

Think big, talk little, laugh easily, love much, work hard, give freely, pay cash, and be kind, if you want to be on the road to success.



PURPOSE PRODUCES three distinct things: Courage, Self-Reliance and Concentration. These qualities will equip any man for success. Courage is the disposition of heart that inspires him to attempt great things. Self-Reliance is the temper of mind that makes him believe he can accomplish great things. Concentration is the supremacy of will that causes him to achieve great things. When these three qualities are developed to their utmost and combined in equal proportion, we can call them by one name—genius. Genius is not a freak of natural endowment, but a product of conscious evolution.

Dr. Joseph H. Odell.

The Happy-Day Club

It's easy enough to be pleasant
When life runs on like a song,
But the man worth while
Is the chap who can smile
When his note for two-hundred-and-fifty
dollars falls due on the day after his
bills for the plumber, the coal-man and
his wife's Easter-hat
Come along!

It's easy enough to be cheery
When life's like a lover's chat,
But the man who wins
Is the fellow who grins
When he starts out on a bright spring
morning arrayed in his finest regalia,
and by noon finds a torrent of April
rain, a February snow-storm and a
March wind playing hide and seek with
his brand-new
Beaver hat!

It's easy enough to be jolly
When life is a huge mince-pie,
But the man for us
Is the chap who don't cuss
When he goes off for the summer to get a
good rest and finds he has to pay seven
hall-boys, two head-waiters, three wait-
resses, six porters, eight chamber-maids,
and fourteen assorted but unclassified
tip-chasers twenty-five cents a day
apiece or suffer the
Icy eye!

It's easy enough to be jocund
When life's like a garden of roses,
But the chap we prize
Holds a smile in his eyes
When a coy old maid of thirty-nine sum-
mers and forty-eight winters, with per-
oxide locks and a complexion fresh
every hour, having the ways of a kitten
and the temper of its mother, gets him
off in a corner on a dark Leap-year
night
And proposes!

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.

"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

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



**Straight
Talk**

THE unswerving quality of White House Coffee—always and surely up to the highest notch of possibility—KEEPS IT A FAVORITE, once it has a chance to prove itself. People NEVER GIVE IT UP after once using "White House." How can they when it NEVER DISAPPOINTS? You can place "White House" alongside of ANY brand of coffee obtainable and be ABSOLUTELY CERTAIN that it will come out of the comparison with flying colors—AT THE TOP. If all this is true—AND YOU CAN PROVE IT YOURSELF—WHY shouldn't you sell it if you consider your best interests—A PERMANENT trade?

DWINELL-WRIGHT CO.

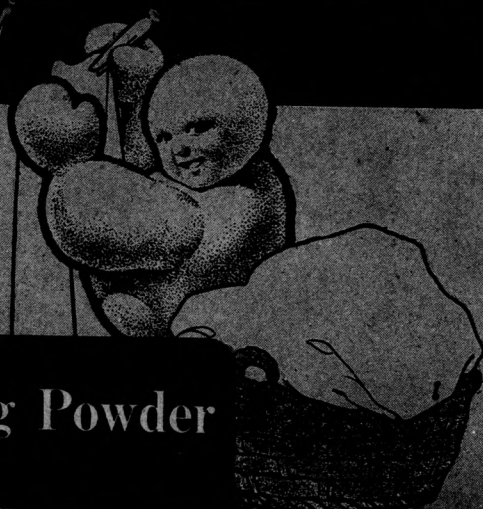
Boston and Chicago

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 26, 1912

Number 1501

SPECIAL FEATURES.

- Page
2. Bankruptcy Matters.
3. Successful Salesmen.
4. News of the Business World.
5. Grocery and Produce Market.
6. Financial.
7. Editorial.
8. The Furniture Season.
9. Hardware.
12. Butter, Eggs and Provisions.
14. Dry Goods.
16. Shoes.
17. Nervous Overstrain.
19. Will Power.
20. Woman's World.
21. Show Card Writing.
22. Bribery of the Buyer.
24. The Commercial Traveler.
26. Drugs.
27. Drug Price Current.
28. Grocery Price Current.
30. Special Price Current.

AFTER FIFTY YEARS

Christian Bertsch Retires From the Shoe Business.

Christian Bertsch has sold \$120,000 of his stock in the Herold-Bertsch Shoe Co. to Ferdinand L. Riechel, which increases his holding to \$160,000. The authorized capital stock of the corporation is \$300,000, of which \$265,000 has been issued. Mr. Bertsch still retains a few shares of stock and will continue to serve the company as President for a time, but will not be active in the business. The acquiring of so large a block of stock gives Mr. Riechel a controlling interest and transfers the general management of the house from Mr. Bertsch to Mr. Riechel, who has acted as manager of the factory for the past thirteen years. Mr. Riechel states that the change in management involves no change in business policy, except it may be in the adoption of desirable features which will add to the prestige and popularity of the house.

Biographical.

Christian Bertsch first saw the light of day on a farm in Crawford county, Ohio, Sept. 17, 1837. His father was a native of the Province of Baden, Germany, emigrating to America over eighty years ago and settling in the Buckeye State. As has been, and is now, and always will be, the case with country boys, Christian, when old enough, was sent to the usual country school, his spare time and most of the summer months being devoted to work on the farm. He was not in love with farming, however, although always doing faithfully and well the work assigned him, so, upon attaining his majority, he turned his back upon his native State, and came to Michigan in 1858. Holland City was his objective point and where he laid the foundation for the business success which he has since achieved, if, indeed, the elements were not already imbedded in the nature which he inherited from his German ancestry. He had already determined on his life work, and, shortly after his arrival in Holland, appren-

ticed himself to the shoemaking trade, his employer being E. Herold, father of Alonzo Herold, of the Herold-Bertsch Shoe Co. Two years later he began his career as a business man, being taken into partnership by his employer. The firm was in existence only a few months, however, Mr. Bertsch selling out to his partner in 1861. Holland did not afford him the opportunity he wanted and he determined to go elsewhere. Naturally, the rising city of Grand Rapids, only a few miles away, attracted his attention, for he saw—what others had seen before him—that, with her natural advantages improved upon and amplified by the enterprising ingenuity of her citizens, Grand Rapids would take no mean place in the ranks of the great manufacturing and commercial centers of the country. For three years after coming to the city he filled the position of foreman for Cappon & Bertsch (later the Cappon & Bertsch Leather Co.), but having for some years had a desire to see the "Golden West," in 1864 he resigned his position with that firm and set out for California. The West might be golden to some, but it was not so to Mr. Bertsch, for he returned to Grand Rapids in a few months, fully convinced that, for him, there was more gold in Michigan than in California. Shortly after his return he formed a copartnership with F. Krekel under the style of Krekel & Bertsch, embarking in the shoe business at the location on Monroe street now occupied by the Houseman & Jones Clothing Co. This firm did business successfully for six years, when the firms of L. J. Rindge & Co., and, a little later, Rindge, Bertsch & Co., came into existence, the former doing a retail and the latter a wholesale business. Eight years later the two firms were merged into Rindge, Bertsch & Co., under which style it continued for fourteen years. In 1892 Mr. Bertsch severed his connection with that firm, Rindge, Kalmbach & Co. purchasing his interest, and subsequently he organized the Herold-Bertsch Shoe Co., with Christian Bertsch as President and General Manager; Alonzo Herold, Vice President; George Medes, Secretary, and Albert Wetzel, Treasurer. In addition to his regular business he is a stockholder and director of the Fourth National Bank, Grand Rapids Dry Goods Co. and Globe Knitting Co., and financially interested in many other enterprises.

A continuous active interest of fifty-four years in the shoe business has given Mr. Bertsch a knowledge of details possessed by few, which enables him to "grasp the situation" and to know, as if by intuition, the

needs of the trade and give to his customers such goods as are "sellers." His probity and integrity are well known characteristics and he possesses the confidence of the trade to a remarkable degree. His success is due to his keen business sagacity and unswerving honesty. A customer once made is a customer always. From his intimate knowledge of the business, gained from long experience, many facts of an interesting nature were gleaned. Mr. Bertsch shall give some of them in his own words:

"Fifty years ago," said he, "kip, calfskin and cowhide were the names applied to the different grades of leather used in the making of boots and shoes. There were a few other kinds, but these were the great leather staples. Now their name is legion, every tanner having a name for each grade of his product, and no two tanners using the same names. Given the name of the leather, the identity of the maker is at once known. Fifty years ago there were no counterfeits—everything was called by its right name. Now they are almost as numerous as the kinds of leather. There is this to say about counterfeiting leather, however, it is merely applying a name to a piece of goods to which it has no right. The counterfeit is, generally, as good an article, in point of quality, as the genuine. The reason for counterfeiting is usually that it is difficult to secure the hides and skins from which the genuine leather is made. For instance, about thirty-three years ago kangaroo leather was all the rage and so great was the demand that the big skipper was almost exterminated. As a result, and to restore the equilibrium between supply and demand, which had been disturbed by the scarcity of kangaroos, tanners began to make kangaroo leather from goat and sheepskins. Take cordovan, as another instance. This particular kind of leather was originally made exclusively from horsehides, but horsehides are comparatively scarce and so recourse was had to cowhides, and now so good quality of cordovan is made from those hides that only an expert can tell the difference. Satin calf and glove calf are now, also, made from cowhide. The facility with which any kind of leather can be counterfeited is due, almost entirely, to the introduction of machinery, which makes it possible to split and resplit the hide and put on any kind of finish required. Probably machinery has worked a greater revolution in the shoe trade than in any other of the industrial trades, having brought the price down fully one-half in the last fifty years and

almost entirely done away with the making of shoes by hand. Nearly everybody wears "store shoes" now, although a few years ago the man who wore ready made shoes was an object of pity and was thought to be poor. At the time I speak of buyers considered the question of comfort, while now style governs, and a No. 6 foot is pushed into a No. 3 shoe, regardless of consequences. The growth of the rubber trade is another notable feature. It forms now fully 20 per cent. of our entire business, while fifty years ago it was not 5 per cent., and it is constantly and rapidly on the increase. The shoe business is not what it was some years ago. There is not the money in it there was formerly, while more capital is required and double the amount of business must be done. Still, some of us have been foolish enough to remain in the business."

Mr. Bertsch does not look much like a man who is dissatisfied with his business, as he uttered the words last quoted, and, if current report tells the story correctly, he has little reason to be. Beginning his business life with a capital of \$25, he has slowly climbed the ladder of success until to-day he is worth somewhere from \$250,000 to \$300,000. He has certainly been successful, and, what is better, he deserves his success.

Mr. Bertsch is a member of the Masonic order, a Knight Templar and was for many years Treasurer of Valley City Lodge, No. 86. He was married in 1861 to Miss Caroline Walter, of Crawford county, Ohio, and resides in a beautiful home at the corner of North Lafayette avenue and Crescent street.

Personally, Mr. Bertsch is one of the most unassuming men in the city. Whatever he is and whatever he has acquired are due altogether to quiet persistence and patient industry, coupled with sterling integrity and oneness of purpose. He has never made any short cuts to position or fortune and no one ever heard him boast of his success or use his influence to oppress those less fortunate than himself. Although his benefactions are seldom chronicled by the public prints, he is a liberal contributor to church and charity work in several lines and many less fortunate than himself have received substantial assurances of the bigness and broadness of his heart. Gentle as a woman, unassuming as a child, the daily life of Christian Bertsch affords ample text for a sermon which he who runs may read.

Be sure of your aim in life before moving into a glass house.

BANKRUPTCY MATTERS.

Proceedings in Western District of Michigan.

June 19—In the matter of G. W. Stevens & Son, bankrupt, hardware dealers of Greenville, the adjourned first meeting of creditors was held. The final report of James Gracey, receiver, was considered and approved and an order made discharging the receiver. The inventory and report of appraisers was filed and shows the following assets not incumbered:

Hardware and stoves	\$6,219.94
Crockery	1,065.41
Accounts receivable	348.17
Furniture and fixtures	150.70

Appraised valuation\$7,784.22

The balance of the assets, consisting of real estate, are practically all claimed as homestead exemptions or incumbered.

June 20—In the matter of Abdullah E. Daas, bankrupt, formerly merchant on South Division street, the first meeting of creditors was held and, creditors failing to elect a trustee, the referee appointed Frea Maichele, of Grand Rapids, as trustee and fixed his bond at \$400. The bankrupt was sworn and examined and the first meeting then adjourned, without day.

In the matter of John Bryant Watson, bankrupt, of Boyne City, the first meeting of creditors was held, and Herbert L. Page, of Grand Rapids, was elected trustee by the creditors present and his bond fixed at \$1,700. Attorney for the bankrupt reported that the bankrupt was not in physical condition to attend the meeting and the first meeting was then adjourned to July 13, and the bankrupt ordered to appear for examination.

June 21—In the matter of Charles F. King, bankrupt, formerly proprietor of the King Grocery, on Michigan street, the first meeting of creditors was held, and Fred Maichele, of Grand Rapids, was elected trustee by the creditors and his bond fixed at \$2,000. The bankrupt was sworn and examined and the first meeting of creditors was then adjourned, without day.

June 22—An order was made by Judge Sessions adjudging Lawrence Hanna, of Grand Rapids, bankrupt on his own petition, and the matter was referred to Referee Wicks. The bankrupt's schedules show practically no assets not claimed as exempt and the calling of the first meeting of creditors has been delayed until money is advanced for expenses by the bankrupt. The following creditors are listed:

Rysdale Candy Co.	\$ 50.00
Putnam National Candy Co.	3.34
Vandenberge Cigar Co.	8.25
Christopher Fitzpatrick	9.00
Johnson Cigar Co.	23.20
Kuppenheimer Cigar Co.	5.20
Dierdorf Cigar Co.	70.95
Snyder Cigar Co.	21.00
Stout Cigar Co.	11.00
D. M. Scott	30.00
C. W. Mills Paper Co.	7.15
Detroit News Co., Detroit	23.54
Berdan & Co., Detroit	56.00
Musselman Grocer Co.	71.91
Woodhouse Tobacco Co.	10.25
Hulst & VanHeulen Fuel Co.	16.80
Lubetski Brothers	3.30
Seymour Cigar Co.	6.80
Folger & Sons	4.30
G. R. Muskegon Power Co.	29.94
Mich. State Telephone Co.	18.00
Evening Press Co.	.41
Rigolette Cigar Co.	3.50

\$474.83

June 24—In the matter of William H. Selkirk, bankrupt, formerly merchant at Cadillac, the trustee, Fred M. Breen, of Cadillac, filed his final report and account showing a balance of cash on hand for distribution of \$1,244.12, after payment of first dividend of 10 per cent. preferred claims and certain administration expenses, and an order was made by the referee calling a final meeting of creditors to be held at his office on July 8 to consider such final report and account and for the purpose of declaring a final dividend to creditors. Creditors have also been directed to show cause, if any they have, why a certificate should not be made by the referee recommending the bankrupt's discharge.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, June 24—The market for spot coffee shows increased and increasing firmness and holders are decidedly optimistic. They think that stocks in the interior have become pretty well depleted and that the future is most favorable for higher prices. The recent advance may have retarded some buyers, but nevertheless the situation is in favor of the seller. In an invoice way Rio No. 7s are quoted at 14 $\frac{3}{8}$ @14 $\frac{1}{2}$ c and Santos 4s 16 $\frac{3}{8}$ @16 $\frac{1}{2}$ c. In store and afloat there are 2,155,051 bags, against 2,304,026 bags at the same time last year. The movement of mild coffees has been quiet, but, in sympathy with Brazilian grades, prices are firm and good Cucuta is worth 16 $\frac{3}{8}$ c.

Teas are steady, upon the whole, and quotations are practically on the same level as for the past month. Sales are usually of very small quantities and neither seller nor buyer seems at the moment to be particularly interested. Formosas lead in interest.

Sugar prices are apparently regarded as too high by would-be buyers, as they are purchasing only from hand to mouth. The usual rate is 5.10c, less 2 per cent., and distributors are anticipating a drop at any time.

Not a particle of change, nor an item of interest, can be noted in the rice market. The movement is just about on a par with previous seasons. Prime to choice domestic, 5 $\frac{3}{8}$ @5 $\frac{3}{4}$ c.

Midsummer dullness prevails in the spice trade. Stocks seem to be all sufficient and prices are absolutely unchanged.

Molasses is steady, with demand simply for enough to keep business going; no change in syrups.

Canned goods are firm. Corn promises to be of light yield and packers are shy of selling futures. Tomatoes are in light spot supply and working out at \$1.25 f. o. b. Baltimore. Futures are dull at about 82 $\frac{1}{2}$ c, although some packers are firm at 85c. Peas promise a very light yield and \$1.25 is usually asked for standard early Junes. Other goods are moving quietly.

Butter is quiet. Creamery specials, 26 $\frac{1}{2}$ @27c; firsts, 25 $\frac{3}{4}$ @26 $\frac{1}{4}$ c; imita-

Fruitvale Lots Taxed Ten Cents Per Acre.

Muskegon, June 25—There are no taxes unpaid on the plat of Fruitvale and its additions in Muskegon county. The next tax will be due Dec. 1, 1912. Taxes are due and payable each year, first to the Township Treasurer from Dec. 1 to March 1 following, after which date, if unpaid, they are returned and payable at the County Treasurer's office. This property was assessed as acreage land for the tax of 1911. The tax per acre averaged about ten cents, or about two-thirds of a cent per lot. I do not know how it will be assessed this year, but probably as acreage land. I doubt if it will ever be assessed otherwise. The Township Treasurer and Auditor General are the only persons who can issue a legal tax receipt.

E. D. Magoon,
County Treasurer.

tion creamery, 23 $\frac{1}{2}$ @24c; factory, 22@23c.

Cheese is quiet with top grade New York State quoted at 15c.

Eggs are steady, with best Western firm at 22@23c. A good deal of stock is selling at about 19@20c.

Answers For the Anxious By the Beauty Doctor.

E. Z. Marie, Sheboygan—Yes, Marie, bow legs can be straightened, and you need not fear to appear in a bathing suit after the following treatment. Just go to any first-class drug store and get 2 ounces BuBncolax (sealed package). Put this in one gallon swamp water and apply at night with a stock-dip sprayer. Sleep in a tube skirt.

Miss A. Stunner, Stevens Point—Photo received. Yes, your smile can be made more "taking" and enlarged so as to show all your gold fillings. Go to any first-class pharmacist and get a 4 ounce package Pinkolum, and 1 ounce crystalized Smirk. If the druggist is a good mixer, let him mix them. Apply to the corners of your mouth, directly under each ear, until desired result is obtained.

Miss Justa Flirt, Wausau—Of course, your eyebrows can be trained to part in the middle. Go to an up-to-date druggist and get one-half ounce package Burnhola. If the druggist does not keep it he is a rummy, and do not forget to tell him so. Apply with a rattail file. You can also grow the dimples you have longed for since childhood with Burnhola. If your chin is double a dimple on the lower one is considered more chic.

(All the above preparations are made by the Damphool Chemical Co. and should be on sale at all first-class drug stores.)

Knew How Much He Could Do.

While still practicing law in Buffalo, N. Y., and before he had ever been mentioned for the presidency, Grover Cleveland was offered the attorneyship of the New York Central Railroad in Western New York. The salary was \$15,000.

"Well, I'm making \$10,000 a year now, and that is enough," replied Cleveland.

"But you can still earn that, and the \$15,000 besides," persisted Chauncey Depew, who was making the offer.

"No," replied Cleveland, "I have set for myself a limit of the work I will do, and reserve time enough for pleasure and sport. I have reached that limit in my private practice, and a hundred thousand dollars a year

would not tempt me to add an hour more to what I am doing."

He evidently knew enough not to work himself to death in order to make a living for others.

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

Buffalo, June 26—Creamery butter, 25@26 $\frac{1}{2}$ c; dairy, 20@24c; poor to good, all kinds, 18@22c.

Cheese—Fancy, 15@15 $\frac{1}{2}$ c; choice, 14@14 $\frac{1}{2}$ c; poor to good, 8@12c.

Eggs—Choice fresh, 20c; candled, 20@21c.

Poultry (live)—Turkeys, 12@14c; cox, 10c; fowls, 14@15c; chicks, 25@28c; ducks, 13@15c; geese, 10c.

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, \$3.25@3.60 per bbl. Rea & Witzig.

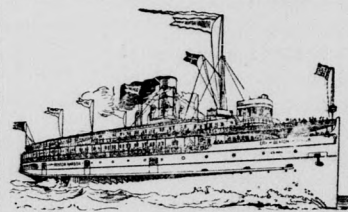
Pate de Foie Gras Rated as Meat.

In denying claims filed by F. H. Leggett & Co., of New York, and others, the Board of United States General Appraisers has decided that pate de foie gras is to be regarded for customs purposes as "meats not specially provided for" under paragraph 286 of the tariff act of 1909. The protestants objected to Collector Loeb's classification carrying a tax of 25 per cent. ad valorem. Several claims for duty at rates lower than assessed were made, but they are deemed without merit by Judge Waite, who writes the decision for the Board.

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.



Chicago Boats

G. & M. Line

Every Night

Fare \$2

Holland Interurban 8p.m.
Boat Train at

SUCCESSFUL SALESMEN.

C. W. Sergeant, Well-Known Furnishing Goods Salesman.

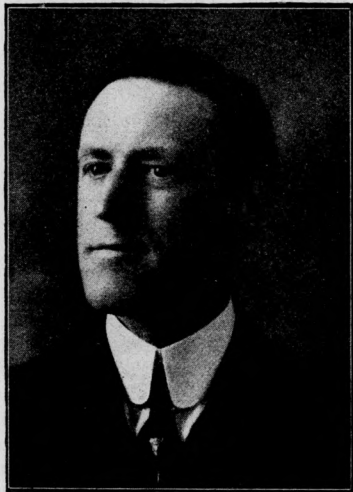
From earliest pioneer days, even from the time antedating accepted history, in mental vision the West has been associated instinctively with ideas of magnitude—with great distances of plain and mountain, uncircumscribed vistas of valley, desert and river—area without horizon—unlimited possibilities in human accomplishment.

Man's impress upon the West has been an appropriate accompaniment. Its illimitable areas of length, width and height have been in keeping with the character of the sturdy race which has conquered it, which not alone has supplemented mere bigness but which has done big things while at the same time doing them fittingly, building up great aggregates by persistent repetition of, in themselves, relatively small victories. The breeziness and vastness of the West have been supplemented by the vigor and strength of the men Western by adoption or by birth. The big land has welcomed big men; always it has carefully fostered and it breeds them.

Western pioneers, men and women, have been those of vigorous stature, physically and mentally. Only the fittest of such survived, for the weakling had no welcome and no place in such a setting. And in the West, as in all new territory, the salesman has been the pioneer pre-eminently and he has attracted his kind irresistibly. As the frontier was pushed farther and farther toward the setting sun the salesman was inevitably in the van of the adventurous, starting from the Mississippi River and notably from Illinois, Missouri and Iowa, which sections have contributed salesmen who have made ineffaceable impress upon the development of the West. Of those of sturdy brain and brawn, of courage defying defeat and of high order of ability, a typical example is the salesman, whose face is depicted upon this page.

Charles W. Sergeant was born in St. Joseph, Mo., Dec. 21, 1874, being the seventh child of a family of eight children. His father was of English descent. He was a wholesale hardware dealer. The mother was also of English descent. After finishing the eighth grade in the public schools of St. Joseph, Mr. Sergeant entered the wholesale dry goods and furnishing goods manufacturing house of R. L. McDonald & Co. He began at the bottom in the notion department and at the end of nine years had worked up to the position of assistant buyer of the furnishing goods department. He then came to Grand Rapids, where he acted as assistant buyer of the notion department of Voigt, Herpolsheimer & Co. for a year and a half. Edson, Moore & Co., of Detroit, claimed his services for the next two years, during which time he covered the retail dry goods trade of Grand Rapids and the country round about with a general line. He then returned to the

Grand Rapids Dry Goods Co., which had been organized in the meantime, devoting four years to the work of buying notions and hosiery. He then went back to Edson, Moore & Co. a year, after which he put in five years on the road for the underwear and hosiery departments of Carson, Pirie, Scott & Co., of Chicago. June 1 he came back home again, taking the position of Manager of the underwear and hosiery departments of the Grand Rapids Dry Goods Co. He



will look after the stock in these lines, going out once a year with a line of advance samples. He is rapidly systematizing the departments over which he has charge and contemplates replacing some present lines with standard lines, bearing the imprint of the house.

Mr. Sergeant was married Aug. 30, 1903, to Miss Pearl Leonard. They have a son, 7 years of age, and reside at 323 Richard Terrace.

Mr. Sergeant attends church regularly, but has never joined any lodge or fraternal association of any kind. His hobby is love of the country. He has all his life been fond of clean sports and it is not unusual for him to go fishing with his customers, although most of his time is devoted to fishing for customers instead of with them. His preference for country life is quite likely, at some future time, to cause him to acquire a farm of his own, where he can put into execution the plans he has cherished and the ambitions he has nourished for many years.

How Illness Boosted Clerk Into Proprietorship.

Everything has its blessing, I suppose, and there is an example of this in my own experience. If I had not become ill with typhoid fever I might still be a \$15 a week office man. But as it was—well, the illness changed things.

I had been working in a mercantile office in Omaha for three years, an office where the owner of the business took an interest in the work of every one, where there was good discipline, absolute order and certainly the best of system. The owner was making money, but he was attending to every feature of his business to do it.

Naturally, we in the office absorb-

ed many of his ideas. We had to. I had worked up from bill clerk to the position I held, and I fancied that I was getting along fairly well. Then came the typhoid.

Went Away To Recuperate.

After three months of it my parents decided they had better send me away for a time that I might recuperate. They chose the town of Greggton, Ia. I went.

After a week or so of sitting around the hotel there I began to wander around town a bit. I was not strong, and so one day, after a walk of a few blocks. I went into the town's only dry goods store and asked permission to rest awhile. This, of course, was given me.

I couldn't help noticing the slipshod manner in which things were run. The clerks seemed to have no active knowledge of the business, and neither did the employers. As I sat there a plan formulated in my mind, and as soon as I felt able to work I sought out the owner of the store. I found him disgusted with things in general and especially with his business. He had been losing money on it. I saw that was my chance.

Why Store Lost Money.

"The reason why you have been losing money is because you don't know how to handle your business, if you will allow me to speak straight from the shoulder," I said. "That is why I have come to you. I have had a good deal of experience in this kind of work, and I believe I could help you. Will you give me the trial?"

Well, we finally arranged things so that if I built up the business, I was to have a 10 per cent. commission on all profits above the amount that came in when the store was making a fair amount of money. I started out.

First of all, I systematized things in regard to the clerks. I stopped the practice of their leaving the store whenever they wanted to, of gathering in groups to "talk things over," and their inclination to carelessness. Then I went after the buying end. I found out that poor buying had been done. I found that the system of advertising was carried on without any regard to the sayings that would have a "punch" in them. And so it went all through the store.

Not that I had any especial business acumen myself. I may have now, but it has been developed. But at that time I was simply acting the parrot. I was using the knowledge I had absorbed from my old boss in Omaha. And it won out for me.

Within a month business began to pick up. Within six weeks it had passed the former maximum and I was making money. Within a year we were putting an addition to the store. And now—well, a few months ago I bought out the man who gave me the place and own the business myself.

John Howland.

Many a man has built a castle in the air while his wife was nailing a board on the back fence. Are you building castles or business?

ROYAL



BAKING POWDER
Absolutely Pure



Movements of Merchants.

Velzy—C. H. Terrill succeeds H. L. Fairbrother in general trade.

Coleman—Frank Methner has added a line of groceries to his meat stock.

Shelby—J. W. Boughner, grocer, has opened a branch store at Little Point Sable.

Beaumont—Ward & Robinson, formerly of Lakeview, succeed A. R. Arris in the meat business.

Benton Harbor—W. O. Kennedy has engaged in the cigar and confectionery business here.

Cass City—The capital stock of the Cass City Grain Co. has been increased from \$15,000 to \$50,000.

Gaylord—Adelbert Putman has purchased the Simmons Bros.' grocery stock and taken possession.

Fremont—Mrs. Eva Atchison and Miss Lulu Hawkey have formed a copartnership and will open a millinery store here July 1.

East Jordan—M. Frazer has purchased the dry goods, clothing and shoe stock of J. Nurko and will continue the business.

Peacock—R. M. Smith, dealer in general merchandise at Luther, has opened a branch store here under the management of W. McCumsey.

Hemlock—R. T. Watson and Guy Warner have formed a copartnership under the style of Watson & Warner and opened a general store here.

Cadillac—Nickels, Mertz & Co., who conduct a bazaar store at Saginaw, have leased a building and will open a branch store here July 15.

Shepherd—H. D. Bent, who has conducted a grocery store here for 28 years, has sold his stock to R. R. Sawyer, who will continue the business.

Montgomery—M. M. Berry has purchased the McNaughton & Mason dry goods and shoe stock and will continue the business under his own name.

Pentwater—F. M. Wager, who has conducted a jewelry store here for the past sixteen years, has sold his stock to F. O. Gardner, who will continue the business.

