell at once. Address No. 172, care Tradesman. 172

For Sale—Larch and Catalpa timber, 15 or 20 acres. One foot in diameter and smaller. B. H. Durham, Onarga, Ill. 181

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

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

For Sale—One of the freshest stocks of groceries in Michigan and located in the best town in the State. For further particulars address Lock Box 2043, Nashville, Mich. 976

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

HELP WANTED.

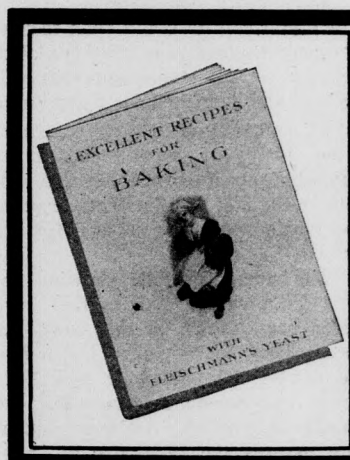
Wanted—Manager retail dry goods department. One with general dry goods experience, who is in his prime and speaks Swedish; salary about \$100 per month. Apply at once, Interstate Company, P. O. Box 301, Denver. 206

Wanted—Registered pharmacist, must furnish recommends Address No. 195, care Tradesman 195

Wanted—Experienced dry goods traveling salesman, with established trade in Michigan. W. H. Schoenau & Co., Buffalo, N. Y. 197

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required Address Store, care Tradesman 242

Want ads. continued on next page.



INCREASE your sales by requesting your customers to write for one of these books. They are absolutely free.

THE FLEISCHMANN CO.
427 Plum Street,
CINCINNATI, OHIO.

IF A CUSTOMER

asks for

HAND SAPOLIO

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

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain. Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

ADVERTISING ADVANTAGES.

How General Merchants Can Keep Up Steam.

Shall the retailer advertise during June, July and August?

This is a question which is frequently asked and answered both in the negative and in the affirmative.

Many merchants argue in this wise: June is a quiet month anyway, so I do not need to advertise, and July and August are always dull, so it would not do me any good if I did advertise."

Let us see how this reasoning works out. What is advertising for? It is to create business and to add prestige to the store doing it. If you do no advertising, because business is good now, what assurance have you for the future? You remember the story of the grasshopper who would not work because it was summer. But when winter came he wished he had prepared for it. So with the merchant who does not advertise because he has plenty of business now.

Advertising is business insurance. It not only helps present sales but has an accumulative force that pays dividends next year and the year after.

Generally speaking, it is not wise to discontinue advertising altogether for long at a time. Especially does this seem poor policy at this time of year. Many of your competitors are dropping out of sight and if you continue your advertising you loom all the larger on account of their absence.

If you follow along the same course which you have pursued in your advertising during the early part of the year, however, it is probable you will feel that results have not been commensurate with the money and effort expended.

Why? Simply because summer advertising is a law unto itself. It must be handled differently, that is to say, it must be timely. Timeliness is a big factor in making retail advertising resultful.

And what do I mean by timeliness? Here is a concrete illustration that tells more than a page of explanation:

During an oppressively hot spell in Chicago, a hat store placed in its windows large green placards lettered in white to look like frost, with the following announcement: "It is Ice Cold Inside This Store."

This suggestion had a magnetic effect on the passing crowd to whom any place recommended as "ice cold" looked good. The idea of making a purchase in the atmosphere of a refrigerator was strongly appealing. As a result that store was crowded while its competitors along the same street did little and complained that "it was too hot for business to be good."

When we consider that so slight an advertising effort—the total cost of the two signs used was not over a dollar—can produce such results, can anyone maintain that summer advertising does not pay?

It certainly does pay, but you must hit upon just such clever ideas as

this for they make all the difference in the world between success and failure. There are plenty of ways to put this distinctive "summer touch" into your advertising—scores of articles that can be profitably exploited now. In considering what to do and say at this time, it will help you if you keep in mind the axiom that advertising is news.

June weddings and school commencements furnish an advertising opportunity that should not be overlooked. A letter—or several letters if you care to go to that extent—should be sent out covering these occurrences which you should bear in mind are important ones for those participating.

