

## What Takes Courage

It takes great strength to bring your life up square  
With your accepted thought and hold it there;  
Resisting the inertia that drags back  
From new attempts to the old habit's track.  
It is so easy to drift back, to sink;  
So hard to live abreast of what you think.

It takes great strength to live where you belong,  
When other people think that you are wrong;  
People you love, and who love you, and whose  
Approval is a pleasure you would choose.  
To bear this pressure and succeed at length  
In living your belief—well, it takes strength.

And courage, too. But what does courage mean  
Save strength to help you bear a pain foreseen?  
Courage to undertake this lifelong strain  
Of setting yours against your grandsire's brain;  
Dangerous risk of walking lone and free  
Out of the easy paths that used to be,  
And the fierce pain of hurting those we love  
When love meets truth, and truth must ride above?

*Charlotte Perkins.*

## An Ember Picture

As I sit sometimes in the twilight,  
And call back to life in the coals  
Old faces and hopes and fancies  
Long buried (good rest to their souls!)

Her face shines out in the embers;  
I see her holding the light,  
And hear the crunch of the gravel  
And the sweep of the rain that night.

'Tis a face that can never grow older,  
That can never part with its gleam;  
'Tis a gracious possession forever,  
For is it not all a dream?

*James Russell Lowell.*

Irresolution in the schemes of life which offer  
themselves to our choice, and inconstancy in pur-  
suing them, are the greatest causes of all our un-  
happiness.—*Addison.*

I don't think much of a man who is not wiser  
to-day than he was yesterday.—*Lincoln.*

**A**FFAIRS are now too great to breed petty jealousies, and so, allied with the hope of gain, is the desire for progress, invention, improved methods, scientific development and the price of success in these matters. So the dividend which the business man seeks and receives to-day is not alone in dollars. He receives with the dollar something better—a dividend in the shape of satisfaction in being instrumental in carrying forward to higher stages of development the business which he makes his life-work.

I can confidently recommend to you the business career as one in which there is abundant room for the exercise of man's highest power, and of every good quality in human nature. I believe the career of the great merchant, or banker, or captain of industry to be favorable to the development of the powers of the mind, and to the ripening of the judgment upon a wide range of general subjects, to freedom from prejudice and the keeping of an open mind.—*Carnegie.*



**WORDEN GROCER COMPANY**

**The Prompt Shippers**

Grand Rapids, Mich.

SUMMERTIME  
IS TEA TIME

**TETLEY'S**

INDIA  
CEYLON

**TEAS**



Fragrant  
and  
Delicious

**Judson Grocer Company**

Distributors

Grand Rapids, Mich.

**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



**Making Business  
for You**

Newspaper advertising in hundreds of cities and towns.

Advertising in all the leading magazines.

Street car advertising in the larger centers of population.

Extensive sampling in all of the States of the Union.

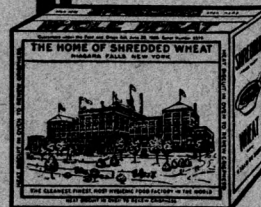
Miniature "show" factories operating in many cities.

Lantern lectures showing every detail of manufacture in the home plant.

These are some of the advertising methods employed to create a consumer demand for

**Shredded Wheat Biscuit**

Are you getting your share of the profits by helping to supply the demand?



Shredded Wheat is now packed in neat, substantial, wooden cases. The thrifty grocer will sell the empty cases for 10 or 15c. each, thereby adding to his profits.

**The Shredded Wheat Company**

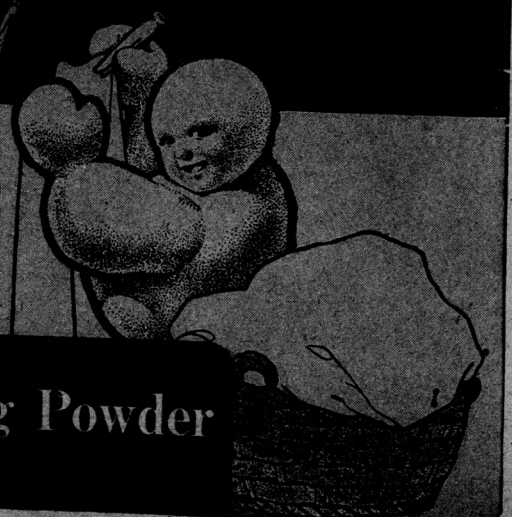
Niagara Falls, N. Y.

**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, JULY 3, 1912

Number 1502

## SPECIAL FEATURES.

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## FURNITURE MEN OPTIMISTIC.

The furniture season is now on and the indications are favorable to a successful sale. This does not mean that the initial orders will be heavy, for they will not be, but that the season, as a whole, will be fairly satisfactory. The buyers are not buying with care free abandon. On the contrary, they are exercising a great deal of conservatism. This is a campaign year and no time for plunging. But they are optimistic and will do their heavy buying later when the situation has cleared and it becomes apparent that politics will not send everything to smash. The start of the season, with the first two weeks as a guide, will be mild, but there will be a strong finish.

The Eastern buyers always monopolize the market the first week and a good part of the second. Then the Middle West comes in and the season finishes with the buyers from the West and Southwest. This has been the order for years. This year, however, it is somewhat different. The first week brought several buyers from the West and this week there have been a large representation from the Western states and the Southwest, and also from the South. One reason for this is that the Western buyers have become tired of coming when the big rush is on. They have found by experience that the week they have usually taken for their visits is a week of congestion at the hotels. They are in a week ahead this time to avoid the rush.

The lines, both the Grand Rapids make and the outside manufacture, are rich in new patterns this season, as usual for the fall sale and the holiday demand; but really there is not much that is so very new. The same "periods" that have been popular for the last ten years are still popular and as predominant as ever. The new patterns are merely the old ideas and old types put in a slightly different form. Only the expert can tell the difference and even the experts would find it difficult at times to point out much change. Sheraton lines, if correctly expressed, are still

the same, but the combination may be changed somewhat. And it is the same with Chippendale and Louis XV and XVI and with Colonial. Because there has not been a general upheaval of the accepted styles is to the credit of the manufacturers, rather than the contrary. The old styles represent the best work of the greatest masters in furniture designing. Why should they be discarded like the clothes the women wear, because the season has changed? That there is an inclination to abide by the old and artistically correct designs is an evidence that the people are being educated to an appreciation for what is good.

One of the new features in the market this season is the use of metal for decorative effects. This is especially true in the Sheraton and the French patterns and, to some extent, in Adams. In the Sheraton the metal, usually dull brass and sometimes old silver, is used for the inlay instead of satin wood, and it is exceedingly effective. In the French patterns dull brass is used instead of the wood carved ornaments. How popular this will be has not yet been demonstrated, but it is certain the mahogany with metal trimmings and decorations makes up handsomely, although in some instances rather showily. The Oriel line of this city and the Cowan line of Chicago are especially strong in the metal trims and the Berkey & Gay lines also shows it. The metal ornaments are, of course, all of special design and in harmony with the type. The use of metal is not a departure from the verities, for the museum and art gallery specimens show many correct models. It is merely the new application of an old idea that is novel.

The English types strongly predominate this season, especially in dining room, library and parlor goods, but in the case of parlor goods they are usually called living room now. In dining room goods the Sheraton seems to hold first place, and then Chippendale, with Adams and Hepplewhite following in limited demand. Of course, the good old Colonial is always in order. More breakfast room suites are being shown than ever and in these there is a greater diversity, as less dignity is demanded. The favorite breakfast table is eight or ten inches wide, with leaves that will lift to make a total length of six feet, the leaves resting on extra legs that fold up when the table is not in use. The aim in the breakfast room goods is to make them graceful and attractive and usually they are made light enough to be easily shifted to the sun parlor, the enclosed porch or a room commanding a pretty morning view.

The dining room goods are made with a view to staying where they are put. The correct breakfast or dining room suite is in the same design for table, chairs, side board and server, and even the candle sticks, the trays and other accessories can be had to match.

The Chas. S. Paine Co. has brought out a novelty this season in the form of a line of Japanese lacquer ware. The line includes two breakfast room suites, several chairs and a variety of special pieces. The lacquer is applied just as the Japanese use it by a process that Mr. Payne has been working two years to perfect. The ornamentation are typically Japanese in gold and in many of the pieces the ornamentations are raised, just as shown in the genuine Japanese goods. The general design is true to the Japanese idea and the tapestries used in the upholstering of the chairs are all imported from Japan and harmonize with the finish and design in pattern and colors. The line has attracted much attention and seems to have made a hit. The Yeager Co., of Allentown, Penn., also show a few pieces of lacquer ware.

The use of mahogany in furniture is more popular than ever and it appears everywhere and even in the medium priced goods which formerly were shown only in the cheaper woods. Much oak is also used, but almost exclusively in the so-called old English and the mission lines, to which it is best suited and in which mahogany would be a joke.

How styles are developed is shown by the Berkey & Gay Flanders line. When this was first brought out, five or six years ago, it was little else than our familiar mission with turned legs and posts, instead of the straight line and some efforts at simple ornamentation. Each season since the first offering of Flanders has seen some additions made to the ornamentations until the Flanders of today is pretty well advanced in the old Flemish, with an elaborateness of detail that is far removed from the original idea. These changes, coming gradually, have taken place in response to the constant demand for something new and illustrates exactly what happened in history, except it took history several centuries to accomplish what has been brought about here in five or six years. The original early English furniture, such as was used in the days of Queen Elizabeth, was plain, solid and essentially English in its sturdy character. As time passed and the people gained prosperity and enlightenment the furniture of the household became more elaborate and ornate.

A page from the past is shown in the exhibit of the Coates Manufac-

turing Co., of Wellsville, N. Y. This company this season is celebrating its 75th anniversary and, with its line of mahogany and oak bedroom suites, are shown two suites, one in ash and the other in black walnut, of the original production three quarters of a century ago. The old furniture is of fine construction and of splendid material, but the style is what might be called the Ohio renaissance type and is so devoid of artistic merit that no self respecting home owner would furnish the room for the hired man with it. The old pieces were found after extensive advertising in the attics of old country homes and were paid for at prices that would buy handsome mahogany suites of present day construction.

## Fourth of July Don'ts.

Don't get it mixed up with the Spanish War.

Don't wring in Bunker Hill. We got licked there.

Don't hold cannon firecrackers in your fingers.

Don't be up before daybreak. The day won't run away.

You'll feel like dying for your country, but don't do it.

If you lead the parade, don't turn out for anybody's cow.

Don't brag that we can lick any other nation on earth.

Keep rather quiet about Old Glory. It covers a heap of graft.

Don't be the orator of the day. No one ever listens to him.

Keep behind the cannon when it goes off.

Get a front seat for the fireworks and let others stand.

Then forget all about it until next time.

Boston is having its troubles. While in the midst of a strike on the "L" system, women in that city have despoiled several butcher shops. That has for the time being superseded the railway strike in point of public interest. It is expected, however, that the latter will come into the limelight again, for the matter is to be arbitrated, according to an appeal which has been made to the Governor. This follows the refusal of the directors of the Boston Elevated Railroad to treat with the striking motormen and conductors on any of their differences.

A Chicago dressmaker gave her husband 50 cents to get two spools of thread, and he got drunk instead. But she got him out of jail, "to help her with the housework," she told the court.

The peacemaker may be all right, but he is never appreciated by the man who is getting the best of it.



## BANKRUPTCY MATTERS.

## Proceedings in Western District of Michigan.

June 26—In the matter of W. J. Pike & Son, bankrupt, hardware dealers of Newaygo, the trustee, Chas. F. Rood, filed his first report and account showing a balance on hand for distribution of \$937.62, and an order was made by the referee calling a special meeting of creditors to be held at his office on July 10, to consider such first report and for the purpose of declaring and ordering paid a first dividend for general creditors.

June 28—In the matter of Maximilian Koster, bankrupt, of Grand Rapids, the adjourned final meeting of creditors was held. The final report and account of Roland M. Shivel, trustee, was approved and allowed, and a final dividend of 8½ per cent. declared for general creditors. No cause to the contrary being shown by creditors, it was determined that the referee should make a favorable recommendation as to the bankrupt's discharge.

A petition was filed by Foster, Stevens & Co., Fisher Brothers Paper Co., Manistee Flouring Mill Co. and the Herold-Bertsch Shoe Co., creditors of Harry M. Hinshaw, doing business as Hinshaw & Son, of Leland, Leelanau county, praying that he be adjudged a bankrupt, and the bankrupt having admitted in writing his inability to pay his debts, the order of adjudication was made by Judge Sessions and the matter was referred to Referee Wicks. An order was made by the referee requiring the bankrupt to file his schedules of assets and liabilities on or before July 9. When such schedules are received the first meeting of creditors will be called.

A voluntary petition to be adjudged a bankrupt was filed by Jacob F. Hacker, a cobbler of Grand Rapids, and in the absence of the Judge it was referred to Referee Wicks, who made the order of adjudication. An order was also made by the referee calling the first meeting of creditors to be held at his office on August 26 for the purpose of electing a trustee, if desired, proving claims, examination of the bankrupt, etc. The bankrupt's schedules show no assets, excepting those claimed as exempt. The following liabilities are scheduled:

City of Grand Rapids, taxes.	\$ 26.99
Peoples Savings Bank, Grand Rapids, mortgage on house and lot owned jointly by bankrupt and wife.	1,500.00
Charles Kinsey and Henry Schantz, Caledonia	163.00
International Harvester Co., Grand Rapids	80.00
Arthur Gilbert, Moline	116.00
Henry Kline Co., Chicago	21.79
Dearborn Leather Co., Chicago	60.00
Sterling Grocery Co., Grand Rapids	5.00
R. Heth, Grand Rapids	6.00
Kreno VanderVennen, Grand Rapids	25.00

A voluntary petition to be adjudged a bankrupt was filed by Bernice M. Whipple, police matron of Grand Rapids, and in the absence of the Judge from the district, it was referred to Referee Wicks, who made an order of adjudication. An order was also made by the referee calling a first meeting of creditors to be held at his office on August 10, for the purpose of electing a trustee, proving claims, examining the bankrupt, etc. The bankrupt's schedules show no assets, excepting household goods, claimed as exempt. The following liabilities are scheduled:

Charles B. Magennis, Grand Rapids	\$ 30.00
John Killen & Son, Grand Rapids	91.08
Herpolsheimer Co., Grand Rapids	22.05
W. C. Kirchgessner, Grand Rapids	21.35
Mrs. Mary Murphy, Grand Rapids	5.00
Valley City Ice & Coal Co., Grand Rapids	7.95
Peck Drug Co., Grand Rapids	3.00
Estate of James Campbell, Grand Rapids	23.00
	\$203.43

In the matter of Herbert H. Tigar, bankrupt, of Grand Rapids, it appearing that there were not sufficient assets to pay the administration expenses in full, an order was made by the referee closing the estate and the files returned to the clerk's office. No cause to the contrary being shown by creditors, a certificate recommending that the bankrupt receive his discharge was made by the referee.

June 29—In the matter of John F. Boyd, bankrupt, of Elk Rapids, the trustee, Emil F. Nerlinger, of Traverse City, filed his supplemental final report showing that he has made distribution of all the assets of the estate in accordance with the order of the referee and an order was made closing the estate and discharging such trustee. No cause to the contrary having been shown by creditors a certificate recommending that the bankrupt receive his discharge was made by the referee.

July 1—In the matter of the Fargo Shoe Manufacturing Co., bankrupt, of Belding, a special meeting of creditors was held to consider the first report and account of Henry A. Smith, trustee. Such report was approved and allowed, and a first dividend of 10 per cent. was declared and ordered to general creditors. The estate will probably be closed and a final dividend declared at the expiration of three months.

Kansas is doing something practical again. This time it is Prof. W. A. Lippincott, and he proposes to add to the sum total of knowledge of the egg business by holding schools to instruct Kansas in the proper candling of eggs. Anyone who buys eggs may take the course without charge. This looks like a sensible move, and the results will be watched with interest.

## The Commercial Club as a Commerce Creator.

One live one in a town can do a lot. That is proven by what Webber did at Rochester, Minn.

Webber was not quite 30 when he was elected Secretary of the Rochester Commercial Club. After his election he became very much alive.

Webber wanted to do something for the good of the job and the town. He went to the business men and asked what was the first best thing to do.

One of the old heads who liked this enthusiastic young fellow told him he ought to go to work right away and persuade the farmers to stop buying of catalogue houses. Then the old one looked the other way and let loose a fat, sly wink.

Webber said he would try it. He talked with other business men, including the bankers and the lawyers. They said it ought to be done if it could—of course. Most of them added the advice that it was too discouraging a job to tackle.

Being a young man and full of ginger, Webber thought it worth trying. At it he went.

After getting all of the inspiration to be found among the business men of the town, Webber went into the country. He visited many well-to-do farmers. He found all shades and differences of opinion on any subject he took up. Farmers are independent. They are built that way.

But Webber found a goodly number of farmers who thought it good policy for them to encourage and stand by their home merchants. Some who were buying occasionally of catalogue houses conceded that it was the wrong thing to do.

With these as a starter, Webber laid plans for meeting of farmers and Rochester business men, an all day affair with plenty of entertainment, good fellowship and speeches in the afternoon.

He put all of the power and steam in the Rochester Commercial Club behind those plans.

The meeting was a big success. It brought the farmers and the business men in closer touch and established a better understanding than had before existed. Many farmers readily admitted that buying from the cata-

logue houses was not good business judgment for the farmer.

Following that the Rochester business men went after the farmers' trade more aggressively. It counted. The town was clearly making progress in the right direction.

Webber established a bureau of publicity in connection with his work as Secretary. He soon had a list of the farmers known to be the most inveterate catalogue buyers in that section.

As opportunity offered he took up the subject with these farmers tactfully. Wrote some of them strong letters, others mild, but always pointing to the fact that most of the representative farmers and citizens believed in trading at home.

Webber did not stop catalogue house buying in the two years he was Secretary of the Rochester Commercial Club, but he did a lot to help matters. Before he was through his work had extended all over Olmstead county and the gospel of buying of home merchants had been carried to the farms very generally and quite effectively.

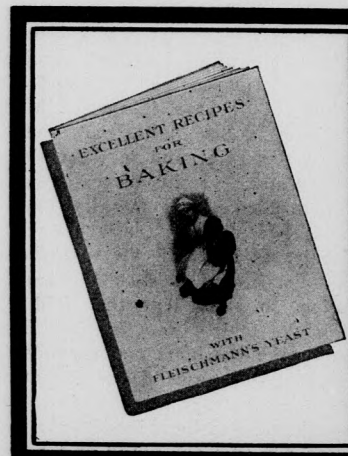
The meetings of farmers and merchants held in Olmstead county during those two years produced a good effect and caused much comment in other counties where the same work needed to be done.

While Webber was Secretary of the Rochester Commercial Club the rest of the State knew that Rochester was doing things for itself and helping the cause of the smaller cities and towns indirectly. The work put new spirit into the fight against catalogue house buying in Olmstead county and some of the good effects of it still remain.

This experience of Rochester is the experience of many other towns where some man of enthusiasm gets in and pushes. A live one who is willing to lead the way can do a lot in any town. W. E. Davis.

One of the most mischievous errors current in modern times is the popular notion that a man may transgress all the laws of health with impunity and then swallow a few drops of medicine and thereby antidote all the results of his evil habits.

Death is not a calamity, but the fear of death is.



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.



## NEW YORK MARKET.

## Special Features of the Grocery and Produce Trade.

## Special Correspondence.

New York, July 1—The near approach of the Fourth causes a slackening in the general run of trade, and coffee is no exception. Sales are not very numerous and the quantity taken is of the small amount that will do to keep up assortments. Prices, however, are firm. In store and afloat there are 2,146,137 bags of Brazilian coffee, against 2,246,963 bags at the same time last year. At the close Rio No. 7 is worth, in an invoice way, 14 $\frac{3}{4}$ c. Mild coffees share the dullness with Brazilian and there is no change to be noted. Good Cutcuta is worth 16 $\frac{1}{2}$ c.