Arcadia—William Wright has sold his meat and grocery stock to James Jones and Charles Schaefer, who have formed a copartnership and will continue the business.

Saginaw—Martin A. Kessel, formerly employed in the drug store of W. T. Fowley & Co., of Bay City, has engaged in the drug business here on South Michigan avenue.

Walloon Lake—A. J. Crago, dealer in general merchandise at Clarion, has purchased the confectionery and grocery stock of Fred Shepherd and will continue the business at the same location.

Alma—Earl C. Clapp, recently of North Star, has purchased the interest of C. R. Carr in the hardware stock of Smith & Carr and the business will be continued under the style of Smith & Clapp.

Battle Creek—Owing to ill health, Carl W. Millsom, proprietor of the Michigan Rug Co., has sold his business to Edmund E. Freeman and Simeon Stiner, who have formed a copartnership and will continue the business.

Wayland—William D. Weaver, formerly of the wholesale hardware house of the Clark-Weaver Co., of Grand Rapids, has purchased the John Stevens' hardware stock, fixtures and store building and taken possession.

Kalamazoo—Stillman & Co., dealers in dry goods, have opened a branch store at South Bend, Ind., under the style of the Grand Leader, where they will carry a line of women's ready-to-wear clothing, rugs and general merchandise.

Grand Ledge—John Burtch, pioneer in the mercantile business here, has sold his stock of seeds and wool to W. T. Vanderbilt and Ed. Welsh, who have formed a copartnership under the style of Vanderbilt & Welsh and will continue the business.

Onaway—Harmon Bros., dealers in coal, flour and feed, have merged their business into a stock company under the style of the Harmon Bros. Co., with an authorized capitalization of \$10,000, all of which has been subscribed and paid in in property.

Detroit—Clarence J. Chandler, wholesale dealer in eggs, has merged his business into a stock company under the style of the Elmore Produce Co., with an authorized capital stock of \$5,000, of which \$2,700 has been subscribed and paid in in cash.

Alston—Charles Heikkinen, recently of Nisula, has purchased the interest of Mr. Gustafson, in the general merchandise stock of Gustafson & Cayanus and the business will be continued at the same location under the style of Cayanus & Heikkinen.

Berlin—Elton Bevins, who has been cashier of the Berlin State Bank for the past two years, has resigned his position, sold his residence and moved his family to Coopersville. He expects to spend the summer with his parents at some resort where he hopes to regain his health.

Owosso—M. L. Willoughby, who recently closed his jewelry store in this city, has been enjoined from selling the stock at auction in Ithaca because of the fact that when he sold his stock

in that city he signed an agreement not to engage in business again in that village for a term of years.

Manufacturing Matters.

Detroit—The Detroit Butcher Supply Co. has increased its capital stock from \$5,000 to \$15,000.

Detroit—The American Injector Co. has increased its capital stock from \$20,000 to \$150,000.

Detroit—The Standard Brass Works has increased its capitalization from \$30,000 to \$75,000.

Cheboygan—The Crown Chemical Co. has removed its plant from Grayling here and will be under the management of Samuel Nussbaum, recently of Berne, Ind.

Lapeer—An Ohio shoe factory conducting a chain of over five hundred retail stores has opened a store here under the style of the Wear-U-Well Shoe Shop, with F. J. Schlegel as manager.

Detroit—The Armitage Enamel Leather Co. has been organized with an authorized capital stock of \$10,000, which has been subscribed, \$2,300 being paid in in cash and \$7,700 in property.

Detroit—The Capital Auto Lock Co. has engaged in business with an authorized capital stock of \$10,000, of which \$6,000 has been subscribed, \$650 being paid in in cash and \$5,350 in property.

Pentwater—The Buss Manufacturing Co. has engaged in business to manufacture and deal in woodwork and other machinery, with an authorized capitalization of \$25,000, of which \$24,000 has been subscribed and \$20,000 paid in in property.

Some Valuable Suggestions for Salesmen.

"If you were starting out to sell a line of goods, how would you go about it?" asked a new man recently of one of long experience in the business.

The reply may be worth recording for the benefit of other new men in the ranks, and possibly some older men may also profit by it:

I would acquire all possible knowledge of my line by studying each article until I was able to talk it intelligently.

I would begin work early and quit late, in an effort to keep well to the front or to lead in the ranks, realizing that other men might have greater ability and obtain results with less effort.

I would get posted on the goods of every competitor, so as to offset the arguments set up by the prospect.

I would endeavor to gain the confidence of the trade and to retain it by deserving it.

I would see every possible buyer in every town in my territory.

I would not leave a town until I had secured all the business in it that it was possible to obtain at that time.

Destruction always lingers around construction, trying to get its work in.

Few of us like the folks who find us out.

Independent Flight.

The million dollar corporation which undertook to control the last survivor of the pioneers in real flight find that they have struck a rock. Orville Wright will fly when he chooses, in spite of the carefully prepared plans to have him perfect the system which no one else knows so well, while a less valuable head is risked in testing it out. We see the force of their argument, yet we admire the independence of the one who, most of all living men, should have the right to test his wings in upper air. It is he who has given to the world the most practical aerial machine and he doubtless had other plans which no one else can so well try to his own satisfaction. Perhaps, too, he does not care to give up the sport, and who would blame him?

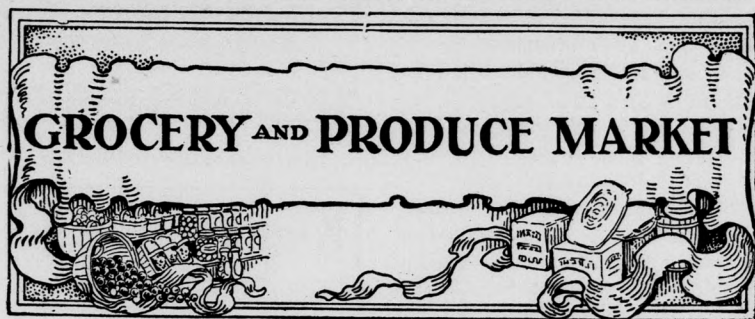
Most of all would the fact that he was in shackles appeal to the average man. Conditions are shifting, and even though the wisdom of those who worked out the plan may have been unquestioned, bonds which restrict unconditionally are never aids to progress. The man who places himself under strict obligation to another is always at a disadvantage—in spirit if not in fact. He works with a little less ardor when deprived of his natural born freedom. He may work under decided disadvantage. He is dependent when he should be independent. The plans which he would gladly perfect must be modified to suit the wishes or whims of another.

Many a wreck has come because of this sub-relation. It may be a burdensome debt, a favor of questionable nature—any circumstances which give one a legal right to dictate the movements of another reflect in some way upon his own best development. There are judgments which are mistaken; plans which are bound to go awry; methods which may be improved. Wise is he who is alert to profit by the wisdom of experts. But wise is he, also, who resolves to attend to the clipping of his own wings and to retain his right to fly when he pleases.

Plants That Endure Cold.

After having discovered during two and a half years abroad a number of fruits, plants and grasses which will stand cold equal to that of the Northwest in this country, Frank N. Meyer, explorer for the Department of Agriculture, is back in Washington. Most of his time was spent in Russia, Siberia and Central Asia.

Mr. Meyer found a Siberian bush cherry which will live in a temperature nearly 40 degrees below zero, and among other fruits he came across an apricot which a temperature of 30 degrees below zero will not kill. Both of these fruits, seeds and cuttings of which were sent to this country, will prove of value, agricultural experts believe, to farmers in Minnesota, the Dakotas, Montana and other cold Northern States. Alfalfa, which will endure much cold, and various kinds of grain also were found by the explorer.



The Produce Market.

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

Asparagus—\$1.25 per doz. for home grown.

Bananas—\$4 per 100 lbs.

Beets—45c per doz. bunches.

Butter—The storage holdings of creamery are said to be much lighter than usual at this season of the year on account of storage buyers holding off for a lower market. It is expected that if prices take a drop in July storage will be heavy. The market is hardly as firm as a week ago and prices on creamery extras declined ½c last week. The demand has been heavy during the past month and has kept the market quite well cleaned up, but a little surplus is shown at the present time. Extras are now held at 25c in tubs and 26 @ 27c in prints. Local dealers pay 18c for No. 1 dairy grades and 16½c for packing stock.

Cabbage—\$2.25 per crate for new stock from Louisville.

Carrots—35c per doz. bunches.

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

Cherries—\$1.85 per 16 qt. crate for sweet; \$1.50 per crate for sour.

Cucumbers—45c per doz. for hot house.

Eggs—The demand continues good and but little surplus is shown. No official report has been made as to the number of eggs stored, but it is thought they will equal last season's holdings. The cool weather which has prevailed throughout the entire season in all sections of the West has helped to make the quality of eggs much better than in past seasons. Local dealers are paying 16½c, loss off.

Poultry—Local dealers pay 24c for broilers; 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.

Gooseberries—\$1.75 per 16 qt. crate.

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—60c per small basket.

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

Lemons—California and Messina, \$5.

Lettuce—Leaf, 65c per bu.; head, \$1 per bu.

Musk Melons—California Rockfords command \$3.75 per crate for 45s and \$2.75 for 54s.

Onions—Texas Bermudas are in

ample supply at \$1.25 per bu. for white and \$1.10 for yellow.

Oranges—\$3.25 @ 3.50 for Navel, \$4.25 @ 4.50 for Valencias.

Peas—\$2 per bu. for Early June.

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

Pineapples—Floridas command \$3.50 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 per bbl.

Radishes—12c per doz. for garden grown.

Spinach—75c per bu.

Strawberries—Home grown are nearing the end of the season. They range around \$1 per crate of 16 qts.

Tomatoes—Four basket crates, \$1.50; 8 lb. basket of home grow hothouse, 90c.

Veal—5 @ 10c, according to the quality.

Watermelons—35c apiece for Florida stock.

Wax Beans—\$1.25 per basket.

The Grocery Market.

Sugar—Federal is offering refined at 4.95c. All the other refiners are asking 5c. The refiners are oversold from a week to ten days. The demand is heavy, as the receipts of fresh fruits are large and canning operations are under way. Prices are almost on a level with quotations of a year ago in June. It is thought the excess in the supply of Cuban sugar has weakened the raw market and caused quotations of refined to hold at a lower point than was thought possible at this time of year. There is still a little beet sugar left, but it is expected that it will be entirely cleaned up within two weeks. There is little possibility of any of the duty being taken off during the present session of Congress.

Tea—The Japan market has been forced by the foreign buyers holding off to dispose of their raw leaf at about the same price as last year. The foreign buyers control about 77 per cent. of the trade, there being only about two Japanese firms of any importance engaged in the business, according to correspondence from Shiznoka, and the early advances were forced down to normal. India and Ceylons remain firm, but the quality shows a further falling off, especially blacks. Gunpowders will be cheaper this year than last. The general local market is dull.

Coffee—The market on spot coffee is strong, with steady demand. The option market is higher and reports from Brazil state that holders are very

firm in their view. The roasters will be compelled to advance prices of roasted coffee unless there is a sudden change in conditions. The market on green coffee is said to be very active and England has been buying very heavily.

Canned Fruits—Apples are dull and unchanged. The opening prices of California fruits have been announced and while they are much below opening quotations of a year ago they are hardly as low as was expected by some. New pack strawberries are offered more freely than a short time ago and at a decline in price. Eastern staple canned goods are in moderate demand at ruling prices.

Canned Vegetables—Tomatoes are without change, both spot and future. The demand is light, and the situation is steady. Prospects are still for a fair pack. The pea pack from present indications will be as small as last season and prices are sure to hold firm. There is still a limited supply of certain grades of peas on the markets, but nothing in the cheap variety is obtainable. Corn is moving well and prices are very low. Indications at the present time are not very favorable for the growing crop.

Dried Fruits—Raisins are dull at prices which are unchanged on the coast, but much cheaper on some grades in secondary markets. Eastern holders of Sultana cleaned raisins have reduced prices nearly 2c per pound within the last sixty days. Currants and other dried fruits are dull and unchanged. Prunes are unchanged both in primary and secondary markets, and the demand is very light. Peaches and apricots are dull and unchanged.

Syrup and Molasses—Corn syrup is down 1c per gallon, compound syrup in cans has declined 4 scales. Sugar syrup and molasses are both unchanged and dull.

Cheese—The consumptive demand has increased to a considerable extent, owing to the warm weather. The quality of cheese is now at its best and considerable cheese is going into storage. Speculators feel as if the market is as low as it will be, but no radical advance is looked for in the near future. The market is healthy throughout.

Starch—All grades have declined 10c per 100 lbs.

Fish—Cod, hake and haddock are very dull at ruling prices. New quarter oil sardines are averaging about \$2.25 @ 2.50 in a large way, and old ones are quoted at about \$2.10. The demand is fair. Imported sardines are quiet and unchanged. Salmon is in fair demand at unchanged prices. The supply of Irish mackerel is short and prices are firm, some holders asking a dollar more than a week ago. The demand for spot Norways is very moderate and supplies are steadily held. The new catch in Norway so far has been very poor. New Shore fish are practically not available, owing to failure in catch.

Provisions—The market on smoked meats is steady at unchanged prices. Both pure and compound lard show only a fair consumptive demand and

unchanged prices. Barrel pork and canned meats are in increased consumptive demand and if there is any change it will probably be a slight advance. Dried beef is firm at an advance of ½c. The demand is good.

One hundred and twenty-five residents in the Burton Heights district have contributed \$10 each to the establishment of a co-operative grocery store, which will be conducted under the style of the Mutual Supply Co. The stock was furnished by the Worden Grocer Co. The store is located at 2020 Division avenue. The corporation has been so fortunate as to secure the services of George H. Cobb, who was connected with the Hannah & Lay Mercantile Co., of Traverse City, for five years, a member of the grocery firm of LaBaron & Cobb for six years and in business for himself in the grocery line for eight years thereafter. Mr. Cobb was then in the employ of the National Biscuit Co. for over three years and for the past seven years has been District Manager for the Prudential Nursery Co., of Kalamazoo. Mr. Cobb's long experience in the mercantile business, together with his high character and stability as a business man, ought to enable him to carry on the affairs of such a store with satisfaction and success. As the Tradesman has frequently stated, co-operative distribution has seldom succeeded in this country, but in other countries the record is very much different, and it will watch the efforts of Mr. Cobb with much interest. Goods will be sold to any one who has the cash to pay for them. No credit system will be inaugurated or maintained. The only advantage the stockholder will have over the non-stockholder will be the possibility of a dividend on his investment. The inherent weakness in the institution, as the Tradesman views it, is the small amount each stockholder will have invested. If he invested \$100, instead of \$10, the probability of success would be much greater.

Ignorance of the law relative to road courtesy is quite apt to cause considerable trouble or damage. If you are driving along the road and some one overtakes you, you are expected to turn to the right and give half of the road, no matter whether the passing vehicle be an automobile or a buggy. This is a State law, the violation of which will render you liable for damage incurred in passing.

Ira M. Smith has purchased George E. Adams' interest in the Ira M. Smith Mercantile Co. Rye & Adams owned altogether 45% of the total capitalization of \$250,000. Mr. Smith also owned 45%. This transfer gives Mr. Smith 67½% capital stock and practically absolute control of the business.

B. Houseman succeeds Ed. Heeren in the grocery business at 123 Kalamazoo avenue.

It takes a conscientious man to enjoy his work if the pay is small.

The self-made man is often proud of a poor job.



Two Millions Outside Money in Local Banks.

The bank statements published last week, showing conditions at the close of business June 14, are not entirely satisfactory. This is not because the statements show shrinkage, because never have totals been of such magnitude, but for the reason that the statements come out at a time when conditions are somewhat abnormal. It is apparent, comparing the statements just issued and those of April 18, two months ago, that there is something like two millions of outside money in town and this money appears in the totals. It should not be inferred that it is objectionable to have outside money in the Grand Rapids banks, but to have a great chunk of it will make a hard proposition for the next statements to meet. The outside money is for the most part funds deposited here in connection with the United Light and Railways financial transactions. Another good sized amount is understood to be to the credit of the Pere Marquette Railroad. As compared with the statements of two months ago, the Old National shows an increase in commercial deposits of \$521,000, the Grand Rapids National City \$432,000 and the Kent State \$589,000, a total of \$1,542,000, while the other banks show a total increase of \$112,000.

Aside from the inflation in the deposits growing out of the big transactions handled by Grand Rapids financiers the statements are very satisfactory, whether compared with those of two months or a year ago, showing progress and a fair degree of prosperity. The loans and discounts have increased \$450,000 since April 18 and are now \$1,700,000 greater than a year ago. There has been an increase of \$1,000,000 in the stocks, bonds and other securities held and of \$232,000, or about 12 per cent., in the surplus and undivided profits. The certificates and savings deposits have increased \$230,000 in two months and \$1,300,000 in the year, maintaining the average of something over \$100,000 a month. The surplus and profits show a gain of only about \$10,000, compared with two months ago, and this is due to the fact that most of them charge off the semi-annual interest on deposits on June 1 and it takes more to pay the interest than the stockholders receive in dividends. Following is a comparative statement of the totals:

	June 14, 1912
Totals	\$42,221,245.59
Loans and discounts ..	20,482,826.92
Bonds and securities ..	9,129,793.35
Cash and cash items..	8,879,592.33
Per cent. and deposits ..	25.7
Surplus and profits	2,143,888.89
Commercial deposits ...	12,428,564.79
Certificates and savings.	16,915,728.01
Due to banks	3,700,370.36
U. S. and State deposits.	592,429.88
Total deposits	34,555,696.00

The banks this week will make their dividend disbursements, some quarterly, some semi-annually, one monthly and one extra. The total to be disbursed will be \$116,250, as follows:

Old National, 4 per cent. and taxes	\$32,000
G. R. National City, 2½ per cent.	25,000
Fourth National, 2½ per cent..	7,500
G. R. Savings, 4 per cent....	8,000
Kent State, 3 per cent.	15,000
Peoples, 3 per cent.	3,000
Commercial, 2 per cent.	4,000
City Trust and Savings, 3 per cent.	6,000
Michigan Trust, 5 per cent....	10,000
Michigan Trust, 2 per cent. extra	4,000
So. Grand Rapids, 3 per cent.	750
Michigan Exchange Private, 4 per cent.	1,000

The Peoples pays 1 per cent. monthly and this makes 3 per cent. for the quarter. The 3 per cent. paid by the City Trust and Savings will be its initial disbursement direct to stockholders and will enable them to pay their own taxes instead of having the taxes paid for them, and there will be a little over. The Michigan Trust Company's extra 2 per cent. will be disbursed July 15, instead of on the 1st and will be useful in paying the taxes. The July disbursement will be about \$10,000 more than a year ago. The Peoples and Kent State and the Grand Rapids National City have each increased their rate ½ per cent. quarterly, the Grand Rapids Savings pays on \$200,000 instead of on \$150,000 capital and the City Trust and Savings is now in the game.

If the City Trust and Savings pays 3 per cent. semi-annually as a regular thing the stockholders in the Grand Rapids National City will receive a fraction more than 11 per cent. on their holdings. The holder of \$1,000 Grand Rapids National City stock also holds \$180 City Trust and Savings stock. The parent bank pays 10 per cent. and at 6 per cent. the

constituent would yield \$10.80, making a total yield of \$110.80 in dividends and out of this the taxes will have to be paid. The net return will be about \$90, or about 5 per cent. on the market value of \$180.

The Comptroller of the Treasury has given imperative notice that after September 1 excessive loans by National banks will not be tolerated. The Treasury Department has al-

	April 18, 1912	June 7, 1911
Totals	\$40,108,504.78	\$37,724,247.74
Loans and discounts ..	20,034,351.48	18,783,254.69
Bonds and securities ..	9,003,296.73	8,115,441.04
Cash and cash items..	7,466,327.63	7,741,248.32
Per cent. and deposits ..	23.07	25.3
Surplus and profits	2,133,939.13	1,911,968.14
Commercial deposits ...	10,774,113.80	10,579,812.65
Certificates and savings.	16,685,597.23	15,614,999.68
Due to banks	4,172,876.43	3,925,745.10
U. S. and State deposits.	476,209.29	292,381.13
Total deposits	32,359,596.09	30,461,795.37

ways frowned upon excessive loans, but for many years the banks did not seem to take its frowns with a proper degree of seriousness. The records show that in 1896 56 per cent. of the National banks then in the country had excessive loans outstanding. By everlastingly keeping at them the percentage of banks making such loans has been materially reduced, but the April returns still showed 989 banks offending, or 13.45 per cent. of all the National banks in the country. This is a substantial improvement, but the department is not yet satisfied and now makes the anti-excessive rule imperative, and gives the offending banks two and a half months to adjust themselves to the situation.

Under the law the loan limit to one borrower is 10 per cent. of the capital and surplus. This rule permits the Old National to make a maximum

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

GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

Kent State Bank

Main Office Fountain St.
Facing Monroe

Grand Rapids, Mich.

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

Deposits
634 Million Dollars

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

3½ %

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.

Use
Tradesman Coupons

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 3½% if left a year.

THE OLD NATIONAL BANK
GRAND RAPIDS, MICH.

New No. 177 Monroe Ave.

Old No. 1 Canal St.

loan of \$153,200, the Grand Rapids National City \$142,500 and the Fourth National \$54,300. Applications for loans of such amounts are not common in Grand Rapids and it is not often that the banks here are tempted to go beyond the limit.

The Peoples Savings is the only bank, aside from the Michigan Trust, which has surplus and profits in excess of capital, but some of the others are drawing so near the 100 per cent. class that it is likely they will get into it the coming year. The Old National now has a percentage of 91.5, the Fourth 81 and the Kent State 70.6 per cent. A year ago their percentages stood 88, 74 and 55, respectively. At the rate they have been going they will be 100 or better before long. Since a year ago the Commercial has advanced from 26 per cent. surplus to 33, the City Trust and Savings from 23.5 per cent. to 29.5, the G. R. National City from 39 to 44.5 per cent. The Peoples has added 4 per cent. to its percentage and the Michigan Trust 29 per cent. It has been a good year for the banks.

Quotations on Local Stocks and Bonds.		Bid.	Asked.
Am. Gas & Elec. Co., Com.	80	83	
Am. Gas & Elec. Co., Pfd.	46	47	
Am. Light & Trac. Co., Com.	350	352	
Can. Puget Sound Lbr.	2 1/2	3	
Cities Service Co., Com.	105	107	
Cities Service Co., A. d.	88	90	
Citizens Telephone	97	98	
Comw'th Pr. Ry. & Lt. Com.	63 1/2	64 1/2	
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.	60	75	
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		
Macey Co., Com.	200		
Lincoln Gas & Elec. Co.	40 1/2	42	
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.	46	50	
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.	76 1/2	77 1/2	
Tennessee Ry. Lt. & Pr., Pfd.	77 1/2	78	
United Light & Railway, Com.	66	70	
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 1/2	100 1/2
G. R. Railway Co.	1916	100	101
Kalamazoo Gas Co.	1920	95	100
Saginaw City Gas Co.	1916		99

June 25, 1912.

Savings Deposited in Street Boxes.

The Hermes Exchange Savings Bank of Budapest has placed automatic collecting devices in the streets. The idea of these boxes is that people can drop money in at any time and receive in exchange a receipt for the amount deposited. Upon presenting the slips which the machine hands out to the officials at any of the branches of the bank in question the bank book of the person is credited with the deposit. The purpose of the device is to encourage the possessor of spare change to deposit it in the bank while he is in a thrifty frame of mind.

The greatest thing in the world is not so much where we stand as in what direction we are moving.

Whether a miss is as good as a mile depends upon the miss.

The Effect Upon Woman of Equal Suffrage.

Written for the Tradesman.

The argument has been advanced that if women were granted full political rights they would become less womanly, neglect their homes and, as a matter of course, have political aspirations.

Strange as it may seem, there are women in Michigan now who neglect their homes. Some are obliged to do so. They are the breadwinners of the family. Some are not domestic in their tastes and prefer society, clubs, bridge whist, etc. Some have no homes to neglect.

Giving a woman the privilege of spending ten or fifteen minutes a year to register in a nearby polling place, the vote, that she is pretty certain to have an opinion about any way, is not going to change her nature unless giving her a real power and responsibility broadens and deepens her interest in the affairs of life. As a matter of fact, that is what it does in the states where women have full suffrage.

There are many women who hold responsible positions and there are successful women in all professions. In most cases it would be this same type of woman who would seek office—the mother of the family is in no more danger of neglecting her children for political office than for business or profession. If a woman wants to go out into the world there are enough openings for her now, and the political life as an object is not enticing. We do want pure milk, pure water, clean streets, sanitary homes and a healthful city. We want to provide wholesome amusement for our children and remove the temptations that might lead them astray. The best class of women, or the women of comparative leisure, is doing that now as far as possible, but in all social service the final word is legislation and the ballot is the only tool. The mental strength to make good use of it we have; the muscular power needed is not so much more than that required to sweep a room or play a game of tennis.

Let the Michigan women have a chance. Alde L. T. Blake.

Effect of Electricity on Animals.

Scientists have for some years been experimenting on the effects of electricity on crops, but the latest development is the report of the experiments of Prof. Silas Wentworth on the effects of electricity on animals in California. A flock of 2,000 sheep was divided—one-half being placed under the power wires of an electric wire company and the remainder removed from the electrical area. The influence of the electricity is well shown in the fact that the sheep thus specially located produced an average of a fraction over two lambs each, while the ewes living in normal conditions yielded an average of less than one lamb each. The fleeces of the electricity treated sheep were also 20 per cent. heavier than those of the others.

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Largest Underlying Company of
Commonwealth Power Ry. Lt. Co.
Netting about 6 1/3% and TAX EXEMPT

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Both Phones: 2435.

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.

Fourth National Bank

Savings
Deposits

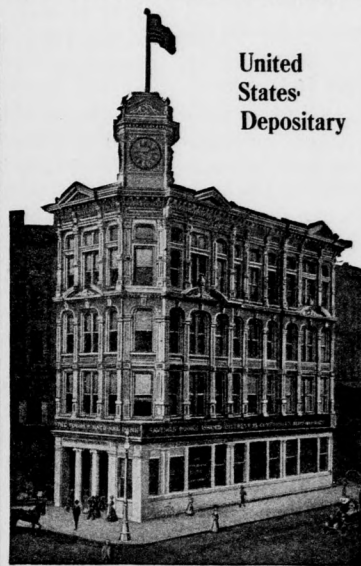
3

Per Cent
Interest Paid
on
Savings
Deposits

Compounded
Semi-Annually

Capital
Stock
\$300,000

United
States
Depositary



Commercial
Deposits

3 1/2

Per Cent
Interest Paid
on
Certificates of
Deposit
Left
One Year

Surplus
and Undivided
Profits
\$250,000

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.

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OF BUSINESS MEN.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

June 26, 1912

If you work for a man, in heaven's name work for him; speak well of him and stand by him and the institution he represents. Remember an ounce of loyalty is worth a pound of cleverness. If you must growl, condemn and eternally find fault, why—resign your position, and when you are on the outside, damn to your heart's content—but as long as you are a part of the institution, do not condemn it; if you do, the first high wind that comes along will blow you away and probably you will never know why. **Elbert Hubbard.**

MAY THE BEST MAN WIN.

An interesting chapter in American history is now in the process of being made. The Republicans have made their contribution to the story that future generations will read and, perhaps, talk about. The Democrats, assembled this week in Baltimore, are thickening the plot. How many and what others take a hand in furnishing characters and incidents remains to be seen. The people will give the chapters their proper finish in November—at least, after it is all over, and the country has settled down to business once more, we will all try to think it a proper conclusion.

The Republican convention in Chicago last week was not one that any body has particular reason to be proud of. It was one big factional fight from start to finish. It was Taft, representing that element which calls itself conservative and which other people declare is reactionary on one side, and Roosevelt, standing for what his adherents are pleased to call progressive principles, on the other, and the natural rivalry of factionalism was made acrimonious by the personal enmities which the last four years have developed between those who were once the best or friends. The Taft element, controlling the organization, decided all the contested delegations in the way that suited them best, and the method that suited them proved to be so displeasing to the Roosevelt contingent that the convention was one long drawn out cry of murder, thieves, police and fire. It is not the purpose of this paper to pass judgment upon one side or the other, but it is certain that the performance in Chicago, as a whole, was not a credit to the Republican party, nor to the country, nor will it

put the country in a contented mood for the election in November. The platform adopted by the convention is distinctly progressive, but the popular disposition will be to size up those who made it and to wonder if they really mean it.

The Democrats are holding their convention in Baltimore this week and the Democrats, too, have their progressive element and their conservatives, Bryan at the head of one and the other with several heads. The opening sessions give promise that the Democratic convention will be as picturesquely riotous as was the Republican, that as much ill feeling will be engendered, that as many cuss words will be spoken and that as much general dissatisfaction will result as in Chicago.