A model letter for the purpose was the following used by a Mid-Western merchant:

"Dear Sir (or Madam):

"Many of your young friends and acquaintances—possibly some of your immediate family—will finish school soon.

"Others are taking life partners.

"These are memorable events which you will no doubt wish to celebrate by sending some testimonial of love or esteem—some gift that will be kept and cherished for many years.

"Of course you will give something worthy of yourself and of the one who gets it—something that will look well, last long without costing too much, and show up well for the price.

"We have a splendid showing of gift things—many articles that have never been shown in this town before. They merit your inspection. No matter how much or how little you want to spend, we can make your money go farther. And our reputation assures the reliability of anything purchased here.

"In justice to yourself, your pocketbook and the recipient of your gift, do not make any selections without seeing the many good things here."

Another dealer wrote his trade as follows:

"Dear Sir (or Madam):

"If you want to give practical, beautiful and Guaranteed gifts,

"If you want to make your gift money go as far as possible,

"If you want to shop where courtesy and comfort are paramount,

"Purchase your wedding, graduation and other gifts here.

"We have a complete stock of merchandise, suitable for gift purposes—the practical and the beautiful—the useful and the ornamental combined at a moderate price.

"Come in to-day and see what a small amount will do in the way of securing a desirable gift—one that you will be proud to give and the recipient delighted to receive.

"Yours to serve,

"John Brown."

During the season of weddings, graduations and confirmations an anniversary might be celebrated with a gift sale. One store did this and advertised it by taking a double page spread in local newspapers. Mention was made of some of the well-known nationally advertised brands carried

by the store. On account of this representation in the advertisement the manufacturers were asked to contribute a small sum toward the cost of the advertising. This, most of them were very willing to do in view of the retailer's large volume of business with them. In this way the retailer was able to take much larger space than he otherwise would have done. The manufacturers were repaid by a larger demand for their goods in that town.

Spring remodeling, rebuilding and redecoration should furnish a theme on which to build some effective advertising. "Save Money on Summer Wearables by Getting Them at Our Re-Building Sale"—such a headline followed by details of the rebuilding would entice bargain seekers. But be sure your bargains are all you represent them to be. Disappointed shoppers make poor boosters.

Summer bric-a-brac and furnishings for camps, summer homes and articles of out-of-door life should receive advertising attention from now on. Vacation wants should also be emphasized. This idea of advertising to the vacationist, which is becoming such a feature of department store advertising in the large cities, could very profitably be reversed by the dealer in small towns where city people come for the summer. Let the country dealer call the attention of city visitors to the fact that he can supply the things they may have forgotten to provide in the haste of leaving home.

Summer clearing sales can be made to pay and are becoming more and more a matter of regular occurrence with live stores even in the very small towns. They form an interesting phase of summer advertising, but require more detailed treatment than the scope of this article allows.

Irwin Spear.

Trade Promoters To Tour in Automobiles.

Detroit, June 18—An automobile trade promotion excursion will leave Detroit next Tuesday at 7 a. m., on a two-day tour, covering twenty-five towns. From the acceptances so far received it is estimated that twenty automobiles, carrying over fifty trade missionaries, will make the tour.

The first day the towns to be covered are Flat Rock, by way of Trenton, from there to Carleton, Milan, Azalia, Dundee, Britton, Ridgeway, Tecumseh, Clinton, Manchester, Napoleon, Brooklyn, arriving in Jackson in time for dinner. Accommodations have been arranged for at the Otsego Hotel.

Wednesday the party will leave Jackson at 7:30 a. m., making Leslie, Mason, Okemos, Williamston, Weberville, Fowlerville, Howell, Brighton, South Lyon, New Hudson, Novi and Detroit. They will arrive in Detroit Wednesday evening. The schedule will be slow, about fifteen miles an hour.

This tour, as far as is known, is unique in trade promotion trips, being the first trade crusade connected

with motor cars. A. Laurence Smith is chairman of the Committee in charge of the trip.

Manufacturing Matters.

Muskegon—The Triplex Manufacturing Co. has engaged in business to manufacture and sell triplex mop and other hardware specialties, with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$2,500 paid in cash.