There is to be noted this week, the first for a long time, a distinctly better feeling in the tea trade. Buyers are not taking large amounts, but there is something doing all the time and sellers profess to have great confidence in the situation.

There is not the rush for sugar that has been anticipated, but it certainly must come. Buyers have held back about as long as possible to see where the bottom would be on granulated. The oncoming flood of fruits must be taken care of and more sugar must be taken. At the close granulated is 5c.

Rice is slow. There is simply the every-day call and in no respect is there any change. Fancy domestic, 6 $\frac{1}{2}$ c.

Spices are in rather light supply and quotations are firm with pepper showing further advance. Singapore black, 11 $\frac{3}{4}$ @11 $\frac{3}{4}$ c.

Good to prime molasses, 26@34c. Stocks are moderate and demand, as might be expected at this time, is only of the usual midsummer character.

Canned goods cut very little figure just now, while the markets are so full of fresh fruits and vegetables. Spot tomatoes, 3s, are held at \$1.25, and the supply is said not to be very large at this figure. Anything picked up below this must be taken with some caution. Packers seem to have sold about all the futures they care to dispose of. Peas are firm and the demand is light. A very short pack is likely in New York State. Corn moves slowly and neither seller nor buyer seems to be much interested.

Butter is fairly firm. Creamery specials, 27@27 $\frac{1}{4}$ c; firsts, 25 $\frac{3}{4}$ @26; process, 24 $\frac{1}{2}$ @25c; factory, 22 $\frac{1}{2}$ @23c.

Cheese is steady, with top grades New York State held at 15c.

Best eggs are firm. Fancy Western white, 22@23c; storage eggs are in rather light stock and the general situation favors the seller.

## Looking Ahead For Bargains.

Floorwalker—What did that lady want?

Salesman—Wanted to know if we'd have a marked down sale of fireworks on the 5th of July.

The head that is loaded with wisdom does not leak at the mouth.

## Significance of the Coming Fall Election.

Manistee, July 2—Does every Michigan voter realize the significance of the fall election? Presidents have been elected before, but for the first time in its history men of this great State are going to register their opinions of the qualifications of their mothers, wives, sisters and sweethearts.

How many are going to look at it from an intelligent standpoint and show that they stand for progress by voting in favor of this issue and how many are going to pass it up as an old time joke?

Let us go over the arguments of the anti-suffragists. Why should a woman become less womanly because she is given a voice in the ordering of public affairs? Intelligence never detracts. She will be more of a helpmate than ever before. Her views will become broader and her mind more brilliant. A husband will not think his wife less womanly because he can come home and talk over with her the questions of the day and often receive help from her suggestions, because a woman's intuition is finer than a man's.

As to neglect in her household duties, it is not going to take any more time for her to go to the polls and cast her vote than to go to a bridge party or bargain hunting. A man does not have to neglect his business in order to vote. When women are made eligible to hold office there is

no reason to suppose that they will act any differently from men in the same position.

Not all men voters make a mad rush for office. As a matter of fact the average housekeeper of to-day has more time at her disposal than the one of yesterday because modern conveniences in the home lessen her household duties and she is in position to give intelligent interest to the social questions of the day—an interest which is a waste unless backed by the power to use it, and the only effective power is the vote.

It is not too late to look the question squarely in the face and study it so as to vote intelligently when the time arrives. We must forget old views and ideas and look for the new, otherwise progress will be at a standstill. Do not wait until everybody else thinks so, but go ahead and help push the wheel of progress. Discuss the subject, read about it and help get the public interested. Even if you have not much time to spare, a word now and then will set someone else to thinking and he in turn will pass it on. We want Michigan to rank among the most progressive states of the Union and do her part toward making this a Land of the Free in every sense of the word.

Mrs. Thorwald Andresen.

To fare well implies the partaking of such food as does not disagree with body or mind. Hence only those fare well who live temperately.—Socrates.

## A SIGN OF SQUARE DEALING

The "Dandelion Brand" trade mark on the butter color you sell is a sign of square dealing.

It marks a product whose equal doesn't exist, and a product of unusual profit to both you and your customer.

Dandelion Brand Butter Color secures top prices for butter always. **YOU** sell both the butter color and butter—a double profit is yours.

Endorsed by the highest authorities as to its utter purity and actual food value, "Dandelion Brand" is a bigger seller than all other butter colors combined.

Just as a matter of good business, you should order some today.

**Dandelion Brand**

THE BRAND WITH



**Butter Color**

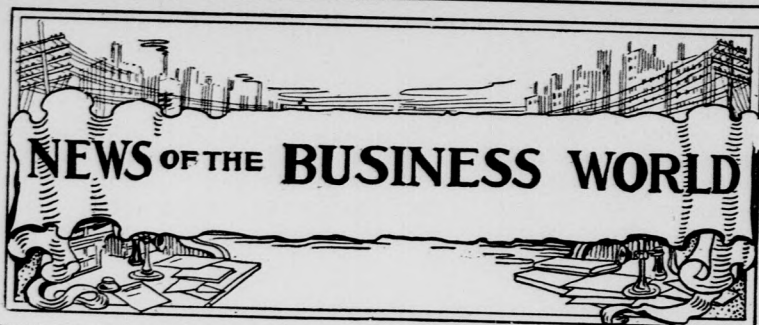
THE GOLDEN SHADE

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE AND NATIONAL.

**Wells & Richardson Co., Burlington, Vermont**

Manufacturers of Dandelion Brand Butter Color





### Movements of Merchants.

Rothbury—W. A. Butzer succeeds C. O. Bigler in the grain and feed business.

Saginaw—John Mittermier has opened a grocery store at 1319 Genesee avenue.

Manton—Fred Ward, recently of Lake City, has opened a confectionery store here.

Battle Creek—Crossen & Hicks have engaged in the drug business at 70 West Main street.

Kalamazoo—Walt Hamilton has engaged in the jewelry business at 107 North Burdick street.

Jackson—The Meade & White Co., clothier, etc., has increased its capital stock from \$16,000 to \$20,000.

Wexford—Immerman & Richardson, dealers in general merchandise, lost their stock by fire June 29.

Clare—A. W. Thorp, formerly of Bay City, has purchased the Henry Duncan grocery stock and taken possession.

Owosso—Fred Osburn, of the firm of Osburn & Sons, died at his home, June 27 as the result of a stroke of apoplexy.

Paw Paw—H. Y. Tarbell has opened a meat market on Kalamazoo street, under the management of Jacob Walker.

Levering—J. B. Clark & Son are closing out their stock of shoes and men's furnishing goods, preparatory to going west.

Kalamazoo—The Morris Kent Co., wholesale grain and produce dealer, has increased its capital stock from \$10,000 to \$100,000.

Allegan—The Grange Store Co-Operative Association is building an addition to its store, 40x60 feet in dimensions, two stories high.

Gladstone—The Gladstone State Savings Bank has been organized with an authorized capital stock of \$50,000.

Wells—A deed has been filed transferring all the property of the I. Stephenson Co. in Delta county, its chief seat, to the I. Stephenson Co., trustee.

Lowell—John O. Clark has sold his confectionery and cigar stock to Glenn E. Martin, formerly of Grand Rapids, who will continue the business.

Fremont—Joseph Hoare has sold his bakery to Irwin Brown, who will add a line of cigars and confectionery and continue the business at the same location.

Dowagiac—Harry Smith and W. E. Cory have formed a copartnership and purchased the T. H. Martin grocery stock and will continue the business.

Kingston—The Kingston Bank has merged its business into a State bank

under the style of the Kingston State Bank, with an authorized capital stock of \$20,000.

Grand Ledge—Sheridan Simons has sold his meat stock to Val. Lawrence and Burton Gates, who have formed a copartnership and will continue the business.

Pontiac—Bert Whiting and Daniel O'Connor have formed a copartnership under the style of Whiting & O'Connor and engaged in the grocery business at 38 East Pine street.

Cheboygan—J. H. Barrowcliff, who recently sold his grocery stock and store building on Court street to William Grant, has engaged in a similar business at 400 Main street.

Elk Rapids—J. W. Slater has sold his stock of hardware and furniture to John Dockery, recently of Traverse City, who will continue the business at the same location.

Riverdale—J. E. Wise, harness dealer at Alma, has purchased the harness, whip and robe stock of B. F. Lewis and will continue the business under the management of E. T. Rickman.

Manistee—W. T. Brain, who has conducted a tea and coffee store on River street for the past 30 years, has sold his stock to Hattie M. Smith, who will continue the business at the same location.

Detroit—C. A. Hakes has exchanged his 40 acre farm, near West Branch, for the Oakland Grocery Co. stock and will continue the business at the same location, 550 Oakland avenue, under his own name.

Birch Run—The bank doing business under the style of Charles H. May & Co. has been merged into a State bank under the name of the Birch Run State Bank, with an authorized capital stock of \$20,000.

Saginaw—Fred Bricault, traveling salesman for the W. Bingham Co., of Cleveland, Ohio, has opened a hardware store at 2338 North Michigan avenue. The store will be under the management of his brother, Raymond H. Bricault.

Greenville—Z. C. Bohrer, general dealer, has merged his business into a stock company under the style of the Z. C. Bohrer Co., with an authorized capital stock of \$15,000, which has been subscribed, \$2,800 being paid in in cash and \$12,200 in property.

Detroit—Directors of the Home Savings Bank have carried over \$50,000 from undivided profits to surplus account, making the bank's surplus \$750,000, the amount being the same as its capital stock and leaving about \$30,000 in undivided profits.

Detroit—Stockholders of the Security Trust Company received divi-

dend checks Monday for the current quarter at the rate of 2½ per cent., equivalent to 10 per cent, a year, with taxes paid. The payment is an increase of 2 per cent. over the previous rate.

Detroit—Ill health is assigned as the cause for the retirement of Howard J. Lesher as Treasurer of the Detroit Trust Company. Mr. Lesher's connection with the company was terminated June 30. He had been its Treasurer about ten years, prior to which he was for a number of years with the Union Trust Company. Mr. Lesher is planning to take a vacation over a year or more, and is said at present to have no plans for re-entering business life in an active way. For a number of years his health has necessitated his spending a portion of each winter in the South.

### Manufacturing Matters.

Crystal—George A. Fink has engaged in the ice cream manufacturing business here.

Ishpeming—The capital stock of the Consolidated Fuel & Lumber Co. has been increased from \$100,000 to \$200,000.

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

Adrian—The business men of this place have undertaken to raise \$100,000 for stock in the Lion Automobile Co. in order to retain the plant.

Ontonagon—The sawmill of the Norton Lumber Co. was entirely consumed by fire June 24, entailing a loss of between \$60,000 and \$75,000.

Detroit—The General Castings Co. has engaged in business with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Millersburg—C. H. Stanley, of Pinconning, has bought the plant of the Michigan Handle Co., at this place, and is converting it into a saw and planing mill.

Albion—The Albion Chemical Works has been organized with an authorized capital stock of \$6,000, of which \$3,000 has been subscribed and \$1,000 paid in in cash.

Saginaw—The American Steam Truck Co. has been incorporated with an authorized capital stock of \$500,000, of which \$250,000 has been subscribed and \$50,000 paid in in cash.

Lansing—John T. Watkins has purchased a three-story brick building and equipped it with coffee roasting machinery, which will enable him to meet the requirements of his customers more promptly than heretofore.

Grayling—The sawmill of R. Hanson & Sons is operated day and night and the big plant of the Salling-Hanson Co. is running days. The Kerry-Hanson flooring plant is also cutting out a lot of fine material, which is shipped out by rail.

Sagola—The Sagola Lumber Co. will this week finish sawing the hardwood logs which were teamed to the mill, and will start shipping pine logs from the Witbeck camps. The company has about 2,000,000 feet of logs along the logging railroad.

Battle Creek—The Franklin Iron & Metal Co. has merged its business into a stock company under the style of the Franklin Brass Co., with an authorized capital stock of \$2,500, which has been subscribed, \$100 being paid in in cash and \$2,400 in property.

Ionia—The Mohr Manufacturing Co. has engaged in business to manufacture and deal in an improvement to be known as Mohr's automatic lino slug saw, with an authorized capital stock of \$10,000, which has been subscribed, \$1,000 being paid in in cash and \$9,000 in property.

Munising—Shingle mill machinery is being installed in the mill of the Superior Veneer & Cooperage Co. Manager Doty expects to have the new mill in operation by August 1.

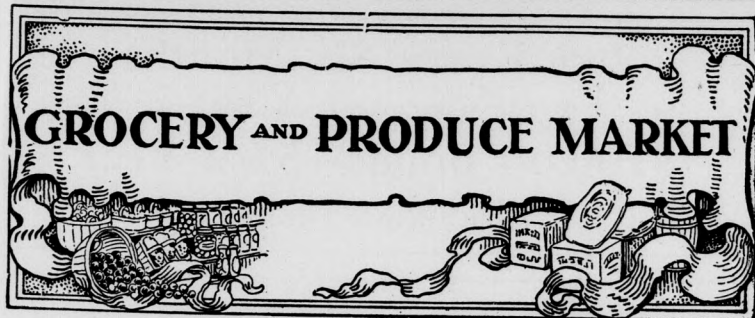
Dick—This town will soon be permanently deserted, for its main dependence, the lumbering industry, is at an end.

Pontiac—H. C. Hemmeter, conducting a garage, has merged his business into a stock company under the style of the Hemmeter Spark Gap Manufacturing Co., to manufacture spark gaps for spark plugs and automobile accessories and parts, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in property.

Charlotte—At a final meeting of the creditors of the Dolson Automobile Co., bankrupt, held at Kalamazoo last Thursday, the referee in bankruptcy approved the report of the trustee, C. Roy Hathaway, and ordered the estate closed. The funds on hand being insufficient to pay all the expenses of the administrator, no further dividends were declared. The balance on hand was about \$2400, and this was devoted to payment of attorney fees, referee and trustee commission. The estate is now legally closed, an end put to the affairs of the Dolson Automobile company, and the trustee discharged from his trust. In all, the estate paid 18 per cent in dividends to creditors.

Detroit—Local lumber shippers continue to complain of the railway freight situation, which has been a source of annoyance and a detriment to shippers and manufacturers of all kinds for several months. While shipping conditions have not been any too good for a year, lumbermen managed to get along in fairly good shape until last winter, when lumber shipments were almost at a standstill for weeks. Although the transportation department of the Board of Commerce and an expert specially engaged to clear up the situation have been at work for weeks, conditions are still in a chaotic state, and lumbermen believe they are getting the worst of it. The idea seems to be that lumber is never in a hurry, and the reports of delays pour in to shippers every day. The Pere Marquette Railroad recently issued an order refusing to turn over to the Michigan Central Railroad cars that have been reconsigned. This order has resulted in considerable annoyance and greatly hampered shipments.





### The Produce Market.

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

Bananas—\$4 per 100 lbs.

Beets—45c per doz. bunches.

Butter—Receipts of creamery are at their height, the make is large and the quality fine. At present quotations the market is firm and the consumptive demand is normal for the season. The bulk of the arrivals is being bought for cold storage. Extras are now held at 25c in tubs and 26@27c in prints. Local dealers pay 18c for No. 1 dairy grades and 17c for packing stock.

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

Carrots—35c per doz. bunches.

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

Cucumbers—45c per doz. for hot house.

Eggs—The market is  $\frac{1}{2}$ c higher than a week ago, with an active consumptive demand. The production has fallen off to a considerable extent, but there is still some surplus going into cold storage. The quality is remarkably good considering the lateness of the season. From now on there will probably be a further decrease in the receipts, but no radical change in the situation is expected soon. Local dealers are paying 17c, loss off.

Gooseberries—\$1.50 per 16 qt. crate.

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, 85c.

Lettuce—Leaf, 65c per bu.; head, 75c per bu.

Musk Melons — California Rockys command \$3.50 per crate for 45s and \$2.50 for 54s.

Onions — Texas Bermudas are in ample supply at \$1.25 per bu. for white and \$1.10 for yellow.

Oranges—\$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—Old stock is in fair demand at \$1 per bu.; new is in active demand at \$3.25 per bbl.

Poultry—Local dealers pay 22c for broilers; 11c for fowls; 6c for old roosters; 7c for geese; 8c for ducks;

10c for turkeys. These prices are for live-weight. Dressed are 2c higher.

Radishes—12c per doz. for garden grown.

Spinach—75c per bu.

Strawberries — Home grown are nearing the end of the crop, which has been a very satisfactory one for the grower, dealer and consumer. The price ranges around \$1.25 per 16 qt. crate.

Tomatoes — Four basket crates, \$1.50; 8 lb. basket of home grown hot house, 90c.

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

Watermelons—35c apiece for Florida stock.

Wax Beans—\$1.25 per basket.

### New Bean Crop Looks Good.

Demand from the jobbing trade is exceedingly light. Strictly choice beans are scarce in Michigan right now. There seems to be plenty of off grade beans and in many cases these beans are musty and out of condition.

The new crop is doing fairly well and the acreage is reported to be 25 per cent. larger than last year in most territories. A good portion of the beans were planted by June 15, which would indicate that we will have some early beans. The sentiment seems to be more to sell the future beans at ruling prices than to buy them. Wholesale grocers are not inclined to take hold unless they can make contracts at 25@40c below the asking price now.

There is little or no demand for red kidneys, yellow eyes or brown Swedish beans. E. L. Wellman.

The Grand Rapids Shoe & Rubber Co. has engaged S. Elden Barrett, of Clarkston, to represent that house in Southeastern Michigan and Northern Ohio. The engagement is to date from August 10. Mr. Barrett was in Grand Rapids this week closing arrangements and will return about August 1 to get out his samples. He enters upon his new relations with much hope and courage.

F. E. Holt has sold the Michigan Store and Office Fixture Co., 519 and 521 North Ottawa avenue, to Oscar L. Palmer, who will continue the business at the same location.

The J. B. Stone Co. has changed its name to the Clipper Belt Lacer Co. and increased its capital stock from \$20,000 to \$50,000.

The Will P. Canaan Co. has increased its capital stock from \$10,000 to \$25,000.

### The Grocery Market.

Sugar—The situation is considerably unsettled. The reduction of the duty is by no means impossible, and buyers will take things very coolly until that possibility is past. The consumptive demand for sugar is good. All the refiners close down to-night for the remainder of the week. When they resume operations Monday lower prices are expected. The estimate of the Cuban crop has been increased 50,000 tons by some of the leading sugar men, who have set the total production for this season at 1,850,000 tons. The crop estimates of both Porto Rico and Mauritius have also been increased. Louisiana crop prospects are reported as fairly good.

Tea—No marked change in any of the lines of teas. All local buying seems to be for immediate wants only. Japan reports active buying at about the prices of last year. Formosa and China teas are bringing steady prices. Ceylons and Indias continue firm, with steady demand.

Coffee—All grades of Rio and Santos are in fair demand at prices that show no fluctuation for the week. Milds are in somewhat smaller demand than Brazils, but show some activity. Prices are unchanged. Java and Mocha are quiet at ruling prices.

Canned Fruits — Apples are dull and unchanged. The prospects at the present time are said to be very favorable for a large pack of California fruit, and prices announced a few days ago are from 15@35c per dozen lower than prices of 1911. Apricots and pears showing the greatest decline, it is thought the pack of these two fruits will be unusually heavy. Pineapple packing in Hawaii is said to have commenced the first of June. One firm expects to put up 450,000 cases and another 330,000 cases, but as yet nothing definite has been received to confirm these reports.

Canned Vegetables—Stocks of tomatoes in wholesalers hands are small and they are not able to buy to replenish them at prices much lower than they have been selling to the retail trade. Prices on future tomatoes are also higher than they were some time ago. Corn is unchanged. The outlook for peas is not very favorable at the present time, reports from some of the largest pea producing states being to the effect that crops are not at all favorable. Spot peas in the low and medium grades are practically cleaned up.

Dried Fruits—Conditions at the present time would indicate that there will be a large carry-over of some varieties, which proves that the statement made by the dried fruit packers of California at the opening of last season, stating that the 1911 pack would be the smallest in years and that there would not be sufficient stock to fill all future orders were false. The demand during the whole of 1911 and 1912 up until about sixty days ago was much smaller than was figured on, which may be one of the reasons why there will be stock to carry over.