What will be the next step? History is being made so rapidly that it is scarcely worth while guessing. It is almost as easy to wait and see. In the Republican camp, however, the conservatives won. If the conservatives win in the Democratic convention, why should not the progressives in both parties get together for the nomination of a third ticket? It is certain that the progressives in the different parties are much closer together than the opposing elements in the same parties. The progressive Republican and the progressive Democrat have more in common than the conservative and the progressive in either the Republican or the Democratic party. Drawing upon the two old parties to form a new party is a natural process and numerous precedents can be found for it in American history. The old original Republican party was a merger of the progressives of '58 in the old Whig and the old Democratic parties to form a new party. The old Greenback party, which in its day exercised a large influence upon current events, was drawn almost as much from the Republican as from the Democratic party. Now the time seems ripe for another break up of the old parties and a new alignment. Will not this be a good thing for the country? Will it not develop new ideas and establish new and better principles of government and a wiser administration of the country's affairs? If the conservatives win, whether Republican or Democratic, will they not be much more progressive by reason of the scare that has been given them? If the progressives win, is it not likely that responsibilities will make them much more conservative than their present utterances indicate? There will be a hot campaign, not lacking in personalities, and in the fight all sides will learn things that will be to their advantage and to the good of the country. Therefore, let the fight go on, and may the best man win, be he progressive or conservative, Republican or Democrat.

When we decide to forgive our enemies we generally begin with those who are bigger and stronger than we are.

A bold front will not hold out very long without good backing.

PINEAPPLE SALES.

In many communities the housewife expects to put up her crate of pineapples as surely as her strawberries and peaches. They are a most wholesome and delicious fruit, and the cost is usually quite within the reach of all. Yet there are communities in which people have never tested their value as canned goods and feel that it would be an extravagance to indulge in them. If you happen to be in such a locality, strive to show them the fallacy. Make special trial prices and a single trial will show them the mistake.

A crate of pineapples should cost little more than a bushel of strawberries, and it will go fully as far—further if compared with small or not firm berries. It may be served in many ways and forms the basis of delightful desserts during the entire year. It has a rich flavor peculiarly its own and not equaled by any other fruit.

Some are deterred from using it except as an occasional luxury in the season because of the seeming waste in its preparation. This may be true on a small scale, but where a dozen or two are being prepared, there is no more waste than with any other fruit. A small, sharp pointed knife will remove the eyes neatly; or if the knife leaves too much flesh adhering, carefully save them, together with fleshy parings, and cook together, having washed the fruit carefully before commencing work. Strain and sugar and a delicious marmalade is the result.

One thing not always thought in connection with the pineapple: It is bound to be clean. Sanded berries may become soft in the cleansing process. With the pineapple there is no such trouble. It is firm enough to stand a thorough washing and comes out of the bath cooler and fresher. It is less perishable than most of the berries and with ordinary care there is small danger of serious loss. It is so rich in flavor that your patrons will be only too glad that you have initiated them into the favor of so delicious a variation in their dessert.

THE PICTURES WE MISS.

As a suburban car stopped before a farmhouse passengers were amused to see a small boy standing motionless with his back to the car and watching intently a cherry tree laden with ripe fruit. He appeared not to notice the arrival of his mother from town, as his thoughts were centered on the luscious fruit. As the mother smilingly patted him on the shoulder it was evident they were good chums. While she doubtless appreciated the smiles of the on-lookers, she also realized the trend of the lad's thoughts, which had rendered him forgetful of his surroundings.

To the passengers the incident was amusing, but to one of them it was more. She carried in her lap a brand new camera and was eager to get home and try her first picture. "What a chance that would have been!" but several thicknesses of wrapping paper and lack of familiarity with her

camera prevented an attempt to catch it. To her the picture, "Cherries are ripe," came with almost as much vividness as if it had been fixed on the film. Before, only the comical attitude of the lad and his evident longing would have appealed. Now the artistic feature predominated.

How many of the real pictures in actual life we miss through not being in a receptive mood! The new camera had sharpened the girl's ability to observe and pictures confronted her at every turn. Sketches of progress are in plain view on every side of us, but our own blunted senses have rendered them dim. The plan which one man puts into operation with success is equally open to a hundred others, yet they do not see it in that light. The world is full of utility and beauty. It all depends upon whether we look at it with plain matter-of-fact eyes or through the lens of adaptability.

LIFE WELL SPENT.

If any man ever earned a permanent respite from business cares and responsibilities, that man is Christian Bertsch, who now retires from active business after a continuous career of fifty-four years in the shoe trade.

Mr. Bertsch will be 75 years old next September, but he is still in rugged health and excellent spirits and, considering the life he has led and the excesses he has avoided, he has reason to confidently look forward to twenty-five years of usefulness and comfort—usefulness to friends and the community; comfort for himself and family.

There are men whose careers have excited more comment and whose temperaments have enabled them to make more noise in the world than Mr. Bertsch, but no one ever espoused a business with more enthusiasm or pursued a calling with greater diligence and faithfulness than he has done.

The Salvation Army has applied to the Grand Rapids Association of Commerce for an approval of its industrial feature, but up to the present time the approval has not been granted. There is no more reason why it should be granted than that the Association of Commerce should approve of any other commercial undertaking which is masquerading under false colors, like a pirate sailing the seas under a false flag. The industrial feature is a private venture. It is a stock company and the stock is owned by the officers of the Salvation Army. Ninety per cent. of the contributions given the organization are bestowed under a misapprehension. The goods are picked up by a wagon bearing the words Salvation Army in large letters and the words Industrial Department in small letters. Philanthropic people make contributions of clothing and other articles in the thought that they are furnishing help to the Salvation Army in caring for the poor. As a matter of fact, the goods are sold in the most available markets and the proceeds sent to the headquarters of the corporation to be distributed in dividends among the grafting members of the Salvation Army in this country.

THE FURNITURE SEASON.

Conservatism Is Likely To Develop Among Buyers.

The new furniture season is again open. This is the season when the buying is for the fall and holiday trade. It is essentially the big season of the year and this applies especially to the parlor and living room lines, although all lines feel it. Since the popularity of the automobile and the possibilities which the automobile opens to outdoor life the tendency has been noticeable to make old house furnishings do during the summer or to buy for the summer cottage or the home in the country rather than for the city residence. But in the fall the planning must be for days and evenings at home and it is then that the substantial buying is done.

The July sale is usually productive of many new patterns, but as far as Grand Rapids is concerned there will not be as many new offerings as customary. The reason for this is that a year ago, in the midst of the strike in the factories, very few new patterns were brought out and as a compensation the lines were given a general overhauling in January. Many of the new patterns of January will be carried forward as new for the fall trade. The manufacturers will have a lot of offerings to interest the buyers and make them glad they came.

The period furniture, which has come to be looked upon as standards, will be as strong as ever the coming season, but it is likely the tendency will be stronger than ever toward the English patterns. The French designs have been gradually waning in popular fancy for several seasons, while the English have been forging to the front, and it is likely that this season will be very pronounced in its English tone, more so than in any former season. The eclipse of the French is only temporary. The French designs had a strong and long run and when they have been in seclusion for a few seasons they will be revived as novelties for buyers who have forgotten them. The English patterns will be mostly Sheraton and Chippendale, with an increase likely in Hepplewhite and Adams. The so-called Early English patterns and the so-called Arts and Crafts and Mission will show an increased tendency toward a merger. The American Colonial designs are always in good taste and continue to be in good demand.

One of the striking novelties in the market this season will be a line of Japanese lacquer ware brought out by the Chas. S. Paine Company. Mr. Paine has been making a study of lacquer ware for four or five years, both at home and abroad, and it is stated he has so perfected the process that the reproduction can not be told from the genuine, except as to design and workmanship. These goods, it is expected, will be especially strong for the holiday trade.

Another attractive line will be about 200 fancy tables and cabinets, high grade reproductions of classic

pieces in mahogany by the Davies-Parsons Company, successor to the Chas. L. Greenman Co. This will be known as the "gift line" and will be offered especially for Christmas and wedding present purposes.

An interesting out-of-town line will be about 200 pieces of Chinese sea grass chairs and similar wares for the porch and sun parlor. A small showing of these goods was made a year ago and sold tremendously. The line will be greatly enlarged for the coming season. The goods are made in China of sea grass and rattan and are such as are used in India and China by the British officers and foreigners. One of the peculiarities of this line is that the orders booked now will not be filled until next March, upon the arrival of the ship from China.

One of the striking exhibits of the season will be that made by the Cowan Co., of Chicago, and this will be the first time this company has shown here. The line is high grade art goods, one of the best in the country for artistic merit and novelty. The company has taken a large space in the Manufacturers' building and its exhibit will be worth seeing.

Berkey & Gay this season will give an exposition all its own. During the year the Berkey & Gay and the Oriel companies were merged and this season the two big lines will be shown together. All but the first floor of the Berkey & Gay seven story building, on Monroe avenue, will be used for display room purposes, and the exposition floors will extend through from Monroe to Bond avenue. The floor space will be larger than that of any other exposition building in the city with the single exception, perhaps, of the Klingman building, and only the two lines will occupy it all, comprising probably 1,000 or 1,200 pieces. Berkey & Gay for several years have served lunches for the visiting buyers during the season in a cosily furnished dining room on one of the floors. A roof garden has been built on top of the building, and this will be the dining room and resting place in the future, with capacity for about fifty guests. There will be a roof over the "garden" as a safeguard against the sun and weather, but the sides will be open for the summer season and in winter the place will be enclosed in glass. The furnishings will all be of a nature to keep up the roof garden idea and open air life, and this dining room will be one of the novelties of the season.

The number of outside exhibitors for this season will be as large as usual, and it is expected something over 1,200 buyers will come to the market, compared with about 1,000 in January. The Exhibitors' Association has been doing some effective advertising with a view to creating a wider interest in the trade, and this will produce results in the form of increased attendance. It is likely the hotels will be considerably congested during the rush weeks, but local interests have been canvassing the residence districts, and if the hotels can

not accommodate the visitors rooms will be found for them outside. This condition will not last much longer, however. Before the season is far advanced it is probable definite announcements will be made regarding a new hotel. The Association of Commerce has appointed a special Committee to co-operate with the Exhibitors' Association in giving an entertainment for the visiting salesmen and buyers, and this will probably take the form of a picnic or outdoor frolic, where everybody can mix and become acquainted. The arrangements will include chances for speechmaking as a matter of course, to give the local and the visiting manufacturers a chance to exchange compliments.

As to what the new season may bring forth in the way of business nobody seems willing to predict. This is a campaign year and it is certain to be a season of much political bitterness and turmoil, with the ultimate result far from definite. In view of what is in prospect it will be strange if there is not some conservatism on the part of the buyers in placing orders. According to the trade reports retail stocks all over the country are low, and if there is conservatism in July it is possible the repeat orders will be heavier later in the season, when the political situation has become more clear.

Are you a business builder or simply a business getter? Does your trade stick to you?

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

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

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

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



This Couch Hammock and swinging seat is a swift seller.

LIST PRICE \$7.50
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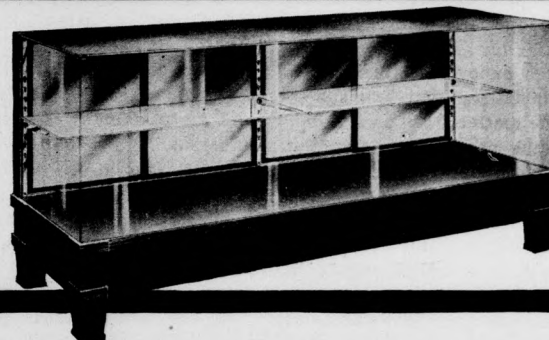
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LINE
Is Right

Send today for Summer Goods Catalog

BROWN & SEHLER COMPANY
GRAND RAPIDS, MICHIGAN



Now is the time to get busy



"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



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.

KNOW YOUR EXACT PROFIT.

Fallacy of Figuring Cost on Selling Price.

I recently took occasion to mildly criticize an article on Cost Accounting, by W. E. Leever, and I tried to point out the damage which was being done to the retail trade through its circulation. In my criticism I did not take pains to show that there was anything wrong in the accounting methods used, for I was chiefly anxious to show that the article had a tendency to encourage retailers in the belief that it costs them, on the average, 22 per cent. of sales to do business, and that 10 per cent. additional was necessary for "a safe and sane" net profit.

Since my May article was written a second circular has been sent out by the Burroughs people, ostensibly written by that master of advertising, E. St. Elmo Lewis. This latest circular also makes the bold statement, as did the first one, that the only true, accurate way to figure profits is on the selling price.

In my May article I did not plainly state that I differed from Mr. Leever in this contention, for which omission I am now criticised by a number of readers who are similarly concerned over this error in his arguments and methods and the circulation and acceptance they are receiving by thoughtless but well-intentioned people who assume that anything labeled "Cost Accounting" is good and worthy of circulation and approval. I was certain that others would challenge Mr. Leever's statements—and they have. Besides, I have so often exposed in these pages this familiar fallacy that I hesitated to rehash the matter. But as it seems the Burroughs people have found it necessary to defend themselves and their contention by printing a second circular, and one which may easily do even more harm to the retail trade than the first, I will now and again stake my reputation as a cost expert by making the flat statement that Mr. Leever's "The Right Way to Figure Profits," IS THE WRONG WAY, and a very BAD way. Let us see:

The Leever-Lewis Problem.

Mr. Leever, Mr. Lewis et al., present the following problem:

Wholesale cost of an article is.. \$1.00
Cost of doing business is 22 per cent.
Retailer's net profit is...10 per cent.
What is the retail selling price?

Remember you are basing your percentages on selling price.

The circular then takes up two pages of closely typewritten matter to show that the retail selling price would be \$1.47.

So it would—if figured as Mr. Leever demands above, "basing your percentages on the selling price."

But that does not prove that profits and cost of selling should be based on the selling price. It only proves that a dealer will go wrong if he figures his cost of doing business, and his net profits, on his gross sales and then bases his retail prices on his delivered cost.

Besides, it gives the retail trade a false impression as to the cost of doing business, and the profit percentage which should be made; and if followed blindly, it would lead to the making of retail prices which in many cases would be prohibitive and would give the catalogue houses new and plausible evidence in their declarations (in congressional hearings and their advertising matter) that the people are being robbed by the retailers.

I wish to say to Messrs. Leever and Lewis, and also to Mr. Fernley, who is really the author of the booklet printed by the Burroughs concern, and called "The Right Way To Figure Profits," that their way is not only the wrong way, but that if their methods of figuring costs and profits are persisted in and secure the general approval of the trade, it would be foolish to hope that its fallaciousness and unfairness will long escape the attention of the general publications, including the "muck rakers" and their allies on the stump—all of them anxious to dump the "high cost of living" upon the retailer.

Getting Down to First Principles.

Napoleon said: "Get your principles right, then it is a mere matter of detail."

Let us get down to basic principles:

The retail selling price is made up of three units, or factors, the wholesale, or delivered, cost; the cost of doing business, and the net profit.

In the Leever-Lewis problem already given, that retail price of \$1.47 is thus approximately made up of these three factors:

Wholesale cost\$1.00
Cost of doing business32
Net profit15

Retail selling price\$1.47

This now presents a new problem, one that requires the use of long fractions to correctly solve down in-

to its component parts. But laying aside the minute fractions, and making the figures a little more exact, but even figures so that everyone can understand the matter at a glance, let us expand it by multiplying every basic figure by ten, thus:

Wholesale cost\$10.00
Cost of doing business 3.23
Net profit 1.47

Retail selling price\$14.70

Figuring Profits Upon Profits.

With the Leever-Lewis problem and its so-called solution thus expanded tenfold, the actual net profit (to be demanded by their fallacious method that is being touted so actively) is composed of (1) 10 per cent. profit upon the wholesale cost; (2) 10 per cent. profit upon the

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.

Foster, Stevens & Co. Wholesale Hardware

10 and 12 Monroe St. :: 31-33-35-37 Louis St.
Grand Rapids, Mich.

How is your stock of REACH BASE BALL GOODS

Send us
your rush orders

Michigan Hardware Company

Exclusively Wholesale

Ionian Ave. and Island St. GRAND RAPIDS, MICH.

cost of doing business, and (3) 10 per cent. profit upon ITSELF, upon the so-called "net profit!"

Do the retailers of America, and their trade journals and all those others—the various concerns and individuals that assume to represent the dealers' interests—do they, can they participate in, or permit without earnest protest, the current quick and careless acceptance of a cost and profit accounting system so fallacious, and so dangerous in the provocation it offers the consumer?

Will the consumer stand for a retailer's profit not only upon the actual delivered cost of the goods, but a profit also upon his selling expense, and a third profit upon those two profits? Will fair-minded, far-seeing dealers demand such three-fold profits, or put themselves and their fellows in the awkward predicament of defending such profits, or such a system of cost accounting?

The Leever-Lewis method injects into the problem, or its result, two additional elements, the fourth and fifth factors, the second and third profits, the third one of which, for want of a better term, I will call "compound profit"—it will smell as sweet to the catalogue houses under that name as any other. Here is how it works out, or rather how it works itself into this little problem:

Three Profits on One Sale.

Profit on	\$10.00
Profit on	3.23
Compound profit on	1.41

Three profits on\$14.70

The reader will readily see, by the above, that in building up retail prices based upon percentages founded on the retail selling price, he is not only making a legitimate net profit of 10 per cent. on his wholesale purchase, but he is also making 10 per cent. net on his cost of doing business, and, further, he makes a third, a "compound" 10 per cent. net profit on the sum of his other two net profits.

I will leave it to any fair-minded, unprejudiced business man if that is not "working both ends against the middle" at the expense of the purchaser, and at grave danger to the reputable retailing community.

Some Other Errors.

In figuring costs and profits, the Leever-Lewis circular also makes the unfortunate mistake of saying that "a profit must be provided for two items of capital. On the capital invested in merchandise and on the capital necessary for operating expenses and other expenses not properly chargeable to merchandise account. This is only possible by figuring a profit on the selling price."

In this contention the Burrough's aggregation of experts are wrong, I believe. Rule 18, as promulgated by the Cost Educational Association, and printed herewith, says to include in selling expense—"Interest on total investment. Figure interest on your total assets at the beginning of your business year. * * *

This is variously computed by dif-

ferent merchants at from 6 to 8 per cent., according to what they would have to pay if they were borrowers of their capital, or, if not in business, what they could loan the money to others for.

I say it is unfair to figure interest upon the investment into the expense account, or cost of doing business, and then to charge profit on the investment as well. Suppose, for the sake of argument, that a retail dealer had \$10,000 invested, and did a business of \$40,000 a year, turning his capital four times, which is rather smaller than some retailers do. He charges up to expense \$600 interest on his investment and make his cost of doing business return it; as he naturally must. His net profits would be \$4,000, if thus wrongly figured at 10 per cent. upon the sales, or a 40 per cent. dividend upon his investment, in addition to the 6 per cent. interest thereon. In other words, after paying all expenses, including his own salary, the dealer with \$10,000 invested would get an annual dividend of \$4,600 upon his \$10,000 investment—which would make his business far more profitable than any railroad, or any other reputable corporation or trust operating in the United States.

Yet we are asked to accept—and many good souls are accepting—such

Wholesale cost	\$1.00
Cost of doing business	.32
Net profit	.15

Sale\$1.47

a system of cost and profit accounting as "both scientific and practical."

I maintain that "the true way to figure costs and profits is upon the delivered cost of the merchandise."

Further than that, I say that net profits should be figured alone upon the delivered cost of the goods—not on the wholesale cost (at factory or warehouse)—and that the simple addition of the third item (the cost of doing business) makes the proper selling price.—Frank E. Goodwin in American Paint and Oil Dealer.

Luminous Metal Discovered.

For generations the peasants of Cornwall have handed down a legend that at night there may be seen a faintly luminous metal among the rocks brought from the mines of the county. A British scientist has proved that this story is by no means based on imagination. A specimen of the mineral autunite, which is also found in Wales, was sent to him from Portugal because of its shining character. He finds that it closely resembles artificially prepared salts of uranium, and that its luminosity is due to spontaneous radio-activity. The light it sheds is stronger than that of nitrate of uranium. Upon parting with its water of crystallization the metal loses its luminosity.

The man who attends to his own business will always have business to attend to.

Don't be too humble—everybody steps on the doormat!

The Clever Dad.

Curious Charley—Do nuts grow on trees, father?

Father—They do, my son.

Curious Charley—Then what tree does the doughnut grow on?

Father—The pantry, my son.

Punctuality, proficiency, promptness and prudence are four p's well worth cultivating.

Excuses are the children of insincerity. Don't make excuses—make good.

ROBIN HOOD

AMMUNITION (Not Made by a Trust)

Ask for special co-operative selling plan. Big Profits

Robin Hood Ammunition Co.
Bee St., Swanton, Vt.



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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

Fisk Advertising Service

Schiller Building,

Chicago

Benson Says:

State Center, Iowa, 6-17-12.

"Say, Fisk, you are a peach! My advertising troubles are over since I sent you that \$5.00. Keep coming!

Yours for success,"

(Signed)

ELMER E. BENSON.

Every live merchant who takes the Fisk Service will feel as Benson does, even if he doesn't say so.

Five Dollars Per Year—Once a Week—52 Issues

Sold to Only One Dealer in a Town

YALE
INDEP.
ENDENT
GAS
PLANT
CHEAPEST
AND BEST
LIGHT
ON EARTH

MAKES AND BURNS ITS OWN GAS

**Make Your Own
Gas Light**
FREE FREE FREE

1200 C.F.
WAT. 3000
A.S.C.

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

Ramona Theatre

WEEK STARTING
JUNE 24th

Finest Summer Theatre in the United States

Edward Abeles "HE TRIED TO BE NICE"
Star of "Brewster's Millions"

Extra Added Attraction

THE MAGIC KETTLE

Five Other Big Acts

Matinee at 3:00

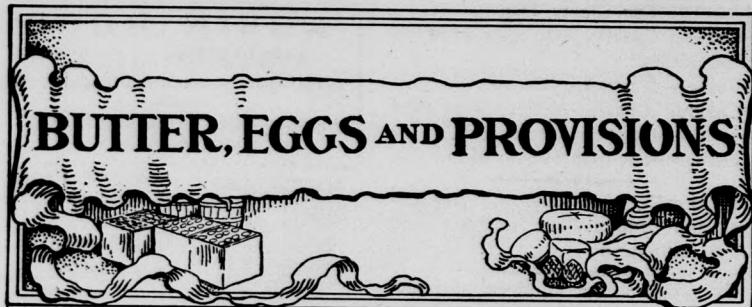
Evenings at 8:30

Prices—Matinee, 10c and 20c; Evenings, 10c, 20c and 35c; Few Seats 50c.
Seats on Sale Downtown at Peck's Drug Store.

Plan on Ramona for a Safe and Sane Fourth

Dancing Pavilion Now Open—Finest in State

Balloon Ascension and Fireworks Celebration on
the Fourth



Future Cheese Supply of the United States.

During the last two years much has been written by the United States Department of Agriculture upon the food value of the ordinary American cheese, sometimes called Cheddar cheese. It seems probable that what has been said by the department, combined with the many favorable comments made by the press of the country, may encourage the consumption of this food product.

If the consumptive demand for cheese should be increased to any marked extent, some questions as to where the supply shall be obtained to meet this demand would be very pertinent.

For a number of years before the year 1911, very little cheese was exported from the United States. One or two buyers in New York City made a practice of gathering up what is known among the cheesemakers as sour cheese, and shipped this to some of the industrial districts of England; but outside of this poor quality of material which was rejected because of its quality, the American public has consumed all of the cheese which we have been able to produce. The year 1911 might be pointed out as an exception to this statement, but there were other reasons than a surplus of cheese for the fact that a comparatively large quantity of good cheese was exported in that year. The main reason was that the high prices of the winter of 1911 had left a surplus of cheese in the dealers' hands. This forced prices to a point where exporters could sell cheese to an advantage. The result has been seen in the past winter when there has been a shortage of cheese over the whole country attended by the highest price and the lightest consumption for many years. All of the cheese that was shipped out of the United States the last year, and more, could easily have been consumed in this country.

Three states stand out pre-eminently at the present time as the cheese producing states of the country. The natural condition of climate has put them in a class by themselves. These states are New York, Michigan and Wisconsin. There are cheese factories in other states but, so far as the writer knows, the industry has gone backward rather than forward in all other places. Ohio at one time produced a great deal of cheese and the Lake Shore counties of Ohio were adapted by climate to this industry, but the busi-

ness of milk shipping has almost entirely run out cheesemaking.

Iowa, Kansas and Illinois at different times have produced considerable quantities of cheese. During the hard seasons previous to 1898 farmers in these states were forced into dairying, but as soon as better times came and remunerative prices could be obtained for grain and stock, dairying was neglected to such an extent that no community could furnish milk enough for a successful cheese factory. Then, too, the climate of these states made it impossible to produce as good a cheese as the states bordering on the Great Lakes.

Of the three states producing the greatest quantity of cheese New York still creates the greatest general interest, although Wisconsin is, at the present time, much ahead of New York in number of pounds of cheese produced and very probably is equal to New York in the quality of its product. New York is the state where the industry originated. For many years it produced by far the greater part of the cheese made in the United States and its name was regarded by consumers as almost a guarantee of quality. For the last twenty years, or since 1890, there has been no increase in the amount of cheese made in New York, and since 1900 there has undoubtedly been a steady and marked decrease in the amount made.

The rapidly increasing demand for milk for the large cities, especially New York City, has cut off the milk supply for cheese factories, wherever these factories were accessible to the railroad. The development of the New York City milk trade is worth a story by itself. Certainly it draws upon a larger territory than can ever have been thought possible a few years ago. Creameries, condenseries and cheese factories have all been closed up or turned into shipping stations. The amount of milk produced in the State has not kept pace with the increasing demands of the city consumer, consequently the State has fallen behind in the amount of butter and cheese made. The ultimate outcome of this seems impossible to foresee. More factories are closed up every year. More of them are located with poor railroad facilities and these will probably endure, but it is not at all likely that the State will ever regain its old prestige in the cheese business.

On the other hand, while New York is going backward in quantity of cheese made, Wisconsin is steadily going forward. In 1906 in Wisconsin there were 1,649 cheese fac-

ories, in 1910 there were 1,928 cheese factories. In 1906 the annual output of cheese for Wisconsin was about 110,000,000 pounds; in 1910, a dry year, it was 145,000,000 pounds. About one-third of the cheeses produced is of the foreign varieties, but the increase in the factories making American cheese is about the same as those making the foreign varieties.

Wisconsin claims, at the present time, to have a greater annual value of dairy products than any other state. Its maximum output is far in the future and its future development will probably be almost wholly along the lines of cheese and butter. Every year it sends an increasing volume of milk to Chicago, but Chicago has an immense territory from which it can draw its milk supply and the amount taken from Wisconsin is small compared with the total amount produced in the State. Almost one-

Dairy Butter Wanted

Paying 21c, delivered here, for No. 1 stock.
Jars returned.

STROUP & WIERSUM

Successors to F. E. Stroup, Grand Rapids, Mich.
References Grand Rapids National City Bank, Tradesman Co.

All Kinds of

Feeds in Carlots Mixed Cars a Specialty

Wykes & Co., Grand Rapids, Mich.
State Agents Hammond Dairy Feed

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.

— 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?

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.

half of the State is as yet undeveloped. The northern half of Wisconsin is naturally a dairying country and for a person who has driven along the old woods roads and has seen where a few stray clover seeds have spread out into the surrounding forest and underbrush, indicating the best possible natural condition for this crop, it is not hard to imagine that this country will some day be devoted almost exclusively to the production of milk. Then, too, the older dairy communities are rapidly increasing their output. The factories of Sheboygan county, which has been devoted exclusively to dairying for twenty years, have doubled their output in ten years and the farmers have only begun to realize the possibilities.

True, there are a few industries which may encroach upon the cheese production of the State. Canning factories are being located in a few places, and, strange as it may seem, the growing of cherries is occupying the attention of a good many farmers who have dairied in the past. A person can never foresee the development of the condensed milk and milk powder industries. These concerns are few in number but they draw upon a comparatively large territory.

The possibilities for Michigan are largely for future development. There are three or four hundred factories in that State at the present time, mostly doing a small business. The State is ideally located for dairying as to climate. It has a character of soil which demands the development of the dairy industry, but dairying has never received the powerful impetus given to it in Wisconsin by its College of Agriculture, its different State associations and by the grand old man of the dairy industry, W. D. Hoard. Michigan may or may not contribute a large proportion of the cheese necessary for the many million consumers in the United States. It has the possibilities, but these may never be developed.

Outside of these three states discussed there is a possibility that Northern Minnesota, like Northern Wisconsin, will some day produce a great deal of cheese. It will certainly be a great dairy section. The Pacific States have advantages but the probable growth of these states in the dairy business can not be as clearly foreseen as in some of the older communities.—C. F. Doane in Hoard's Dairyman.

The Genuine Article.

"I understand that Mr. Grabwell started in life by borrowing \$50. You must admire a man with courage like that."

"No, I don't," replied Mr. Growcher. "The man I admire is the one who had the courage to lend him the fifty."

There is a wide difference between a driving rain and a driving rein.

We do not always meet misfortune; quite as often it overtakes us.

Quite naturally the standing joke is apt to become very tiresome.

Business Friendships More Lasting Than Personal Ones.

Business friendships are more real and lasting than strictly personal friendships.

The reason is that there is a selfish reason involved why a friendship should exist.