Detroit—The Lindke Shoe Co. has merged its business into a stock company under the style of the Lindke Shoe Co., with an authorized capital stock of \$60,000 common and \$40,000 preferred, of which \$75,000 has been subscribed and paid in in property.

Zeeland—M. Hirdes, proprietor of the Zeeland Rusk Co., has sold his other baked goods stock to Jacob Oudermeulen, wholesale baker of Holland, who will continue the business. Mr. Hirdes will devote his entire attention to manufacturing the Zeeland rusk.

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

Buffalo, June 19—Creamery butter, 25@26½¢; dairy, 20@24¢; poor to good, all kinds, 18@22¢.

Cheese—Fancy, 14½@15¢; choice, 13½@14¢; poor to good, 8@12¢.

Eggs—Choice fresh, 20¢; candled, 20@22½¢.

Poultry (live)—Turkeys, 12@14¢; cox, 10¢; fowls, 14@15¢; chicks, 30@35¢; ducks, 13@15¢; geese, 10¢.

Beans—Red kidney, \$2.75; white kidney, \$3@3.10; medium, \$3.10@3.15; marrow, \$3.25; pea, \$3.10@3.15.

Potatoes—New, \$3.50@4.00 per bbl. Rea & Witzig.

BUSINESS CHANCES.

For Sale—Up-to-date cash general store in country village; paying investment; live stock. Address Box 530, Walton, N. Y. 230

For Sale—A good clean stock of variety goods, invoicing about \$2,500. Located in southern part of state. Population 6,000. Shops employing about 1800 men. A live town. Good reasons for selling. Address S. care Michigan Tradesman. 222

Be Independent. Start a mail order business in your own home; we tell you how and furnish everything needed at wholesale. An honorable and profitable business for man or woman. Particulars free. Many make \$3,000 a year. Address Murphy Mfg. Co., South Norwalk, Conn. Dept. S. 223

For Rent—20x80 store room, excellent location and opening for dry goods. Fine city of 3,000. Only two stores now. W. H. Bradshaw, Delphi, Ind. 228

For Sale—Stock of dry goods and groceries, well balanced, \$2,500. Good reasons for selling. Must go West. Modern town, 1,200 population. Beautiful lakes. Healthiest location in the State. Fine farming and fruit lands. Northern part of Southern Peninsula. Fine prospects for this town. Address No. 227, care Michigan Tradesman. 227

Young Men and Women—High grade proposition, whole or spare time. Something different and worth while. Constant demand. Exclusive territory. Big duplicate orders the year round. Send 2c stamp full particulars. Lock Box 276—R. Camden, N. Y. 226

Mr. Merchant—Loaded with spring goods? Want cash for old stock? "Nuway Sales" turn the trick. Limited time open in Michigan. Write, wire, telephone for proposition. Union Sales Company, Box 126, Lansing, Mich. 225

For Sale—Paying drug store. Good location, lively manufacturing and resort town. Established forty years. Inventory \$5,500. Liberal discount from invoice. Owner died recently. Address F. W. Haysett, M. D., Ludington, Mich. 224

For Sale—One 4 ft. counter show case, \$1 foot. One 6 ft. counter show case, \$1 ft. One 8 ft. counter show case, \$1 ft. One Dayton Computing scale, capacity 100 lbs. \$30. Two cracker cases, \$2.50 each. One coffee mill (grocers) \$5. Address No. 223, care Tradesman. 223



A Crisp Tasty Toast

That will delight your customers who want something more nourishing than ordinary toast or crackers.

Triscuit

The whole wheat, steam-cooked, shredded, compressed into a wafer and baked—the maximum of nutriment in smallest bulk. Heat it in the oven to restore its crispness and then serve with butter, cheese, marmalades or peanut butter. Delicious with hot cocoa, malted milk or other beverages.



Made Only by

The Shredded Wheat Company
Niagara Falls, N. Y.

How About Your PRINTING

THIS question is a very pertinent one for business men, because every day Business Printing takes on added significance as **A FACTOR IN TRADE.**

Time was when any sort of Printing would do, because not much was expected of it, but nowadays Printing is **EXPECTED** to create and transact business. For this reason, good Printing is exceedingly necessary in every line of business.