Olives — Reports from Seville, Spain, are to the effect that the continued dry hot weather has caused an unusually heavy drop from the trees and prices on new goods are sure to be higher. Spot prices are low and the demand for both Queen and Manzanillas is reported as very good.

Syrup and Molasses—No change in either glucose or compound syrup. The demand for compound syrup is fair for the season. Sugar syrup is dull and unchanged, as is molasses.

Cheese—Arrivals show very fine quality and the outlook is steady and unchanged for the next few days. Part cream and skim cheese is scarce and meets with ready sale from 2@5c under the price of best full cream.

Rice—Prices on some varieties have been slightly advanced. The demand was very good during June, and it is expected that it will be fully as large during July.

Fish—Cod, hake and haddock are dull and unchanged in price. Spot salmon, especially Sockeye brands, are in good demand at unchanged prices. Other salmon is unchanged and moderately active. Imported sardines are scarce and wanted. Prices show no change for the week. Domestic sardines are likewise unchanged and in fair request. There has been no change in the situation in mackerel during the week, mainly because there have been very few offerings. The Norway situation is still steady to firm, stocks being concentrated in a few strong hands. Other mackerel show no change.

Provisions—The market in smoked meats is firm at unchanged prices. Pure lard and compound shows some increase in consumption, but no change in price. Dried beef, barrel pork and canned meats are all in fair consumptive demand at unchanged prices.

Fred L. Riechel, who succeeds Christian Bertsch as the dominant factor of the Herold-Bertsch Shoe Co., narrowly missed being a multimillionaire. Before engaging in active business in the manufacturing line, he spent a year or two in Europe and while he was there Dr. Wellsbach came out with his new mantle, which has revolutionized the gas lighting business of the world and enabled it to compete with electric lights. But for this invention gas would probably have been superseded by electricity altogether for lighting purposes. Dr. Wellsbach was anxious to make a sale of his American rights for \$8,000 and Mr. Riechel debated long and earnestly as to whether he would make the investment. Unfortunately for him, he decided in the negative. The Wellsbach business in this country is now worth several million dollars and the profits are said to be from \$3,000,000 to \$5,000,000 a year. All of this money, or at least a large portion of it, would have gone into the capacious pocket-book of Mr. Riechel if he had entered into the arrangement which Mr. Wellsbach was inclined to urge upon him.





### Highest Bank Clearings in Local Annals.

The bank clearings have been showing up very handsomely thus far this year and, as the bank clearings are usually accepted as a fairly accurate index to general business conditions, the steady gain as compared with last year ought to be taken as a good sign. The monthly clearings have been from 15 to 25 per cent. greater than for the corresponding months last year. For the first three months of the year the gain was something over 20 per cent. and for the second three months a little less than that, and for the six months it has been about 20 per cent., with a total of \$79,979,466.43. This total, by the way, is the highest in local annals and, as a matter of interest as showing the growth of Grand Rapids as a banking center, it is more than double the clearings for the entire year in 1890. In 1890 the total clearings were \$38,286,226.53, or just about what they are now for three months.

The Grand Rapids National City has installed a new adding machine upon which one man can do the work it used to take three men to do, and with less effort. Under the auspices of the American Bankers' Association every State and National bank and trust company in the country has been given a number and it is this system that makes the use of the new machine possible. In listing checks under the old system it was necessary to write the name upon which the check is drawn, then that of the endorsing bank and finally the amount, with the amounts totaled, and this was done by typewriter or longhand. On the new machine the numbers of the banks are given and then the amounts, and when the list is completed the amounts are totaled. If the checks carry special instructions these can be indicated by special keys and all in a single operation. The machine is a wonderful piece of mechanism and is capable of several special stunts by a little shifting of a few bolts or bars. For ordinary purposes the addition is only up to one cent less than ten millions, but a shift key will throw the entire bank of numbers into use and make possible additions up to fifteen figures. The machine cost something over \$600 and two more have been ordered.

The final details have been arranged in the organization of the United Light and Railways Company, of which Frank T. Hulswit is President. The finishing touch was to receive the proceeds from the sale of \$4,375,-

000 5 per cent. bonds from a banking syndicate which took the entire issue, and then taking over and paying for the Tri-City Light and Power and the Ottumwa Gas properties. After these transactions the United Light and Railways has about \$750,000 cash on hand as working capital and for improvements and extensions, and Mr. Hulswit shows his loyalty to Grand Rapids by carrying the bulk of this balance in the banks here. The company has been making a very handsome showing of earnings and the common stock may go on a dividend basis before the end of the year.

Kelsey, Brewer & Co. have declared operative their plan to put the gas and electric properties they control into a holding company to be known as the American Public Utilities Company, with a present issue of \$1,714,000 preferred and \$2,400,000 common stock and \$739,999 collateral trust bonds. About 90 per cent. of the securities of the subsidiary companies has been deposited and this is declared to be enough to insure the success of the plan. The new securities will be issued as soon as the necessary formalities can be observed. The plan involves issuing \$750,000 new 6 per cent. cumulative preferred stock, in addition to that which is needed to take up the securities of the subsidiaries. The subscriptions to this new stock are bonused with 40 per cent. common stock, and it is stated this issue was largely oversubscribed.

Rumors continue to circulate in regard to a possible merger of the Citizens and the Michigan State telephone companies, but as yet such reports have no tangible foundation other than the known friendliness that exists between the managements of the two corporations. In the past year both companies have come to realize that there is no money in fighting, that co-operation is more profitable than throat cutting and they have been acting accordingly, and to their mutual advantage. The Michigan State is a subsidiary of the American Telegraph and Telephone Company and the policy of the American is to eliminate competition wherever and whenever possible, either by purchase or by division of the territory served. It is no secret that the American would like to come to an understanding with the Citizens, either by purchase or by division of territory, and it is understood that tentative propositions have been exchanged. Nothing has yet been done, but it is entirely within the possibilities that there may be action be-

## 2½% 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.

We Offer and Recommend

### The Preferred Stock of Consumers Power Co.

Largest Underlying Company of

Commonwealth Power Ry. Lt. Co.

Netting about 6½% and TAX EXEMPT

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

# GRAND RAPIDS NATIONAL CITY BANK

Resources \$8,500,000

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

## Merchants, Treasurers, Trustees, Administrators and Individuals

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

CORRESPONDENCE PROMPTLY REPLIED TO

# Fourth National Bank

### Savings Deposits

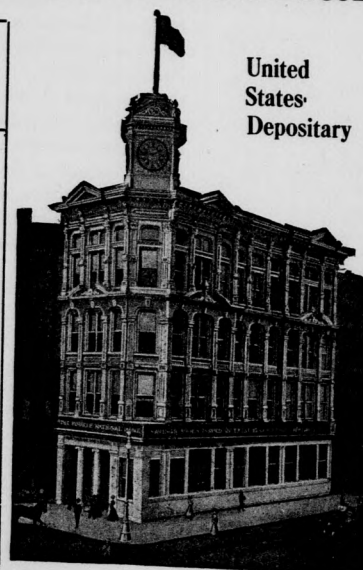
3

Per Cent  
Interest Paid  
on  
Savings  
Deposits

Compounded  
Semi-Annually

Capital  
Stock  
\$300,000

United  
States  
Depositary



### Commercial Deposits

3½

Per Cent  
Interest Paid  
on  
Certificates of  
Deposit  
Left  
One Year

Surplus  
and Undivided  
Profits  
\$250,000



fore many months that will put an end to the duplication of effort and investment in Grand Rapids and vicinity. The double telephone system is a nuisance and it also represents waste, and the time will be welcomed when all subscribers can be reached through one exchange. The annual meeting of the Citizens will be held in August and it is stated the annual report will show the company to be in the best financial condition in its history, with substantially increased earnings and a very satisfactory reduction in current liabilities. Following the annual meeting it is possible that treasury stock may be put at a premium, the receipts above par to go into the surplus account. The company has a substantial surplus, and putting the stock at a premium would be merely to make those who buy the stock now pay for it what it is worth, instead of getting in on the same basis as those who put in their money before a surplus existed.

John L. Benjamin has been advanced to the Cashiership of the Grand Rapids National City Bank to succeed Heber W. Curtis, who recently resigned to become Vice-President of the Kent State. Mr. Benjamin has been connected with the Bank since 1886 and for several years has been Assistant Cashier. He is thoroughly capable and has the confidence of the patrons of the Bank and his advancement will be regarded as well deserved and fitting.

The Preferred Life Insurance Company of America of this city has taken over the Finnish Mutual Life Association of Hancock and will establish a Finnish department to handle its Upper Peninsula business, with Chas. J. Toloen, former Secretary of the Finnish company, as manager. The company absorbed has about 400 policy holders carrying insurance to the amount of about \$500,000.

Chas. W. Garfield, of the Grand Rapids Savings, has returned from a two weeks' trip in the East. He delivered the commencement day address at the Massachusetts Agricultural College at Amherst.

Quotations on Local Stocks and Bonds.		Bid.	Asked.
Am. Gas & Elec. Co., Com.	80	84	
Am. Gas & Elec. Co., Pfd.	46½	47½	
Am. Light & Trac. Co., Com.	350	353	
Can. Puget Sound Lbr.	2	3	
Cities Service Co., Com.	105	108	
Cities Service Co., Pfd.	88	90	
Citizens Telephone	97	98	
Comw'th Pr. Ry. & Lt. Com.	63	64	
Comw'th Pr. Ry. & Lt. Pfd.	91½	92	
Dennis Salt & Lbr. Co.	95	100	
Elec. Bond Deposit Pfd.	83	85	
Fourth National Bank	200	203	
Furniture City Brewing Co.	60	75	
Globe Knitting Works, Com.	110	112½	
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.	10½	11	
Kent State Bank	260		
Macey Co., Com.	200		
Lincoln Gas & Elec. Co.	40½	42	
Macey Company, Pfd.	97	100	
Michigan Sugar Co., Com.	90	94	
Michigan State Tele. Co., Pfd.	100	101½	
National Grocer Co., Pfd.	87½	91½	
Ozark Power & Water, Com.	45	48	
Pacific Gas & Elec. Co., Com.	62	63	
Pacific Gas & Elec. Co., Pfd.	92	92½	
Peoples Savings Bank	250		
Tennessee Ry. Lt. & Pr., Com.	23½	24½	
Tennessee Ry. Lt. & Pr., Pfd.	77	78	
United Light & Railway, Com.	70	71	
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	97½

G. R. Edison Co.	1916	97	99
G. R. Gas Light Co.	1915	100½	100½
G. R. Railway Co.	1916	100	101
Kalamazoo Gas Co.	1920	95	100
Saginaw City Gas Co.	1916		99

### What Some Michigan Cities Are Doing.

Written for the Tradesman.

Owosso is taking steps toward industrial and moral improvements under direction of Wm. McComb, of Detroit, the "commercial evangelist," who has been working in Flint, Lansing, Alpena and other cities.

A three foot vein of coal over 850 acres in extent has been found two miles from Flint and underlying some of the richest farming land in Genesee county. The mining company is spending \$50,000 in sinking a shaft.

The Saginaw Board of Trade has arranged for an excursion July 9 to Saginaw Bay and return. The location of the proposed water intake, five miles east of Linwood, will be visited.

The Grand Haven Board of Trade will probably be consolidated with the Grand Haven Commercial Association and a paid secretary engaged, giving his full time in direction of the work of building up a greater Grand Haven.

Owosso held another commercial "revival" meeting last week and started a campaign for 300 new members of the Owosso Improvement Association at \$12 per year.

The Battle Creek Industrial Association has introduced the plan of taking prominent visitors, including guests at the sanitarium, on sight-seeing automobile trips about the city.

The new Grand Trunk station at Owosso will be completed by Oct. 1.

Owosso is making gains as a furniture manufacturing town. The Estey Manufacturing Co. is building a new brick plant and the Woodard Furniture Co. is building a large addition to its factory.

Nels Johnson, the Manistee clock-maker and genius, has presented the public schools of that city with \$1,000 worth of astronomical instruments and books. Mr. Johnson's life reads like a romance. He was only a blacksmith when he started in business at Manistee, in 1861, a blacksmith plus aspirations to make the most of himself. He started a small machine shop, but was an uncommon machinist in that he was bound to make his machines perfect. He took up the making of tower clocks and labored assiduously in this direction also to make his clocks the best clocks in the world. He studied astronomy in order that he might set the hands of his clocks by the stars and pinched and economized to buy the instruments and books, which now in his old age he is presenting to the city for the benefit of Manistee youth. The noble example left by this man at Manistee will endure long after granite monuments have crumbled into dust.

The playgrounds of the city schools of Kalamazoo opened for the summer June 26.

Owosso is considering the purchase of an incinerator for disposal of the city garbage.

The city of Flint is expending \$400,000 for a water filtration plant and service mains to supply households with pure water direct from the faucets.

Pontiac's new postoffice building has been completed and was occupied without dedicatory ceremonies.

Houghton's first playground will be formally opened July 2 and a bottle of pop, a bag of peanuts and a sack of hot buttered popcorn will be furnished every child.

Bay City has enacted a curfew ordinance and firemen will ring the children to bed at 9 o'clock.

A parade of boats on the river and an old-time log-rolling or "birling" contest will be features of the celebration July 4 at Manistee.

Mayor Bell now announces to citizens of Pt. Huron that, the chorination system having been in operation for a week and all mains thoroughly flushed, the city water is safe for drinking purposes. The city has been passing through a typhoid epidemic.

A recent census taken at Battle Creek shows a population of 30,000 and only thirty-eight vacant houses in the city.

The Novelty Works at Manistee will resume operations this month under new management. The new firm is the American Woodenware Co., with \$100,000 capital.

More than 10,000 acres in the vicinity of Menominee have been planted to sugar beets. A good stand has been secured and the yield is estimated at 100,000 tons.

Paw Paw's canning factory will start up July 8, running on raspberries and later on string beans and tomatoes.

Ludington has carried a bond issue of \$50,000 for pavements and sewers.

Almond Griffen.

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

### GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

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.

### Kent State Bank

Main Office Fountain St.  
Facing Monroe

Grand Rapids, Mich.

Capital - - - - \$500,000

Surplus and Profits - \$300,000

Deposits

63¼ 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

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# MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly by  
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E. A. STOWE, Editor.

July 3, 1912

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 man, 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 hindmost.—William Alden White.

## PLANS FOR THE FOURTH.

In many towns the Fourth of July is a date for an annual gathering of people from all the districts about, a day when the out-of-town customer is the man to be catered to, or whose eye the merchant wants to catch, with a view to future business.

In probably the great majority of large towns the latter is the chief consideration for the merchant. The town celebrates by observing the day as a holiday and many of the stores are closed for most of the day.

It is seldom, however, that they are closed all day. There is always a large proportion of country trade in Michigan towns, and the people who come from the country like to kill two birds with one stone—to combine business with pleasure. Therefore they expect to have a chance to buy something besides red lemonade.

At any rate, on the Fourth of July or any other day that brings a crowd of out-of-town people in, or brings crowds from the town itself on the streets, the live merchant is to the front with schemes to get the public eye.

In the first place, for out-of-town trade, people who may drive many miles through the heat and dust.

Do you think you would appreciate a drink of cool water after hitting the road for ten miles on a hot, dusty day? Well, try it on the country people on the Fourth. Tell them by placard or otherwise that there will be free ice water on tap at your store for visitors.

A quarter's worth of ice will make you more friends on a hot Fourth than any similar sum you ever invested, especially with the women and the little folks. The men will appreciate it, also, but even if they did not strike it, the men can look

out for liquid refreshments better than the women can.

Don't hide the water away back in the store. Have it up in front where they can see that it is not merely a lure to get them into the back part of a den. You know how suspicious country people are. Let it be right at the front and keep it neat, free from sloppiness, for your own account as well as for the people.

If you can afford lemonade—well, think it over. It tastes better than plain water, you know, but it also costs. Might offer it to customers.

If there is any way to do it, have the street in front of your store well sprinkled the evening before. If you possibly can, induce your neighboring merchants to do the same. If they can't see it, then turn your hose over the line their way anyhow (if you have to use a hose) and wet the vicinity down a little on general principles. If your store is the center of the damp, cool spot, you will get credit for the job.

Here are some plans for Fourth of July publicity that are offered for your selection:

Send up small daylight balloons every hour with time fuses that will release bunches of red and blue printed circulars.

On one or more of the circulars write an offer to give a balloon just like it to the boy or girl who brings it back to the store, of course announcing in advance that there will be such a circular among the bunch that goes up.

Send up others that are suited to long trips and offer a pair of shoes to the patrons bringing in the ring which they can prove to have been found the greatest distance from town (all of the small balloons are made with a ring at the bottom, and when the fireball inside burns out the balloon falls, or takes fire and the ring falls).

In anticipation, get your local paper to loosen up and print a special issue, in red and blue, or at least red, and get your fellow merchants to use enough space to help him out on expenses. Do not forget that the publishing business is one of small profits in these days, and that special work costs the newspaper man good, hard money.

To help get up a Fourth of July fund give a small per cent. of the sales, on some particular date, for the fund.

In connection with this percentage scheme, if you keep open on the Fourth and expect to do a big business, cheer up your clerks by giving them a small per cent. also, as a bonus for extra work and extra good work.

Offer prizes to the family coming to town from the greatest distance. Offer a number of them, first, second, third, etc., for you can use the announcement of their names later in your local papers with good effect, as showing the scope of your trade with farm people.

Have some little souvenir in the store for free distribution. Make it what you like, only something appropriate to the occasion, such as a toy balloon or a pack of fire crackers

to any child that comes to the store, accompanied by its parents. If you do not know the parties, there is your chance to get acquainted by asking the little folks their names and complimenting the parents—you know how to accomplish this elementary trick—you would not be worth calling a merchant if you did not use such standard levers with which to pry prejudice round in your favor.

"Scrape an acquaintance" with all the people who come, for whatever purpose. The transient trade can never be depended upon to keep a store running in a small town. It may in a city, but not in the small town.

If there is a parade, take part in it. If you go at the matter in earnest to get all the advantage possible from the presence of many hundreds of people in your town, you will be tired but sober on the fifth of July—mighty tired, but you ought to be happy nevertheless. It will be a big, hard, strenuous day's work for you, and the same for your clerks. That is a first class reason for allowing them to share in the profits that day, by some kind of extra money, either a percentage or a stated sum each.

It does not pay to work a willing force half to death on some big day, and to make them remember the occasion with dread, remembering also that their pay was just the same little old daily dot. Let them in on the good things and they will be stimulated to help you make such an occasion a genuine red letter day for the store, in all particulars.

A good deal of sympathy must be felt for Senator La Follette and his immediate followers, the latter days of the Chicago convention and since taken into account. La Follette has been fighting the progressive battle for a long time, and has fought it faithfully, efficiently and consistently. Whatever anybody may think about him, or his ideas, the fact remains that more credit in the progressive cause belongs to him than to any other one man. He fought its battles when it took not only courage but originality. He nearly wore himself out making speeches explaining and advocating the cause. It often happens that men reap where others sow. Roosevelt put himself in the center of the stage and did the spectacular, which ought not to be permitted to detract from any credit which really belongs to Senator La Follette.

Certainly the Baltimore convention was unanimous on one point, and that was its kick over the attitude of Baltimore hotelkeepers. To begin with, the city is badly laid out for a convention, because the important hotels are widely scattered, so that the delegates found it hard to get from one to the other. Then rates on rooms were jumped from \$3 to \$20 a day and other things in proportion. A small steak cost \$1, coffee 15 cents a cup, and, worst of all, a highball set the buyer back 40 cents. It looks as though Baltimore fears it will never get another convention and was getting everything possible of this.