Just as in the case of one man going on the bond of another: a sum or a consideration is mentioned in the document which the bonded one pays to the one on his bond. In other words, a bond is more binding when there is a selfish reason for one man going security for another rather than one of mere personal consideration.

Personal and business friendships are gradually merging.

A man becomes friendly with his business associates and the tendency is that business relations will grow out of strictly personal relations.

Then, again, success nowadays involves such concentration that business is the only opportunity for friendship.

There used to be distinction between business and personal associations in the days when business was more in the nature of a game; when business was a system of trading; when men considered that there was a best end of every transaction rather than its being mutually profitable. We used to hear men talk about one of the fellows being a fine fellow personally, but a hard man to do business with.

Men used to "put one over" on each other when they could and still retain the friendliest relations in a personal sense—one man took his losses from another as in a poker game, like a "good sport."

But men no longer make these distinctions.

When one man injures another in his business he injures him personally.

What a man is in business he is personally—there is no middle ground.

If a man is dishonest in his business relations, he is in his personal relations.

The writer used to think that a man could be honest in one relation and dishonest in another, but this is not true because a man does as he thinks and if he is a straight thinker in one relation he carries the tendency into all relations.

If two men are profitable to each other, either in the association of effort or capital, there is no reason why they should not be harmonious in all their relations and seek to protect each other against all outside contingencies.

If we study the harmonious relations of two men we have studied all the principles that involve the harmony of society.

We often hear of two men in the management or ownership of an industrial or mercantile institution who have gone along for years without a breach. The secret of this is mutual profit rather than one trying to take the advantage of the other for a whole profit.

We can even go farther in a finer distinction than two men and say that the study of one man in his individual conduct involves all the elements of a harmonious society.

A harmonious society is each member seeking to give a profit for that which he takes.

The discordant relation of a class and a mass involves the same human elements as those between individuals.

David Gibson.

How Some Fishes Sleep.

The sleep of fishes is still very imperfectly understood. From a guide book to the new marine museum at Madras it appears that certain sea perches regularly seek the bottom of their tank at night and remain motionless—apparently sleeping until morning. Other species have a similar habit. But some remain motionless without descending to the bottom, and many others keep always moving throughout the night, seeming to take no sleep. Prof. B. Romeis, a French zoologist, has lately noticed a fish that shelters its young at night. The female of *Paratilapia multicolor* hatches its eggs in pockets in her mouth and afterwards the young fry return each evening to the mother's mouth, remaining until morning.

Food for thought is more satisfying and fattening than thought for food.

Two Was a Crowd.

"That was an annoying coincidence," said Mr. Biggins. "It took great tact to manage it."

"What's the trouble?"

"The pension examiner and the life insurance doctor both called on me at the same time."

Giving customers time is often the same as giving them the goods.

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.

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.

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.

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.



Review of the Principal Dry Goods Staples.

Weather conditions have not been favorable to an early start in jobbing trade for immediate deliveries, and there is some complaint of slow demand from smaller merchants who buy for requirements. It is generally the opinion that business will be on with a rush for summer goods which have not been purchased in advance, and that there will be a clamor for deliveries which may be hard to make with the quickness buyers will expect.

Wholesalers are doing a moderate and steady spot trade without any flurry of any kind, but admit they might handle more business. The wash goods departments have been busier for the last few days than they were earlier in the season, and the hosiery and underwear departments showed increased activity. The demand for white goods and linens is steady. Carpets and rugs are doing well, and domestics are moving just as fast as retailers move their stocks. Reports from the retail trade are that there is evidence of growing consuming demand, and the outlook is encouraging for the picking up of business any moment.

There are many evidences of an unusually puzzling season in wash fabrics, not the least of them being the difficulties metropolitan retailers have met with in selling special lots that have been priced for advertising purposes and without regard to cost.

Fine printed goods have not been selling as well as usual at this period of the year. Yet the call for dress goods in all quarters of the market, and the call for imitations of various kinds, is beyond the power of most houses to meet for this month. The gray goods markets rule quiet with prices still holding surprisingly steady on the heavier goods. Little change is noted from day to day in the condition of heavy colored cottons because of the well sold position of the leading producers and the progress that is being made in distributing goods made by the manufacturing trades.

Business being quiet, merchants seemed to find time enough to talk politics and tariff. Conversation on these topics was generally listless, however, as many men in the trade have concluded to attend to buying and selling for a time and let other people attend to the troubles of a more public character.

Fall Dress Goods.

The low end of dress goods continues to hold the attention of job-

bers. Enquiries for additional supplies are being received daily, but most of the mills are sold ahead so far that the kinds of fabrics wanted can not be furnished. Mills which can supply all worsted and cotton warp staples are doing a very satisfactory business and the stocks that were held by one or two manufacturers have been reduced to the lowest level in years. The way orders are being booked by producers that are still in a position to accept commitments for fall delivery make it obligatory for selling agents to extend dates of shipment. Secondary distributors, however, are apparently in such need of goods that they accept August-September deliveries readily.

From all large producing centers come complaints that there is scarcity of labor. Lawrence seems to be in the worst fix in this respect. The mills are so short-handed that looms and spindles are standing idle. Were it possible to procure the usual number of operatives, the market would be in a better position to meet the present demand for merchandise.

Representatives of Western jobbing houses who are in the market report an excellent advance in business. In notable instances the volume of business for the past six months shows an increase of as much as 30 per cent. compared with the same period of last year.

Wash Fabrics.

The distribution of fine cottons in retail and jobbing channels has been better in the past few days. It is not broad and active, yet there has been a distinct movement. There has been some demand for fine printed goods for quick shipment. Some of the dimities, printed checks and stripes and some of the staple lawns and fine printed foulards have been asked for in more satisfactory quantities. The demand for bordered prints of all kinds is stronger. Printed voiles and some of the finer grades of fine organdies have been selling much better. Printed stripes on sheer open weaves have been particularly good in some places.

Lightweight sheer piece dyes have been asked for more freely. There is no letup in the demand for striped voiles, silk-striped poplin and voiles and fine white, piece-dyed and printed crepes. The heavy bodied cloth of all kinds are still in demand in larger proportion than the sheer merchandise. Piques, welts, bedford cords, fancy cords and rough fancy cottons of many kinds are being taken out of stock more regularly. Ratines of the better grades have become decidedly more active in some

quarters of the secondary markets, and some of the large Western distributing centers appear to have gone lightheaded about this fabric. There is a growing call in the market for well made serges and whipcords in cottons, and the prices obtained on some advance lines of good quality, but attractive value give rise to the belief that a development of importance on these is in sight.

Rough Effects for Next Year.

Several styles of fancy cottons are anticipating a stronger trend to rough cottons for the new season. Mere roughness without weight will not suit the demand. Some samples of new things are made of fine warps and coarse well rounded filling yarns. Others are made of novelty warp yarns and fine yarns, too, double warps being used, while the filling is coarse and soft. These cloths are being made in stripes of various kinds and will be available for skirts, dresses or waisting. Similar styles are in vogue abroad.

There is reasonable certainty expressed by stylists that goods of cotton on the dress linen order will be good sellers next season. Some cloths of this character have sold well at low prices this year, but the finer types of mills did not make many. It is possible, stylists say, to bring out goods of this character from combed yarn in fancy and plain weaves that will take on a good luster and will drape well for the pur-

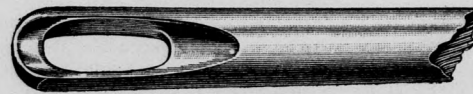
We are manufacturers of

Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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

Excelsior Gold Eye Needles



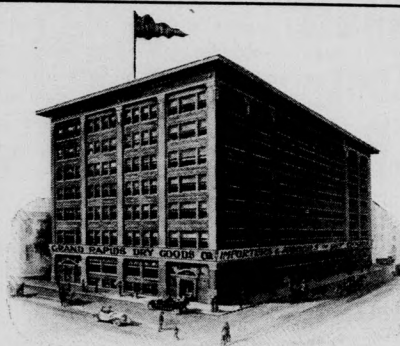
Large Round Eyes
Put up in Attractive Wrappers
100% profit



Stewart's Duplex Safety Pins

Best Quality
Extra Heavy Wire
Superior Nickel Finish

Write to your jobber for samples and prices



WHOLESALE ONLY

We have now ready for inspection one of the best lines of

**Dress Goods
Prints
Ginghams
White Goods**

and other wash fabrics we have ever had the pleasure of showing.

Call and look it over at earliest convenience.

GRAND RAPIDS DRY GOODS CO.

Cor. Commerce Ave. and Island St.

GRAND RAPIDS, MICH.

pose now required among garment men.

The modified ratines that are being shown in samples are attracting a great deal of attention and on some lines buyers are asking converters to hurry the goods out for the late fall. Voile grounds, poplin and rep grounds, and heavy weaves of different kinds are being decorated with ratine stripes and silk stripes, and the combinations secured are exceedingly pretty. Crepes of fine and medium textures in white and colored yarns in fancy combinations are being prepared.

Incidents in the Lives of Great Men.

It is hard to teach an old dog new tricks and, after having kept his weather eye open for bargains all his life, it is next to impossible for George Morse to have his attention called to a bargain and not take advantage of it. He was recently offered the handsome resort property of Mr. Peabody, of the firm of Cluett, Peabody & Co., located on Spring Lake, which cost the owner in the vicinity of \$75,000. On account of his removing from Chicago to New York, Mr. Peabody found it more convenient to locate a summer home near New York City, and he, therefore, offered the Spring Lake properties for sale at about half what they cost. George Morse succeeded in inducing the owner to reduce his price to \$25,000 and then offered him in exchange \$25,000 stock in the Canadian-Puget Sound Lumber Co., Ltd. As the stock is offered on the market frequently at \$3 a share, without any bidders, George certainly put it over on the owner of the properties by placing the stock on a basis of \$5 a share—which was par value—and succeeded in doing a very handsome turn, greatly to the satisfaction of himself and friends. The question which puzzles George's friends is, What he will do with a \$75,000 summer home? He has become so accustomed to loafing about town, ordering his meat on the way down in the morning, inspecting the Morton House to see that everything is going right, holding down the chairs in the Peninsular Club, talking politics and horse racing and the stock market with old acquaintances that his friends can scarcely imagine him sitting on his wide verandas on the shores of Spring Lake, feeding chickens and sailing a boat for pastime.

No doctor ever kept his fingers nearer the pulse of a patient than Boyd Pantlind has kept his ears close to the ground, so far as the local hotel situation is concerned. Long before the Ashton building was erected by the Pythian Temple Association, Boyd purchased the ground on which the block stands. When he sold it—at a handsome profit—he inserted in the deed a provision that no liquor should ever be sold on the premises, thus placing an effectual embargo on the location ever being used for club or hotel purposes. When the owner of the Livingston Hotel began looking around for room for expansion, Boyd quietly acquired title to the old Park Place property

next door, thus effectually preventing any expansion on the part of a competitor. Now that the Old National Bank is considering the rebuilding of the Hotel Pantlind, Boyd has secured an option on a lot in the center of the block so that no building proposition in that block can be considered which does not include him. When Charles R. Sligh and Heber Knott undertook to finance a company to erect a hotel at the corner of South Division avenue and Island street, they soon discovered they were up against a stone wall, which had been deftly constructed by the cunning hand of our beloved fellow citizen. Mr. Pantlind has such complete control of the hotel situation in this city that he can show cards and spades to any one who undertakes to add to our hotel facilities without counting him in on the deal—all of which shows what a man can do who is adding to his private fortune at the rate of \$100,000 per year and is not inclined to relinquish a hammer lock on the hotel business of the city which he has spent a lifetime in developing and expanding.

Henry Idema says the Tradesman ought to acknowledge that J. S. Morton, President of the Graham & Morton Transportation Co., did all in his power to rectify the error of one of his men in filling the Idema gas tank with water instead of gasoline. He says it is almost worth while to have the accident happen to see how anxious Mr. Morton was that the mistake should be rectified and that ample compensation should be made for the delay and annoyance. The Tradesman is glad to make this statement of the case in this connection.

Trade Winning Ideas.

An exchange prints the two following suggestions:

A furnishing goods house has on the backs of its sales slips the following: "A Personal Word of Thanks. We sincerely appreciate the Good Will you have shown in making this purchase from us. We can not build up a successful permanent business without your Good Will. Therefore, if your purchase proves unsatisfactory in any way, at any time, please—as a favor—return it for other goods or your money. We want your trade—we are bound to have your Good Will."

This is a new establishment, and this little personal note to its customers can hardly fail to make a favorable impression—certainly a much better impression than the all too common and hackneyed "Customers will please report any inattention on the part of our employees," etc., which not only does not tend to produce loyalty on the part of the clerks, but shows a too ready disposition to make the employees toe the mark while the management offer to assume none of the responsibility for dissatisfaction on the part of purchasers.

An "unnamed picture" contest has been exciting considerable interest in one large firm's business. The scheme is to have a photograph taken each

week which relates in some way to the business or to the goods which it carries. Sometimes it is a picture of an especially good window display; again, it may show a salesman exhibiting some article to an intending purchaser; or a man whose wife is assisting him to select a cravat, and so on, in great variety.

Each week a cut of the photograph is published in connection with the firm's advertising, and a list of half a dozen prizes is offered for the six best titles descriptive of the picture. A large photograph is at the same time displayed in the windows, with full particulars of the contest, and

cards bearing reproductions of the same are distributed, and sent out with goods.

There are no restrictions; any one may compete. Thus the interest is broadly distributed, and the firm's name is a household word for the time being.

A grouch never sold any goods.

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

Bachelors' Friends

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.

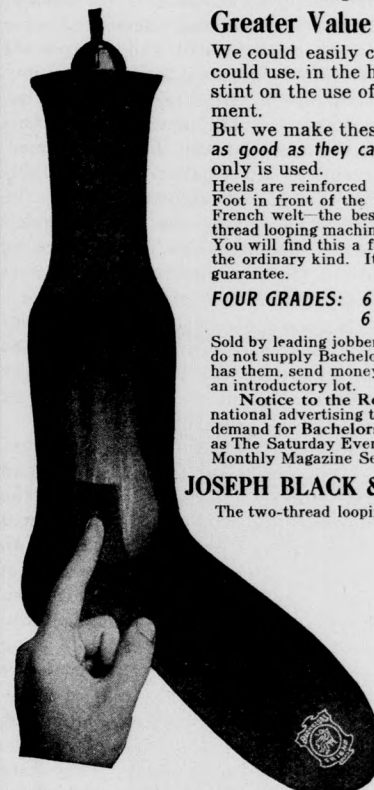
FOUR GRADES: 6 Pairs, \$1.50; 6 Pairs, \$2.00; 6 Pairs, \$2.50; 6 Pairs, Gauze Weight, \$2.00.

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.

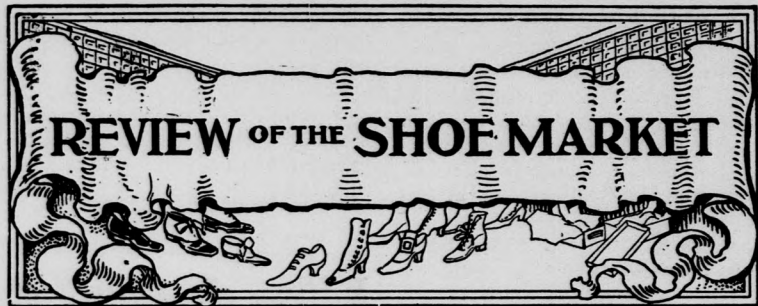


EDSON, MOORE & CO., Detroit, Mich., Wholesale Distributors



Large Stocks
Prompt Service
Right Prices

Paul Steketee & Sons
Wholesale Dry Goods
Grand Rapids, Michigan



Shoe Styles and the Trade of the Big City.

Written for the Tradesman.

Styles originate in the big cities.

In fact, movements of all sorts, good, bad and indifferent, originate in our big cities.

Last makers and shoe manufacturers are very anxious to keep in touch with the trend of things in large metropolitan centers.

A style that makes a big hit with the discriminating trade of one or more of our large cities will almost certainly go well in the lesser communities.

The big city trade is being nursed along very solicitously by shoe manufacturers not only because it is tremendous in extent, but also because the big city shoe trade (broadly speaking) calls for the better kinds of footwear.

Of course there are some discriminating customers in all of the lesser communities, and even in the country, for that matter; but the cities—and I am thinking now of the larger cities—are the biggest consumers of new and attractive footwear creations.

The wealth of the country is being more and more concentrated in our large cities. And in all of our big centers there are ever-increasing numbers of big-salaried people and large wage-earners. And there are continually increasing armies of prosperous business and professional men. And people of this kind spend large sums of money upon themselves and their families.

When it comes to buying a relatively inexpensive commodity such as a pair of shoes they do not haggle over the price. If the shoe pleases them they will have it regardless of price. If the shoe does not happen to

strike their fancy they would not have it as a gift.

In addition to the large number of men and women in our big cities who can really afford to spend money lavishly, there are thousands and thousands of people who feel that they must keep appearances at any cost—especially when it comes to new and attractive apparel. And such people are quick to understand that they can not possibly "get over" with a prosperous "atmosphere" unless their feet are modishly clad.

Then every large city is naturally the shopping center of a tremendous territory contiguous thereto. People from near-by towns and villages are irresistibly drawn into the larger municipality by the real or alleged superiority of the merchandise. This is, of course, a hardship on the merchants of the smaller towns and cities that are so unfortunate as to be overshadowed by the larger municipality; but hardships that can not be cured must be endured. And I presume this is one of them.

So every big city has a large number of out-of-town shoppers. The merchants of the big cities are very solicitous about the business of their out-of-town customers.

When all of these things are considered, one can readily understand the causes that combine to make the big exclusive city shoe store a most populous and prosperous mart. With the sort of prestige and clientele that some of these stores enjoy, the business of retailing shoes should certainly be a pleasant and profitable thing under the sun. During business hours there is a continual stream of shoppers—and, as elsewhere intimated, most of them are calling for the better values in footwear. They want new and stylish shoes—and they are willing to pay the asking price.

In view of the immense volume of business that some of our big city shoe merchants do each season, it is easy to understand how they can get a line on current trend in shoe fashions. And it would be droll if they did not learn to forecast with considerable precision the style-favorites of the near future. Dealers of this kind can very well afford to buy more special styles than smaller shoe dealers—more millinery shoes, more of the snappy, ultra, smart and novelty sort. They have calls for this class of merchandise, and they can turn it to advantage.

In view of these things shoe manufacturers are, as I have said, very anxious to secure the business for big city retailers; for this not only gives them a copious outlet for their product, but it also enables them to acquire a sort of prestige that they might not otherwise enjoy. Thus the really progressive shoe manufacturer makes it a point to keep fully informed on the newest and latest developments in the big style-centers.

Now this brings me to the principal point in this simple preaching. If enterprising shoe manufacturers find it so advantageous to keep in touch with the newest and latest trade developments in the big cities, why should not shoe merchants of the smaller towns and villages throughout the country keep their eyes focused on the big trade centers where things of momentous consequence in shoe retaildom are continually going forward? Since the big cities are pace-setters in the matter of styles in footwear (as in other articles of modern apparel), knowing what is now doing in the big cities is tantamount to knowing what will presently be doing in the smaller communities.

"It is not often I get stuck on a slow seller," said a merchant friend of mine, whose shoe store is one of the largest in a county-seat town of some thirty-five thousand inhabitants; "and the reason is I keep posted on the very latest style-developments in New York and Chicago. To me the most interesting valuable portions of my trade journals are those portions that give me live tips on what is going in the big cities.

"And not only that, but I also read letters from the big shoe centers—I

mean the manufacturing centers. I try to keep informed on what the manufacturers are saying about present calls, and what they are anticipating in the way of future calls.

"You see it's sort o' this way: I just let the big fellows try out the new leathers and lasts. They have more money than I have, and they can better afford to take the risk. And, moreover, with their immense patronage they can try out the experiment on a much larger scale than I can with my limited trade. If the style wins out, I make it a point to find out about it just as soon as I can. Then I duplicate that last as nearly as possible—and get busy. So by the time my customers begin to call for the new style they have seen in the city, or heard about from city reports, I begin to feature the new arrival in my advertising."

This sense of awareness, which my dealer-friend has sought to cultivate, no doubt accounts in large measure for his success. And he is, relatively speaking, a very successful merchandiser. During the last ten or a dozen years he has built up a splendid business—and he started in with less than \$5,000 capital.

The trouble with so many shoe merchants in the smaller towns and cities is that their attention is focused on the local field. It is vastly important, of course, to know local conditions, local capacities, local tastes, local limitations and local peculiarities. But along with this particular knowledge about local matters there should be this information about style currents and style counter-currents in the larger centers. For such knowledge is essential to anticipating to-morrow's call; and it is the call of to-morrow that proves the wisdom (or the unwisdom) of today's buying.

By all means keep your weather eye on the doings of the big trade centers, where styles in modern footwear are made and unmade.

Chas. L. Garrison.

Going at full speed is not always going fast. It all depends on how often you stop to take breath.

Some people spend more time getting ready to get busy than they consume in all the work they do.



This Is A Season Of White Footwear

We have a full stock of white shoes, Oxfords and pumps.

Refer to our catalog and order to-day.

Business Is Good

for the merchant who is prepared to meet the popular demands.

Hirth-Krause Co.

Shoe Manufacturers and Jobbers
Grand Rapids, Michigan



NERVOUS OVERSTRAIN.

Avoid Excessive Call on Mental and Physical Strength.

In a brief consideration of the dangers of overstrain I will endeavor to demonstrate a few ideas from the viewpoint of a physician.

In the first place, by overstrain is meant the excessive call on the mental and physical strength of an individual in the pursuit of any of the varied interests of civilized life.

This may be actively along the line of business, finance, literature, the professions, politics or the indulgence in pleasures and social dissipation. It makes no difference what the object is, a race after or an undue devotion to any pursuit in life with a disregard of sufficient intervals of rest and recreation will surely, sooner or later, work harm to the vital powers and delicate machinery of those wonderful bodies and minds with which the Creator has so generously endowed us.

You are quite familiar with the strenuous efforts put forth by men eager in the pursuit of finance, by the captains of industry, by the ambitious politician, the hard working professional man—all toiling at top speed; some to amass fortunes, some to advance science, some to gain knowledge, some to secure social eminence and all unwittingly sacrificing themselves in the attainment of their ambitions.

It is true the world is the great gainer by the strenuous work of these energetic men and women with great ideas and tremendous energy, for it has profited hugely by their labors. All the greatest discoveries, inventions and researches; all the vast promotion in industrial art; the growth in civilization and the broadening in National conquest and territory; the building up of colossal fortunes; the undying works of art, history and poetry, and the advancement of the Christian religion to the ends of the earth have been largely accomplished by mono-maniacs or men with one dominating purpose.

Moses, Columbus, Savonarola, Martin Luther, Watt, Isaac Newton, Morse, Lincoln, Tennyson, Longfellow, Edison and hosts of other master minds gave their best to the world and civilization has grown to its present fullness largely through their exertions.

Some of them were giants in constitution as well as in mind and they were preserved to work out their richest ambitions, but most of them broke down before their time, became neurasthenics and pessimists before they had accomplished their fullest possibilities. Had they been more moderate in their labors and conserved their strength, their achievements would have been greater and civilization have been still richer.

The present age, more than any other in the past, is one of high speed. Men are straining every nerve to attain some indefinite height in the pursuit of an ambition, putting their whole mind and body into the contest, losing sight of the fact that

there is a limit to human exertion. They are not satisfied with a moderate result sufficient to meet all the requirements of an adequate competency. They must be at the top and the result is physical and nervous breakdown. They are old before their time. They become victims of nervous prostration with its mental depression, insomnia, suicidal tendency, arterial atheroma, chronic Bright's disease, cardiac weakness and nervous dyspepsia.

This condition is known to the world as the American disease—neurasthenia—and afflicts men and women alike. Physicians in this country see many such cases, generally in a more or less advanced stage, for people will not heed earlier warning. They have no time to be sick. They temporize, maybe take a day off (usually on a holiday). They do not even rest on Sunday, that day set apart by God for cessation from all labor by man and beast. Our neighbor, the Dominion of Canada, is wiser in this respect than we are. With them the Sabbath is a day of absolute rest; no street cars, no big Sunday newspapers, no beer drinking, no pleasure resorts nor vaudeville. Tired nature takes an absolute layoff. If they do not attend church services (and most of them do) they give their minds and bodies complete relaxation. I recollect reading an experience in a Grand Rapids paper about twenty years ago, written by the editor, of a Sunday he spent in Toronto. He made great sport of the fact that he could not purchase a newspaper nor a cigar nor get his boots blacked; not a street car running, everything was as quiet as the woods. He said that the spirit of the Holy Ghost seemed to pervade the whole city. I was rather proud on reading this story of my native land that Canadians, although considered slow and a little behind the times, were still conspicuous in their observance of the Lord's Day. One day in seven is none too much to allow for contemplation of the spiritual needs which we so frequently are prone to neglect.

These neurasthenics, heedless of the first warnings of tired nature, race along in their strenuous efforts, thinking that some day when they have more time or when they have completed their task they will take a lay-off—a few weeks' vacation.

In the meantime many in order to whip up their poor tired nerve cells resort to alcoholic stimulants or opiates or other sedatives.

A sad incident occurred in this city a few weeks ago in which a former minister of the gospel became the victim of hard work and figured in the local police court. For the last two years he had been engaged in promoting the temperance cause in the interest of the local option movement. It was said of him that he was the greatest worker in the field. By his own personal efforts he preserved the cause in eleven counties and added four new dry counties to the quota in this State. His great labors brought on nervous exhaustion, and to quiet his excita-

bility or brace up his tired nervous system he resorted to morphine, that most dangerous of drugs, with the result that he lost control of himself. In a period of utter weakness he appropriated a cheap brass clock from the stock of a local merchant, was arrested and haled before the police judge. There he was considered a criminal and fined \$40 or imprisonment. This whole procedure was, to my mind, a mistake, to use a mild term. The man was not a criminal. He was sick and should have been taken to a sanitarium instead of the police cell and nursed back to health rather than given a jail sentence. He is to-day a broken down, disgraced individual, a man with an ineradicable blemish on his character, a reproach to himself and the cause in which he labored, and a disgrace to his family.

I have in mind another victim of overstrain, who through a period of business depression broke down and was forced to dispose of a well-established manufacturing concern. He contracted extreme nervous irritability, insomnia and nervous dyspepsia. It took him seventeen years of rest to get on his feet again sufficiently to get back into the game.

I saw another man a few days ago who is a neurasthenic from overwork. From a capital of \$70 he has accumulated considerable wealth. This, however, he has accomplished at the expense of his health and comfort and is now a broken down individual, afflicted with the usual symptoms of nervous exhaustion, resorting to alcoholics for relief and pre-

senting a thoroughly broken down condition in mind and body.

We all recognize many similar cases among financiers, promoters, professional men and captains of industry. Victims of strenuous exertion, most of them are conscientious in their work, but they are unwise in attempting to remove mountains when mole hills would have been more commensurate with their capabilities.

We find many victims of overstrain among women who pursue social frivolities to exhaustion, eating late suppers of stuff that is difficult to digest and possessed of little food value, playing bridge, dancing, getting insufficient sleep and arising in the morning with tired nature unfreshed.

The student attending college is very liable to draw too heavily on his natural capabilities. He is conscientious, a hard worker and anxious to make good. He is apt to neglect recreation and physical development and, although he may achieve honors, he does it at the expense of his vitality.

As well as the intensely active individual, there is the passive victim of overstrain, those who do not achieve the strenuous life but have it thrust upon them; who through force of circumstances have burdens and worries laid upon their shoulders which wreck their health and energy and weigh them down to an early senility. These should have our greatest sympathy and forbearance. They are found mostly among the



Our Shoes Are Positive Profit Producers

They are all the year around quick selling staple footwear, made from the best grades of leather known for work shoes, by expert workmen in a factory equipped with every modern shoe-making appliance. They are just what the public wants, superior wear quality at a moderate cost.

We go everywhere for business.

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

poor or those of moderate circumstances, men and women of large families and small incomes; mothers are fagged out caring for children, maybe with physical disabilities incurred in bearing their offspring. They are nervous, careworn and physically and mentally tired out. They become old before their time. The only rest these mothers have is the two weeks' lying in bed each time a new baby comes. We can not pay too much honor to these mothers of nations who sacrifice their strength in the interest of their children and whose only recompense is the happiness in seeing them grow up to be honorable men and women.