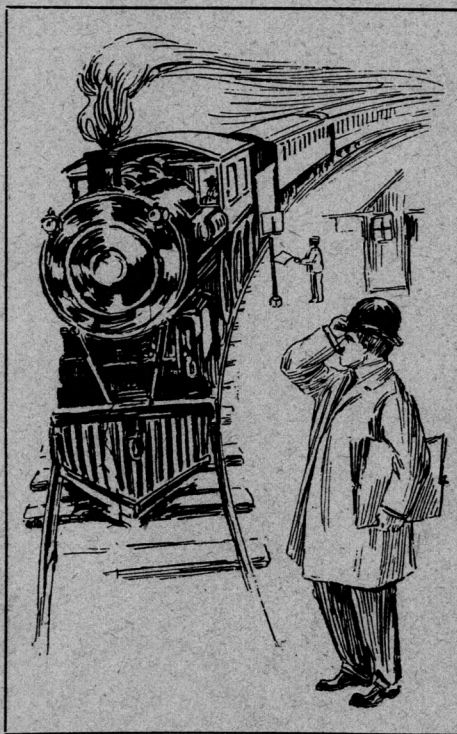
We have been producing **GOOD** Business Printing for years. We have kept pace with the demand for the **BEST** in printing. As a consequence, our Printing business has grown splendidly. We have been compelled to enlarge shop facilities, to increase equipment quite regularly. We have the requisite mechanical equipment, and with one of the best equipped, as well as the largest Printing establishments in Western Michigan, we are in the very best position to give to the business man the highest standard of **GOOD** Business Printing.

This includes everything, from envelopes to the most elaborate catalogs.

We respectfully solicit your patronage, giving the assurance that all orders will not only be **PROMPTLY EXECUTED**, but the Printing will come to you in that quality of excellence you desire and, withal, at as reasonable a price as it is possible for us, or anyone else, to deliver **GOOD PRINTING.**

Orders by letter or by phone will receive prompt attention, and if you desire, a qualified representative will wait upon you without delay.

Tradesman Company, Grand Rapids

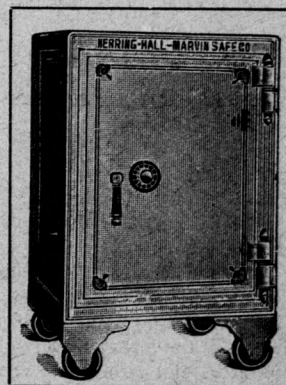


Better be Alive and Cautious Than Careless and in the Hospital

"Only those who keep off the track and wait for the train to pass, will ever be able to even guess just how fast it was running."—W. L. Brownell.

Most of the cautious business men are still in business. Most of the careless business men are out of business and remembered only by their creditors. If you are not the owner of a good safe you are a careless business man. You know this is true, you know you haven't any moral right to run this risk. It takes a hard jolt sometimes to wake us up. Why not

Wake Up and Skip the Jolt



Write us today and we will name you prices on Safes of various sizes, on Safes that are dependable.

GRAND RAPIDS SAFE CO. *Tradesman Bldg., Grand Rapids, Mich.*

Get In Right With Your Customers

The mere fact of being able to show something that looks good does not go far. Give them shoes with looks and wear and you will have their present and future business clinched.

You cannot find anything better than the shoes we make. They fit, please the eye and possess the splendid wear results that always go with good leather.

We go everywhere for business.

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



Diamond Brand Steel Goods

"The Kind That Sell Themselves"

at

Michigan Hardware Company

Exclusively Wholesale

Ionia Ave. and Island St.

GRAND RAPIDS, MICH.



Women's and Children's Shoes

Made by Tappan, of Coldwater, Michigan, are ace high as regards true fitting features, shapeliness of lasts and stylishness of design. We center our entire effort toward making high class McKay sewed shoes that stand out conspicuously as every day sellers in the best boot shops of the country.

The HOOSIER SCHOOL SHOE for girls and young women is a specialty which has attained great favor from the retail shoe merchant. We make them in heavy Dongola, Gun Metal Calf and Mule Skin, and we sell them at prices that give the retailer a wide margin of profit.

Our fall line, now being shown by salesmen, is deserving of your order.

TAPPAN SHOE MFG. CO. :: Coldwater, Mich.