## PLEASING PROSPECT.

After more than a week of strenuous effort the Democrats have nominated Governor Woodrow Wilson as their candidate for the presidency. This must be regarded as a good nomination, probably the best that the Democracy could make. Governor Wilson is what is known as a Progressive. Judging from his record as Governor of New Jersey he seems to be a Progressive of a sane type and not of the smasher order. If elected, it is very likely the Government will be safe in his hands, but when the possibilities of his election are considered, it is somewhat difficult to figure out where he will go for his cabinet advisors. The Democracy has been out of power and office for a long time and so persistent have been those who have held the leadership in chasing after strange gods that little is left in the party of the good old-fashioned followers of the Jacksonian faith. But figuring on cabinets at this stage of the game is distinctly premature. President Taft has to be reckoned with and Colonel Roosevelt may have a few words to say before the time for cabinet making comes and one or the other of them may relieve the country of any anxiety as to what Governor Wilson may do.

Now that the Democrats have named their candidate, we have only to hear from Roosevelt and the quadrennial country saving performance will be on. So far as Wilson and Taft are concerned the campaign ought to be mild mannered and decent. Even though he be a Progressive, Wilson has never shown himself the irreconcilable foe of sound business and general prosperity. Taft is classed as a conservative, but it would not be difficult to prove by the records of his administration that he is progressive enough to make trouble for certain classes and interests. It is certain that the issue between Taft and Wilson will not be so sharply drawn that the country will be thrown into any great excitement of turmoil. In 1896 and again in 1900 we had the financial issue to disturb and demoralize, and then we had finances and the tariff and there was more disturbance. This year there seems to be no sharply drawn dividing line and this will make it lots easier for those of us who prefer to earn an honest living in the usual ways of commerce or industry. The campaign will last four months, and from present prospects there seems little reason for worry as to the ultimate outcome. When the campaigning gets fairly under way there ought to be enough doing to keep us interested, but there is nothing in the immediate prospect to warrant taking a vacation from the ordinary vocations of life. It may be different, of course, should Roosevelt get into the game, but it is doubtful if even Roosevelt could make many good citizens of this country forget the important duty of earning an honest living. The country is to be congratulated upon the pleasing prospect of a quiet campaign season and with little disturbance to business.



## MEN OF MARK.

## G. L. Daane, Cashier Michigan Exchange Private Bank.

Despite the fact that in some quarters business success is deemed incompatible with the proper development of the finer moral and intellectual qualities, all branches of business afford indubitable proof that the finest type of manhood is found among the leaders in commercial life. True it is that in the rapid progress of industry in late years the proper balance between the moral and the material apparently has not always been maintained. But overwhelming evidence is available to show that men's ideals to-day are the highest and noblest in human history. Whatever misconception obtains upon this point is due to incapacity to comprehend the principles and methods by which advancement that is worth while is obtained.

This great, new rich country has developed so rapidly and in so many directions that no one has been able to foresee what even the immediate future would bring forth. Everybody knows that this great expansion has been made possible by American enterprise and energy; but few have realized or have attempted to discover the basic principles on which continuous permanent prosperity and advancement are dependent. Individual initiative doubtless has been a potent factor and in pioneer work it is indispensable. But when business becomes complex, as it is to-day, the interest of one is the interest of all and the individual must join with his fellows and work in the common cause. In obedience to this principle the business men are organized and are as a unit working out the problems of all. With organization comes the demand for leadership and everyone, even the greatest optimist, knows that the situation in the commercial world of to-day is such that it demands the best leaders available, for recent years have been so crowded with momentous events in finance and trade that the world's attention is focused upon the captains who are at the head of the great commercial armies.

The banking business has demonstrated times without number that among its leaders are men of splendid ability, capable of rising to the needs of the most momentous occasion and who possess all the qualities essential to leadership of a great business in a great cause.

Gilbert Leonard Daane was born in Grand Rapids, May 30, 1886, being a second child in a family of four. His father is Hubert Daane, senior member of the firm of Daane & Witters. Gilbert attended public schools up to the twelfth grade, when he entered the Grand Rapids Business College for a year, taking both the book-keeping and stenographic courses. He then entered the employ of T. O. Tracy & Co., dealers in dental supplies, with whom he remained a year in the capacity of book-keeper and correspondent. He then attended the Michigan Agricultural College a year to complete

the English course he had started in his high school work. He then entered the employ of the Commercial Savings Bank as general book-keeper and one year later was promoted to the position of Assistant Manager of the South End branch of that bank. He filled this position five years with satisfaction to himself and the customers of the Bank. A little over a year ago he was offered the position of Cashier of the newly-organized Michigan Exchange Private Bank, with which institution he has made a most enviable record.

Mr. Daane was married June 15, 1909, to Miss Mamie Blocksma. They reside in their own home at 793 Morris avenue and have a boy 14 months old.

Mr. Daane is not a member of any



G. L. Daane

fraternal or secret society. He has long been a member of the Christian Reformed church, on LaGrave avenue, and is at present Treasurer of the Sunday school. He is very fond of his home and has as yet developed but one hobby—the automobile—which he indulges to his heart's content.

With numerous friends and helpful relatives, with a happy home and an established place in the business world, Mr. Daane has every reason to feel gratified on the success he has achieved and to look forward to the future with complacent satisfaction.

## You Have To Use It.

Mr. Goldstein was getting stout. Mr. Silverstein was consulted.

"You must get for yourself," said he, "run of those stretching exercisers, what is being sold at Mr. Wana-

maker's. It will bring you down so your wife will love you some again."

Some weeks after, Silverstein and Goldstein met again, Goldstein several pounds heavier than at the last meeting.

"Did you get them elastics?" asked Silverstein. "Sure," replied his friend. "But, them is no good."

"What did you do mit him?" asked Silverstein.

"I hung him on the back of my closet door, just like the paper in the box said," replied Goldstein.

"But did you use him?" asked Silverstein.

"Use him," said Goldstein, "use him; do you have to use him?"

It is never too late to learn what it is always necessary to know; it is

**BROOMS**  
**J. VAN DUREN & CO.**  
Manufacturers of  
**High and Medium Grade Brooms**  
Mill Brooms a Specialty  
653-661 N. Front St. Grand Rapids, Mich.

## The Diamond Match Company

### PRICE LIST

## BIRD'S-EYE.

Safety Heads. Protected Tips.  
5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots .....\$3.35  
Lesser quantities .....\$3.50

## BLACK DIAMOND.

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots .....\$3.35  
Lesser quantities .....\$3.50

## BULL'S-EYE.

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot .....\$2.35  
Lesser quantities .....\$2.50

## SWIFT &amp; COURTNEY.

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots .....\$3.75  
Lesser quantities .....\$4.00

## BARBER'S RED DIAMOND.

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots .....\$1.60  
Lesser quantities .....\$1.70

## BLACK AND WHITE.

2 size—1 doz. boxes in package, 12 packages in 2 gr. case, per case in 20 gr. lots .....\$1.80  
Lesser quantities .....\$1.90

## THE GROCER'S MATCH.

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gr. case, per case in 20 gr. lots .....\$5.00  
Lesser quantities .....\$5.25  
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots .....\$3.50  
Lesser quantities .....\$3.65

## ANCHOR PARLOR MATCHES.

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots .....\$1.40  
Lesser quantities .....\$1.50

## BEST AND CHEAPEST PARLOR MATCHES.

2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots .....\$1.60  
Lesser quantities .....\$1.70  
3 size—In slide box, 1 doz in package, 144 boxes in 3 gr. case, in 20 gr. lots .....\$2.40  
Lesser quantities .....\$2.55

## SEARCH-LIGHT PARLOR MATCH

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots .....\$4.25  
Lesser quantities .....\$4.50

## UNCLE SAM.

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots .....\$3.35  
Lesser quantities .....\$3.60

## SAFETY MATCHES.

Light only on box.

Red Top Safety—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots .....\$2.50  
Lesser quantities .....\$2.75  
Aluminum Safety, Aluminum Size—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots .....\$1.90  
Lesser quantities .....\$2.00

## MACAULEY SAID

Those inventions which have abridged distance have done the most for civilization.

## USE THE BELL

And patronize the service that has done most to abridge distance.

## AT ONCE

Your personality is miles away.

Every Bell Telephone is a long distance station.







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.

### Reflection of a Merchant Who Made Good.

Written for the Tradesman.

He stood gazing across the street at his rival's place of business as I entered. It was a broiling hot day and the cool atmosphere of the clean, inviting store was a decided relief.

We strolled back to the desk and from the way Griggs chuckled to himself I knew something had made a hit with him.

"I see the chap over the way has not changed that window display for over a month and still he is one of those who comes around whining about trade being off color.

"This thing of being timely is certainly worth considering. Now there is Blank & Co., the wholesalers I buy of. They have put into practice a monthly bulletin and special sales event which has certainly made good with me. They have taken the bull by the horns and each month, fully four weeks in advance of the selling season, they tell in this little bulletin just what is the proper line to push.

"Take this hot weather, for instance, they have pushed on hammocks, certain garden tools and sun shades. Fly paper and screens, in fact, a full line of the summer sellers, have been suggested, and also hints for newspaper advertisements and window trimming are given. To back up their suggestions they have offered a special line of summer sellers which I can sell as leaders. The price is right and I can make a flyer at a bargain and still make a good profit.

"It is this spirit of actual co-operation I like. I hate to do business with a house that sends around a fly drummer whose only object in life seems to be to load me to the guards and then leave me to fight out the battle myself.

"I started out green in the mercantile business and I had a mighty hard row to hoe. If it hadn't been for the kindly courtesies of a certain wholesaler I guess I wouldn't be here to-day to tell about it.

"But I determined when I started to handle this thing in the right way. My initial capital was small and I had to figure pretty close, and I guess of all the clerks and salespeople I ever had I will have to take off my hat to the wife. She helped in those days and her sunny smile and winning way, her ready sympathy

and attention to the little details made a host of friends and a clerk like her was certainly a jewel.

"Customers who came in with a complaint or kick always had a good reception. I had to make some sacrifices and the smiles came hard, often when customers seemed unreasonable, but it was all in the day's game. I was out after the people's money and I had to satisfy the public or get out. So I just made the best of everything and I guess people appreciated it, for trade is pretty good now."

Griggs had to leave just then to settle some question which had arisen between a fat lady and the clerk at the dress goods counter, for Griggs ran a large general store where you could procure most everything. Looking over his varied assortments suggested a question:

"What do you do about this mail order bug-a-boo?" I asked as he returned and handed me a cigar.

Griggs smiled and taking me by the arm led me toward the center front aisle. "Now, here is where I have my anti-mail order kindergarten," he smiled, waving his hand. Right over the center aisle he had erected a curved arch, covered with colored bunting, and in this were placed a number of metal hooks. Hung on these hooks were various articles, beneath each was a large red tag, and printed in bold type were the words, "Mail Order Price 65c; Griggs' Price 50c—Here's Griggs' Quality and Here's the Other—Judge for Yourself." He had actually sent for various mail order articles, inferior in most cases to the quality he sold and had placed his goods right alongside the others. Mail order prices were figured with postage, freight, etc., and in every instance Griggs' price was better. It was an object lesson a 10-year-old could readily understand and appreciate to the utmost.

"You see," explained Griggs, "I was bothered for a long time by folks who would drop in and make some remark about getting something from a catalogue at 5 cents to \$5 less than my prices. It got under my hide, it was no trick to handle local competition by regular tactics, but these catalogue fellows seemed to have the upper hand. Then one day a friend of my wife's ordered a pair of lace curtains at a very fair price, apparently. Those curtains would never have found a place in my stock at any price. It opened my eyes to what these companies were offering and I quietly made up my mind that I would go ahead and get some of

the junk and make some comparisons of my own.

"It did not take long to see that I was offering a heap better values than these other folks, so in order to prove the facts, beyond question, I figured out the plan as you see it."

"How has it worked?" I queried.

"Worked? Why, I secure business every day which was going out of town. In addition to the object lesson I have shown you I advertise that if I haven't the article wanted in stock I will get it and at the price equal to any other." Griggs pointed and, sure enough, up in front of the door was a big sign painted in bold letters: "If Not in Stock We Will Get It For You Quick—Price as Low as Any—Quality Guaranteed."

"You see," continued Griggs as

we sauntered up by the entrance, "I carry a big stock; I aim to have all the regular wants on hand, but, naturally, there are a lot of items customers come in for which I do not stock as a regular thing. But I have impressed on the minds of everyone

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 BASEBALL GOODS

Send us  
your rush orders

**Michigan Hardware Company**

Exclusively Wholesale

Ionian Ave. and Island St.

GRAND RAPIDS, MICH.



that they can get anything of me, I don't care whether it is a piano or a lawn mower, a fine rug or a certain sort of paint, just come in and it will be here in short order. And, do you know, on stock in which I have never invested a penny until the demand came—in other words, acting purely on a commission basis as a middleman—I figure my profits and sales on articles supplied in this way are a mighty big thing with me."

Griggs had made a success of his business. There was no question about it. He had no more time to talk to me then, but as he bade me good bye to wait on a man who was looking for a disk harrow, his pleasant way and bright smile lingered with me and, as I glanced over the well arranged stock, the neat clerks and noted the general attractiveness of the store, I felt that he deserved his success, although he had only carried out a policy which could be done by any merchant of initiative and determination.

Hugh King Harris.

### Is There a Great Common Danger?

More and more plainly the fact dawns upon our mind that the system of centralized distribution now gaining a strong hold on the people is a menace to the institutions of our common country, and a system fraught with danger to our very liberties. We have seen a light; we have been converted. Heretofore we have looked upon the great catalogue houses as agencies filling a certain want; but that theory will not stand an impartial and intelligent investigation. Suppose this idea is carried out to the limit and that the catalogue concerns absorb all the business of the country. What then?

We will tell you "what then," according to our lights. Say that the catalogue concerns have supplanted the local distributaries, what follows? Is it to be supposed that they will rest content with one-half of the country's business? Not much. The selling of everything will be only one function of the great centralized system of distribution; next will come the buying of everything and with the selling of all articles of commerce in the hands of the few and the buying of all products in the hands of those same few, where are we, the common run of the people, to find a place in which to exercise our powers as individuals; and what is to become of the freedom and liberties our farmer friends now enjoy under a widely spread competitive system?

This is no time or place for fault finding, neither are we in the busi-

ness of finding fault. We have all along gone on the theory that the man who earns his money has the right to spend it where he wills, and we still believe in that theory, with certain restriction and modifications, but the question of buying where one wills has something involved beside the mere question of right. There is the future to think of. Are we as a community going to aid a few men to get so rich that soon they will control all the nation's resources as they are manufactured and are taken from the ground and from the farm yard?

### The Future Danger.

This is not a question for the day nor the hour, but a question that has to deal with future. It is not a proposition based on sentiment, although sentiment should play an important part, but a proposition based on the individual future welfare. If the present tendency remains unchecked the United States of the future will comprise a few extremely rich men, who will manufacture, buy and distribute, and millions upon millions of ordinary men, wholly dependent upon these few manufacturers, buyers and distributors.

The greatest good for the greatest number is the underlying principle that should guide men and governments in their attitude toward all public questions. The few, the classes, should be ignored and forgotten because that is the natural law. It is the natural law that no one man or set of men, or one community or set of communities, should stand in the way of any movement that gives promise of betterment to the general run of man or the general run of communities. We have come to look upon this natural law as God given, therefore just and right. Now if the increased power of the catalogue houses will mean a greater good to the greatest number, let us welcome that increased catalogue house power and the few of us who may be seriously affected seek in other lines of human endeavor the success we hope to attain.

But what may seem a present advantage to the greatest number gives promise of actual disaster to the greatest number.

### The Problem of Distribution.

We all of us know how the money power has taken a firm grip on this nation and all the nations of the world, how it only remains for the kindred spirits of that money power to secure a grip on the material wealth of this nation and all other nations. With a few men selling al-

most all the manufactured products, how long would it be before a few men would be buying all the products of the farm?

This question of distribution is the greatest question before the American people. All other questions dwarf into insignificance if the fears we now entertain are well grounded.

Let us think, men, and think hard. Let us wipe out all sentiment with reference to local associations and look this proposition squarely in the face.

Let us consider the question in this way: Will it be best for me and my children to maintain the present competitive system, or will it be best to gradually adopt the socialistic doctrine of a centralized system of distribution? Will it be best to have keen, progressive local business interested, buying and selling farm products, or will it be best to have great centers where the buying and selling of farm products will be carried on?

This question of catalogue house system of distribution has gotten beyond the local merchants. It is not his interests that are to be considered, but the interests of posterity; the interests of the many that now exist.

### Community Duty.

True, there is a duty men owe to their communities, as such because the lives of all are interwoven—no man in a community lives unto himself alone, and when local institutions of business flourish all feel the beneficial effects. There are the schools to build and support, the roads to maintain, and last but not least, there stretches forth in times of disaster or distress the helping hand of the local business man, who looks upon you as his neighbor. He is ever ready to aid in a worthy cause and ever ready to sympathize in hours of sadness. He does not buy property every year or two, valued into the millions. He is one of the cogs in a useful piece of machinery, fitting in with you and me as the other necessary cogs.

Gentlemen, all we are called upon to conserve is the best interests of our nation. It is our bounden duty to give the problem before us our very best thought. This problem must not be looked at from a selfish viewpoint, but from the broad and public-spirited viewpoint of the greatest good to our common country.

The merchants all over the land purpose to combat the present tendency of centralization. If in the right and if their efforts are well directed, they shall succeed. If in the wrong, no harm will come of their

efforts and the efforts of their friends in the country, for whether right or wrong, a closer bond of sympathy will have become established between man and man.

But they are not in the wrong. The distant thunders proclaim the fulfilling of our prophecies, while the days that have come and gone unerringly point to the disaster that is bound to overtake us as a people.

H. G. Kruse.

Confidence is the opposite of fear; and to succeed one must acquire the one and banish the other, or his chances are about equal to that of a snowball in a place conducted by Mephistopheles.



## SUNBEAM

Trunks, Bags  
Harness, Whips  
Collars

The world's best values—get in touch.  
Catalogs on request.

### Brown & Sehler Co.

Grand Rapids, Mich.

### Michigan Toy Company

Grand Rapids, Mich.

Makers of  
High Grade Wheel and Aeroplane Goods



**TRADE WINNERS**  
Pop Corn Poppers,  
Peanut Roasters and  
Combination Machines.  
MANY STYLES.  
Satisfaction Guaranteed.  
Send for Catalog.

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

## ELEVATORS



Hand and Power  
For All Purposes

Also Dumbwaiters  
Sidewalk Hoists

State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio

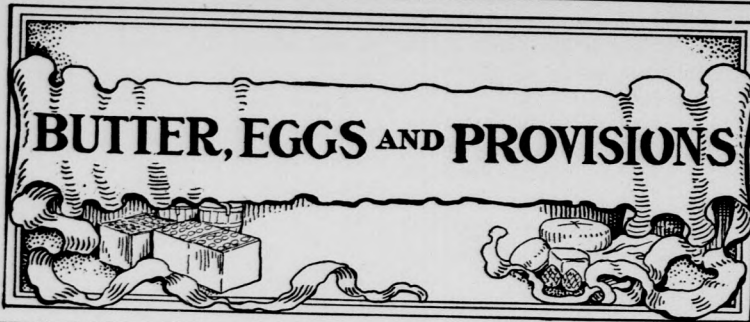


# ROBIN HOOD AMMUNITION

NOT MADE BY A TRUST

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





### Last Season For the Old Style Berry Box.

Written for the Tradesman.

This is the last season for the old style berry box with the high bottom. The last Legislature decreed its retirement from active service, and it is up to the fruit package makers to find something else that will serve as well, cost no more and meet the requirements of the law. The old box is supposed to hold a quart, but the quart is wet measure and the average householder who buys a box of berries is usually under the impression that it leaks. The new box will be dry measure and it will be larger, which will not be bad news for those who are consumers and must pay the price. The manufacturers were given until 1913 to clean up their old stock and to equip themselves for making the new style. In their operations this year they are keeping a close eye on the demand, so as not to have a surplus at the end of the season to die on their hands.