If people were sensible enough to heed the first warnings of tired nature and moderate their pace, all might be well. If a piece of machinery begins to lose power we know something is wrong and we immediately take steps to remedy the inefficiency. We give it more oil or repair loose bearings or clean out old debris. So it should be with the human machine. When that tired feeling comes that is not relieved by sleep and temporary rest, when nervous irritability, loss of appetite and weight, persistent insomnia and haggard facial expression, headache and a weak heart action supervene, it behooves us to sit up and take notice. The first and most important remedy is rest—absolute rest. Let the tired, nervous business man, the wornout clergyman, the fagged out attorney, the hollow eyed, careworn mother drop all duties and get away for relaxation of mind and rest of the weary body. Tired nature will soon feel relief and spring up into renewed activity. Very often a man leading a strenuous life is arrested in the progress of his activity by some acute illness, like typhoid fever, or he experiences an accident resulting in a broken limb, forcing him into a period of idleness. These afflictions are very often blessings in disguise. The mind and body experience a complete relaxation and every tissue has a chance to quiet down and recuperate. Of course, I would not advocate the contraction of an illness or the seeking of an accident in order to break a leg as a remedy for nervous prostration, but physicians often notice that these calamities do have a beneficial effect on a tired nervous system, illustrating the fact that absolute rest is a very good thing. The next remedy is change of scene, and the best change is to one where the individual will have the opportunity of getting close to rugged nature. Get back to Mother Earth, in the woods and mountains. Take sea voyages. Get away from telephone, street cars, the noise and din of the city and the daily newspaper. Food is of the greatest importance; simple and nourishing, milk, eggs, beef steak, bread and butter, fruit and vegetables.

All stimulants should be avoided. When a man begins to run down he often resorts to alcohol to tone him up or opiates to tone him down. He takes a whisky bracer to put more steam into him or to stimulate

a flagging appetite. He resorts to opiates and other soporifics to induce rest and sleep or headache powders and bromo seltzer to quiet his tired brain. All these are not only of no real benefit, but are positively harmful. They are like the whip to the tired horse. Alcohol and drugs have no place in the treatment of overstrain.

One of the real dangers of overstrain is the tendency this activity has to the contraction of chronic organic lesions, particularly Bright's disease, nervous and catharrhal dyspepsia, the lack of proper assimilation of food and sufficient elimination of waste material.

There is no other one thing that will influence the contraction of these conditions more than the indulgence in alcoholics and especially with the individual who takes them rather steadily as a stimulant to a flagging nervous system or a tonic to a poor appetite.

The fortunate man is the one who is able to be moderate in his labors, for all must work. The drones in this universal hive of industry are more to be pitied than the workers who labor even to exhaustion, but the man who pursues his avocation with temperance is the man who enjoys better health, is happier in his work and is the man who lives longest, producing greater results than the high speeder who races in the accumulation of wealth or burns the midnight oil in scientific research.

It is hard to stem this twentieth century speed. It looks as though it had come to stay and, more than that, the rate will probably be increased rather than diminished. The one ray of hope is that we are recognizing the fact that we need shorter periods of labor; that we need more outdoor air; more playgrounds and breathing spaces; safe places for children to bathe in in summer and to skate and play hockey on in the winter. This city did a splendid thing in providing recently additional parks and playgrounds for the people's recreation and a supervisor and assistant to direct the enjoyment of them.

The mechanic and laboring man are gradually having their day of labor reduced in length. The State Legislature has enacted that the labor of women shall be limited to fifty-four hours per week. Half holidays are in vogue every week in many industries. People are realizing the necessity for better ventilation and outdoor air, of cleaner milk and pure food. This general movement toward sleeping outdoors or indoors with windows widely opened, winter as well as summer, and the extermination of the fly is having a very beneficial effect on the general health of the people, as well as on tuberculosis, in the interests of which the movement was first inaugurated.

In the interest of good health and as a safety valve for the busy man or woman, it is a good thing to have, besides the regular avocation, a hobby; something that will set in motion other interests than those re-

quired in the daily work; something that will divert the mind. A person whose occupation embraces a variety of things is not in as great danger from overstrain as is one whose whole attention is absorbed by one interest only. I would say to these latter, especially, get interested in something besides business or study. Let it be a garden, fancy chickens, amateur photography, golf, a carpenter shop in the basement, anything to divert the mind from the daily grind and turn it into other channels. A hobby develops other muscles and brain cells and relaxes those in daily use in the regular avocation. Besides, it will afford a good deal of pleasure when one gets interested in it.

In considering this momentous subject in a few words, I would say, avoid overstrain by being temperate in all things. Be ambitious but moderate. Do the world's work, but mix it well with recreation and diversion. Have some other interest outside the regular duties. If that tired feeling comes on with nervousness and insomnia, avoid all stimulants and brain sedatives. Eat good nourishing food and breathe outdoor air. Take a few weeks off and get away to the woods and streams. Forget your business and give the tired nerve cells a chance to recover normal vitality. If you have not burned the lamp too long, you will soon regain your health and be able to come back to your labors with renewed vigor. Then be careful to avoid the danger again.

Take things easier. You will live longer and happier and accomplish more.
Dr. John A. McCall.

Just a Starter.

In order to impress upon his congregation the length of eternity, a colored preacher used the following illustration:

"If a sparrow, breddern, should take a drop of water from the Atlantic Ocean at Coney Island, and with this drop of water in his beak should hop a hop a day until it reached the Pacific Ocean at San Francisco, and when it got there should let the drop fall into the Pacific, and when this was done should turn around and hop a hop a day all the way back to Coney Island and get another drop and do the same thing over, and keep on doing this very same thing until it had carried the whole Atlantic Ocean over into the Pacific, it would then only be early morning in eternity."

Had a Good Defense.

"Look here," said the guest, "things around here are just about as rotten as they make them. When I went to luncheon I found hair in the ice cream, hair in the honey and hair in the apple sauce."

"Well," explained the genial proprietor, "the hair in the ice cream came from the shaving of the ice, and I suppose the hair in the honey came off the comb. But I don't understand about the hair in the apple sauce. I bought those apples myself, and every one was a Baldwin."

Keep Your Eye on *The Delightful Shoe* Here is One Popular White Style



The Delightful Shoe
For Women

Embodies all that
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implies

This is style
No. 6420
At \$1.75
White Canvas
Goodyear Welt
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TERMS:
10% in 10 days
Net 30 days

Look These Over

No. 6430 Tan Russia Pump Welt. D.....	\$2 10
No. 6990 Black Suede Stag Pump. McK. D.	1 60
No. 6921 White Canvas Pump. McK. D.	1 25
No. 6121 X White Nubuck Button Oxford Welt. D.	2 35

Grand Rapids Shoe & Rubber Co.
The Michigan People
Grand Rapids

WILL POWER.

How It Predominates Over Physical Disadvantage.

Almost anything seems to be possible with man—it is simply a matter of will.

A few years ago a young man in a New York department store who weighed less than 126 pounds, height under 5 feet, 4 inches and legs scant 30 inches, resolved to become a long distance runner.

Old professional trainers told him it was no use—his legs alone were against him—his stride too short.

But somebody had told this young man what Abraham Lincoln said when asked how long a soldier's legs should be. Lincoln, without any hesitancy, replied that they should be exactly long enough to reach from his hips to the ground.

What applied in a case of a soldier evidently applied in case of a runner, for as a result of several years' persistent effort, this fellow won the Marathon race, twenty-six and one-half miles, of the International Olympic games in London, and against all the world's contestants.

Even a year before, in Boston, he ran twenty-five miles in two hours and thirty seconds.

Think of it, man with his superior intelligence, by simply exercising his will, can out-distance a horse, with all that animal's natural, superior physical equipment.

The average horse, under average conditions, would require five hours to make the same distance—you could not find one horse in twenty-five on the average city's streets that could make it in four hours.

The world's record for long distance horse travel is but one hour, forty-seven minutes and fifty-nine seconds, and was made by General Taylor in 1846, but on a perfectly level track and under ideal conditions.

Even an army saddle horse travels but forty miles a day at a dog trot, and over average roads, according to Government tests.

This London Marathon race was a good example of the fact that many start but few finish. An energetic young Italian was way ahead at first, but the pace was too fast for the last five miles; he fell back; he could not keep it up, and the American, who had husbanded his strength, won out.

So it is with business and all the affairs of life. We have all seen some galoot come to town, handicapped by the lack of normal mental equipment and special training, yet beat everyone out on the finish.

It is simply a case of will predominating over physical disadvantage.

He worked while the more confident ones slept.

The natural and acquired mental equipment for a pursuit frequently gives us over confidence. We rest on confidence, while the other fellow, knowing his weakness, forges on by force of will.

Handicaps do not hurt a man with a semblance of will; they add strength to it.

Handicaps are spurs to the will.

Nature, when she takes away one faculty, usually adds strength to another.

A blind man has accomplishments that we do not have.

A one-armed man soon learns to button his cuff with his teeth.

A lazy man is frequently successful by the fact that his defective energy is made up of brilliancy. A dull man is frequently successful by reason that brilliancy gives place to energy. Each may outstrip the other by simply applying the will. It is all according to the amount of will that each applies in overcoming his handicap.

Men without natural handicaps frequently apply them by resolve to spur their will. A man resolves to do a certain amount of business in a year; after he has done it he finds it easy enough and resolves to increase the amount during the next fiscal period and thus progress.

David Gibson.

Fighting the Goliath of Modern Times.

Once upon a time, according to Sacred history, a very young man, in reality a boy, went out to fight a big giant. There is no record that the boy was even large for his age. He was fair to look upon and had a ruddy countenance, showing that he was in good health. He had no armor, but his simple shepherd sling, used in his business of caring for and protecting sheep. The giant was fully armed with all the appliances known to warfare at that time, but the boy did not falter. What he had to fight with he knew how to use. His expertness was his salvation. He had confidence in his own ability. He had no fear. He did not hang back and wait to see some other person do the killing. He did not wait for the enemy to come for him. He went after the giant.

Country merchants are fighting the Goliath of modern times which is better recognized as the mail order house. No one questions its bigness. No one minimizes the advantages it has in the way of immense capital and trained men to operate all the branches of the business. It is well equipped, and it can fight. But the little-David-country-storekeeper can fight, too, if he only knew it and believed it. He has a few pebbles in his hand which can be thrown with deadly effect, if he only propels them expertly and with confidence. They are his opportunities for getting next to his customers and taking such good care of them they will not want to run away from home to spend their money.

He should take a lesson from David in running to meet the Philistine giant. He should not wait until the mail order house has gotten the customer away and then go to bring him back. It is a better plan to keep the customer from going away. This is meeting the giant more than half way. Show the public in your community that you have the goods, and the enterprise needed for proper conduct of a store. To do this it is necessary

to keep after them so they will not forget you. You should make trade extension tours to the doors of the inhabitants of your community, and follow this personal solicitation up with numerous letters. Use the mail yourself. Do not let the mail order house have a monopoly of Uncle Sam's means of distributing information. Keep after the people all the time, and you will get some of them for customers all of the time, and all of them for customers part of the time.

Activities in the Hoosier State.

Written for the Tradesman.

The city sealer of weights and measures at Evansville has been testing the different brands of flour on sale at the stores and finds many of the sacks are short weight, running from two to nineteen ounces below the labeled weights.

Angola has purchased 16,500 gallons of oil for use on the streets. The expense is figured at about \$3 per front foot, the money having been raised by subscription. The experiment will be watched with interest.

The Deister Machine Co., with \$200,000 capital, has been organized at Ft. Wayne and will build a large factory.

The Indiana Retail Jewelers' Association held its annual meeting at South Bend June 17 and 18. Walter H. Mellor, of Michigan City, was re-elected President and the convention goes to Indianapolis next year.

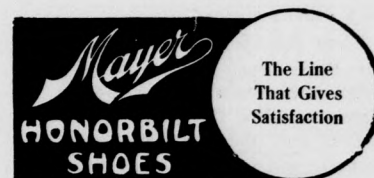
South Bend has engaged a landscape gardener to prepare plans for the extension of Kaley Park. Band concerts will be given Sunday evenings in each of the five city parks.

Indiana's new school for the deaf, located near Indianapolis and costing a million dollars, was recently dedicated, with Governor Marshall as the principal speaker.

The annual picnic of the grocers' and butchers' of South Bend will be held at Hudson Lake July 31, the trip being made by interurban roads.

South Bend grocers are discussing a co-operative delivery system, and L. H. Rulo is chairman of the Committee investigating the plan.

Almond Girffen.



For Your Spring Trade---The "BLIZZARD"



If you haven't a copy of our illustrated price list, ask us to send it. It is a complete guide to the best rubber boots and shoes.

Wales-Goodyearand 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



Should Marriage Be an Industrial Partnership?

Written for the Tradesman.

The Desmonds are both practicing physicians. Drs. Henry B. Desmond and Kate R. Desmond, the names read on their office door. They took their medical course together shortly after they were married, and it is pleasing to note that they are making a success of life professionally and otherwise. They are very congenial and happy and never seem to tire of each other's society.

Their ways of doing things are in the main much alike, and so they work well together. While he is stronger, more forceful, more determined, and she gentler, more sympathetic and intuitive, these differences only seem to be of advantage. Some patients need his qualities especially—some prefer hers. Very many seem to improve most rapidly under the combined attentions of both, and they practice in this way a great deal. They consult together over almost every case.

In a very pleasant little home they spend most of their time when not in the office and not visiting patients, and they pursue a system of very light housekeeping, taking many of their meals out, especially in busy times. While both are enthusiastically devoted to their profession, they do not lack the things which go to make up domestic enjoyment. Their office has a restful, homelike atmosphere. A sentence from Elizabeth Stuart Phelps applies to them very aptly: "Wherever they are, there is the spirit of home, for they two love and they are together."

It happens the Vanteens live near neighbors to the Desmonds. Mr. Vanteen is in business and Mrs. Vanteen helps in the store. But they do not harmonize—indeed, they are forever "scrapping." Mrs. Vanteen does not approve of Mr. Vanteen's management—his buying, his financiering, his employment of help. She finds fault and nags continually. Their clerks, customers and all their acquaintances know of their constant disagreements. Mr. Vanteen has frankly soured of life. He often is sullen and morose and it is rumored that he is drinking heavily at times, although ten years ago, when they were married, he was a young man of no bad habits whatever.

Their little girl, Edith, has the unpleasant ways of a child brought up in a discordant atmosphere. If her father corrects her for impudence or disobedience, she runs to her mother, who promptly sticks up for her. When Mrs. Vanteen tries a little dis-

cipline, the process is simply reversed. The child is painfully old and sharp and worldly wise. Her chief diversion is scolding her dollies.

Further description is unnecessary. My readers all know such couples as the Vanteens. The question is, would their marriage have proved a happier one had Mrs. Vanteen confined her energies to her housekeeping and the training of Edith, and left Mr. Vanteen to paddle his own canoe in business?

The Barnells are another couple living near the Desmonds and the Vanteens. Mrs. Barnell lately has been silently studying the cases of both the other families to get some light on what is now to her an important problem.

Mr. Barnell is a lawyer. He has considerable ability and will doubtless make good in time, but just now he is having the struggle to gain a foothold which is common to young men in his profession. They have no children. During the five years they have been married Mrs. Barnell has given her time mainly to her housekeeping, but has found abundant leisure for club work, church activities and entertaining her friends.

They have a cunning nest of a home and Mrs. Barnell enjoys heartily the life she is living, yet she often feels that she ought to help her husband more directly than she now is doing. By entertaining less, abridging her outside activities and simplifying her housekeeping she could have several hours' time every day. She has been thinking of going into her husband's office. She would take the place of the stenographer at once and save the salary that is paid her. Mrs. Barnell is bright and well educated and feels that soon she could be doing far more for her husband's law business than any stenographer and typewriter he can employ. She is personally popular and would have a pull with clients. Even now he often talks over his cases with her at home and considers it very much worth while to find out how things look from her point of view.

The question over which charming Mrs. Barnell is just now puzzling her brain is just this—if she changes her present mode of living and goes to work in her husband's office, will the outcome be like Mrs. Desmond's or like Mrs. Vanteen's. She knows her husband always has deemed her society a great pleasure; but will he enjoy her constant presence? Can she fill in and round out his work, can she supply where he may lack, can

she strengthen and sustain him—or will she annoy and rasp and irritate?

She has sense enough to know that a wife, if she be a person of ability and force of character like herself, can not work in the same impersonal way that the office girl does who has no direct interest other than earning her pay. In the nature of things the wife must be a far greater help or else prove just a vexing hindrance.

I rather think Mrs. Barnell will decide to try the experiment and I believe she has the tact and insight and self-control that will enable her to win out.

But because this plan may work well in the case of the Barnells and unquestionably is working well in some exceptional cases like the Desmonds, it is not without the defects which may become manifest in such a case as the Vanteens. Where there is any lack of congeniality, any incompatibility of temperament, where one is systematic and methodical in ways of working and the other is spasmodic and disorderly, where ideas and methods can not be harmonized—it certainly makes for peace and happiness, or at least for less of discord and unhappiness, if the husband does his day's work in one place and the wife hers in another. If the wife has leisure and wishes to earn, it may be better to get employment from some one else, or to take a few boarders or roomers, than to try to mix in with her husband's business.

The problem that confronts Mrs. Barnell and every woman contemplating a like course is an individual one and must be worked out according to individual conditions and circumstances and temperaments. No rules can be given that will apply to all cases alike.

Let nothing that has been said disturb the serenity of the woman who finds her time and strength fully occupied with the work of her home. Let no suspicion enter her mind that she ought to get out and be "doing things." Where the husband is well able to provide support and the wife is domestic in her tastes and happy and contented in the care of her household, there is no better arrangement for the average married pair than just this, and certainly none that so fosters high ideals of family life, or so well allows for the good bringing up of children. The professional or industrial partnership, if ever so successful, must be regarded as adapted only to exceptional cases, and is not to be counseled for general adoption. Quillo.

Her Think.

"I once thought seriously of marrying for money."

"Why didn't you, then?"

"The girl in the case was a thinker, too."

Couldn't Tell.

"Have you a good cook now?"

"I don't know. I haven't been home since breakfast!"

Surely this world is large enough for you and all your rivals.



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Are Imitated

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(The Flavor de Luxe)

Is not the exception. Try the imitations yourself and note the difference.

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Flour Trade with

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Freight Easily
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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.

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**Voigt
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Grand Rapids
Mich.

SHOW CARD WRITING.

Truthful Statements Build Most Satisfactory Business.

Why should you learn show card writing?

Because it will double your salary.

Because you will be indispensable to your employer.

Because it will enable you to obtain a better position.

These are only three of the many answers to this question. Life is a hard battle at best, and our daily bread depends upon our ability to earn it. In order to secure our share of the necessities of life we match our wits and ability against the next fellow and the best equipped man wins.

Capable and skilled penmen are numerous nowadays—so numerous that a man does not find it an easy task to supply himself by fancy handwriting. With the various office equipments now in use there is very little demand for good handwriting. In former years, before the typewriter was invented, a man who was able to do good, plain, legible handwriting was greatly in demand.

Ability to do plain and fancy lettering in imitation of print is an accomplishment that few possess. This is very largely due to ignorance of the demand for it.

The business of lettering offers a field not overcrowded, and one where there is actually a lack of competent workers.

The general opinion that one must be a good penman in order to become a good letterer is altogether mistaken. It has been proven that many whose handwriting is of the poorest are capable of becoming experts in the art of lettering.

Any one with ordinary ability, good brushes and pens, clean hands and paper, may instruct himself in many of the simpler forms. It would be well for him to copy small-sized, artistic type, such as may be found in any of the magazine advertisements; after which he should purchase a book of alphabets and continue to practice from that.

Patient and faithful practice will make perfect, provided the student does not allow himself to draw carelessly, and never fails to keep all his lettering materials clean and neat. The work soon creates an interest never before thought possible, because it offers such a variety and makes such a good showing.

Of course, practice under a good, competent teacher will enable one to grasp the smaller details much quicker, but anyone who is interested enough to try will find that he is well able to teach himself.

The demand for show cards is enormous and the prices paid for them are good.

Why shouldn't you come in for some of this money? Get busy and try.

The man who knows how to write show cards is fortunate. He can get sales for almost anything salable. His argument can be effective and his logic reasonable. It is not be-

cause he is a good scholar, but because he knows what will appeal to the prospective purchaser. The faculty of knowing how to tell of a thing, and why it should interest the individual, in a few, short, terse sentences, is what constitutes the value of the show card.

A pair of sox in a show window without a price ticket is simply a piece of merchandise, but the moment a price ticket is placed on them they become the answer to an unasked question.

Let your showcards ring with the truth. If the other fellow wishes to misrepresent his goods, you do not have to follow his example. Even if it does seem to you that his methods bring more trade, it is only for a time; sooner or later he will be found out, and the man who has always given a pound for a pound and a yard for a yard will be the gainer. He will live to be proud of his reputation and the community will be proud of him. He will have nothing to be ashamed of if he knows that his statements are true and his goods honest.

"When I opened my first store," said a veteran storekeeper, "I swore I would get along without show cards."

"And did you get along?"

"Oh, yes, I got along. I got along in less than three months. When I had saved enough to start another store I used show cards, and I have been using them ever since."

Have you a blank wall on the side of your store? If so, why is it blank? Do you know you are wasting one of your best advertising spots? Other men are willing to pay for the privilege of using that blank wall and if it is worth anything to them it is worth twice as much to you. If you are not experienced enough to paint a sign there yourself, have some one else do it. It will pay for itself in less than a month.

There are many ways of making show cards holders and one of the best and most artistic is to secure a small log of wood and saw it to the shape of a hemisphere, leaving the bark on the wood if possible. Next, saw a slot in the round side of it at the right angle to give the show card the proper tilt. This makes an excellent card holder for the show window.

George Hyett.

When you have nothing else on your mind or time take a little march across the street, face right about and aim your gaze at your own store. Size it up, windows, signs, paint, everything and see if there is not something that can be improved. Try to watch the details of appearance and have a store that looks like a thriving place of merchandising and not a second-hand junk shop. Give the store a fair chance. Business may not be so bad after all. It may be the business place that is out of order. It is a bad habit to get into the way of letting well enough alone. It is never "well enough." Improvement is progress, and progress spells success.

The Girl Who Stays at Home.

With the passing of June school life will end for many a girl. Some will elect to take up a profession or business. Others will stay at home. Those who go into business will give the matter some serious thought, recognizing that such a decision cannot be taken nor such responsibilities assumed lightly. But the girl who stays at home will give the matter no consideration whatever. But she should.

She has just as important work awaiting her in the home as has the girl in an office. Her decision will affect her future life quite as much as if she were taking up a profession. It is quite important to the family and to herself what kind of home girl she will be.

If she is going to be the home girl who comes down late to a breakfast her mother has prepared, who idles through the morning dawdling in the shops or gossiping with friends, who wastes the afternoons and evenings in more gossip or gayeties, home life will be a decided disadvantage to her. She will deteriorate morally and mentally. She will grow selfish and lazy. No girl should permit herself to become this sort of home girl even though her mother may want to indulge her or the family circumstances may permit of idleness. It is not enough merely to live. An animal can do that. One should live to some purpose.

A certain amount of gayeties and pleasures are right and necessary. Girlhood needs them. But not all one's time should be given up to them. Life demands of a healthy, bright, forceful girl something more worth while. Pleasure should be given its proper place and proportion in the day's affairs, like the dessert on the menu. One can not live on it altogether without becoming flabby and unhealthy.

The girl who stays at home should take her share of the household tasks. The time has come to lift some of the burdens from mother's shoulders, to give more time and sympathetic attention to the interests of the younger members of the family; to add to father's pleasure in the family circle of an evening.

The girl who is at home with mind free from lessons and time to study the home life in all its details will find plenty to do to help and to make it happier. And the girl who stays at home should do it. A study of household economics might be of greatest aid in lessening the household expenses or lightening the burden of its toil. She will be a wise girl if she takes this up. She has elected to make home work her life work and she should bend all efforts to do it as scientifically and intelligently as possible. She will get far more pleasure out of it also if she goes about it in the most up to date manner.

The girl who stays at home should take an intelligent interest in the affairs of the community about her. Sunday schools and charitable organizations need workers. Business women are too busy and too tired to do

much of such work. Justice to themselves demands that they rest and recuperate when their day's task is over. The girl who stays at home can also help much now in many civic affairs.

The girl who stays at home should not shirk such responsibilities. They will broaden her life, make it more useful and happier. And when she goes to a home of her own she is better fitted to manage it, and to make it a haven of love and rest for her own and a power of good for the community.

Alice Mason.

Thinking about doing something is as near as some persons ever come to doing it.

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BRIBERY OF THE BUYER.

Growing System of Graft and Corruption.*

I did not come here to preach about the necessity of organizing as manufacturers; it is too late to talk about that necessity. When the world is everywhere stirred by the factions of unrest; when we have the sympathetic strike upon one hand and syndicalism upon the other; when our legislatures seem to have resolved themselves into assemblies for the agitation to stop business growth, the necessity of organization has become so apparent that it is waste of time to argue it. So I have come to tell you, at your President's request, some of the things that have been accomplished by the organization of its business men into an association such as this.

You are, of course, aware that of all the states in the Union, Michigan boasts the most diversified industries. Mines, agriculture, manufacture, the ingenuity of her citizens, joined with unparalleled natural resources, have set her at the front rank of the states of the Union in the great multiplicity of industries. Over her copper wires travel the news and talk of the world; her iron spans the continent and carries the commerce of all the people; her coal, unknown beyond her borders, tests to the highest degree of efficiency and furnishes the fuel for many industries. In agriculture, while not excelling in quantity, she ranks high in quality. Her sugar plants rival those of the West; her vegetable products, from canned goods to breakfast foods, are known everywhere, while her agricultural implements, her machinery, her furniture and, greatest of all, her automobiles, make her name as a manufacturing State a household word the world over. If diversity of industries were a bar to consolidation of interests among manufacturers, it would have stopped a manufacturers' organization in Michigan. But the manufacturers of Michigan, twenty years ago, began to learn the lesson that organization, if for no other purpose than insurance against unjust laws and irrational legislation, was a necessity.

The first task they undertook was the task of dealing with the traffic problem and the railroads, and the first great work they accomplished was the drafting—in their own meetings—of a Railroad Commission Act, which was accepted by the Legislature and passed in the identical words as it came from the conferences the organization called with the public and with the railroads. Out of that Railroad Commission, organized now as one of the best in the country, has come a steady improvement in traffic conditions throughout the entire State. The questions of car service and demurrage have been there dealt with to the mutual advantage of both the shipper and the carrier. The problem of railroad

*Address by Hal. H. Smith, Attorney Michigan Manufacturers' Association, before Kentucky Manufacturers' Association.

rates is in Michigan, as in Kentucky, a serious problem for the manufacturer whose plant lies away from the Great Lakes where water competition dictates favorable freight rates. I am not sure but the condition in Michigan, where water touches three sides of the Peninsula, is more aggravated than that in Kentucky, where the great waterway flowing along the length of the commonwealth gives to those who are situated upon it an advantage over inland competitors; but in Michigan, through the efforts of the Commission, supported by our business men, rates are now being checked in upon all classes of freight that guarantee to the inland manufacturer the same advantages gained by his border competitors. Not only this, but the Association, by preaching the unity of Michigan manufacturing interests, has brought the manufacturers of Detroit, Saginaw, Muskegon and all like towns to realize that upon the prosperity of the entire State depends their prosperity, and any favoritism shown at the expense of the remainder of the State gives but a temporary advantage, to be followed later by a permanent loss.

The questions of traffic, however, have not been all that have been dealt with by our Association, although they continually arise to vex both the business man and the railroad.

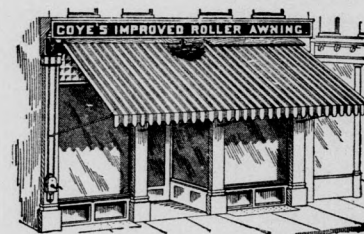
The question of taxation of the manufacturers is to-day one of the live issues that must be dealt with. Michigan, in 1911, felt the effects of the wave, now so strong in many communities, that demands the higher taxation of the manufacturer. The doctrine was preached in Michigan that the farmer had a right to ask the manufacturer and the corporation to bear the entire expense of the burdens of the State. They said to us that because the corporation took from the State the franchise, although it paid for that franchise in a franchise tax, yet it should, because it was protected by that franchise, bear the entire cost of the maintenance of the commonwealth, and they proposed, as they proposed in Rhode Island and elsewhere, and soon they will propose in Kentucky, to value the corporations of the State upon the basis of their earnings, capitalizing those annual earnings on a basis of 10 per cent. and compelling the payment on the corporate excess so created of a tax sufficient to discharge all the burdens of the State government. It was not proposed to levy this tax upon the individual or upon the partnership, and it was frankly proposed to make this assessment so high that the farmer would be rid of all the State taxes. The Manufacturers' Association organized to oppose this; they canvassed every newspaper in the State and when the Commission that recommended this law met to consider it, a delegation in boots, 750 strong, appeared before the Commission and there gave voice to its protest. Either by its numbers, or by its arguments, it compelled the Com-

mission to recede and the Corporate Excess Tax was in a single day destroyed in Michigan. The service thus performed for the manufacturers in Michigan and for the farmers in Michigan was of inestimable value to the entire State; it awoke the manufacturers to the dangers confronting them and stirred the farmers to the realization that when a citizen seeks to avoid the payment of some part of the expense of the commonwealth he is false to the duties of his citizenship.

At about this same time the organization began its labors upon another great problem that has been dealt with in Ohio, Illinois and in a dozen other states in the Union—the problem of the Employers' Liability and Workmen's Compensation. For some time it had watched the rising flood of legislation to take away from the manufacturers all the defenses they now have under the common law in cases of negligent injuries. It saw the time coming when the workman injured in the factory would have an almost absolute right to recover some damages at the hands of the jury from his employer.

It made up its mind that before that time came it would itself set about the formulation of some new law. It therefore presented to the Legislature a workmen's compensation act based upon the laws of a similar kind that had been proposed in other states. This law was not passed, but out of this came a Commission, appointed by the Governor, to pre-

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MILK DEALERS
MARKET GARDENERS
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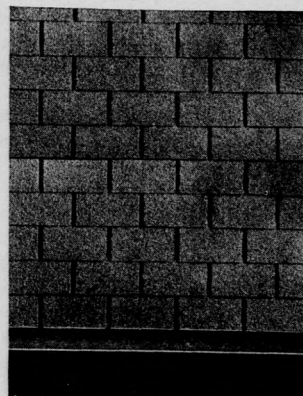
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sent a law at the next session of the Legislature, and upon that Commission the three representatives of the employers were three representatives of the manufacturers of the State who had devoted their time to the study of this problem. When the law was presented, as the work of the Association agreed to by the labor interests of the State of Michigan, the Legislature so accepted it at a special session called by the Governor in March of this year, and upon September 1 there goes into effect in Michigan the second great statute which is the direct result of the labors of this Association.

I speak of this to emphasize that it is the principle of our organization to deal with these problems affirmatively. We are not in opposition to rational laws, but we propose ourselves to present the laws which shall deal with the manufacturers of the State, and we propose to present them so fairly and so honestly that none can criticize our action or the Legislature.

Workmen's compensation has not yet come to Kentucky, but it is a problem that must be met with in the near future, and it is a problem that belongs to the manufacturer. Its solution must be made by his hand and it can not be dealt with except in an organization so strong that when it pronounces its decision the last word shall have been said for the entire public.

There is one other subject to which I most earnestly wish to call your attention, and when I speak of it I hope I shall not be charged with an assault upon the windmills nor be called a "Don Quixote," a theorist or a dreamer. I refer to the struggle now at hand in the manufacturing business of the country to maintain the simple idea of honesty. For a long time, as American business grew and flourished, it was the boast of our business men that American industry was honest industry. As to enterprises, we yield the palm to no man upon the face of the globe, but we insist that its competition was always honest competition. That competition, so aggressive as it was, gave birth as it increased in vigor, in dishonest minds to insidious and dishonest practices and to-day the system of graft and commissions—and, I think the word is not too hard, of thievery—is eating the heart out of one industry after another. The history and growth of these conditions from the commission paid to introduce the goods through the dishonesty in the sales department to rotten quality and to downright theft and dishonesty is logical, steady and rapid. It is condoned by us in its early stages in an enterprising salesman, but when it appears to our own buyer it is the cause of the most serious and the gravest alarm. Its effect, whether practiced in the selling department or in the buying department, is alike vicious and demoralizing. Everywhere it promotes dishonesty and its vile touch contaminates every clerk, every salesman, every worker, then the manager and finally the whole structure of the

business. Its course runs rapidly and, like a leprosy disease, it can rot in a decade an entire industry. Who to-day will deny the conditions of the varnish trade or contend that nine-tenths of that great business is not based upon the bribery of the buyers? Who knows how far on the road to the same wholesale contamination any other of our manufacturing industries has already gone? It is a fortunate manager to-day who, as he sits at his desk and scans his invoices, knows how much of that price is not to cover the cost of corruption of his own employees or who can say when he knows the degradation of the product that he buys that that degradation has not been condoned and winked at by the buyer who has in his pocket the commission of the seller? It would be bad enough if the result of this growing system of graft were to corrupt buyers and salesmen and send managers uneasy to their work too weak to resist the pressure of the demands of more business, but even if they do not openly approve it, the managers in a short time themselves must yield to the blight, for there is no way to recoup these added expenses except by shoddy quality and fraudulent manufacture, and so, from the salesman and the buyer to manufacturer and the owner, all have become accomplices in the fraud and partners in the crime.

I do not wish to deal in harsh words. I only want to awaken you to a real commercial danger and a great commercial task. I do not speak of this as a preacher. I deal with it as it relates to the dollars and cents in your capital, the investment in your enterprise. If what I say is received by you individually with indifference, it is either that it has become so common among you that it is accepted as the usual thing in business, a custom of the trade or a commercial law, and I know that here this indifference does not arise as yet from the latter cause. I speak of it here in this meeting of Kentucky manufacturers because it is time that some association should raise the standard of honest business high in the van of American commerce, and I know no better place to start the work than here among the manufacturers of Kentucky. Your greatest statesman was the first to preach American markets for American manufacturers. When Henry Clay's voice was stilled the ability of American labor to compete with the world was recognized; the enterprise of American business and the foundation of American prosperity had been established. All of your traditions tell of high honor and high ideals. Here in the Blue Grass a lie has always been followed by the swiftest condemnation and no price has ever been high enough to tempt the honor of your citizenship and your manhood. Set the same standard for your business and let your honor as a gentleman be no higher than your honor as a manufacturer. This is not idle grandiloquence. I am speaking of a very present com-

mercial and financial problem, and I only attempt to translate into this problem of industry and commerce some of the ideal lessons that you pretend to teach—and with justice—to teach the country as to the standard of manhood.

In this, your new organization, write down your motto as "Honest Business." Set out to punish bribery; set out to bring the grafter before the officers of the law in every community in the State; prune your own organization of the dishonest salesman and drive out everywhere this corruption. You shall have then done a service as an organization that shall in future years bring you commercial and financial profit; you shall have done a service greater than the passage of laws to redress physical injuries; greater than the passage of laws to levy equal taxes; greater than the passage of the law to make the railroads serve you all alike, because you shall have instilled into your whole business community a new reverence for honest dealings and you shall have raised a banner, which if it be pulled down will carry with it business enterprises

and private honesty, but which when unfalteringly upheld shall lead your business and American industry back to the heights where dwell integrity and prosperity.

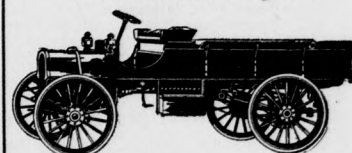
Elbert Hubbard says: "Business righteousness is simply a form of common sense."

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 Grand Page—W. S. Lawton, Grand Rapids.
 Grand Sentinel—F. J. Moutier, Detroit.
 Grand Executive Committee—John D. Martin, Grand Rapids; Angus G. McEachron, Detroit; James E. Burtless, Marquette; J. C. Saunders, Lansing.

Service the Life Blood of Salesmanship.

Four elements are absolutely necessary to a sale—the buyer, the article to be sold, the salesman and the profit. Unless there is a profit it is not a sale—merely an exchange—and a business that does not show a profit at the end of the year is not on a sound, solid business basis. There must be a profit, and salesmanship, therefore, is the art of selling products with a profit. It must be done through superior knowledge and reason, and power of persuasion, hence it is the convincing of another mind and a purely mental state. Unless the salesman can make the customer see it the way he sees it himself, he will be unable to convince and fail in closing up the sale which he contemplates.

The heart that pumps the life blood of salesmanship is service. The power to serve to the perfect satisfaction and profit of both buyer and seller. In order to be able to serve to this end, you must know yourself, your business, your fellow men, and you must also know how to apply that knowledge. Man's power to serve is, therefore, in proportion to his ability, reliability, endurance and action, and the business of to-day is the science of service, and he who serves best profits most, sometimes not particularly in money, but in the good that he does and the pleasure he gets thereof. Money is absolutely necessary in this world, but it can not buy love, peace and harmony.

N. P. Sass.

What Some Michigan Cities Are Doing.

Written for the Tradesman.

Saginaw has been assured an improved freight service over the Grand Trunk road, including through merchandise cars to practically all points. Heretofore Saginaw shippers

have been under the handicap of a transfer at Durand on less than car-load shipments.

The annual meeting of the Michigan Association of Local Fire Insurance agents will be held at Petoskey July 16 and 17.

The new Michigan School for the Deaf at Flint will consist of a group of three-story buildings of modern type and fireproof. Debris of the burned structure is being cleared away.

Lansing breaks into Grand Circuit company this year and the races will be held there July 2-5.

The Michigan Central has started work on a new round house, machine shops, office buildings and turn table at Kalamazoo, to cost approximately \$250,000.

"Why not a Celery Day for Kalamazoo as an annual event?" enquires the Gazette of that city. Los Angeles has its Orange Day, San Antonio its Onion Day, Spokane its Apple Day, Atlanta its Peach Day and Rocky Ford its Muskmelon Day, so that Kalamazoo will be right in line with its Celery Day. By the way, why shouldn't Grand Rapids have its Lettuce Day?

The Bay City Board of Commerce will leave on its Trade Extension trip into Northeastern Michigan July 7, and 100 or more business men will participate.

The school census of Owosso, just completed, shows an increase of 147 children over last year, the total being 2,505, and indicates the steady growth of the city.

Removal of the offices of the General Motors Truck Co. from Detroit to Pontiac brings sixty people to the latter city.

Kalamazoo will expend over \$3,500,000 in new buildings this year.

Pt. Huron business men are arranging for a Trade Extension trip into the Thumb district in July.

The Marquette Chronicle tells this story, which refutes the idea that all corporations are soulless: "John Froling is a section foreman employed by the South Shore Railroad. He lives at Gordon, a place not big enough to be made a flag station. There are no schools at Gordon and the problem of educating the Froling children was a perplexing one. The South Shore came to the rescue and all schedules and orders were arranged so that two trains a day should stop and take the children to Sand River and return that they might attend school. Miss Olive Froling, the third and last of the family to profit by this courtesy of the railroad, has just graduated and dur-

ing the past twelve years there has not been a word of complaint made by trainmen or their superiors about the extra effort and expense entailed. The railroad has helped to educate the family."

Hillsdale has adopted a garbage ordinance. Three zones are created and the city collects the garbage once a day from the business district, or within the present fire limits, and once or twice a week from other districts. People must provide their own water tight, covered cans.

The city tax rate in Detroit this year is \$19.93, as compared with \$18.15 last year. The budget this year is over \$9,000,000, or an increase of nearly \$2,000,000 over last year.

The M. U. T. promises Battle Creek a ten-minute service over its car lines this fall. New cars have been ordered and eight new crews will be added.

Citizens of Saugatuck and Douglas raised a fund for the purpose of advertising these places as summer resorts and advertisements are running in newspapers in Chicago, St. Louis, Kansas City, Cincinnati, Indianapolis and Memphis.

The annual Business Men's Carnival will be held at Reading August 21 and 22. About \$500 has been raised as an entertainment fund.

Petoskey aldermen have raised the license fee for popcorn and peanut stands along the streets this summer from the old price of \$25 to \$100. Bonds for \$1,000 are also required.

Benton Harbor will enforce its ordinance requiring peddlers, street vendors, agents, moving picture houses and others to secure licenses.

The Ann Arbor School Board has voted to retain Greek on the curriculum of the high school.

Lansing firemen and policemen have been given boosts in wages.

Hartford is building a reservoir, into which the village water will be piped from springs.

A clean-up of the alleys of Kalamazoo has been ordered by the Chief of Police.

Marquette has around 100 cases of typhoid fever and there have been ten deaths.

A religious census has been taken at Battle Creek and of 1,723 persons visited 433 were church members.

Kalamazoo lawyers will hold their annual picnic at Gull Lake June 29.

Houghton has started work on its public market, which will be located on Montezuma street, between Portage and Isle Royale streets. At first there will be no buildings but merely a place provided for farmers to dispose of their produce.

Certified milk is being shipped to Lansing by a Grand Rapids producer and sold at 15 cents a quart.

The M. U. T. is laying new steel rails at Lansing and an improvement in car service is promised.

Every kind of grain, grass, berry and fruit produced in the Upper Peninsula, with specimens of minerals and soil, will be shown on tables in the new offices of the Upper Peninsula Development Bureau at Menominee.

During July, August and September the four banks of Battle Creek will close at noon Saturdays, giving the clerks a half holiday.

An Improvement Association has been formed at Mendon, with Elmer Van Ness as President.

Ithaca will celebrate July 4, the Board of Trade having been chief booster of the affair.

Albion is looking for more factory workers and it is stated that over 250 men could get steady jobs there right now, while by fall there would be good positions for five or six hundred men. It is stated that the scale of wages paid is high, the main drawback being lack of houses.

The Bay City Board of Health has adopted drastic rules regarding the killing of cattle and dressing of meats for city consumption. The abattoir must be properly drained, ventilated and equipped, with chill room in which the temperature is maintained at 34 degrees. Slaughtered animals must be kept in this chill room for at least twelve hours before being offered for sale. Farmers who raise and slaughter their own cattle are excepted.

Belding will sink three new wells to increase the city water supply.

The newly organized Board of Trade at Gaylord has elected the following officers: President, Forrest A. Lord; Vice-President, Guy Hamilton; Treasurer, Harry E. Fox.

Sixteen public playgrounds were opened in Detroit this week. Swimming lessons will be given at four of them.

Dowagiac will add an auto truck to its fire fighting equipment.

Almond Griffen.

In all circles, in all businesses, in all professions, there is room for straightforward successes.

Ointment may smart the wound before healing it.

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 CO. STOUTON, WIS.

Also manufacture Triplicate Books, Carbonized back Books, White and Yellow Leaf Books.

G. J. Johnson Cigar Co.

S. C. W. El Portana
 Evening Press Exemplar

These Be Our Leaders



Goldstein Writes To Keep His Hand In.

Ham Wilson, representative for Brown, Durell & Co., of Boston, recent addition to the Grand Rapids traveling men's colony, is offering an automobile for every order. Ham, by the way, would make a splendid member of G. R. Council, No. 131.

Under the caption, Incidents in the Lives of Great Men, in last week's issue of the Tradesman, we were shocked at the omission of John D. Martin's name.

Happy, smiling Lou Smith says he recently received some very sad news. He received a letter from his mother-in-law, saying she had just passed her 80th birthday and never felt better in her life.

And ours is pretty darn spry, also.

In other words, Judge McDonald ordains that "there ain't agoin' to be no second offense."

There are many traveling salesmen on the road and lots of traveling pests.

The Ryder kids have evidently got a taste of what we received when on earth—no help from that "500 for 131" bunch.

At this distance it looks as though the entire Council (131) had fallen into a lethargic state. It seems a shame that they do not avail themselves of the splendid opportunity for free advertising offered them through these columns.

Which reminds us that the Busy Big Store, Ludington, carries a complete line of traveling men's apparel.

Manistee recently suffered a calamity: Louie Firzlaff (Hoffman Sons' Co., Milwaukee), who was so near death, has fully recovered.

A. F. Smith, of Grand Rapids, intends coming to Ludington at an early date to organize a K. U. Lodge. He will be accompanied by the degree team, consisting of Geo. McConnell, Ned Carpenter, Bert Decker, Dr. F. W. Schatz, Geo. Abbott, Bill Trott and Milo Whims.

Most of the money the boys are saving is money they are going to get—someday.

Front cover of the Tradesman last week contained an article by Bartlett entitled, "The Smoking Habit." In part the article read: "Smoking was invented by the savages—no renowned thinker made this discovery." May be so, but many a renowned thinker has received lots of consolation from the savages' discovery.

They should never have called them the black sox in the first place. The color has such a funereal aspect.

One thousand, nine hundred and eighty-six traveling men have opened accounts at the Busy Big Store. Only fourteen more to be heard from.

One member less to attend meetings—for a short time. J. R. Seewald (Edson, Moore & Co.) is about to become a benedict.

The art of salesmanship seems to have been completely revolutionized in the past few years. The height of perfection seems to be now to see how "quick" they can sell "some thing" and make a rapid getaway.

Judging by the reports of the convention at Bay City the only people there was the Grand Rapids ball team—and their capable manager.

But even at that we think Lester Ivory, of Lakeview, would make a splendid demonstrator.

And our own traveling pest, Brother Willie, is to become a benedict. Willie says every married man made a mistake, as he got the only girl in the world. In about a year Willie—whose name will then be Bill—will say the same thing, only he will leave off the last sentence.

Many a man has saved another man great sufferings by getting married.

We properly belong in the Behind the Counter Column.

In the Busy Big Store are the following employees (and employers): Bierwert, Goldstein, Sherbert and Rye. A wag stepped in one day and asked, How much is Bier-wert if drank out of a Gold-stein. We foolishly answered that possibly it would be the same as Sherbert. The wag thought possibly Rye would cost more.

The snow has nearly disappeared in Ludington.

June 19 the Tradesman contained a column and a half from Battle Creek correspondent and—from Grand Rapids correspondents.

To those boys who so kindly found a few moments to call in and say "hello" we are very grateful, as it is always a pleasure to meet some of the old crowd. To those who passed by and didn't find time to hand out the "hello" we are also thankful, but not in the same spirit.

Which brings to mind that splendid verse that was handed us some time ago by our good friend, Walter Lawton, and which we published at that time—but which we think will bear repeating:

It's great to say "Good morning,"
It's fine to say "Hello,"
But better still to grasp the hand
Of a loyal friend you know.

A look may be forgotten,
A word misunderstood,
But the touch of a human hand
Is the pledge of brotherhood.

Ludington can boast of the prize kaleidoscope baseball team. The season is only a month old and nearly twenty men have been hired and fired during this time, to say nothing of a manager being deposed. A rolling stone gathers no moss.

The largest department store in Mason county. J. W. Goldstein.

An Onaway correspondent writes: Horace Johnston has accepted a position as traveling salesman for the Kruce Cracker Co., of Detroit and left Monday afternoon for Omer to enter upon his new duties. However, later on he expects to finish his pharmacy course at college.

Frank Robinson, an experienced hotel man, has leased the Phoenix Hotel, at Charlotte, from D. A. Casterlin, who retires from the management after twenty-five years of catering to the wants of the commercial traveler.

E. P. Carpenter, Chicago, representative of the Ralston Purina Co., is in the city for a few days.

Chirpings From the Crickets.

Battle Creek, June 25—Battle Creek Council, No. 253, U. C. T., is to have its annual picnic in the near future. All members, their wives, sweethearts, families and friends are considered invited. Just keep in touch with the Committee and the daily papers and you will not miss it. We all enjoy this annual good time and there is no reason why every person should not get out and realize to the fullest extent the feelings described in Riley's poem, Knee Deep in June. The poem begins this way:

Tell you what I like the best—
'Long about knee-deep in June,
'Bout the time strawberries melts
On the vine—some afternoon
Like to jest' git out and rest,
And not work at nothin' else!

Orchard's where I'd rather be—
Needn't fence it in fer me!—
Jes' the whole sky overhead,
And the whole airth underneath—
Sorto' so's a man kin breathe
Like he ort, and kindo' has
Elbow-room to keerlessly
Sprawl out len'thways on the grass
Where the shadders thick and soft
As the kivers on the bed
Mother fixes in the loft
Allus, when they's company!"

In the issue of the Tradesman of May 22 we noted the prize which the Helmer & Goodale Drug Co. won from the Abbott & Briggs Co., of Chicago, for a window trim. At the time F. M. Mitchell had the window trimmed for this contest he had another trim in the other front window showing the remedy of the D. D. Co., of Chicago. Mr. Goodale informed the representative that this trim had taken the second prize of \$15 out of 1,100 contestants, the first prize of \$25 going to a firm in Savannah, Ga., while there were ten minor prizes of \$5 each scattered about among other contestants. We feel some pride in this matter as these prizes were won inside of thirty days, and Mr. Mitchell certainly is deserving of much credit. He is a man of the modest sort, so it will be all right if you do pay him a compliment when you happen to drop in for a cigar or a bottle of Castoria.

Brother John Q. Adams leaves Tuesday evening for Columbus, Ohio, to attend the twenty-fifth annual session of the Supreme Council, U. C. T., to be held in that city. The first session begins Wednesday morning, June 26, at 10 o'clock. We are looking for a fine report from Brother Adams at the next regular meeting of our Council, the third Saturday night in July.

It would seem that one bushel of fish, the result of an all day toil for five persons, would hardly be worth mentioning, but Brother Riste and wife and Brother Adams and wife seem to think it is worth crowing over. Riste, however, is the only one in the party who has made a sworn statement that the catch was as large as that, even.

Miss Bertha E. Thompson, instructor in botany at the Michigan Agricultural College, has been spending a few days visiting Charles Foster and other friends in the city. Miss Thompson is a graduate of the Battle Creek high school and has a host of friends who wish her a safe and pleasant trip through the West. She

goes via the Canadian Pacific, visiting points of interest in the Rockies, and will spend her vacation with friends in Oregon, Washington and Montana. She expects to return to Lansing in the fall to resume her position in the College for another year.

Saturday, June 22, was Tag Day for the Nicholas Memorial Hospital, and we noted many of the U. C. T. on the street wearing the emblem that shows how this organization stands upon questions of charity.

On Friday the Salvation Army Band of Flint was in the city and many of the boys availed themselves of the pleasure of hearing programmes of merit given by this band of religious workers.

The United Commercial Travelers of America stand for all that is good in making the world better and they are boosters in all matters pertaining to this end.

They seem to take especial pride in trying to do something for every cause that presents itself to the public, and to drop a dime or a quarter in a tambourine is always a pleasure.

The many denominations of churches are always reminding their members that the world is dying for a little bit of love, but this great order, built upon the strong foundation of unity, charity and temperance, is free to offer to those about them the succor most needed, whether it be money, a helping hand, a smile or a kind word.

There is always unity. No man stands alone, for if he sees a chance to do some kind act, the tendency is for the other fellow to elbow in and try and offer another courtesy. He is always sure that if he does what is right he will meet with encouragement from the rest of the boys.

Charity, one of the greatest tenets of any order or denomination, is uppermost in his mind, and he is ever on the alert to show charity at all times. The Good Book teaches that "Charity suffereth long and is kind," and every member realizes this truth, and wishes to extend this feeling to men, not only because they are bound one to another in a lodge relation but because they have it in their hearts that all men are brothers and should be accorded charitable treatment. "Next to the fatherhood of God comes the brotherhood of man."

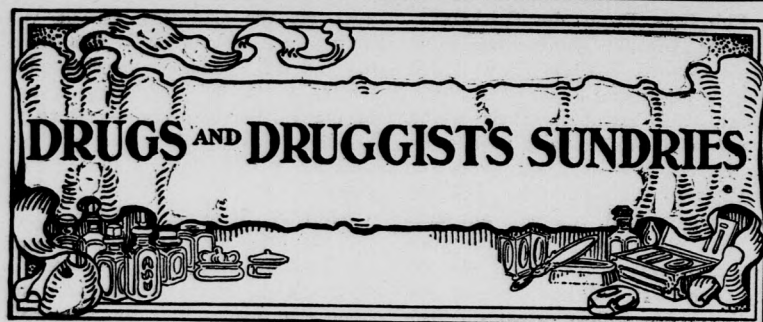
Temperance in all things is also regarded as one of the virtues to which all men should be attached. This not only applies to strong drink, but temperance in all things, using the best judgment at all times and in all places.

No wonder the world is looking with favor upon its local councils, for with a foundation built upon truth and righteousness it can not fall.

Charles R. Foster.

Every fellow who wears a red necktie is not a Socialist.

A man's first love isn't his last, and his last knows she's not his first.



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, Pompeii.
 Second Vice-President—G. C. Layerer, Bay City.
 Secretary—R. W. Cochran, 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.

Difference Between Taste and Smell.

The greater number of the sensations which are usually ascribed to taste are in reality odors. "If the nose be held and the eyes shut, it is very difficult to distinguish, in eating, between an apple, an onion and a potato; the three may be recognized by their texture, but not by their taste." Cinnamon applied to the tongue under the same conditions appears like flour; the taste may approximate a slight sweetness, but that is all. There are four undoubted taste-sensations—sweet, salt, acid and bitter. There are two others—the alkaline and the metallic—which are disputed. The alkaline is possibly a mixture of salt and sweet, together with peculiar touch-sensations.

All taste-sensations appear to be intermingled with and qualified by tactile sensations. An acid, too slight to be distinguished as such, produces a peculiar touch-sensation by its astringent character; and as the acidity is increased the touch-sensation becomes stinging, and finally passes into a pain-sensation which completely dominates the special experience of acidity. Salt is also accompanied by a stinging sensation; but this does not reach the same pitch of intensity as in the case of acids. The sensation of softness and smoothness is associated with sweetness; this is appreciable when the sweet substance is present in quantities so small that it can not be discerned as such. As the sensation of sweetness becomes intensified, the touch-sensation is dominated and ob-

scured by it. But it emerges again as the sweetness is further increased. Very intense sensations of sweetness are sometimes accompanied by a biting sensation.

The tip of the tongue is especially sensitive to sweetness, the edges to acidity, and the base to bitterness. The tip and edges are equally sensitive to salts, the base less so. When the mouth has been washed out, and some neutral substance, such as distilled water, is applied to the tongue, the result differs according to the point of application, and varies in different persons. The base of the tongue appears in all cases to respond to a sensation of bitter. In some persons the same sensation is aroused to whatever part of the tongue the distilled water is applied. Others feel no sensation except at the base. Others feel a sensation of sweetness at the tips and of acidity at the edges. There appear to exist among taste-sensations relations somewhat analogous to the contrast of colors. Salt, by a sort of contrast, makes distilled water taste sweet. It has the same effect on solutions of sweet substance which in themselves would be too weak to be appreciable. It also has an intensifying effect on solutions which are strong enough to be appreciable. It operates in this way both when the same part of the tongue is successively stimulated first by salt, then by a neutral or sweet fluid, and also when the salt and the sweet are simultaneously applied to homologous parts of the tongue, e. g., to corresponding points on the right and left edges of the tongue. Sweet has a much weaker contrast effect on salt, than salt on sweet. In both forms of the experiment, sweet instead of making distilled water taste salt by contrast, makes it taste sweet. On the other hand, contrast with sweet makes distinctly appreciable a salt solution in itself too weak to be perceived. Similar relations have been observed between salt and acid, and between sweet and acid; but in the case of sweet and acid they are manifested only when the two stimuli are applied successively to the same part of the tongue, not when they are applied simultaneously to homologous parts. Bitter appears neither to produce contrast effects nor to be affected by them.

The sense of taste can be stimulated only by fluids. Solid substances must be dissolved in the mouth before they can afford it.

The appropriate stimulus for the sense of smell, on the other hand, consists of odoriferous particles con-

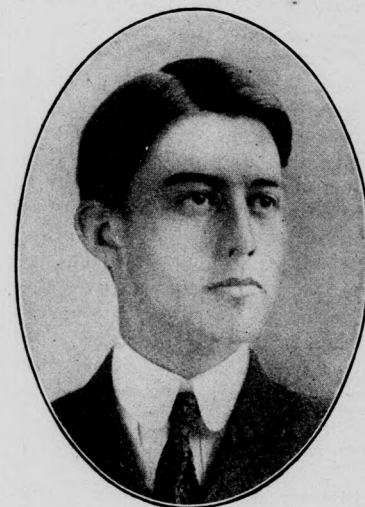
veyed to the membrane in a gaseous medium. The sensations of smell have not been adequately classified or analyzed into their primary constituents; there appears to be a very great variety of them. They are often modified by mixture with touch and taste-sensations. The pungency of an odor is not strictly a sensation of smell at all, but a peculiar kind of tactual experience. Odors proper do not appear to produce sneezing; this is due to irritation affecting the sense of touch. Odorous sensations take "some time to develop after the contact of the stimulus with the olfactory membrane, and may last very long. When the stimulus is repeated the sensation very soon dies out; the sensory terminal organs speedily become exhausted. The larger, apparently, the surface of olfactory membrane employed, the more intense the sensation; animals with acute scent have a proportionately large area of olfactory membrane. The greater the quantity of odoriferous material brought to the membrane, the more intense the sensation up to a certain limit; and an olfactometer for measuring olfactory sensations has been constructed, the measurements being given by the size of the superficial area, impregnated with an odoriferous substance, over which the air must pass in order to give rise to a distinct sensation. The limit of increase of sensation, however, is soon reached, a minute quantity producing the maximum of sensation, and further increase giving rise to exhaustion. The minimum quantity of material required to produce an olfactory sensation may be in some cases, as in that of musk, almost immeasurably small."

The sense of smell plays an immensely important part in the life of animals. It is to them what sight and hearing are to us. The animal detects its prey and follows it by means of scent. On the other hand the scent of the pursuer warns the prey and guides its efforts to escape. Probably every individual and every species has its own characteristic and distinctive odor. There are some men who can distinguish human beings by smell; dogs and other animals possess this power in a very high degree. The ants of one nest attack those of another nest or of another species who may intrude among them; whereas they never under normal conditions attack ants belonging to their own nest. It has been clearly shown by experiment that this is due to the peculiar and distinctive odors belonging to different nests and their inhabitants. The unfamiliar odor of an ant coming from a strange nest has an exasperating effect. The intruder is attacked and usually killed. If before being introduced into a nest it is first bathed in juice produced by crush-

ing the tenants of the nest, no notice is taken of it, however widely it may differ in appearance from these. It is incorrect to say that ants recognize other ants as belonging or not belonging to their own family; all depends on the irritating effect of the unfamiliar odor of strangers. The comparatively small part played by smell in the mental life of human beings may be accounted for by the fact that trains of ideas constitute so large a part of human experience. Smells are not adapted to ideal revival in serial succession as sounds and sights are:

Worthy Son of a Worthy Sire.