Who invented or discovered the Michigan berry box is not a matter of record. It has been in use many years. It is made of thin cut bass wood veneer and as it comes from the factory it may be already made up or in cut and creased strips ready for the buyer to put together. It is made of two strips of veneer, one for the outer sides, the other to fold and slip down to make the bottom. A few motions by deft fingers and a couple of wire rivets properly placed put the box together. The boxes set up ready for use cost the berry grower \$5 a thousand, or half a cent apiece. A single box does not amount to much, but millions of them are used annually in this country and, as a rule, they are used but once and then thrown away and what they cost is added to the high cost of living. The berry boxes used once and thrown away in this market alone amounts to between \$5,000 and \$10,000 a year, and Grand Rapids is only one place on the map. Added to the cost of the box is the price of the berry crate, five or six cents more, and this brings the total waste considerably higher.

What the new package for berries will be, except that it will be dry measure and larger, has not yet been determined, but there are several styles to choose from. The style that seems to be most favored is the box used in Delaware, Eastern Tennessee and in some other localities. This box is basket shape, made of two strips of veneer crossed and with the ends turned up and the upper edges bound. This package not only

holds a full dry measure quart as the law prescribes, but it looks big and the looks is quite as important as the fact itself when it comes to dealing with the ultimate consumer. Filled with fruit it has a handsome appearance, and there is no false bottom to give the buyer the impression that he is paying for a lot of atmosphere. The Missouri box is made something like the Michigan box, instead of being square it is oblong and high. It may meet the requirements of the Michigan law as to capacity but it is not a popular box with the consumer and the trade is not fond of it.

The philosophy of the false bottom in the Michigan box is that when crated there is an air space to prevent crushing when one box is placed above another and to permit of ventilation. With the Delaware box it will not be possible to pile one box on another, but crushing is guarded against and ventilation provided by putting slats between the upper and lower tier in the crate. It is claimed by the dealers that the Delaware package travels better than the Michigan. It is also claimed that with the Delaware basket box the Michigan berry will have a much wider market than when offered in the present package. Michigan berries, it is said, can not be marketed in Ohio for the reason that the package looks so small compared with the Eastern Tennessee and Delaware package, to which Ohio is accustomed, that the people will not buy.

If the Delaware package is adopted in Michigan it will come ready made up from the factory in nests of 100 to 500. This will simplify the handling for the dealers and make the storage and freight problems easier to solve. If the Missouri package should be adopted the method of handling would be about the same as with the Michigan box. The Delaware box is usually packed twelve to the crate, while the Michigan standard is sixteen.

### Watering Cows.

Inasmuch as it has been proven by actual experiments that the average cows will drink 1,600 pounds of water a month, great care should be exercised to provide her with water. That is true enough, but there are two other points that need to be also included:

1. The water should be pure. Impure water is just as hurtful to the health and vigor of a cow as it is to a human being. It produces disease just the same. It reduces the amount of milk the cow would naturally give.

2. The water should be easy of access for the cow, both in the pasture and the barnyard. With a large herd of cows, say thirty to fifty, it is a good plan to have two or three watering tanks in the yard, where the cows are watered out of doors. It is worth while also to have a man remain in the yard while they are drinking, to drive the master cows away from the tanks as soon as they have drunk their fill. In turning cows out to drink, it is a good plan to first turn out the underlings and the most timid ones, giving them plenty of time to get what water they want undisturbed. Lots of money can be lost with a herd of cows by being indifferent or careless on this water question.

The success of any enterprise depends quite largely upon the spirit behind it.

### Hammond Dairy Feed

"The World's Most Famous Milk Producer"

LIVE DEALERS WRITE

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

### 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.

— ESTABLISHED 1876 —

If You Want New Potatoes  
Or buy or sell Beans, Field Seeds, Fruits, Eggs, call or write  
Moseley Bros., Grand Rapids, Mich.

### Spring Wheat---Flour and Feeds

Mixed Cars a Specialty  
Reasonable Prices and Prompt Service

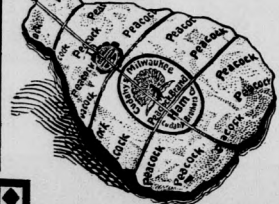
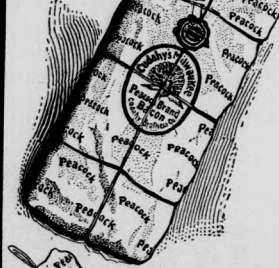
Michigan Agent for SUCRENE Feeds

ROY BAKER

Wm. Alden Smith Bldg.

Grand Rapids, Mich.

## 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.



**Frank Statement by Successful Country Merchant.**

Cleon, July 1—I am not just now a subscriber to the Tradesman. I was, but in some way got switched off to two other ones, but when one of them runs out I will again be on the list. You ask me why I am a clerk? The reason I am a clerk is for the same reason that many more just like me are.

Owner of a country store, therefore must be chief clerk, buyer and head book-keeper; and then, too, perhaps overseeing a farm or a lumber job. Many of us may not like the work; circumstances over which we have no control may have placed us as country merchants.

It may be we are so tied up with property and other interests that it is impossible to change locations for a possibly better one, and so it is up to us to make the best of it. We certainly owe it to ourselves and to our customers to educate ourselves to be the best stockmen, the best buyers and the best clerks our talents will permit. I believe in trade papers. New goods and situations are ever appearing, and to successfully meet them we must have advanced knowledge, and one way to get this is to study the trade papers.

I try to have an "unusual" country store. I try to give my customers as near a "city-kept" store as is possible in the country.

When I am pretty sure a new article will be a seller with my trade I try to have it before they ask for it. The merchant who does not study may get it after awhile, but I have had the first run, which is always the best, and then, too, should the article or style prove very popular it is some little advertising for my store.

It is pleasing to me to know that I have in some instances beaten the large town stores. As to trade papers I believe the Tradesman is the best trade journal published in the interest of the country merchant. In many of them the plans advanced and the window helps would be all right for a Wanamaker or a Marshall Field, but are not feasible to the country merchant; even the advertising and class of goods advertised are not much help. However, it will pay to take note of all we come in contact with and see that we gain something by contact. There is a certain tension or high speed that a successful merchant or a good clerk must keep up and good business literature will greatly aid.

The country merchant has many rocky places to cross and there are some points that are hard to solve. On some of these I would like to ask the editor's help at some future time. I believe that in building up a trade good clerks are second to the proprietor's personality and energy and that your corner is very helpful.

Country Merchant.

This Country Merchant has several good ideas. First, when circumstances over which he has no control bind him to certain conditions, he makes the best of them. This is practical philosophy and it follows, as a matter of course, that he has the

kind of a store he says he tries to have—like the "city-kept." Reading trade papers he naturally gets ahead of competitors, and scoops them on advance styles and ideas. The reverse side of the paper on which he writes is a printed circular letter to his trade which shows he knows what and how to do it. We should like to have him send us some of his advertising matter for publication in the advertising department of this paper, if it is all as good as this which, by chance, has fallen into our hands.

**More Complex Life.**

Not a small part of the cost of living is due, of course, to the raising of the standard of quality demanded by people in general over what used to prevail. That people do insist on "living better" than they did in the simpler days is unquestionable, and it is part of the penalty that has to be paid for our times and our customs. The rich have been getting richer, and the comparatively poor have been getting less poor. All along the line there has been a steady tendency to demand a higher and higher standard of living—which has naturally tended to cost even more than it would have cost had the standard remained the same. Moreover, we go in for a good many frills that we used not to consider. The cost of delivering goods must naturally be greater than it was when people commonly did their own marketing, basket on arm o' mornings. Some of the things we buy now may not be so much better than they used to be as a matter of actual quality, but they are certainly more dressed up. So are people in general. More goes into clothes, and more into things which thirty years ago were luxuries, but which now have become absolute essentials. Note, for example, the sudden jump in the number of telephones, until there is said to be one Bell instrument now to every fourteen persons in our entire national population. The telephone has become a thing one can not possibly do without, at least, in anything like real comfort; and it is probably one of the last things that would be dispensed with in a period of retrenchment. It is constantly decreasing in cost as it increases in use. And it is one notable instance of the manifold things which our more complex modern life has come to find a necessity, as against what we held to be vital necessities in the '70s and '80s.

**Facts in Fillers.**

A cheap price is a poor varnish that soon rubs off.

The stranger may not deceive you, your neighbor can't.

When you won't pay for wool you must expect to get shoddy.

There is no one in the world who sells wool at a cotton price.

You don't buy land by the description—you look at the land.

Apparently a profit is not without honor save in its own country.

A paper umbrella is cheaper than one of silk, but sometimes it rains.

It is hard to make a house seem like home with mail order furniture.

It isn't the price you pay but the goods you get that counts in the long run.

When you are sure you are penny wise, make sure you are not pound foolish.

Funny how the people in Chicago keep right on buying from their retail stores.

The man who looks over the goods first doesn't have to overlook the defects afterward.

When a merchant makes a cheap price remember he has to have cheap goods to meet it.

You would go slow about buying a horse whose owner's chief argument is that it is cheap.

You can not cut very deep into the ordinary price of an article without punching a hole in the quality.

The trading that makes the least trouble and assures the most satisfaction is the trading that is done face to face.

If the mail order goods are not right you can ship them back. If the merchant's goods are not right you don't have to buy them to find it out.

The devil-fish discharges an inky fluid that so discolors the water it escapes detection. The mail order octopus discharges vast quantities of ink that obscure the quality of its goods.

Some people seem to think that the home merchant is trying to fool them into buying high-priced goods. As a matter of fact, the mail order house is trying to fool them into buying low grade ones.

Do not flatter yourself that friendship authorizes you to say disagreeable things to your intimates.

**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.

**The Vinkemulder Company**

JOBBERS 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.**

**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 Disgrace of Being Out of Staples.

Written for the Tradesman.

Mr. Lockwood is a merchant who is trying to make an all-around success of his store. He has studied the great fundamental principles that underlie merchandising and bases his business upon these. He finds that not only must the main trend of affairs be right, but there are also many details, some of them seemingly trifling, that must be looked after carefully. Their neglect means a multitude of little losses.

Lately he has been keeping tab on "outs" and has been amazed to find how many customers leave his store every day without buying anything, because they can not find the items they are looking for. Others who have a list of purchases to make may get what they can from him and go elsewhere for the remainder.

He has been noting the psychological effect upon a customer of finding that she can not buy what she wants where she has been expecting to get it, and he has come to the conclusion that every "out" means one loss anyway—that of the sale or the goods called for; and very likely a greater loss as well, although one that is intangible and hard to estimate, of the disappointed customer's favor and good will. As the result of only a few days' observation Mr. Lockwood has decided that keeping up the stock, if it is to be regarded as a detail of business, is a very important one.

Accordingly he has had a talk with his clerks and given them a motto or slogan, which is: "We consider it a disgrace to be out of anything we ought to have."

Under Mr. Lockwood's system each salesperson has the care of a certain portion of the stock. At the time of the talk he gave each a note book in which to jot down necessary memoranda. He plans to have a little talk with each one some time during every week as to the amount of goods on hand and anything that will be needed in the near future. If any main seller is beginning to run low, each clerk is instructed to let Mr. Lockwood and know at once.

Keeping up the stock on staples is a feature of the dry goods business that needs unremitting effort. It requires not brilliancy of mind but faithfulness.

There are certain things that you always will be running out of unless this painstaking care is constantly taken. Numbers 40, 50 and 60 in white thread and black thread, numbers 9 and 9½ in women's hose, num-

ber 8½ in boys' and misses' hose, 10 cent hose in all women's and children's ordinary sizes, women's and children's summer vests, particularly in the low-priced garments, shake, flannel and in some trades crash towel may be mentioned as examples. Dozens of other items quickly will come to the mind of any one in the dry goods business.

These goods are not novelties nor such articles as are subject to abrupt changes in style. They are just as staple as granulated sugar. You run no risk in keeping on hand enough so that a brisk trade for a few days will not exhaust the supply. But inasmuch as you may not care to tie up the money for your whole season's demand at one order with these goods which you can purchase at any time, it is necessary to see how the stock is running every few days.

As Mr. Lockwood found it, it is not merely the loss of the sale on the one item you happen to be out of that is considered. That would often be trivial. But have you ever thought of it that the patronage you enjoy is largely a matter of habit with your customers? Who are your regular customers anyway? Those who from time to time have come into your store (possibly in quest of something they could not find where they usually were dealing) and have liked your goods and your store and your ways. They continued to come until now it seems easier and more natural to supply themselves at your place of business than elsewhere.

Every time you are out of something you ought to have, you send one of these customers who has the habit of dealing with you off to some other store where she is likely to become favorably impressed with their goods and their ways to your detriment.

Does some one suggest: "Why not sell the customer something a little different when you happen to be out of just what she calls for—a 15 cent vest instead of a 10 cent one, or a number 10 stocking in place of a number 9?" Sometimes this can be done, but nineteen times out of twenty the customer is not so well satisfied as she would have been with the article upon which she had her mind made up, which of course was what she called for.

Closely allied to this matter of keeping up the stock on staple lines so that "outs" will be reduced to the minimum is another—that of continuing any particular line upon which you have a good trade worked up. Your best rule is to continue unless

there is good reason for discontinuance. That you have sold a given line of goods and they have been satisfactory and popular with your customers is a very great reason for going right on with them. Before you change to something different be sure there are advantages that more than overbalance the disadvantages of any change.

Take, for instance, a good make of underwear that you have been handling for some time. Your customers have come to have confidence in these garments and they call for them. Many of your sales on these goods are due not to any advertising you are doing on them just now but to the fact that they have proved reliable in the past. Will it pay you to forego all this advantage for the sake of a slightly larger margin of profit, or a little more liberal discount, or a longer dating on the bill?

I know a dealer who has a large trade in a country community where hand knitting is still considerably in vogue. He handles quantities of yarn from a certain factory that makes yarn that closely resembles old-fashioned homespun. "Do you think I could sell my old ladies the brands of yarn that are handled in the jobbing trade, excellent though some of these may be? Not much!" he declares. "They pin their faith to the Z. factory yarn and will be satisfied with no other."

A merchant does not always realize how attached people become to a certain make or brand of goods, even to the extent of adding to its real merits others that exist only in their imagination. It is not unusual to hear a woman lament that she no longer can buy a certain kind of corset which certainly, to hear her tell about it, must have surpassed in excellence all the other kinds of corsets that ever were made; or that she is not now able to get the good old-fashioned this or that that wore so much better than anything you can buy nowadays.

Take advantage of this trait in human nature of wanting to keep on

with what has been tried out successfully; and with a line of staple goods upon which you have an established trade, continue to supply the goods as long as there is a stiff and dependable demand. Fabrix.

### In the District Court of the United States, Western District of Michigan, Southern Division, in Bankruptcy.

In the matter of Enders & Moore, bankrupt:

Notice is hereby given that, in accordance with the order of this Court, I shall sell at public auction to the highest bidder, on Thursday, July 11th, 1912, at 10 o'clock A. M. at the store formerly occupied by the bankrupt, at St. Joseph, Berrien County, Michigan; the assets of said bankrupt consisting of dry goods, notions, coats and suits, fixtures and book accounts. The inventory cost price of said stock of goods is \$30,865.68; of the fixtures \$1,933.17, and the book accounts are approximately \$4,000.00, and an inventory and appraisal may be seen at the office of Hilding & Hilding, 307 and 308 Fourth National Bank Bldg., Grand Rapids, Michigan.

Said sale shall be for cash, and subject to the approval of this court, and notice is hereby given that, if an adequate bid is obtained, the receiver will apply for its approval on the third day after said sale, at 10 o'clock A. M. on said day, and no other notice of the application for confirmation will be given. The Receiver, or representative will be at the Whitcomb Hotel, at St. Joseph, on July 9th and 10th to give prospective purchasers an opportunity to examine said stock. All parties must be prepared to deposit with the Receiver a certified check for \$1,000.00, as evidence of good faith.

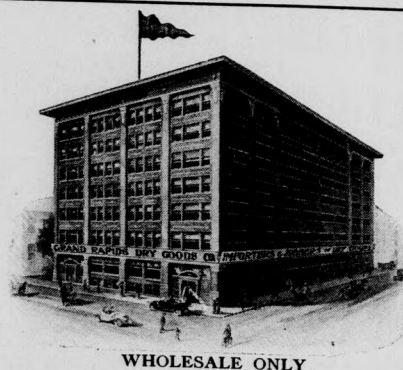
JOHN SNITSELER,  
Receiver.

HILDING & HILDING,  
Attorneys for Receiver.

### 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.



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.





# Clothing



## Anticipating Newspaper Advertising By Circular Letter.

The following is a circular letter submitted to us by the Toggery Shop, located in a neighboring city. It is to be mailed to a list of customers, preceding newspaper announcements:

Dear Sir—We believe that it is correct policy to look after the personal interests of our regular customers.

In former years our July Sale (at which we sell everything in the store at price concessions, preparatory to inventory) has been widely advertised and opened to the general public on a specified date. The result has been that the ever present "bargain hunters" have rushed in and during the first few days of sale secured practically the cream of the bargains. We see them at no other time of the year.

This season we have resolved that the regular customer is the one who should have a chance to avail himself of this opportunity if he so desires.

As a regular customer of ours you will please take notice that the sale opens this morning, Monday, July 8, 1912, but has not and will not be advertised to the public as opening until Thursday morning, July 11.

This gives you the practical advantage of a private sale; with first selections from a complete stock, at clearance sales.

You are personally invited to come and take advantage of our extraordinary offerings in seasonable haberdashery. The reductions are all in the prices. Quality remains the same. THE TOGGERY SHOP.

The plan as suggested by the letter shows a wide-awake and able advertising brain. Upon several occasions we have recommended the use of United States postage stamps as one of the most effective media for retail store advertising. We do not wish to deprecate the value of other kinds of publicity; each has its particular advantages. But our experience and the experience of advertising men with whom we have discussed this subject is that circular literature is, as a general rule, the cheapest per return and therefore the most effective. The one great argument in favor of the circular is that when it is read it is read because of its advertising, not in spite of it. It is not a side dish with news or literature; it is the substance itself. Anyone who reads it wants to buy. The problem, therefore, that confronts the advertising man in getting up circular matter is to use every means at his command to make every recipient of his circular a reader. The means at his command are layout, printing, copy, timeliness, etc.

Now, the scheme of anticipating newspaper announcements of a sale by a circular letter, even if the latter did not have the excellent argument

used by the Toggery Shop, has the value of stimulating interest. The cumulative effect of such a campaign is always felt when the newspaper announcements appear. But the argument of looking after the regular customer, of giving him "inside information in advance" is one of the cleverest we have run across in a long time. It has the unique attraction of a friendly tip; if genuine, it will be appreciated.

The only suggestion we have to make with regard to the letter itself, which is written with that simplicity of style and directness which always carries the point clearly to the reader, is with regard to the opening sentence. It is always best to avoid opening a circular letter with the first person. Do not protrude the writer's ego—let him hide entirely in the background. Let the proposition talk for itself. A good salesman never says, "I believe this hat becomes you." He says, "You look fine in that hat." So, in a circular letter the first person, especially at the beginning, should be avoided except at such places where the intentional omission of the first person would be palpable and therefore would defeat its purpose. Undoubtedly the above letter would have been greatly strengthened by an opening like this: "You have been a regular customer of ours. This is our opportunity to show our appreciation for your continued patronage." The letter would be more productive of immediate results if backed up by a few real bargains. That is, if enclosed in the same envelope was either a copy of the newspaper announcement that is going to appear or a small circular showing "a few values we will publicly announce at this sale next week," the effect would be to convince the reader of the letter that its promise of bargains is really being fulfilled at the store. After all, it is merchandise you want to sell, not arguments. If you have a good argument, you make it better by backing it up with real values in the way of merchandise.

### His Dismal View.

No shadow of pessimism had clouded his young life until shortly after his third birthday, when his vaccination was "taking." Not that there was any display of unmanly weakness, for the very sore arm and the rainy weather were both endured with cheerful fortitude, but on the morning of the third day the little man looked out into the weeping landscape and sighed:

"Well, I don't fink this is a very nice world. It takes so long to get morning; and then it takes so long to get night."