Harry R. James, son of Willard James, the well-known shoe salesman, has engaged in the business of analytical and consulting chemist at Chicago under the style of the Western Analytical Laboratory. Mr. James graduated from the Chicago grammar school in 1900. He graduated from the University high school of this city in 1904, spent one year at the University of Chicago, chemis-



try course, and then went to Cornell University, Ithaca, N. Y. He graduated from the chemistry course of that University in 1909, having completed the required work for his degree in three and one-half years and taking special work for the remainder of the time. After graduation he was connected with the fertilizer department of Swift & Co., becoming thoroughly conversant with the methods of that house. After leaving them he was employed by the city of Chicago as sanitary chemist, in which capacity he had a general experience in all branches of the city laboratory.

Keep on smiling, because it costs nothing and wins trade.

Wilmarth Show Case Co.

Show Cases
 And Store Fixtures

Take Division St. Car Grand Rapids, Mich.

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless Lemon and High Class Vanilla

Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.

WHOLESALE DRUG PRICE CURRENT

Acidum		Scilla	
Aceticum	6@ 8	Scilla	@ 50
Benzicum, Ger.	45@ 60	Scilla Co.	@ 50
Boracic	10@ 15	Tolutan	@ 50
Carbolicum	25@ 35	Prunus virg.	@ 50
Citricum	45@ 50	Zingiber	@ 50
Hydrochlor	13@ 5	Tinctures	
Nitrosum	5 1/2@ 10	Aloes	60
Oxalicum	14@ 15	Aloes & Myrrh.	60
Salicylicum	40@ 42	Anconitum Nap's F	50
Phosphoricum, dil.	@ 15	Anconitum Nap's R	50
Sulphuricum	13 1/2@ 5	Arnica	50
Tannicum	1 00@ 1 10	Asafoetida	75
Tartaricum	38@ 40	Atropa Belladonna	60
Ammonia		Aurant Cortex	50
Aqua, 18 deg.	3 1/2@ 6	Barosma	90
Aqua, 20 deg.	4 1/2@ 8	Benzoin	60
Carbonas	13@ 15	Benzoin Co.	60
Chloridum	12@ 14	Cantharides	75
Aniline		Capsicum	50
Black	1 00@ 2 00	Cardamon	75
Brown	80@ 1 00	Cardamon Co.	75
Red	45@ 50	Cassia Acutifol	50
Yellow	1 00@ 1 50	Cassia Acutifol Co	50
Bacca		Castor	2 75
Cubebae	70@ 75	Catechu	50
Junipers	6@ 8	Cinchona Co.	60
Xanthoxylum	@ 65	Columbia	50
Balsamum		Cubebae	50
Copaiba	70@ 75	Digitalis	50
Pera	2 00@ 2 25	Ergot	50
Terabin, Canad.	65@ 75	Ferri Chloridum	50
Tolutan	90@ 1 00	Gentian	50
Cortex		Gentian Co.	60
Abies, Canadian	25	Guaiac	50
Cassiae	25	Guaiac ammon	60
Cinchona, Flava	20	Hyoscyamus	50
Buonymus atro.	40	Iodine	1 00
Myrica Cerifera	32	Iodine, colorless	1 00
Prunus Virgin	30	Kino	50
Quillaja, gr'd.	15	Lobelia	50
Sassafras, po 30	26	Myrrh	50
Ulmus	25	Nux Vomica	50
Extractum		Opil	2 00
Glycyrrhiza, Gla.	24@ 30	Opil, camphorated	75
Glycyrrhiza, po.	25@ 30	Opil, deodorized	2 25
Haematox.	11@ 12	Quassia	50
Haematox, 1s	13@ 14	Rhatany	50
Haematox, 1/2s	14@ 15	Rhei	50
Haematox, 1/4s	16@ 17	Sanguinaria	50
Ferru		Serpentaria	50
Carbonate Precip.	15	Stromonium	60
Citrate & Quina	1 80@ 2 00	Tolutan	50
Citrate Soluble	63@ 75	Valerian	50
Ferrocyanidum S	25	Veratrum Veride	50
Solut. Chloride	15	Zingiber	60
Sulphate, com'l.	2	Miscellaneous	
Sulphate, com'l. by	75	Aether, Spts Nit	45@ 50
Sulphate, pure	7	U S P	45@ 50
Flora		Alumen, grd po 7	3@ 5
Arnica	18@ 25	Annatto	40@ 50
Anthemis	40@ 50	Antimoni, po	4@ 5
Matricaria	30@ 35	Antimoni et pot	40@ 50
Folia		Antifebrin	20
Barosma	1 75@ 1 85	Antipyrin	@ 25
Cassia Acutifol.	15@ 20	Argent' Nitras oz	@ 55
Cassia Acutifol.	25@ 30	Arsenicum	10@ 12
Salvia, officinalis,	20@ 25	Balm Gilead buds	40@ 50
1/4s	8@ 10	Bismuth, S N	2 10@ 2 20
Uva ursi	@ 40	Calcium Chlor, 1s	@ 8
Acacia, 1st pkd.	@ 40	Calcium Chlor, 1/2s	@ 9
Gummi		Calcium Chlor, 1/4s	@ 11
Acacia, 1st pkd.	@ 40	Cantharides, Rus. Po	@ 1 25
Acacia, 2nd pkd.	@ 35	Capsici Fruc's af	@ 20
Acacia, 3rd pkd.	@ 30	Capsici Fruc's po	@ 25
Acacia, sifted sts.	@ 20	Carmine, No. 40	@ 3 50
Acacia, po.	35@ 45	Carphylus	25@ 30
Aloe, Barb	22@ 25	Cassia Fructus	@ 35
Aloe, Cape	@ 25	Catechu	@ 35
Aloe, Socotri	@ 45	Centraria	@ 10
Ammoniac	35@ 40	Cera Alba	50@ 55
Asafoetida	1 00@ 1 25	Cera Flava	35@ 42
Benzoinum	50@ 55	Crocus	10@ 15
Camphorae	55@ 60	Chloroform	34@ 44
Euphorbium	@ 40	Chloral Hyd Crss	1 25@ 1 45
Galbanum	@ 1 00	Chloro'm Squibbs	@ 90
Gamborge po	1 00@ 1 25	Chondrus	20@ 25
Gaultharum po 45	@ 35	Cocaine	3 75@ 4 00
Kino	@ 40	Corks list, less 70%	@ 45
Mastic	@ 75	Creosotum	@ 2
Myrrh	po 50	Creta	bbl. 75
Opium	7 25@ 7 50	Creta, prep.	@ 6
Opium powder	9 25@ 9 50	Creta, precip.	@ 7
Shellac	30@ 40	Creta, Rubra	@ 10
Shellac, bleached	35@ 45	Cudbear	@ 20
Tragacanth	1 00@ 1 20	Cupri Sulph.	6 1/2@ 10
Herba		Dextrine	@ 7
Absinthium	25@ 30	Emery, all Nos.	@ 5
Eupatorium oz pk	30	Emery, po	5@ 6
Lobelia oz pk	30	Ergot, po 1 80	1 40@ 1 50
Majorium oz pk	35	Ether Sulph.	27@ 40
Mentha Pip. oz pk	35	Flake White	12@ 15
Rue oz pk	30	Galla	@ 30
Tenacetum V.	30	Gambler	3@ 9
Thymus V oz pk	30	Gelatine, French	35@ 45
Magnesia		Glassware, full cs.	@ 80%
Calcined, Pat.	55@ 65	Less than box 70%-10%	
Carbonate, K-M.	18@ 20	Glue, brown	11@ 13
Carbonate po	10@ 15	Glue, white	15@ 25
Oleum		Glycerina	22@ 30
Absinthium	8 00@ 8 25	Grana Paradisi	@ 25
Amygdalae Dule.	75@ 85	Humulus	50@ 80
Amygdalae Ama.	8 00@ 8 25	Hydrarg Ammoli	@ 1 50
Anisi	2 15@ 2 20	Hydrarg Ch. Mts	@ 1 30
Aurant Cortex	3 15@ 3 25	Hydrarg Ch. Cor	@ 1 25
Bergamili	8 00@ 8 50	Hydrarg Ox Ru'm	@ 1 40
Cajuputi	85@ 90	Hydrarg Ungue'm	60@ 75
Caryophilli	1 25@ 1 30	Hydrargyrum	@ 88
Cedar	85@ 90	Ichthyobolla, Am.	90@ 1 00
Chenopadi	6 50@ 7 00	Indigo	75@ 1 00
Cinnamoni	1 50@ 1 60	Iodine, Resubi	3 75@ 4 00
Conium Mae	80@ 90	Iodoform	4 50@ 5 00
Citronella	40@ 50	Liquor Arsen et	
Potassium		Hydrarg Iod.	@ 25
Bi-Carb	15@ 18	Liq Potass Arsenit	10@ 15
Bichromate	13@ 15	Oils	
Bromide	40@ 50	Lard, extra	bbl. gal. 85@ 1 00
Carb	12@ 15	Lard, No. 1	75@ 90
Chlorate	12@ 16	Linseed pure raw	83@ 88
Cyanide	30@ 40	81	83@ 88
Iodide	65@ 75	Linseed, boiled	82 84@ 89
Potassa Bitart pr	30@ 35	Neat's-foot wstr	80@ 85
Potass Nitras opt	7@ 12	Turpentine, bbls.	@ 52 1/2
Potass Nitras	7@ 12	Turpentine, less	56@ 62
Prussiate	23@ 26	Whale, winter	70@ 76
Sulphate po	15@ 18	Paints	
Radix		Green, Paris	14 1/2@ 21
Aconitum	@ 37	Green, Peninsular	13@ 16
Althae	50@ 60	Lead, red	7 1/2@ 10
Anchusa	10@ 12	Lead, white	7 1/2@ 10
Arum po	@ 25	Ochre, yel Ber 1	2@ 5
Calamus	20@ 40	Putty, comm'l 2 1/2	2 1/2@ 5
Gentiana po 15	12@ 15	Red Venetian, bbl 1	2@ 5
Glycyrrhiza pv 15	12@ 15	Shaker Prep'd	1 50@ 1 65
Hellebore, Alba	15@ 20	Vermillion, Eng.	90@ 1 00
Hydrastis, Canada	@ 7 00	Vermillion Prime	
Hydrastis, Can, po	@ 6 50	American	13@ 15
Inula, po	25@ 30	Whiting Gilders	1@ 5
Ipecac, po	25@ 30	Whit'g Paris Am'r	@ 1 1/4
Iris Flora	20@ 30	Whit'g Paris Eng.	@ 1 1/4
Jalapa, pr	40@ 50	cliff	@ 1 1/4
Maranta, 1/4s	30@ 35	Whiting, white S'n	@
Podophyllum po	15@ 25	Four Kinds of Coupon Books	
Rhei	75@ 1 00	Our Home—Corner Oakes and Commerce	
Rhei, cut	1 00@ 1 25	We solicit your orders for	
Rhei, pv	75@ 1 00	Soda Fountain Supplies	
Sanguinari, po 18	@ 23	Crushed Fruits, Syrups, Etc.	
Scilla, po 45-60	20@ 25	Also Tables, Chairs, Stools, Holders, Spoons, Glasses and Utensils. Our stock is complete.	
Senega	@ 90	Respectfully,	
Serpentaria	@ 90	Grand Rapids.	
Smilax, M. gr'd.	@ 25	HAZELTINE & PERKINS DRUG CO.	
Smilax, off's H gr'd.	@ 45	Four Kinds of Coupon Books	
Spigella	@ 90	Are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.	
Symplocarpus	@ 30	TRADESMAN COMPANY, Grand Rapids, Mich.	
Valeriana	@ 25		
Zingiber a	16@ 20		
Zingiber j	25@ 28		



Our Home—Corner Oakes and Commerce

We solicit your orders for

Soda Fountain Supplies Crushed Fruits, Syrups, Etc.

Also Tables, Chairs, Stools, Holders, Spoons, Glasses and Utensils. Our stock is complete.

Respectfully,

Grand Rapids.

HAZELTINE & PERKINS DRUG CO.

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.

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
Lard	Cove Oysters
Meal	Wheat
	Oats
	Corn
	Hay
	Corn Syrup
	Apricots Dried
	Peaches Dried

Index to Markets

By Columns

Col	1	2
A	AMMONIA	Clam Bouillon
Ammonia	12 oz. ovals 2 doz. box 75	Burnham's, 1/2 pt. 2 25
Axle Grease	AXLE GREASE	Burnham's, pts. 3 75
	Frazer's	Burnham's qts. 7 50
B	1lb. wood boxes, 4 doz. 3 00	Corn
Baked Beans	1lb. tin boxes, 3 doz. 2 35	Fair 75@ 90
Bath Brick	3 1/2 lb. tin boxes, 2 doz. 4 25	Good 1 00@1 10
Breakfast Food	15lb. pails, per doz. 6 00	Fancy @1 30
Brooms	15lb. pails, per doz. 7 20	French Peas
Brushes	25lb. pails, per doz. 12 00	Monbadon (Natural)
Butter Color	BAKED BEANS	per doz. 2 45
	No. 1, per doz. 45@ 90	Gooseberries
	No. 2, per doz. 75@1 40	No. 2, Fair 1 50
	No. 3, per doz. 85@1 75	No. 2, Fancy 2 35
C	BATH BRICK	Hominy
Candles	English 95	Standard 85
Canned Goods	BREAKFAST FOODS	Lobster
Carbon Oils	Apelzto, Biscuits 3 00	1/2 lb. 2 50
Catsup	Bear Food, Pettijohns 1 95	1 lb. 4 25
Cheese	Cracked Wheat, 24-2 2 50	Picnic Tails 2 75
Chewing Gum	Cream of Wheat, 36-2 4 50	Mackerel
Chicory	Egg-O-See Wheat 2 75	Mustard, 1lb. 1 80
Chocolate	Egg-O-See Corn 2 75	Mustard, 2lb. 2 80
Cider, Sweet	Flakes 2 75	Soused, 1 1/2 lb. 1 60
Clothes Lines	Posts Toasties, T. 2 80	Soused, 2lb. 2 75
Cocoa	No. 3 2 80	Tomato, 1lb. 1 50
Cocoa Nut	Farinose, 24-2 2 70	Tomato, 2lb. 2 80
Coffee	Grape Nuts 2 70	Mushrooms
Confections	Grape Sugar Flakes 2 50	1/2 lb. @ 15
Cracked Wheat	Sugar Corn Flakes 2 50	Buttons, 1s @ 14
Crackers	Hardy Wheat Food 2 25	Buttons, 1s @ 25
Cream Tartar	Postma's Dutch Cook. 2 75	Oysters
	Holland Rusk 3 20	Cove, 1lb. 90@
D	Saxon Wheat Food 3 00	Cove, 2lb. 1 60@
Dried Fruits	Krinkle Corn Flake 2 00	Plums
	Malt Breakfast Food 4 50	Plums 90@1 35
F	Maple Flakes 2 70	Pears in Syrup
Farinaceous Goods	Maple Corn Flakes 2 80	No. 3 cans, per doz. 1 50
Fishing Tackle	Maple Corn Flakes 2 80	Peas
Flour and Feed	Minn. Wheat Cereal 3 75	Marrowfat @1 25
Fruit Jars	Algrain Food 4 25	Early June @1 25
	Ralston Wheat Food 4 50	Early June sifted 45@1 55
G	Saxon Wheat Food 3 00	Peaches
Gelatine	Shred Wheat Biscuit 3 60	Pie 90@1 25
Grain Bags	Triscuit, 30 2 50	No. 10 size can pie @3 25
	Pillsbury's Best Cer'l 4 25	Pineapple
H	Post Tavern Special 2 80	Grated 1 75@2 10
Herbs	Voigt's Cream Flakes 4 50	Sliced 90@2 60
Hides and Pelts	Quaker Puffed Rice 4 25	Pumpkin
Horse Radish	Quaker Puffed Wheat 2 85	Fair 80
	Quaker Brkfst Biscuit 1 90	Good 90
J	Quaker Corn Flakes 1 90	Fancy 1 00
Jelly	Victor Corn Flakes 2 20	Gallon 2 15
Jelly Glasses	Washington Crisps 2 80	Raspberries
	Wheat Hearts 1 90	Standard @
M	Wheatena 4 50	Salmon
Mapleine	Zest 4 00	Warrens, 1 lb. Tall 2 30
Mince Meats	Evapor'd Sugar Corn 90	Warrens, 1 lb. Flat 2 40
Molasses	BROOMS	Red Alaska 1 85@1 95
Mustard	Parlor 3 00	Pink Alaska 1 40@1 50
	Jewel 3 70	Sardines
N	Whinner 4 25	Domestic, 1/4 Mus. 3 00
Nuts	Whittier Special 4 55	Domestic, 1/2 Mus. 3 00
	Parlor Gem 3 75	Domestic, 3/4 Mus. @ 7
O	Common Whisk 1 10	French, 1/4s 7@14
Olives	Fancy Whisk 1 50	French, 1/2s 18@23
	Warehouse 4 50	Shrimps
P	BRUSHES	Dunbar, 1st. doz. 1 20
Pickles	Solid Back, 8 in. 75	Dunbar, 1 1/2s. doz. 2 25
Pipes	Solid Back, 11 in. 95	Succotash
Playing Cards	Pointed Ends 85	Fair 90
Potash	Stove	Good 1 20
Provisions	No. 3 90	Fancy 1 25@1 40
	No. 2 1 25	Strawberries
R	No. 1 1 75	Standard 95
Rice	Shoe	Fancy 2 25
Rolled Oats	No. 8 1 00	Tomatoes
	No. 7 1 20	Good 1 35
S	No. 4 1 70	Fancy 1 50
Salad Dressing	No. 3 1 90	No. 10 4 00
Saleratus	BUTTER COLOR	CARBON OILS
Sal Soda	Dandelion, 25c size 2 00	Perfection @11
Salt	CANDLES	D. S. Gasoline @16
Salt Fish	Paraffine, 6s 10	Gas Machie @24 1/2
Seeds	Paraffine, 12s 10	Deodor'd Nap'a @14 1/2
Shoe Blacking	Wicking 20	Cylinder 29
Snuff	CANNED GOODS	Engine 16
Soap	Apples	Black, winter 8
Soda	3lb. Standards @ 90	CATSUP
Spices	Gallon 2 60@2 85	Snider's pints 2 35
Starch	Blackberries	Snider's 1/2 pints 1 35
Syrups	2 lb. 1 50@1 90	CHEESE
	Standards gallons @5 00	Acme @15 1/2
T	Beans	Bloomington @15 1/2
Table Sauces	Baked 85@1 30	Carson City @15 1/2
Tea	Red Kidney 85@95	Hopkins @15 1/2
Tobacco	String 70@1 15	Riverside @15 1/2
Twine	Wax 75@1 25	Warner @16
	Blueberries	Brick @16 1/2
V	Standard 1 30	Lelden @15
Vinegar	Gallon 6 75	Limburger @18
	Clams	Pineapple 40
W	Little Neck, 1lb. @1 00	Sap Sago @22
Wickering	Little Neck, 2lb. @1 50	Swiss, domestic @13
Woodenware		
Wrapping Paper		
Y		
Yeast Cake		

3

CHEWING GUM	Adams Pepsin 55
American Flag Spruce 55	Beamman's Pepsin 55
Best Pepsin 55	Black Jack 55
Largest Gum (white) 55	O. K. Pepsin 55
Red Robin 55	Sen Sen 55
Sen Sen 55	Sen Sen Breath Perf. 1 00
Spearment 55	Spearment, jars 5 bxs 2 75
Yucatan 55	Zeno 55

CHICORY	Bulk 5
Red 7	Eagle 7
Frank's 7	Schener's 7
Red Standards 1 60	White 1 60

CHOCOLATE	Walter Baker & Co. 22
German's Sweet 22	Premium 30
Caracas 28	Walter M. Lowney Co. 28
Premium, 1/4s 29	Peanut Sweet 29

CIDER SWEET	Regular barrel 50 gal 10 00
Trade barrel, 28 gals 5 50	1/4 Trade barrel, 14 gal 3 50
Boiled, per gal. 60	Hard, per gal. 25

CLOTHES LINE	No. 40 Twisted Cotton 95
No. 50 Twisted Cotton 1 30	No. 60 Twisted Cotton 1 70
No. 80 Twisted Cotton 2 00	No. 50 Braid Cotton 1 00
No. 60 Braid Cotton 1 25	No. 60 Braid Cotton 1 85
No. 80 Braid Cotton 2 85	No. 50 Sash Cord 1 75
No. 60 Sash Cord 2 00	No. 60 Jute 80
No. 72 Jute 1 00	No. 60 Sisal 85

COCOA	Baker's 36
Cleveland 41	Colonial, 1/4s 35
Colonial, 1/2s 35	Colonial, 3/4s 35
Epops 42	Huyler 42
Lowney, 1/4s 32	Lowney, 1/2s 32
Lowney, 3/4s 32	Lowney, 5 lb. cans 30
Van Houten, 1/4s 12	Van Houten, 1/2s 20
Van Houten, 3/4s 20	Van Houten, 1s 20
Webb 72	Wilber, 1/4s 33
Wilber, 1/2s 33	Wilber, 3/4s 33

COCOANUT	Dunham's per lb.
1/4s, 5lb. case 30	1/4s, 5lb. case 29
1/4s, 15lb. case 29	1/4s, 15lb. case 28
1s, 15lb. case 27	1/4s & 1/2s, 15lb. case 28
1/4s & 1/2s, 15lb. case 28	Scalloped Gems 10
1/4s & 1/2s pails 15	Bulk, pails 14
Bulk, barrels 12	

COFFEES, ROASTED	Common 19
Fair 19 1/2	Choice 20
Fancy 21	Peaberry 23
Common 20	Fair 20 1/2
Choice 21	Fancy 23
Peaberry 23	

COFFEES, ROASTED	Common 20
Fair 20 1/2	Choice 21
Fancy 23	Peaberry 23
Common 20	Fair 20 1/2
Choice 21	Fancy 23
Peaberry 23	

COFFEES, ROASTED	Common 20
Fair 20 1/2	Choice 21
Fancy 23	Peaberry 23
Common 20	Fair 20 1/2
Choice 21	Fancy 23
Peaberry 23	

COFFEES, ROASTED	Common 20
Fair 20 1/2	Choice 21
Fancy 23	Peaberry 23
Common 20	Fair 20 1/2
Choice 21	Fancy 23
Peaberry 23	

COFFEES, ROASTED	Common 20
Fair 20 1/2	Choice 21
Fancy 23	Peaberry 23
Common 20	Fair 20 1/2
Choice 21	Fancy 23
Peaberry 23	

COFFEES, ROASTED	Common 20
Fair 20 1/2	Choice 21
Fancy 23	Peaberry 23
Common 20	Fair 20 1/2
Choice 21	Fancy 23
Peaberry 23	

COFFEES, ROASTED	Common 20
Fair 20 1/2	Choice 21
Fancy 23	Peaberry 23
Common 20	Fair 20 1/2
Choice 21	Fancy 23
Peaberry 23	

COFFEES, ROASTED	Common 20
Fair 20 1/2	Choice 21
Fancy 23	Peaberry 23
Common 20	Fair 20 1/2
Choice 21	Fancy 23
Peaberry 23	

COFFEES, ROASTED	Common 20
Fair 20 1/2	Choice 21
Fancy 23	Peaberry 23
Common 20	Fair 20 1/2
Choice 21	Fancy 23
Peaberry 23	

4

CONFECTIONS	Stick Candy Pails
Standard 8 1/2	Standard H H 8 1/2
Standard Twist 9	
Jumbo, 32 lb. 9	Extra H H 11
Boston Cream 14	Big stick, 30 lb. case 9

Mixed Candy	Grocers 7
X L O 7 1/2	Special 10
Conserve 8 1/2	Royal 8
Ribbon 8	Broken 14
Cut Loaf 8 1/2	Leader 8 1/2
Kindergarten 11	French Cream 10
Hand Made Cream 17	Premio Cream mixed 14
Paris Cream Bon Bons 11	

Fancy-In Pails	Gypsy Hearts 15
Coco Bon Bons 15	Fudge Squares 14
Peanut Squares 17	Sugared Peanuts 13
Salted Peanuts 13	Starlight Kisses 13
Lozenges, plain 11	Champion Chocolate 12
Eclipse Chocolates 15	Eureka Chocolates 16
Champion Gum Drops 10	Anise Squares 11
Lemon Sours 11	Imperial 12
Ital Cream Bon Bons 13	Golden Wafles 14
Red Rose Gum Drops 10	Auto Kisses 14
Coffy Toffy 14	Molasses Mint Kisses 12

Fancy-In 5lb. Boxes	Old Fashioned Molasses Kisses 10lb. bx. 1 30
Orange Jellies 60	Lemon Sours 65
Old Fashioned Household Drops 65	Peppermint Drops 70
Champion Choc Drops 65	H. M. Choc. Drops 1 10
H. M. Choc. Lt. and 1 10	Dark No. 12 1 10
Bitter Sweets, as'd 1 25	Brilliant Gums, Crys. 60
A. A. Licorice Drops 1 00	Lozenges, printed 65
Lozenges, plain 60	Imperials 65
Mottoes 60	Cream Bar 60
G. M. Peanut Bar 60	Hand Made Crms 80@90
Cream Wafers 65	String Rock 70
Wintergreen Berries 60	

Pop Corn	Cracker Jack 3 25
Giggles, 5c pkg. cs. 3 50	Fan Corn, 50's 1 65
Azulikit 100's 3 25	Oh My 100s 3 50

Cough Drops	Putnam Mental 1 00
Smith Bros. 1 25	

NUTS—Whole	Almonds, Tarragona 18
Almonds, Drake 15	Almonds, California soft shell @13
Brazils @13	Filberts @12 1/2
Cal. No. 1 @17	Walnuts, sft shell @17
Walnuts, Marbot @15	Table nuts, fancy @13
Pecans, medium 13	Pecans, ex. large 14
Pecans, jumbos 16	Hickory Nuts, per bu. 2 00
Ohio, new 2 00	Cocoanuts 25
Chestnuts, New York State, per bu. 25	

Shelled	Spanish Peanuts 6 1/2@ 7
Pecan Halves @62	Walnut Halves @33
Filbert Meats @30	Alicante Almonds @40
Jordan Almonds @47	

Peanuts	Fancy H P Suns 6@ 6 1/2
Roasted 7@ 7 1/2	Choice, raw, H. P. Jumbo. @ 7

CRACKED WHEAT	Bulk 8 1/2
24 2lb. pkgs. 2 50	

CRACKERS	National Biscuit Company
Brands	Butter
N. B. C. Sq. bbl. 7 bx. 6 1/2	Seymour, Rd. bbl. 7 bx. 6 1/2
Soda	N. B. C. boxes 6 1/2
Premium 6 1/2	Select 8 1/2
Saratoga Flakes 13	Zephyrette 13

Oyster	N. B. C. Picnic boxes 6 1/2
Gem, boxes 6 1/2	Shell 8

5

Sweet Goods	Animals 10
Atlantics 12	Atlantic, Assorted 12
Avena Fruit Cakes 12	Bonnie Doon Cookies 10
Bonnie Lassies 10	Bonnie Shortbread 20
Brittle 11	Brittle Fingers 10
Bumble Bee 10	Cartwheels Assorted 8 1/2
Chocolate Drops 17	Chocolate Drp Centers 16
Choc. Honey Fingers 16	Circle Honey Cookies 12
Cracknels 16	Cocoanut Taffy Bar 12
Cocoanut Drops 12	Cocoanut Macaroons 18
Cocoanut Hon. Fingers 12	Cocoanut Hon. Jumb's 12
Coffee Cakes 11	Coffee Cakes, Iced 12
Crumplets 10	Liana Marshmallow 10

Cakes	Dinner Biscuit 25
Dixie Sugar Cookies 9	Domestic Cakes 8 1/2
Eventide Fingers 16	Family Cookies 8 1/2
Fig Cake Assorted 12	Fig Newtons 12
Floral Cakes 12 1/2	Fluted Cocoanut Bar 10
Frosted Creams 8 1/2	Frosted Ginger Cookie 8 1/2
Fruit Lunch, Iced 10	Gala Sugar Cakes 8 1/2
Ginger Gems 8 1/2	Ginger Gems, Iced 9 1/2
Graham Crackers 8	Ginger Snaps Family 8 1/2
Ginger Snaps N. B. C. 8	Ginger Snaps N. B. C. Square 8 1/2
Hippodrome Bar 10	Honey Cake, N. B. C. 12
Honey Fingers As. Ice 12	Honey Jumbles, Iced 12
Honey Jumbles, Plain 12	Honey Flake 12 1/2
Household Cookies 8	Household Cookies, Iced 9
Imperial 8 1/2	Jonnie 8 1/2
Jubilee Mixed 8 1/2	Kream Klips 25
Leap Year Jumbles 18	Lemon Biscuit Square 8 1/2
Lemon Thins 16	Lemon Wafers 16
Lemona 8 1/2	Mace Cakes 8 1/2
Mandalay 10	Mary Ann 8 1/2
Marshmallow Coffee 12 1/2	Marshmallow Walnuts 16 1/2
Medley Pretzels 10	Molasses Cakes 8 1/2
Molasses Cakes, Iced 9 1/2	Molasses Fruit Cookies 11