Trade is sensitive. It goes only where it is invited and stays only where it is well treated.—Marshall Field.

## Some Figures on Merchants Week.

Written for the Tradesman.

Facts gathered at registration headquarters by the Grand Rapids Association of Commerce during Merchants Week show that Grand Rapids was visited by 1,644 merchants and 796 ladies. The visitors came from fifty-three counties and from 345 towns in Michigan, also from towns in Indiana, Iowa and Illinois. The city of Holland was the banner town in the matter of attendance, being represented by 86 merchants and 42 ladies, or a total of 128. Muskegon followed with 57 merchants and 15 ladies, and other leading towns were as follows: Allegan, 32; Belding, 21; Big Rapids, 33; Caledonia, 37; Cedar Springs, 40; Conklin, 23; Coopersville, 47; Fremont, 39; Grand Haven, 51; Grand Ledge, 28; Greenville, 27; Hastings, 28; Hopkins, 24; Howard City, 25; Hudsonville, 23; Ionia, 30; Kalamazoo, 38; Kent City, 24; Lake Odessa, 21; Lowell, 34; Midleville, 33; Nashville, 29; Ravenna, 21; Rockford, 46; Saranac, 33; Sparta, 42; Vermontville, 23; Wayland, 26, and Zeeland, 59.

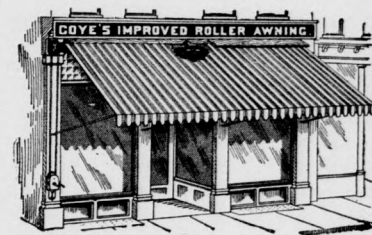
Ottawa was the leading county, and the banner counties out side of Kent were: Allegan, Montcalm, Muskegon,

Barry and Ionia. The figures show that the Michigan Central and Grand Trunk are great trade feeders for Grand Rapids, although all roads contribute largely in this direction.

Almond Griffen.

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

## AWNINGS



Our specialty is **AWNINGS FOR STORES AND RESIDENCES**. We make common pull-up, chain and cog-gear roller awnings. Tents, Horse, Wagon, Machine and Stock Covers. Catalogue on application.

**CHAS. A. COYE, INC.**

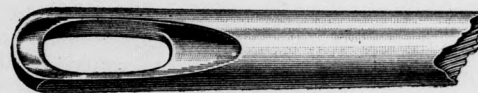
Campau Ave. and Louis St., Grand Rapids, Mich.



**Large Stocks**  
**Prompt Service**  
**Right Prices**

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

## Excelsior Gold Eye Needles



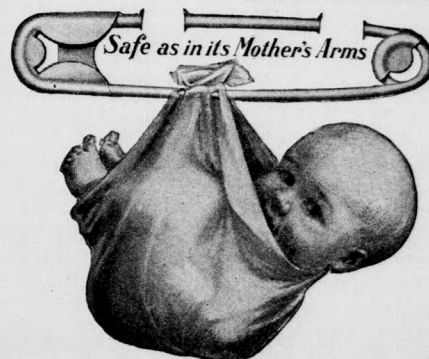
Large Round Eyes  
Put up in Attractive Wrappers  
100% profit



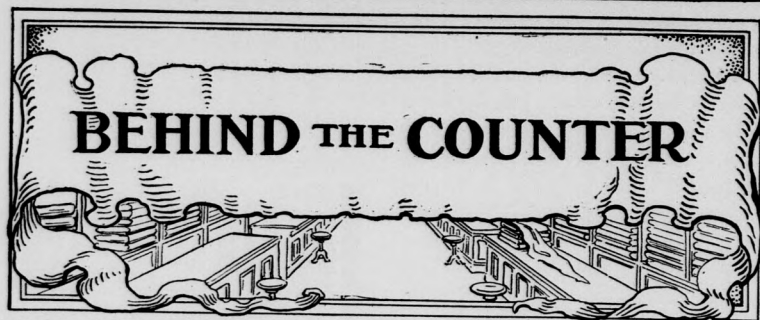
## Stewart's Duplex Safety Pins

**Best Quality**  
**Extra Heavy Wire**  
**Superior Nickel Finish**

Write to your jobber for samples and prices







### Salesmanship the Stepping Stone To Success.

[Joseph Basch, Vice-President and General Manager of Siegel, Cooper & Co., was trained to be a salesman from early boyhood. Unquestionably much of his business success may be ascribed to the hard knocks he received and the lessons he learned as an apprentice in the textile factories of Hohenstein & Lange at Gera and Glauchan, with headquarters at Berlin, Germany. It was a valuable education, and he made the most of his opportunities by improving his mind during spare moments, with the result that in a few years he was sent to England as representative of his firm. When he came to the United States as salesman for the Berlin firm he was only 17 years old, but he had mastered English and several other foreign languages in the three years of his apprenticeship, and was successful in his new field. In 1883 he was the sole representative of the German government at the New Orleans Exposition in charge of the textile industries exhibit. At the conclusion of the fair Mr. Basch went to New York, where he organized his own company for the importation and manufacture of textiles. In 1892 he became associated with the Ferdinand and Henry Siegel organization of Chicago in the capacity of buyer and general merchandiser. Twelve years later he was made general manager and then Vice-President of the firm. Successful salesmanship was the stepping stone to his rise in the business world.]

It is probably true, as has so often been said, that a good salesperson excels in his particular line because of his adaptability, but it is certainly true that adaptability alone never has nor never will make a salesperson truly efficient.

There is only one road to good salesmanship, and that is the road of ambition and hard work, but for man or woman, boy or girl, who would be a good salesperson the incentives to hard work are practically limitless.

The big rewards of business life are for the person who sells the goods. This is as true of retail merchandising as it is of the marketing of a manufacturer's products.

In our own business, or in any retail business, the salesperson is the center of activity. He is the visible representative of the store. He stands between the management and the customer, and by the impression created by our individual salespeople our stores are judged. His importance may be further gauged when we reflect that the salesperson is the di-

rect distributor of the manufacturer's product to the consumer.

If he is a good salesman—knows his business so thoroughly that he has the respect and confidence of his customers—he speaks with authority and commands the situation.

The particular qualifications that enter into good salesmanship are so thoroughly known as to scarcely need repetition. Intelligence, honesty, faithfulness, good nature, tact, courtesy and patience are those most commonly emphasized, but these alone, important as they are, do not of themselves sell goods.

In discussing good salesmanship there is so much to say about what the salesman must be that we sometimes fail to emphasize what his house must be. The salesman may be earnest, capable and conscientious, but unless he is connected with the proper sort of concern, his capability will never develop into real breadth.

#### Must Work for Reputable House.

First, then, he must be connected with a reputable house, a house that carries a complete, well assorted, up to date stock, a house with modern store service and a liberal constructive policy with which to satisfy customers. Given this backing, the salesman will find knowledge of his stock of paramount importance.

Judgment in showing desirable merchandise—desirable from the customer's viewpoint, I mean—is essential. The automaton who clips so many yards of this or counts so many pieces of that, without study of the individual requirements of his customer, is not on the road to real salesmanship. Hundreds of customers enter all of our big stores interested only in new things—in things different—and it is up to the competent salesperson to present the attractive novelties of the house in an alluring display, to emphasize their desirable qualities intelligently and with real discrimination.

Good common sense is an indispensable attribute in the salesman. It is surprising how thoughtless some salespeople can become in the performance of their duties. The lengths to which the disuse of the thinking apparatus may lead is illustrated by an incident in the shoe section of a downtown store.

A young man came in, was fitted to a pair of shoes, and on enquiring the price—\$3—asked that they be sent C. O. D. The transaction was closed for C. O. D. delivery, when the customer suddenly asked, as if changing his mind, to be allowed to wear the new shoes home.

"Send the old ones out," said he.

Absent-mindedly the salesman did as requested. The customer marched off in his new pair of \$3 shoes, while the old ones were carefully delivered by the C. O. D. messenger. Needless to say no one was found at the address given who cared to pay \$3 for an old pair of shoes.

Proper Place for Salesman.

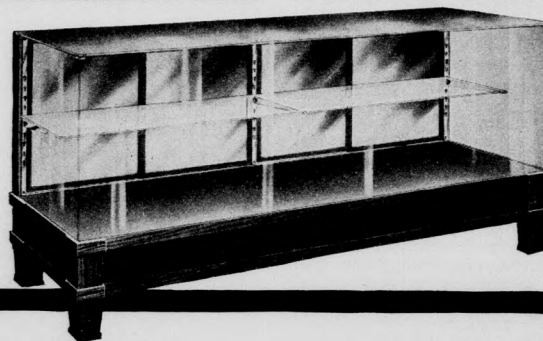
It is a great help to the ambitious salesman to be placed in lines that naturally appeal to his interest, and

the up to date superintendent studies the likings of his salespeople as carefully as he studies their habits. When finally placed properly in a stock congenial to his liking, the ambitious salesman must become a student of

### Wilmarth Show Case Co.

#### Show Cases And Store Fixtures

Jefferson and Cottage Grove Avenues  
Grand Rapids, Mich.



**"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, Boston, Portland

## 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



We Manufacture

## Public Seating

Exclusively



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

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

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

Write Dept. Y.

**American Seating Company**

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK BOSTON

PHILADELPHIA



his goods. His comprehensive, intelligent knowledge of the variety, his earnestness to please his customers out of the stock he represents, is the measure of his capacity, and in just such measure as he masters these qualifications will he become acceptable to both his employer and his customer.

The good salesperson earnestly endeavors to make sales that will be satisfactory to the purchaser not only for the present, but for the entire life of service of the article bought. Such a salesperson is a treasure indeed, and never fails to win promotion.

Many of the most successful salespersons—in fact, those who attain the greatest success—are those who establish a relationship of personal service with their customers. They grow to know them by name, study their tastes, the margins above and below which they seldom go in buying, and, knowing as they do the things in which their customer is likely to be interested, they save the time an inexperienced salesperson would waste in showing impossible goods, and are able to conclude even important transactions with promptitude that has no element of hurry.

Be Respectful; Not Subservient.

The good salesperson is genial, attentive, respectful but not subservient. Customers like a frank, honest representative to do business with, and in these days of merchandising the salesman who misrepresents never gets very far either with the pub-

lic or with his house, for the employer realizes that the salesman who misrepresents to customers will misrepresent to him.

The good salesman sees to it that his transaction is complete in every detail. He not only learns how to address his customers pleasingly in the beginning, but he sees to it that every part of the transaction is thoroughly understood by both the customer and himself before the matter is closed; and he sees to it that no promise has been made and no expectation aroused that his house can not fulfill, unavoidable accidents excepted.

Every customer realizes that unsatisfactory goods may be returned, but the salesperson who gains a following with the public and promotion from his house, is the one whose object is to sell goods that will satisfy; that is to say, who sells goods that will be as acceptable to the customer in the home as in the store.

The salesman who talks a customer into buying something beyond her means has not done his house a benefit. Such goods come back, and the customer may be so sensitive about it that she will transfer her custom elsewhere. Furthermore, it is an inconvenience to the customer to have to return goods, and she appreciates the saving of time and annoyance that results from being intelligently and satisfactorily served in the beginning.

No Sex Distinction.

The intelligent, ambitious sales-

man knows that hard work is necessary to success, but he knows the rewards are worth the effort, and the rewards are not any more limited for the saleswoman than for the salesman. This is one field of endeavor where there is little distinction of sex. Every buyer in our employ was originally a salesman or saleswoman; in fact, a buyer is not a good buyer unless he or she is a good salesperson, with practical knowledge as to how the purchases should be sold. It was this distinction of good salesmanship that won for these buyers their first promotion.

But a buyership is not the limit of reward for salesmanship. Just a glance at the history of State street, Chicago, shows the heights to which the salesman may aspire. Mentioning only those who have departed—Field, Netcher, Lehman, Emanuel and Leon Mandel, Otto Young, Leiter and Palmer—all were salesmen, and every one a good salesman. Furthermore, a glance at the great stores here and elsewhere controlled by women shows that the chance for the saleswoman is no more limited than is that for the salesman.

There is one other important requisite of good salesmanship, and that is good health. The ambitious salesman or saleswoman must preserve health and energy. The girl who spends evening after evening in social gayety, who keeps late hours continually, not only does not bring to her business the freshness and

energy necessary to success but she undermines the health that is absolutely necessary to success. The salesman who makes every evening a round of pleasure shows it in his work next day.

The successful salesperson must be as intelligent in recreation as in work. He or she must have recreation and plenty of it. He or she must have relaxation, but it must be sane recreation, the kind that will add vitality and not sap it. Pleasant evenings and refreshing sleep bring buoyancy, health and geniality, and these united with intelligence, energy and perseverance bring assured success.

Initiative and confidence in one's ability to sell goods are of the utmost value to a salesman.

One day a young woman called at my office and applied for a job in the sales department.

"Have you ever had any experience?" I asked.

"No, but I am positive that my work will be satisfactory," she replied.

"What makes you think so?"

"Nothing but confidence in my own ability," she said. "I have a good education and know how to talk to people. All I need is experience and a knowledge of goods and prices. I can soon acquire that."

That young woman's confidence in her own ability so impressed me that I decided to give her a chance. She is now one of our best saleswomen.

Joseph Basch.

## The World's All In HOLIDAY GOODS

Will be on display in the following cities on or about July 15:

### Distributing Houses

NEW YORK      CHICAGO      ST. LOUIS      MINNEAPOLIS      DALLAS

### Sample Houses

#### BALTIMORE

Howard and German Streets.  
Goods Shipped from New York.

#### CINCINNATI

Third and Race Streets.  
Goods Shipped from Chicago.

#### KANSAS CITY

804-806 Broadway.  
Goods Shipped from St. Louis.

#### MILWAUKEE

353 East Water Street.  
Goods Shipped from Chicago.

#### OMAHA

1108 and 1110 Howard Street.  
Goods Shipped from Chicago.

#### PHILADELPHIA

1306 Arch Street.  
Goods Shipped from New York.

#### SAN FRANCISCO

135 to 143 Bush Street.  
Goods Shipped from Chicago.

#### SEATTLE

Main Street and Second Avenue South.  
Goods Shipped from Minneapolis.

This is the line that sets the standard for all America

# BUTLER BROTHERS





### Quest of Patrons—An Advertising Task.

Written for the Tradesman.

There is an intensely practical, perennially interesting question that rarely ever fails to make the retail shoe dealer perk up and give attention, and that is: What shall a merchant do to gain more customers? The answer to the query is, Let the merchant advertise.

But that answer is extremely laconic. It may mean much—and then again it may not mean anything. It all depends upon the intellectual status and the merchandising genius of the fellow who gets the answer.

To say that every enterprising shoe dealer is anxious to have more customers is to commit a well-nigh unpardonable truism. Of course he wants more customers. But the practical point is, has the merchant who wants more customers constructed his store policy and his publicity programme in harmony with this desire? It is not what you want that counts; it is what you get.

It is a mistake to assume that people are going to come into your store betimes just because shoes are of the nature of necessities. True, some people are brought to the shoe store through dire necessity, and nothing else; but many of them may, or may not, come. It depends upon circumstances directly under the control of the merchant.

If there is a strong and attractive display of the most desirable and alluring shoes in the windows—some of the very latest and most fetching of the season, along with some of the old favorites and perennial staples; if the windows are changed frequently—and backed up constantly by strong, telling advertising talk in the newspapers—well, in that event, a whole lot of people will be decoyed into the store who otherwise would not have come. And you may have two or three shoe calls spring up where there was but one previously.

Or, to look at the situation from another angle, seasonable trimming and forceful advertising will convert potential customers into real ones. Every shoe store is surrounded by what some one has called a trade zone. The diameter of the trade zone depends upon the size of the store, the size of the city and some other things. But for practical purposes we will assume that your trade zone is ten miles in diameter. Take a map of your county, study the scale of the map and draw a circle about your town ten miles in diameter. With this before you, you can see at a glance just what proportion of your

county is included in your trade zone.

Now suppose you consider everybody who lives within that circle as possible customers of your store. The point is to make a "noise" sufficiently loud to be heard by everybody within a radius of five miles. Your window is your "sounding-board" and your advertising is your "trumpet." Get busy.

The thing just now is to make both your window and your advertising seasonable. Put the spring styles to the fore. Out with the tan and Russia tan oxfords! Out with the bucks, nubucks, canvas boots and sundry other distinctively spring offerings. Have a solid tan window, an all white window, a combination white-and-tan window, and windows in which other materials are featured. Let the spirit of spring get into your own system good and strong in order that it may presently appear in your advertising.

How is this for a springlike shoe advertisement?

A Message To the Well-Groomed.

Spring with its scented buds and its unfolding petals has come; and with it the need of modish footwear. Your shoes must be perfectly styled else the toilette ensemble is hopelessly marred.

Here are perfect gems of bootery—footwear as faultless and exclusive as a pattern hat by Gaines or a gown by Pacquin or Dunlevy.

Every woman "who cares" should see our ample array of new and attractive spring shoes. Surely the correctly-dressed man will revel in our new spring oxfords. And proud and careful parents will find positive joy in looking over our lines of spring shoes for little people.

If it's a really stylish and properly-fitting shoe you want for these spring days—a shoe CORRECT in every detail—mode, material, workmanship and finish—

It awaits you at

Blinkety-Blank's, etc.

In an advertising talk on boosting shoes (or any other sort of a commodity for that matter), there is a strong temptation to expatiate too minutely. I must compress this discussion into brief compass, even if it does read scrappy.

Your newspaper is your best medium. Put most of your time and thought on the advertising copy that goes to your newspaper.

And remember that a cut talks to the eye while you are saying things to the mind of the reader. The ad-

vertiser who uses good illustrations is shooting with a double-barreled gun. If he can not bag some game there is something wrong with his ammunition.

Ammunition consists of copy. It is hard to buy good ammunition of the market. You have to manufacture it. This is one instance in which the old saying about keeping one's powder dry does not apply. That is the reason so many shoe dealers who think they are advertising get such inadequate returns. They get up dry-as-dust copy.

Try to get out of the ordinary style of announcement. Use your imagination. If you want to get a little flowery, or humorous, cut away. Boil it down as much as you can—but be different if possible.

Of course you want to keep the advertising expense down. Therefore have some good inserts. When you sell a married woman a pair of shoes, slip into the parcel an insert talking about some seasonable style in men's shoes. If you have an insert (and you ought to have) on children's shoes, slip that in, too.

Some six weeks or two months after Jim Jones buys a pair of shoes, write him a nice brief letter telling him you appreciate his patronage, hope the shoes came up to his most sanguine expectations, made good in every way, etc., and that you will appreciate his further patronage; that you will be glad to render him any personal assistance he may require in getting himself properly fitted while in your store, etc.

Just assume that there are a whole lot of possible customers running around loose in that trade zone of yours; then make it your business to go out after them and round them up.

Cid McKay.

### Says Mr. Dooley.

Opportunity knocks at ivery man's dure wanst. On some men's dures it hammers till it breaks down th' dure, an' thin it goes in an' wakes him up if he's asleep, an' afterward it wurks f'r him as a night watchman. On other men's dures it knocks an' runs away, and on th' dures of some men it knocks an' whin they come out it hits him over th' head with an ax. But ivery man has an opporchunity.

### His Catch.

With a song in his heart, little Johnny had spent a long, beautiful day fishing. On his way back he met one of his young cronies, who accosted him with the usual question, "Catch anything?" At this Johnny, in all the consciousness of guilt, quickly responded: "Nope — ain't been home yet."

The man who can be driven to drink can be led there twice as easily.



## Get Nubucks When You Can

Here is a nice, clean, snappy  
**White Nubuck Boot**  
In Stock in C wide Goodyear Welt



No. 5120 @ \$2.75  
Less 10% in 10 days

Get them when you can—they go quickly

## Grand Rapids Shoe & Rubber Co.

The Michigan People

Grand Rapids



### Unique Decision Affecting Express Companies.

The usual solemnity of the courts has been recently enlivened in New York City by a suit over a lost golf club, which the newspapers treated as a merely amusing summer episode, but which really involves some important principles. H. W. Jessup, a well-known New York lawyer, being on a brief vacation during which he planned to obtain some needed recreation by means of golf, broke his Tom Morris cleek, a club which, to use his own words, "by reason of his own length and that of the club was incapable of duplication." He went at once to the local express office of the country town in which he was spending his vacation and laid his predicament before the agent. He called the especial attention of the agent, if not to the length of the club, at least to the brevity of his vacation and to the fact that it would be spoiled if the club could not promptly be sent to New York for necessary repairs. The agent agreed to send off the club that Saturday afternoon to New York, and it was consigned to the clubmakers, who could reshaft it with the identical length, taper and spring which it possessed before the shaft was broken. The clubmakers were notified accordingly and were to express it back Monday night, enabling the owner to continue to play during the brief week that remained. The club did not return; telegrams and letters brought no response; the local agent of the express company (which, by the way, was the United States Express Company, long controlled by the late Senator Thomas Platt) sent to his superiors in New York a record of the case, but even then the owner of the club could obtain no information of its whereabouts. After ten days he returned to the city in person, and upon making enquiry at the head office of the express company about the matter, was curtly informed: "We have not yet taken the matter up." This last straw provoked litigation. On trial the complainant was awarded a verdict, but with trifling and nominal damages. He appealed the case, and was granted a new trial by the Appellate Division of the Supreme Court, on the ground that he was entitled to claim, and to receive if he proved his claim, sub-

stantial damages for the value of the use of the club of which he was deprived by the alleged negligence of the express company. The apparent attitude of mind of the express company was that a golf club is so unimportant an article that they were to be allowed discretion in deciding whether they should expedite its delivery or not. The decision of the Appellate Division established two principles with regard to the responsibility of express companies to shippers. First, an express company may not discriminate as to a shipment by reason of the apparent insignificance of its contents; and, second, although an article shipped may be a mere instrument of recreation, it still may have a use the value of which can be determined in dollars and cents. The plaintiff was given judgment for \$62.50.

This case apparently puts on record the decision of the highest court of New York State that, if an express company is negligent in its conduct with regard to a shipper, it is liable not only for the loss of property, but for the loss of its use. The case has established a precedent with regard to liability for neglect which may perhaps in later cases involve the express companies in consequences of a much more serious financial nature. —Outlook.

### Activities in the Buckeye State. Written for the Tradesman.

Big Four officials are considering plans for removal of the Sandusky division terminals from Bellefontaine to Springfield.

Toledo's new \$200,000 market house will be opened July 8 and will be perhaps the largest and most modern buildings of the kind in the State. A public auction of stalls and stands will take place July 6 and 242 booths will be offered. Servis Director Cowell will be in charge and it is expected that rentals will reach \$16,000 to \$20,000 per year.

The Pitkin & Brooks glass factory at Bowling Green, which was destroyed by fire last spring, will not be rebuilt.

The three days trade extension trip of Toledo merchants into Southern Michigan, recently completed, is regarded as the most successful in the history of that organization.

The Gramm-Bernstein Co. has

been formed at Lima, with \$500,000 capital for the manufacture of motor trucks.

The State will make a test of the plan of working its prisoners on the public highways in Carroll, Fairfield and Summit counties. The State will donate the work, the counties merely providing housing for the prisoners, and this action of the State Board will accomplish a saving of 10 to 15 per cent. on each road-building contract.

The new city directory of Columbus indicates a population of 250,000 for the city and its environs.

The six express companies doing business in Columbus have extended the zone of their local deliveries in three directions, north, south and west.

In May the Cleveland Railway Company showed an actual surplus of \$32,000. All traffic records for the month were broken and the talk of raising the rate of fares has been hushed.

Between May 15 and June 15 over 83,000 children enjoyed the playground advantages of Cincinnati.

The grocers and butchers of New-

ark have organized for mutual advantage and have voted to affiliate with the State Association.

The Kroger Grocery and Baking Co., of Cincinnati, has purchased the business and good will of the Maurer-Remley Co., of St. Louis, which operates a chain of thirty retail stores and a wholesale grocery in that city. This acquisition will make a total of 182 stores operated by the Kroger Co.

Almond Griffen.

Breathing through the nose is important, not only for the purpose of filtering the air by removing dust and germs, but in cold weather for the purpose of moistening and warming the air before it enters the deeper air passages. The total surface of the nasal cavity has been estimated to be on an average about fifteen square inches. The mouth surface has an area of less than eleven square inches, or only about two-thirds that of the nose. It has been noted that runners who breathe through the nose have much greater endurance than those who breathe through the mouth.

## Summer and Hot Weather Specialties

**Oxfords   Pumps   Ankle Straps  
Barefoot Sandals   Tennis Goods**

Our fine line of the above specialties cannot be excelled anywhere and is still nearly complete.

We can fill orders promptly.

Ask for catalogue.

**HEROLD-BERTSCH SHOE CO.**

MAKERS OF SHOES

GRAND RAPIDS, MICHIGAN



## 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







### Imposing on the Sympathies of One's Friends.

Written for the Tradesman.

"Before I allow myself really to sympathize with any one," said Mrs. Prather, who is a very bright little woman and has had a great deal of experience in life, "I size the person up and use what is sometimes called the 'personal equation.' For I find the people who make the most frequent demands upon their friends for sympathy are not those who have the most serious troubles or the greatest sorrows.

"When I was younger I was ready to give a nickel or a dime or a quarter from my slender earnings to every beggar who held out his palm. Every cause appealed to me. A fire here, a flood there, a case of extreme destitution brought to light by some charity worker—I contributed to all. I was an easy mark for every acquaintance and even for every stranger who happened to be circulating a subscription paper. As a consequence of my recklessly generous and tender-hearted practice, I was 'broke' in pocketbook all the time.

"I was alike prodigal of my sympathies. My ears were open to every tale of suffering and woe. There were a lot of people who called themselves my friends, and who I supposed were my friends, who had a habit of telling me all their anxieties and vexations. They were not poor people nor such as asked or wanted any financial assistance. They were people who were simply fretted and sore over their everyday annoyances and worries, and who, unconsciously to themselves, enjoyed the luxury of pouring their troubles into a readily sympathetic ear. They worked me for pity just as the whole mendicant fraternity worked me for money.

"Of course this clientele of mine was composed entirely of women. Mrs. Gillis was a regular high-brow married to a man who was perfectly happy when he was earning a good salary and had a good dinner. Naturally he had no sympathy with her soulful aspirations, and she mourned because he did not understand her. About once a week she would come to me and tell me all about it—the same story over and over again.

"Miss Carpenter was a teacher with nerves worn threadbare. There always was something agitating that poor girl. One day it would be a criticism that her superintendent had made; the next time I saw her some case of discipline would be bothering her, or she would be in terror of losing the position which in the end made a nervous wreck of her. I car-

ried the load of all her difficulties until the inevitable collapse came.

"Mrs. Hawthorne had an uncongenial mother-in-law, and never failed to give me a full account of all the old lady's unpleasant peculiarities; while Mrs. Picket, an elderly friend of mine, had a daughter-in-law of whom she thoroughly disapproved. Madge's extravagance, Madge's lack of taste in dress, Madge's many mistakes in housekeeping, Madge's poor management of the idolized grandchildren—these were the themes of Mrs. Picket's wearying talk.

"I had perhaps a dozen of these parsitical friends. Just as my ready response to every call for financial aid took all my money, so the tax of these friends on my sympathies kept me emotionally bankrupt.

"After several years of this foolishness I learned a little wisdom. I discovered that as to my bestowals of money, sometimes I was giving my mites where they were not needed at all. This, however, was not usually the case. But all that I had to give—more than I could afford to part with—was taken up by appeals that lay on the surface, known and read of all men—causes that on account of their publicity stood a good chance of receiving very liberal support.

"I found that the cases of greatest distress have to be hunted for, and of late years I see to it that at least a part of what I have to give shall go to help some struggling one who is not crying his wants from the house-tops.

"More slowly I came to see that the vampire-like friends who were draining my very heart's blood for sympathy were not more sorely afflicted than other people; nor was the gratification of a morbid appetite for commiseration calculated to lessen their troubles, such as they were.

"A little resolution on their own part, a determination not to let their minds dwell on petty annoyances, a diversion of their mental energies into fresh and cheerful channels—would have done more for those good women than all my pity. As I think of them now I feel sorrier for Miss Carpenter, the teacher, than for any of the others; and she quite easily could have changed to some other calling for which she was temperamentally better fitted.

"As I gradually shunted off these sappers of my strength and vitality, I found that I had sharper eyes for heartbreaks that are not exposed to the public view. I learned that those who groan most audibly are not the

ones who suffer most keenly. So now I make a practice of letting the complaints of chronic whiners slide off without taking any deep hold upon me; but I mean never to fail in genuine sympathy with the brave souls who shrink from telling their troubles, and who keep a cheerful face when bitter sorrow is eating at their hearts."

How many of us have been through an experience quite similar to Mrs. Prather's. We have been worked for sympathy. There are any number of people who can not allow an hour to pass in social chat with a friend without dragging in their difficulties and perplexities.

Why is it that so many are unable to drop a sorrow with the actual experience of it, but must multiply it many times by narrating it over and over to all their acquaintances who will listen?

Some women have a passion—you can not call it anything short of a passion—for writing mournful letters. In conversation they are not so bad, but let them once get hold of pen and tablet and they show no mercy.

Perhaps their state of health is their main topic. You get all their symptoms. A correspondent of this kind never lets you off without telling you every minutest ache and pain that her body senses. She never admits any improvement in her condition—she always is worse than ever before. And yet from the trips she takes and the work she can do, it is hard to believe that she does not have as good health as some others who never mention that anything is the matter with them.

Maybe it is not her health but her business perplexities instead that are the theme of such a letter writer; possibly her domestic difficulties. Very likely all three—her health, her business perplexities and her domestic difficulties, and whatever else may be going wrong with her or that she may imagine is going wrong.

You dread to open the envelope directed in the well-known hand. You read the dire recital and then you use a little common-sense and apply the "personal equation." You estimate the writer's troubles for about what they are worth; for down in your heart you know she never has had more than her just allotment.

But why does she write this way? Why does an otherwise sensible person ever get into the doleful habit of telling either with tongue or pen all her little troubles?

In a time of any great affliction or calamity we should in no wise shut ourselves away from the sympathy of our friends; but the small worries and perplexities—what justification is there for loading these off upon some patient and forbearing friend, who very likely is carrying without a murmur a burden far heavier than our own?

Quillo.

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

**Watson-Higgins Milling Co.**

Merchant Millers

Grand Rapids :: Michigan

**Satisfy and Multiply**

Flour Trade with

**"Purity Patent" Flour**

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

**Henry Smith**  
FLORIST  
139-141 Monroe St.  
Bath, Phone 100  
GRAND RAPIDS, MICH.

Buy a Seller  
Win a Buyer  
Sell a Winner

**Grand Rapids Broom Co.**

Manufacturers of the following standard brands:

**Puritan  
Jewel  
Winner  
Wittier Special**

These are the leaders in brooms  
Sold by your jobber  
If your jobber does not handle our line write us

Just as Sure as the Sun  
Rises

**VOIGT'S CRESCENT FLOUR**

Makes the best Bread and Pastry

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

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

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

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



**Voigt Milling Co.**

Grand Rapids Mich.



## SYSTEMATIC ACCOUNTING.

## Books Should Be Properly Started by an Expert.

Just the other day a merchant, who had been doing what should have been a profitable business, failed. His creditors provided for an examination of his books, and found they could not be intelligently audited because they had not been intelligently kept. There was no possible way to make head or tail out of the entries. There was a cash book, a journal and a ledger. They might just as well have been a Greek grammar, a Latin dictionary and a Chinese dream book. They would have meant as much to the auditors.

Upon further investigation it was discovered that the merchant had no book-keeper. He occasionally made a few entries himself when he had nothing else to do and did not care to sit idly around. At such times he dug his pen into the paper with a great scratching sound, made a few figures, added up a short column if he could find one where the figures were close enough together to group, and thought he had done some work.

## Paid What He Had.

In reality he kept his accounts in his head—for a certain period. When they got away from his memory they were gone for good. He had no way of chasing them around and collecting them. He kept his unpaid bills in a certain place, and when he had money enough to settle them he did so. At other times he paid on account or stood his creditors off. He had a very clear idea of how much he had to pay each employe when Saturday night came around, and he always had the money to pay them with. Saturday was a good day for cash trade, and took care of that without effort on his part. He never realized that what he took in that day partly belonged to his creditors, was partly due the sinking fund to take care of overhead expenses and was partly his own salary. What he had he paid out. If there was any left over he took it himself.

## Had Many Friends.

Of course he sold goods to credit buyers. He had a long string of customers who paid when they felt like it. They carried passbooks. What they bought was entered in their books. Sometimes it was entered in the books of the store as well, but not always. He evidently did not see the necessity for that. If the customer lost his book the account had to be called settled, unless the customer was honest enough and had sufficient memory to straighten it up.

Many friends had this merchant, and he was the prince of good fellows. Everybody liked him, and wanted to deal with him. He kept his store in the pink of condition. He was not slovenly or careless about that. He liked that work and insisted upon his assistants liking it, too.

## Let Things Run Themselves.

Under these circumstances he might have continued in business for years and retired in a good old age with a nice roll stowed away, plenty

to keep him to the end of his days. He might have had this money now—doubtless much of it is due him, if he only had some means of finding out. But he hasn't. Neither can his creditors. He is honest and would give it to them if they could get hold of it between them.

However, investigation did not show any evidence of extravagance; either in the conduct of the business or the personal life of the storekeeper. There was apparently nothing to condemn except the fact that he never knew his own condition financially, and had let things run themselves.

## Balance the Books.

For the safe conduct of any business there must be careful book-keeping. Without it the structure falls. There is no knowledge of affairs without the information of the ledger pages.

The cash book should be balanced every day, night or morning, and it should be carefully consulted. There should also be particular care with all entries showing credit or debit accounts.

It is not the purpose here to tell how to keep books. The reader already knows or he would not understand from any description. There are several methods, all good, and one of them must be used if the business is to be permanently successful.

## Impatient With Details.

What is of importance is to impress upon every merchant the advisability of not attempting to keep the books himself unless he has a special leaning in that direction. As a rule a good salesman is a poor man of details. He can not keep still long enough to cope with that part of the business. He is impatient with system. He wants to slap ahead and do things, not take account of them after they are done.

It is far better, therefore, to delegate the book-keeping to an employe. But the proprietor should know how, so that he can understand and audit the work of the book-keeper. Otherwise he may be imposed upon or cheated. He will not think to ask for all the little points of information he should have, and which would force themselves upon his attention when examining the books. Therefore he should know how.

## Partners Can Manage.

But he should not attempt to do the work. He will surely neglect it unless he neglects something else. It is all right where there are partners if one is gifted along the line of accounts and takes hold of that end of the business. He can be useful to the firm, and work along comfortably with his more active partner, to their mutual advantage. It is a most excellent distribution of the work.

But where one man attempts to do it all he gets cross and grouchy with having to plod along with the slow work of details when he feels he might be more profitably employed at something else. More profitable it would be only when some one else is handling the books.

If there is no one in your employ who can keep the accounts in a scientific manner, and you are not a

trained book-keeper yourself, have some one come and open the books and show you how. It will pay to spend a little money for the services of an expert. The books must be kept right, and they must be balanced every so often, or they are worthless. Unless there is a good system as well as careful attention this can not be done.

It is the little foxes that spoil the vineyard. It is the little details which become mountainous stumbling blocks if overlooked. It is the "little rift within the lute that by and bye will make the music mute." It is the unkept books that will rise up and torment you in the day of settlement.

## Community Counsel.

The flag looks best on a house that is in good repair.

A town is like a plant: It may grow anyway; but it will grow faster if it is cultivated.

Patriotism means something besides yelling for the flag; it also means working for the community.

There is no use reading the Declaration of Independence to the man who depends on Chicago for his goods.

We would be quick to defend this community in time of war. It is

equally urgent that we be prompt to promote its welfare in time of peace.

The easiest money man acquires comes from the increasing value of his home. Therefore, the most important work he does is helping the community to grow.

The value of each man's property is enhanced by the value of the property around it. It is not enough to build a good house; we must help to make a good town.

The seed from which springs this community's prosperity is the money that is invested here at home. It will never bear fruit for us if it is planted somewhere else.

This town that is our residence today is our children's recollection for a lifetime. What shall they remember?—Good stores, clean streets, comfortable homes; or something else?

The development of this community is not a matter of common sense. It returns not only a reward in contentment but a profit in property valuation.

Human happiness depends on the things that are nearest to us—the home first of all, and then the town in which we live. Whatever we do to make the home pleasanter or the town better, makes life more worth the living.

## Proof

ALL trading is based on confidence. The power of selection or preference is responsible for the success or failure of many a business. A woman wants trade marked goods because she believes in them. And she believes in N. B. C. goods because they prove out. Proof is never imaginary. It is a cashable asset that comes without cost to every grocer who sells N. B. C. products. It is inside every N. B. C. package, and the housewife knows that it is *quality* that carries this proof. The housewife who always finds a full line of N. B. C. goods in the famous In-er-seal Trade Mark packages and the handsome glass-front cans on your shelves, finds proof that you are indeed a modern grocer.

NATIONAL BISCUIT  
COMPANY





### Displaying Confectionery in the Window.

In almost all branches of the retail trade there is a good deal of attention being paid to the unit system of window dressing. It produces neat displays in which each line of goods or each style of article is displayed by itself. If your window is small it is wise to use a single unit or one idea display in the window at a time. If the window is large it is possible to divide it into two or more sections by using a thin partition of wood. On this may be draped such material as is being used for the rest of the background and walls, using on each side of the partition that color which prevails in the display on that side. Such unit displays may consist of but two or three boxes or trays of a certain specialty with suitable show cards. A very large window may be subdivided into three small displays. The partitions should extend from the glass to the background. This unit plan is particularly adapted to the confectionery store, because if a window is very large it is not desirable to use stock enough to make a complete display of one kind of goods.

The Fourth of July is worthy of special displays, and as a rule displays for such holidays are not difficult to make because they admit of the use of the American flag. A very attractive arrangement is made by taking two large flags and hanging them side by side from the top of the glass inside so that they just nicely cover it to the floor. Then drape back the flags, each to its own side, with a silk cord, just as curtains or portieres are pulled back from a doorway. In the background may be hung another large flag with a stack of guns or army muskets in front of it. Between this background and the curtained front the goods are placed with suitable show cards on them. The arrangement is not fussy. It is simple and rather rich in appearance and carries out well the spirit of the occasion.

The soda fountain usually has a long string of cards or narrow signs which are hung up together, and produce a list of the flavors served. This idea can be used in advertising candy as well. The idea should be to make the list one of freshly made or newly arrived stock. It should be headed, "Fresh To-day." Below this should follow cards reading, "Cream Peppermints," "Peanut Brittle," "Maple Fudge," "Ice Cream Drops," "Brown's Mixed Chocolates," etc. Of course, all these cards are detachable, and each day

the arrangement ought to be changed so that only the freshest stock will be mentioned. Even though there is no change in the stock there ought to be a change in the list so that people who are disposed to be critical will not find the same old arrangement there day after day until they lose faith in the reliability of the announcement. This is one of the little schemes that needs constant attention, like a bulletin board or a clock which is advertised as "The Correct Time." While such a thing may seem unimportant to the merchant himself, and while it may not appear to matter if it is not taken care of for a day or so, the neglect is apt to cause some good customer to lose confidence in the store or its stock. Little things which do not seem to count with the dealer often count a great deal with the customer.

Such signs as the above or any other signs in the window must without fail be kept absolutely clean and spotless. This is important in any store. It is triply important in the confectionery store. People nowadays insist upon having their candy from a clean store, that is, if they are the kind of people whose trade we value the most. The whole public is gradually reaching a point where it refuses to eat anything which comes from unclean or unsanitary surroundings. And just a suggestion of untidiness is often enough to create the impression that does the harm.