Iced	Molasses Sandwich 12
Mottled Square 10	Oatmeal Crackers 8
Orange Gems 8 1/2	Orange Sponge Layer 18
Penny Assorted 8 1/2	Peanut Gems 9
Picnic Mixed 11 1/2	Pineapple Wafers 16

6	7	8	9	10	11
Graham Crackers, Red Label 1 00 Lemon Snaps 50 Oatmeal Crackers 50 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 50 S. S. Butter Crackers 1 50 Unedea Biscuit 50 Unedea Jinjer Wayfer 1 00 Unedea Lunch Biscuit 1 00 Vanilla Wafers 50 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 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 Sorbetto 1 00 Nabisco 1 75 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 Apricots California 14@15 Citron Corsican 16 Currents Imp'd 1 lb. pkg. 9 1/2 Imported bulk 9 1/2 Peaches Muir's—Choice, 25 lb. b 10 Muir's—Fancy, 25 lb. b 11 Fancy, Peeled, 25 lb. b 13 Peel Lemon, American 12 1/2 Orange, American 12 1/2 Raisins Connorsiar 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 1/2 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 2 25 Farina 25 1 lb. packages 1 50 Bulk, per 100 lbs. 4 00 Original Holland Rusk Packed 12 rolls to container 3 containers (36) rolls 2 85 5 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 Split, lb. 5 Sago East India 6 German, sacks 6 German, broken pkg. Tapoca Flake, 100 lb. sacks 6 Pearl, 130 lb. sacks 6 Pearl, 36 pkgs. 2 25 Minute, 36 pkgs. 2 75 FISHING TACKLE 1/2 to 1 in. 6 1 1/2 to 2 in. 7 1 1/2 to 2 in. 9 1 1/2 to 2 in. 11 2 in. 15 3 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 60 Wizard Buckwheat 6 80 Rye 5 00 Valley City Milling Co. Lily White 6 00 Light Loaf 5 40 Graham 2 50 Granena Health 2 60 Golden Meal 2 10 Bolton Meal 2 00 Voigt Milling Co. Graham 5 30 Voigt's Crescent 6 00 Voigt's Flourloigt 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 50 Quaker, cloth 5 60 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, 1/4s 6 90 Ceresota, 1/8s 6 80 Lemon & Wheeler Wingold, 1/2s 6 80 Wingold, 1/4s 6 70 Wingold, 1/8s 6 60 Worden Grocer Co. Laurel, 1/2s cloth 6 70 Laurel, 1/4s cloth 6 60 Laurel, 1/8 & 1/4s paper 6 50 Laurel, 1/2s cloth 6 50 Wykes & Co. Sleepy Eye, 1/2s cloth 6 60 Sleepy Eye, 1/4s cloth 6 50 Sleepy Eye, 1/8s cloth 6 40 Sleepy Eye, 1/4s paper 6 40 Sleepy Eye, 1/8s paper 6 40 Meal Bolton 4 40 Golden Granulated 4 60 Wheat Red 1 08 White 1 06 Oats Michigan carlots 57 Less than carlots 59 Corn Carlots 80 Less than carlots 84 Hay Carlots 20 00 Less than carlots 22 00 Feed. Street Car Feed 33 No. 1 Corn & Oat Feed 32 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. 14 00 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 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 1/2 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) 14 oz. 2 25 Manzanilla, 8 oz. 90 Lunch, 10 oz. 1 35 Lunch, 16 oz. 2 25 Queen, Mammoth, 19 oz. 3 75 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 1/2@12 Compound Lard 9 1/2@10 80 lb. tubs advance 1/2 80 lb. tubs advance 1/2 50 lb. tubs advance 1/2 20 lb. pails advance 1/2 10 lb. pails advance 1/2 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 @14 1/2 Hams, 18 lb. av. 14 @14 1/2 Skinned Hams 15 @15 1/2 Ham, dried beef sets 20 @20 1/2 California Hams 10 1/2@10 1/2 Picnic Balled 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, middles, set 16 Beef, rounds, set 60 Sheep, per bundle 80 Uncolored Butterline 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, 1/4s 45 Potted Ham, 1/2s 90 Deviled Ham, 1/4s 45 Deviled Ham, 1/2s 90 Potted Tongue, 1/4s 45 Potted Tongue, 1/2s 90 RICE Fancy 6 @6 1/2 Japan Style 5 @5 1/2 Broken 3 1/2@4 1/2 ROLLED OATS Rolls 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 Dumke's, large, 1 doz. 4 50 Snider'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. Arm and Hammer 3 00 Wyandotte, 100 1/4s. 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Granulated, 36 pkgs. 1 25 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 1/2 lb. sacks 2 10 56 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 kegs 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 8 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 32 Celery 32 Hemp, Russian 5 Mixed Bird 5 Mustard, white 8 Poppy 16 Rape 6 1/2 SHOE BLACKING Handy Box, large 3 dz 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 Rappie in jars 43 SODA Boxes 5 1/2 Kegs, English 4 1/2 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, Cochon 14 1/2 Mace, Penang 70 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 30 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 22 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 24 Cassia, Canton 12 Ginger, African 18 Mace, Penang 75 Nutmegs, 75-80 35 Pepper, Black 16 Pepper, White 30 Pepper, Cayenne 24 Paprika, Hungarian 45 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 lb. packages 5 16 3lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 3 1/2 SYRUPS Corn Barrels 27 Half barrels 30 Blue Karo, No. 2 1 64 Blue Karo, No. 2 1/2 1 98 Blue Karo, No. 5 1 92 Blue Karo, No. 10 1 83 Red Karo, No. 1 1 84 Red Karo, No. 2 1/2 2 23 Red Karo, No. 5 2 17 Red Karo, No. 10 2 08 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 Moyune, medium 35 Moyune, choice 33 Moyune, 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 28 Formosa, choice 35 English Breakfast Medium 25 Choice 30@35 Fancy 40@60 India Ceylon, choice 30@35 Fancy 45@50	TOBACCO Fine Cut Blot 1 45 Bugle, 16 oz. 3 84 Bugle, 10c 11 00 Dan Patch, 8 and 16 oz 32 Dan Patch, 4 oz. 11 52 Dan Patch, 2 oz. 5 76 Fast Mail, 16 oz. 7 80 Hiawatha, 16 oz. 60 Hiawatha, 5c 5 40 May Flower, 16 oz. 9 36 No Limit, 8 oz. 1 78 No Limit, 16 oz. 3 55 Ojibwa, 8 and 16 oz. 40 Ojibwa, 10c 11 10 Ojibwa, 5c 1 85 Petoskey Chief, 7 oz. 2 00 Petoskey Chief, 14 oz. 4 00 Peach and Honey, 5c 5 76 Red Bell, 16 oz. 3 96 Red Bell, 8 foil 1 98 Sterling, L & D 5c 5 76 Sweet Cuba, canister 9 16 Sweet Cuba, 5c 5 76 Sweet Cuba, 10c 9 36 Sweet Cuba, 1 lb. tin 4 90 Sweet Cuba, 16 oz. 4 80 Sweet Cuba, 1/2 lb. foil 2 25 Sweet Burley 5c L & D 5 76 Sweet Burley, 8 oz. 4 45 Sweet Burley, 24 lb. 4 90 Sweet Mist, 1/2 gro. 5 76 Sweet Mist, 3 oz. 11 10 Sweet Mist, 8 oz. 35 Telegram, 5c 5 76 Tiger, 5c 6 00 Tiger, 25c cans 2 35 Uncle Daniel, 1 lb. 60 Uncle Daniel, 1 oz. 5 22 Plug Am. Navy, 16 oz. 32 Apple, 10 lb. butt 38 Drummond Nat Leaf, 2 & 5 lb. 60 Drummond Nat Leaf, per doz. 96 Battle Ax 28 Bracer, 6 & 12 lb. 30 Big Four, 6 & 16 lb. 32 Boot Jack, 2 lb. 36 Boot Jack, per doz. 86 Bullion, 16 oz. 46 Climax, Golden Twins 48 Climax, 14 1/2 oz. 44 Climax, 7 oz. 47 Days' Work, 7 & 14 lb. 37 Crepe de Menthe, lb. 28 Derby, 5 lb. boxes 62 5 Bros., 4 lb. 65 Four Roses, 10c 90 Gilt Edge, 2 lb. 50 Gold Rope, 6 & 12 lb. 58 Gold Rope, 4 & 8 lb. 58 G. O. P., 12 & 24 lb. 36 Glosser Twist, 6 lb. 46 G. T. W., 10 1/2 & 21 lb. 36 Horshoe Shoe, 6 & 12 lb. 43 Honey Dip Twist, 5 & 10 45 Jolly Tar, 5 & 8 lb. 40 J. T., 5 1/2 & 11 lb. 35 Kentucky Navy, 12 lb. 32 Keystone Twist, 6 lb. 45 Kismet, 6 lb. 48 Maple Dip, 20 oz. 25 Merry Widow, 12 lb. 32 Nobby Spun Roll 6 & 3 58 Parrot, 12 lb. 38 Parrot, 20 lb. 48 Patterson's Nat Leaf 93 Peachey, 6-12 & 24 lb. 40 Picnic Twist, 5 lb. 45 Piper Heidsieck, 4 & 7 lb. 69 Piper Heidsieck, per doz. 96 Polo, 3 doz., per doz. 30 Redcut, 1 1/2 oz. 38 Red Lion, 6 & 12 lb. 30 Scrapple, 2 & 4 doz. 48 Sherry Cobbler, 8 oz. 32 Spear Head, 12 oz. 44 Spear Head, 14 oz. 44 Spear Head, 7 oz. 47

Special Price Current

12

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 72
Buck Horn, 5c	5 76
Buck Horn, 10c	11 50
Briar Pipe, 5c	6 00
Briar 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, 16 oz.	39
Cigar Clip'g Johnson	30
Cigar Clip'g Seymour	30
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
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
Duke's Camo, 1 1/2 oz.	41
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, 5c	4 56
Growler, 10c	2 70
Growler, 20c	2 63
Giant, 5c	1 55
Giant, 16 oz.	33
Hand Made, 2 1/2 oz.	33
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
Kila Dried, 25c	2 45
King Bird, 7 oz.	25 20
King Bird, 3 oz.	11 00
King Bird, 1 1/2 oz.	5 70
La Turka, 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	10 56
Nigger Head, 5c	4 96
Nigger Head, 10c	9 84
Noon 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., 3 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.	10 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

13

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
Sweet Lotus, 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, 1/4 gro	10 08
Sun Cured, 10c	11 75
Summer Time, 5c	5 76
Summer Time, 7 oz.	1 65
Summer Time 14 oz.	3 50
Standard, 2 oz.	5 90
Standard, 3 1/2 oz.	28
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.	63
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 66
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	88
Velvet, 5c pouch	1 44
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

14

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	3 75
Single Acme	3 75
Double Peerless	3 75
Single Peerless	3 75
Northern Queen	3 25
Double Duplex	3 25
Good Luck	3 00
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, 12-15-17	3 00
Assorted, 15-17-19	4 25
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't 13	13
Wax Butter, full count 20	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 10
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
2 lb. cans	21 50
CIGARS	
Johnson Cigar Co.'s Brand	
4 1/2 inch, 5 gross	45
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
Puritatos 35
Panatellas, Finas 35
Panatellas, Lock 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

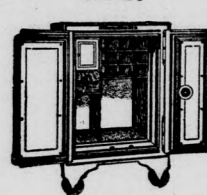


White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.

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., Sagin-
aw; Brown, Davis &
Warner, Jackson; Gods-
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, 100 cks 5c 4 00
Marselles, 100 ck toil 4 00
Marselles, 1/2 box toil 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
Rosaline 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

"Williams"

Jams Jellies Preserves Mustards

Fruit Butters Vinegars Catsup

Table Sauces Pork and Beans

Pickles—OF COURSE

HIGH GRADE FOOD PRODUCTS

Made "Williams Way"

Mr. Pickle of Michigan

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.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale 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

\$10,000 stock general merchandise for sale. Good business, good location, good reasons for selling. A bargain. Address at once, A. H. & M. H. Barnes, Metamora, Mich. 236

Roofing ready to lay 50c to \$2 for 1.08 square feet, free samples. American Roofing Co., 1224 VanBuren St., Chicago, Ill. 235

Merchants—Plan to have rousing 10 day sale in July or August. Clean up on your summer merchandise. W. N. Harper, Port Huron, Mich. 234

For Sale—One-half interest in the best hardware, implement and harness store in Southeastern Minnesota. Doing a good business and a money maker. It will take \$3,200 to handle this. Address "Hardware", Box 290, Dexter, Minn. 232

For Rent—Good brick building 25 x 80 ft. with basement. Location very best for any kind of retail business. Electric lights, water, furnace, etc. Address R. H. Wheeler, Shelby, Mich. 233

Hotel For Sale—Good town; good corner, modern. Write J. C. Lathrop, Winchester, Ill. 231

For Sale—Stock of general merchandise, all in good condition, inventory about \$3,500. Good live town. Elegant farming community. Address Box 163, Mayville, Mich. 220

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—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

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? "N-way 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

Klar's Good Health Flour relieves constipation and stomach trouble. Agent wanted in every city. A. B. Klar, Food Specialist, Canal Dover, Ohio. 215

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

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

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

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

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

For Sale—Larch and Catalpa timber, 15 or 20 acres. One foot in diameter and smaller. B. H. Durham, Onarga, Ill. 181

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

For Sale—One of the best drug stores in small town in Michigan. Expenses low. Young man, here's your good opportunity. Address No. 204, care Tradesman. 204

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

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

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

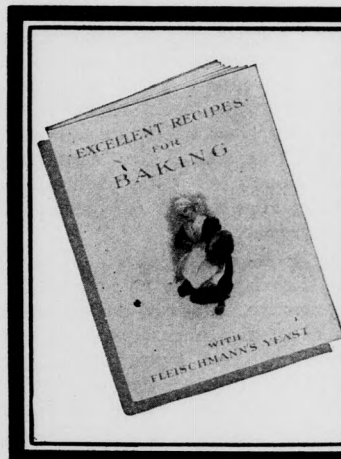
Merchandise sale conductors. A. E. Greene Co., 414 Moffat Bldg., Detroit. Advertising furnished free. Write for date, terms, etc. 549

HELP WANTED.

Wanted—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.

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO. You can increase your trade and the comfort of your customers by stocking HAND SAPOLIO at once. It will sell and satisfy.

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.

TACTLESS LETTERS.

They May Do More Harm Than Good.

Many storekeepers when approached on the subject of advertising in one or another of its many forms, are accustomed to object that while such advertising might get results in some kinds of business, it would not do at all in theirs.

The "form" letter is one of these forms of advertising to which such an assertion does not apply. Any business can use "form" letters with good results if the letters themselves are right.

No store is too small and none too large to profit by the sales force of the "form" letter. It has been called the most human of advertising media and may be made the most resultful.

The circular letter or "form" letter is not an instrument to be used indiscriminately. It is conceivable that letters could do more harm than good provided they were tactless or ill-considered.

As an example of how a tactless letter may do more harm than good, here is a personal experience: Last month I received a letter from a concern that I have patronized in its line almost exclusively for several years. It was called to my attention that my trade had not been as heavy as usual during the season just past and the hope was expressed that I would make it known if anything had gone wrong. So far, very good. But as it happened I had just made a considerable purchase of this concern. The error in sending me a letter conveying a suggestion of dissatisfaction with the amount of my business, arose from the fact that these people have two stores. I had been in the habit of patronizing the other store. Had a comparison of the list of customers of each store been made before this letter was sent out, the fact that I was buying as much as ever would have been disclosed and some natural indignation on my part would have been avoided.

Getting results from "form" letters depends much on the "when." The time element is important in any kind of advertising. It is especially so in letter advertising.

If you are in the habit of conducting a discount or cut price sale at certain periods, one of the best times to use letters is just before making a newspaper announcement of such a sale.

These pre-sale letters should state that you are taking this means of notifying regular patrons of the reduction in your prices. State definitely when the sale will begin and make it clear that the general public has not yet been informed. I have never known a letter along these lines to fail of a cordial response. It has the further advantage of gratifying the patron to learn that he has been given a chance to get in on the good things ahead of others.

Here is a practical suggestion for a letter of this kind:

John Jones,
Blankville.

Dear Sir—Beginning next Monday, July 10, we place on sale all lines of summer clothing comprising latest models in a great variety of handsome fabrics—every desired color—at 25 per cent. off.

These goods were formerly priced from \$10 to \$30. We must cash in on this merchandise quickly in order to take our discounts on other lines.

A man never has too many clothes and we are sure you will want to take advantage of this rare chance to get the finest of their kind at about makers' prices.

Our sales are always watched for and eagerly attended by those who appreciate values. Therefore as soon as it becomes known that we have knocked one-quarter off our regular prices, there will be a scramble to get in on these good things. We are advising our regular patrons several days in advance of the public announcement.

We believe you will appreciate this "tip" and govern yourself accordingly.

Very truly yours,
Smith Mercantile Company.

Such a letter may be followed during the progress of the sale by an "interest-arouser" in the shape of a card or small folder which should state that good things are still plenty and that even if one has already availed one's self of the savings, they are attractive enough to warrant further purchase.

As a stimulator of trade during dull seasons, bright, "snappy" letters are effective. Much of the success of letters at such times depends on their "human interest appeal." What you say must "get under the skin."

Merchants who believe in letters and would like to use them, are kept from doing so in some cases by the lack of a proper list. A live list is essential to results and worth the expenditure of time and money to get it right and keep it up to date.

In the large cities there are concerns that make a business of furnishing lists, and they will also where desired take charge of writing, printing, addressing and mailing.

Purchased lists, however, are apt to contain much "deadwood"—names of persons who have died, moved or for one reason or another are not live prospects for what you have to offer.

The surest way to get a good list is to build it yourself. Go through your ledger if you run a credit business. Then make a point of securing the name and address of every person to whom you make a sale.

Do not keep names in a book. This is an old-fashioned and unwieldy method. Buy a card cabinet. A modern, inexpensive one will serve for the start. Arrange the name alphabetically and classify them in two divisions. Regular customers and prospective customers. Some concerns have a third class: Occasional customers.

Some firms keep close tab on customers and when a sale is made it is noted on the customer's card. The cards are transferred from one class

to another as often as necessary. To illustrate: A "prospect" who makes a purchase forthwith becomes an occasional customer. If he makes a number of succeeding purchases he is placed among the regulars.

The advantage in dividing lists into two or three classes is that it enables you to write a more appropriate letter. In writing regular trade you are addressing those who know you—who are familiar with your methods and merchandise. In talking to those who buy only occasionally from you, the endeavor should be to make them see that it would be to their interest to give you all their business instead of only a part. Prospects need to be handled somewhat more formally and the aim should be to create interest and a desire to try your goods.

Lists may, if desired, be further divided so as to make separate lists of men and women, farmers, young people, etc. In this way specific arguments on different lines may be made.

The most attractive letters are what is called "imitation typewritten"—printed through a silk ribbon so that they closely resemble typewritten work.

Signature cuts can be made and run in a different color ink from the body of the letter and the name and address filled in, giving a result so like a genuine typewritten letter as to defy detection.

What makes a letter "pull." Why do some letters fail of results while others bring in the business? Volumes have been written on this subject and I should be biting off more than I could chew if I attempted to tell the whys and wherefores of good and bad letters. The gist of the matter is right here: You must put yourself in the other fellow's place but at the same time make him see things from your own.

The circular letter is no place to theorize or preach. Get down to "brass tacks" as soon after the dear sir as possible.

Use no useless words. Prune and trim until you are satisfied you have your story reduced to its "lowest denomination." Then turn the result over to some one else to blue pencil if he can—and he generally can.

As a rule "form" letters should not be long. There are exceptions to be made, but ordinarily where you can not tell your story in a single page, it is better to put it in the shape of a neat printed folder to be enclosed with the letter.

The reason so few merchants write good letters is because they are too close to their business. They lack "perspective." They talk too much about themselves—too little about the other fellow's benefit in trading with them.

There is no more effective way to advertise than by letter if the letters are strong and to the point. Many live manufacturers will now, on request, circularize lists furnished by their dealers. Such letters are generally written by experienced men and the dealer does well to avail himself of them. Irwin Spear.

Gripsack Brigade.

The traveling men living in the northern portion of the city feel that they are handicapped by lack of street car service very early in the morning. The first car on the Plainfield avenue line leaves its terminal at 6:04, which, of course, is too late to enable passengers to make the 6 o'clock trains on the Holland and Muskegon interurbans and the 6:15 train on the Lake Shore. They have petitioned for an earlier car through the Creston organization among business men and are anxiously looking forward to a favorable outcome of their petition. Manager Hanchett has announced his willingness to consider an addition to the early morning service, but has not yet fully made up his mind as to the advisability of inaugurating it. The Tradesman bespeaks for the traveling men of the North End success in their campaign.

The Michigan Grand Council, U. C. T., passed a resolution denouncing any change in the method of collecting assessments and instructed the delegates to the Supreme Council to act accordingly.

"Have you any trouble with kickers in this hotel?" asked a traveling man at a hotel in Adrian recently. "Oh, yes, we have a few," said the proprietor. "Good hard kickers?" again questioned the salesman. "Occasionally one," replied the boniface. "Well," said the traveler, "put one in the bed I occupied last night so he can kick the knots out of the mattress."

Mr. and Mrs. Morris were celebrating their twenty-fifth anniversary, when one of the guests remarked: "Isn't it just dandy to think you and your husband have lived together for twenty-five years, and you are here to celebrate?" When Mrs. Morris remarked, "You're mistaken, my dear, we have not lived together twenty-five years; we have been married twenty-five years, but we have only lived together three." Guest: "How's that?" Mrs. Morris: "My husband is a traveling man."

The motto of the mail order house is every man for himself and the devil take the hindmost—and you bet the devil will. That spirit never fails to work; and the weak men, the unprotected man, the man alone—the man on the farm, at the end of the fact, when his farm market is gone, when his town is gone, when the spirit of selfishness and greed has left the country cold and hard and mean and neighborless—the farmer will be hindermost.—William Allen White.

Most of us feel that we could get along nicely on double our income.

It is difficult for a rounder to keep in the straight and narrow path.

Unless a thing is uncomfortable it seldom becomes fashionable.

It is more difficult to shoe a horse than it is to shoo a hen.

The poorer the sermon the longer it is.

Consumers are Wedded to the

Hart Brand Canned Foods

Because Quality is Always Notable

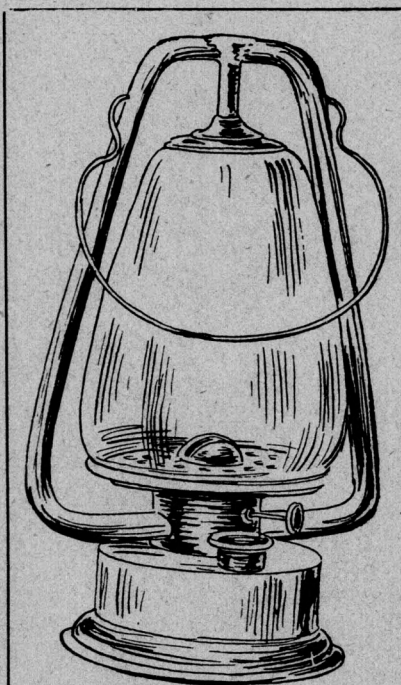
All products packed at our five plants in West Michigan, in the finest fruit and vegetable belts in the Union, are grown on our own lands adjacent to the various plants; packed fresh from the fields and orchards, under best sanitary conditions, insuring exquisite flavor, fine texture, natural color. Every can is well filled.

**The HART BRANDS Satisfy Consumers
They Are Trade Winners and Trade Holders**

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

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

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



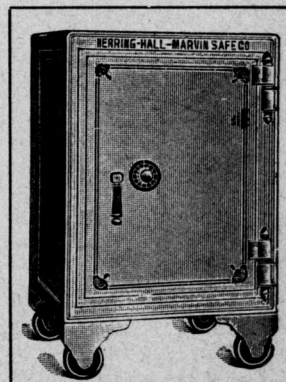
Hang Out a Lantern!

"If you know where there is a dangerous spot in the road, it is your duty as a good citizen to hang out a red light whether you are paid for it or not."—W. L. Brownell.

If you do not own a good reliable safe, a safe big enough and strong enough to hold and protect your valuable books, papers and cash, there is a right dangerous spot ahead of you on your business highway which you are more than liable to fall into. There are

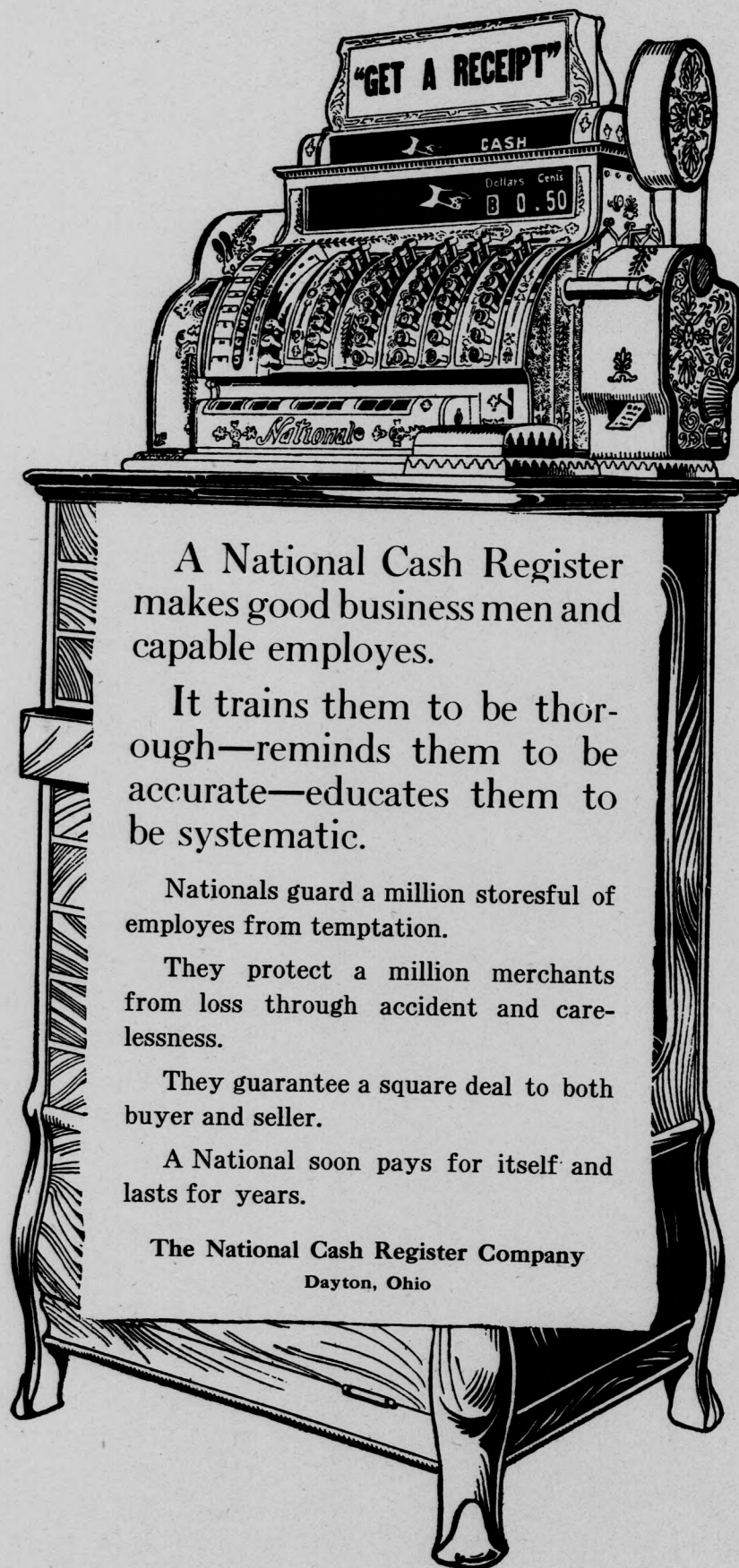
Some Chances You Cannot Afford to Take

Why take the chance of losing thousands of dollars, when by the expenditure of a small amount of money you can eliminate this chance from your business entirely. We can furnish you with a first-class safe for less money than you can buy elsewhere.



WRITE US TO-DAY AND WE WILL GIVE YOU FURTHER INFORMATION

GRAND RAPIDS SAFE CO. Tradesman Bldg., Grand Rapids, Mich.



A National Cash Register makes good business men and capable employes.

It trains them to be thorough—reminds them to be accurate—educates them to be systematic.

Nationals guard a million storesful of employes from temptation.

They protect a million merchants from loss through accident and carelessness.

They guarantee a square deal to both buyer and seller.

A National soon pays for itself and lasts for years.

The National Cash Register Company
Dayton, Ohio