The baseball season is now in full swing and every boy has a baseball in his hands and every ball player, past or present, is attracted by baseball goods in a window. Along with baseball and inseparable from it goes chewing gum. A window display that you can easily make if you also happen by any chance to sell baseball goods is the following: If you do not carry such stock, the nearest dealer will no doubt lend you what is necessary if you will put a card in the window reading, "These Gloves Loaned by Brown's Sporting Goods Store." Arrange all kinds of gloves and mitts, second hand ones are better than new ones, all around the window and in the palm of each place a five-cent package of some kind of chewing gum. The display should be made to show all the various kinds the store sells so that every passerby will see the kind he wants. A big card should read, "Every Player Has His Favorite Kind. We Keep the Kind YOU Chew."

A form of display which shows up the individual prices well is that of

sticking them on a background in some geometrical form. The background may be made of light wood or heavy strawboard and covered with any color desired. On this the pieces of candy are arranged in the form of a circle, a star, a flag, the store name or the name of the brand of candy. Varying colors of candy may be made to contrast with the background. The price of the mixture or the kind may be made in candy figures. The display may be constructed in a back room and set in the window without delay when the time comes. It is not enough to make this merely a design in pieces of candy. The kinds used should have some significance. The exhibit may be all peppermints; it may represent all the different pieces in a special pound mixture, or it shows the kinds the store makes in its own workshop. There should in any event be some suggestion to the display so that the observer will carry away an idea of something more than

merely a lot of candy stuck on a board.

### With the Lid Off.

"Mother," asked Bob, with a hopeful eye on the peppermint jar, "have I been a good boy this afternoon?"

"M-m-yes," answered mother, dubiously, recalling a certain little rift within the lute. The 4-year-old diplomat looked anxious.

"Please," he begged, "say a wide-open yes!"



All Good Things  
Are Imitated

**Mapleine**

(The Flavor de Luxe)

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

Order a stock from your jobber, or

The Louis Hilfer Co.,  
4 Dock St., Chicago, Ill.

Crescent Mfg. Co., Seattle, Wash.

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.

## 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.

**Ramona Theatre** WEEK STARTING  
JULY 1

Finest Summer Theatre in the United States

ENGAGEMENT EXTRAORDINARY

**Jos. E. Howard and Mabel McKane**

Original Song and Patter

Composer of "The Time, The Place and The Girl," "The District Leader" and 14 other musical comedy successes.

**Caesar Nesi—Rube Dickinson**  
And Four 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.

**Dancing Pavilion Now Open—Finest in State**



## THE PERSONAL TOUCH.

### The Strongest Element in Mercantile Success.

Written for the Tradesman.

Shoppers are the salvation of a store. Without them a store is no more than a warehouse. It has ceased to be a power in the sales system of its owner, and when this occurs it is transformed from a profit maker into a dead expense.

What's a store for? A warehouse or a sales maker?

What are windows for? Just light sifters?

The highest type of store is the most powerful sales making weapon a merchant possesses. A man is a merchant only as long as his store is a factor in sales. The disappearance of the store as an element in the sales system marks the change of merchant into agent.

A store must be a part of the generator that develops sales. It must push towards the goal of profits. When it ceases to have a hand in the production of business, when it drops back into the warehouse class, it at once becomes no more than a clog.

To be able to apply the power that lies dormant within it, to produce results, it must have human subjects to work upon. And the latter can not be influenced by the store until they are actually within the four walls that contain its stock in trade.

The object of all retail advertising, therefore, should be to pull customers storewards. Anything that runs counter to this idea merely creates opposition where co-operation is expected.

Printed salesmen which tend to keep patrons at home fight against the store—the strongest ally a merchant has—and confirm people in the very habits that the storekeeper strives to kill.

Letters, handbills and catalogues which make it easier for your customers to buy at home cut at the roots of your success. And whenever you send out literature of this kind you become your own competitor.

Certainly there are enough on the side of the enemy without adding yourself to the number and you must never, under any circumstances, suggest the idea that a patron can buy as satisfactorily at home as by coming into your store.

Tell the truth. Impress upon your trade the many advantages which accompany the act of buying from the actual goods. Show them how much better service you can give when they allow you to see them personally. Since seeing and buying are inextricably linked together, you can not fail to benefit by an advertising policy so aimed.

Your letters, therefore, should be grappling hooks thrown out to pull trade into your store, and each one should create in your customers a desire to see the goods you sell.

How can you do this?

Learn how to describe the goods. Put yourself in the other fellow's place. Visualize the sort of appeal

that would bring you into a store other than your own.

In that preceding paragraph lies the formula for all successful advertising, letters or not.

Put yourself in the other fellow's place.

Study your store, your goods and your advertising with the eyes of an outsider. When describing goods, suddenly change places with your prospect. Find out what effect the description would have on you, if it were mailed you from another store. Learn to look at your own work through the eyes of others. Imagine for the moment that Brown is the sender and you the recipient. What sort of an impression would it make on you, coming from Brown?

How can you create in your trade a desire to see and buy the goods you sell?

By concentrating, in your letters, on one thing at a time. The unfortunate tendency of many merchants is to make each letter a condensed catalogue of all the wares they carry.

Remember this: Every additional item described in your letters helps divide the attention of the reader. For example, each of three articles will have twice the attention secured by each of six. If one item alone is mentioned, it will have no competition for the interest of the reader. But every article added tends to cut down the attention given to each.

Concentrate, therefore, on a few goods at a time.

Assume a personal tone. If possible, have each letter bear the name of the person addressed. You, yourself, would be more receptive to a letter beginning, "Dear Mr. Smith," than to one that commenced, "Dear Sir." In the one case you feel that you are picked out for special attention; in the other that you are merely one of a crowd.

The personal touch is one of the strongest elements in mercantile success. It is the factor that enables the smaller store to compete with its department store cousin. It is the great advantage possessed by the dependent store over the syndicate.

In your letters, therefore, make Mrs. Smith, Mrs. Brown and Mrs. Jones feel that you are addressing them personally, and word each letter just as if you were writing to a single well known individual. No matter whether that particular epistle goes to one or to a thousand, always visualize one person as a type of all the rest and write to her alone.

Do not be afraid to repeat yourself. Continual harping on one strain has made the fortune of many an advertiser. Of course, you must vary the tone, but the man who merely advertised that "Colicura Cures Colic" would eventually make himself believed by the mere weight of accumulated assertions. Even a man who tells you the same lie day after day will finally make both you and himself believe it. Choose a policy, therefore, and never cease telling it to your trade. If possible, put it in

attractive form and deal the catchphrase out in every letter mailed.

Clothe the message attractively. Remember that it is a salesman and dress it accordingly. Few sales would result if you depended upon the efforts of ragamuffins sent around from house to house. Neither would you employ a solicitor who spoke only pidgin English. Use as much judgment, therefore, in composing and writing letters. Clothe them in neat and distinctive dress and try to have a letterhead that is more than mere gingerbread. The color of the envelopes and paper is immaterial, although a color that stands out might be helpful.

Talk exclusively from the standpoint of the customer. Forget yourself and look at the goods as the customer might see them. Thus you will give the impression that you are interested in more than mere profits and that the interests of a patron are of first importance with you.

Be original, but not sensational. Few sales can be made with a megaphone and the language of a side-show barker, and if you choose to try this method of attention getting,

you will soon see its futility. In the first place it is unnatural, and if customers can not recognize you in your style of writing, very slight personal relation will be established by your advertising.

In all that you do, however, fall back on your one infallible test, and try everything by looking at it through the eyes of the outsider. Learn to change places with the other fellow, and all the phases of your business will be seen stripped of the mantle of prejudice that you unconsciously throw around them.

Anderson Pace.

(The next talk will contain concrete developments of the ideas expressed in this number.)

When it is finally settled that the thing is impossible—watch some fellow do it.

## OFFICE OUTFITTERS LOOSE LEAF SPECIALISTS

*The Tisch-Hine Co.*

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

## DELIVERY WAGONS

### WE SELL—

Light—Delivery Wagons for

Medium—Delivery Wagons for

Heavy—Delivery Wagons for

GENERAL MERCHANTS  
GROCERS  
BUTCHERS  
BAKERS  
LAUNDRIES  
CLEANERS  
FLORISTS  
HARDWARE DEALERS  
PLUMBERS  
GAS FITTERS  
UNDERTAKERS  
CARPENTERS  
EXPRESSMEN  
MILK DEALERS  
MARKET GARDENERS  
BERRY MEN  
FRUIT GROWERS  
FARMERS

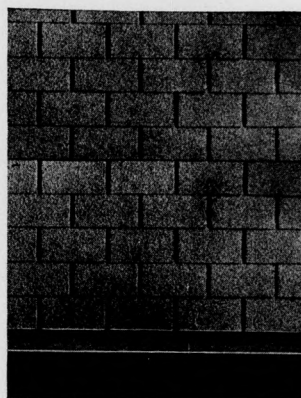
Are you buying wagons from us?

Sherwood Hall Co., Ltd.

::

Grand Rapids, Mich.

## REYNOLDS FLEXIBLE ASPHALT SLATE SHINGLES



Reynolds Slate Shingles After Five Years Wear



Wood Shingles After Five Years Wear

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

Write us for Agency Proposition. Distributing Agents at

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

**H. M. REYNOLDS ASPHALT SHINGLE CO.**

Original Manufacturer, GRAND RAPIDS, MICH.





**Michigan Knights of the Grip**  
 President—C. P. Caswell, Detroit.  
 Secretary—Wm. J. Devereaux, Port Huron.  
 Treasurer—John Hoffman, Kalamazoo.  
 Directors—F. L. Day, Jackson; C. H. Phillips, Lapeer; I. T. Hurd, Davison; H. P. Goppelt, Saginaw; J. Q. Adams, Battle Creek; John D. Martin, Grand Rapids.  
**Grand Council of Michigan, U. C. T.**  
 Grand Counselor—John Q. Adams, Battle Creek.  
 Grand Junior Counselor—E. A. Welch, Kalamazoo.  
 Grand Past Counselor—Geo. B. Craw, Petoskey.  
 Grand Secretary—Fred C. Richter, Traverse City.  
 Grand Treasurer—Joe C. Wittliff, Detroit.  
 Grand Conductor—M. S. Brown, Saginaw.  
 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.

#### Wafted Down From Grand Traverse Bay.

Traverse City, July 1—Once more the stork has visited the home of E. C. Knowlton and E. C. is wearing the smile that does not come off all because a nice little girl has registered. Congratulations, Earl.

Joseph Ewing, who has been connected with the International Harvester Co. for some time in the past, now carries a grip for the Thomas Manufacturing Co. Here's wishing you lots of big orders, Joe.

Dick Warner, Jr., of Grand Rapids, was heard to remark this week that he saw Harry Hydorn making a house-to-house canvass in Edgerton. Now we are sure Harry was not selling Standard Oil Company's products, but just telling the natives that he was elected President of the Secretaries-Treasurers' Association at Columbus.

Frank Wilson has again done some fine figuring since his kids took all the prizes at our last picnic, and as we are planning on having a baby show this year he still will be in line, for a nice little son has put in his appearance. Best wishes, Frank.

Archie Jourdan is still telling about the fine time he had at the B. P. O. E. party in Cadillac recently. Get an alarm clock hereafter.

Frank Wilson has taken a position with the John Deere Plow Co.

Since we have been giving some mention of the new arrivals in our several homes, we begin to feel as though everybody was trying to get in style. Kindly watch these columns hereafter.

The following secretaries attended the National meeting at Columbus from Michigan this week: Harry D. Hydorn, of Grand Rapids Council; Harry Marks, of Detroit Council; John W. Schram, of Cadillac Council, Detroit; Herman E. Vasold, of Saginaw; R. S. Hopkins, of Kalamazoo Council; W. I. Barnes, of Hillsdale Council; Maurice Heuman, of Jackson Council, and Fred C. Richter, Grand Secretary. The meeting was a very successful one. Election of officers resulted as follows:

President — Harry D. Hydorn, Grand Rapids.  
 Vice-President—C. C. King, Sioux City, Iowa.  
 Secretary—H. T. McCrea, Alton, Illinois.  
 Treasurer—J. M. Berry, Dallas, Texas.  
 Page—R. L. Wallace, Atlanta, Georgia.

Executive Committee—G. W. Slicer, Blue Field, West Virginia; A. E. Paul, Columbus, Ohio; Fred C. Richter, Traverse City; J. C. Nicolls, Kansas City, Mo.

John W. Schram, of Detroit, made the nominating speech for Brother Hydorn and his remarks added a great deal to the pleasure of his election. Vice-President Richter, of the Michigan jurisdiction, was pleased to report that we enjoyed a 60 per cent. gain last year. Here's hoping that more of the secretaries will attend next year.

John W. Schram, of Detroit, was appointed Vice-President of Michigan by the President for the ensuing year.

Some one was heard to remark that while at Edgetts, on Pine River, last week they saw a large black bear diving off of a log and remain under water for some time, but after some time it was discovered that only George Abbott, the famous oil man of Grand Rapids, had taken an unusual dip while fishing. We congratulate you, George, on the dive.

Dick Warner, Jr., now carries a new side line in the way of a baby push cart. Best wishes, Dick.

Kent Butters has changed his address to Grand Rapids, if you please. Well, you are always welcome to return, Kent, and wish you success with your new job.

J. J. Rogers, of Manistee, now covers this territory for a Grand Rapids flour mill. We congratulate you on landing this position.

The natives of McBain were surprised recently when they opened the station at their city and found their Village Marshal asleep on some of the trunks. After some disturbance the party awoke and—lo and behold—there was A. W. Stevenson, Hazeltine & Perkins' salesman, waiting for the morning train.

We are pleased to report at this time that Charles Faust has recovered to the extent that he is able to sit on the porch. Glad to see you out, Charlie, and wish you a speedy recovery.

We were rather surprised this week to note J. R. Seewald reserving two berths on a Detroit sleeper, but upon investigation learned that he, too, intended to join the Benedicts. We hope congratulations are in order by this time and we expect to smoke. Mr. Seewald is one of Edison, Moore & Co.'s popular salesman.

Our old friend, Dan Conway, who at one time was a resident of our city, has returned to spend the summer with us. Glad to see the whole family with you, Dan. He now registers Chicago.

George McClelland, who at one time carried a grip for the Upjohn Pill & Granule Co., of Kalamazoo, and made the Queen City his home, motored through with Mrs. McClelland from the Celery City and spent a few days with us before traveling north. George now holds the position of sales manager for the drug company and is meeting with great success.

Mrs. R. E. Weaver is spending a few weeks visiting in Grand Rapids. R. E. was seen on the streets of Walton this week carrying a grip.

Nearly all the hotels of Northern Michigan have installed the individual towels and it certainly seems a pleasure these warm days to enjoy the privilege of using the same.

Wm. E. Bennett, of Boyne City fame, now resides in Traverse City again. Welcome, Bill.

Every one of our members are planning on making our picnic this year the event of the season, with Chairman Jourdan at the head of it. We have a number of invitations from several of the leading resort and pleasure spots and we hope soon to give particulars. Fred C. Richter.

It may be of interest for many persons to learn that a woman named Kalbfleisch, which is German for veal, has become Mrs. Bacon, in the few moments required for the pronouncement of a marriage service. This is entitled to class with the best work of the lightning change artists on the vaudeville stage.

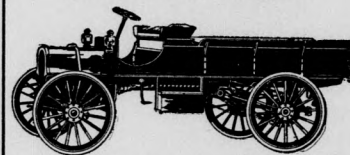
## Hart Brand Canned Goods

Packed by

W. R. Roach & Co., Hart, Mich.

Michigan People Want Michigan Products

### Chase Motor Wagons



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

Adams & Hart  
 47-49 No. Division St., Grand Rapids



## Chicago Boats

G. & M. Line

Every Night

Fare \$2

Holland Interurban 8p.m.  
 Boat Train at .....

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.

## Why Not Save 50% On Ice Bills?

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

### Brecht's Enclosed Brine Circulating System



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

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

Write us today for particulars.

Dept. "K"

THE BRECHT COMPANY

ESTABLISHED 1853

Main Offices and Factories:

1201-1215 CASS AVE., ST. LOUIS, U. S. A.

New York, Denver, San Francisco, Cal., Hamburg, Buenos Aires



### Chirpings From the Crickets.

Battle Creek, July 1—Among the brothers who wear the U. C. T. button we met two of our Michigan boys in Indiana this past week. They were Geo. Struthers, of Traverse City Council, No. 361, and Charles Flemming, of our own Council, No. 253. It is indeed a pleasure to meet our brothers and especially do we like these chance encounters when out of our own State.

It beats all to what extremes some people will go just to get his name in the paper. Brother and Sister Ireland have moved into their new home on Main street, West, just beyond the Country Club. The house is not completed yet, but it will not be long before the plans will be carried out and the place will be honored with a name other than just "The Farm." So far Herb seems to know the place when the car stops, even though there is no number or sign board in sight.

Brother John Hach, of Coldwater Council, No. 452, was in the city Sunday, stopping off from a motoring tour for a short visit with friends.

Brother John Adams returned Sunday morning from Columbus, Ohio, where he attended the twenty-fifth annual session of the Supreme Council during the past week. He is spending this week with his family at Gull Lake.

This is the week that the travelers from the United Confectionery Co. are having their vacations. The boys are all doting on the much deserved holiday. Sales Manager Brother John McIntire is the only one left on the job, but John never needs a vacation anyway.

On the last page of last week's issue of the Tradesman we note a paragraph to the mail order house, quoted from William Allen White. Although this is printed in heavy type, we believe it is worthy of a more conspicuous place, and the sentiment therein contained should be tooted and blasted from every trumpet in every column and at every opportune time. It is high time that thinking people should interest themselves in these things and not leave them for politicians to adjust. It would seem that while we have many good men, those who are really and truly conscientious and honest, yet there are existing conditions which might be bettered. We happen, through the courtesy of one of our customers, to have a little poem which describes some of the virtues which we believe would make some of the politicians and officeseekers better equipped to manage the affairs which pertain to the common people, and we only wish that in quoting it we might have been able to give the name of the poet:

Look, Laugh, Live, Lift.

I would be True,  
For there are those who trust me;  
I would be Pure,  
For there are those who care;  
I would be Strong,  
For there is much to suffer;  
I would be Brave,  
For there is much to dare;  
I would be a Friend  
Of all the friendless;  
I would be Giving,  
And forget the gift;  
I would be Humble,  
For I own my weakness;  
I would Look Up and Laugh,  
And Love and Lift.

This, the week of the Glorious Fourth, is certainly a busy one for Battle Creek. Besides celebrating one of the most important of all holidays, we have two circuses and a Chautauqua. With no particular comment from us, all grown-ups know with what keen interest and delight the Fourth of July and a circus day are hailed by the average American boy or girl. Bless their hearts, it is not just because it is something in the way of noise that makes a boy or girl like to have the Fourth come to us. It is the American spirit of patriotism. If you do not believe it, just watch the boys and girls in your own neighborhood. See what the flushed cheeks, the sparkling eyes and the light spring step as they line up with soldier caps, drums, fife and guns, and with Old Glory waving above their heads, tell you. Look out, you old grouch, you who have lived so many years since your childhood that you really do not know whether you ever had a noble, patriotic thought in your head or not. Watch yourself or you might fall off your dignity and lower yourself in the eyes of the neighbors by falling in step with the youngsters. What these young folks need is not more firecrackers in particular, but more of the confidence of the parents, the older brothers, the uncles and the grandfathers. We believe in a sane Fourth, and we love the boys and girls to the degree that we would not wish to see any of them carelessly maimed or seriously hurt. But let us, as older ones, encourage them in all matters patriotic, and let us try and provide such things as will amuse, teach and satisfy them.

Then, too, the circus. We can not all attend the performance, but can we not see that some youngster is provided with a peep at some of the novel and interesting things that only come to town once or twice a year? There is the unloading in the morning, there may be the parade with some free attractions and would it be such a serious thing to see that the boy or girl gets some satisfaction in having the proprietors of a circus condescend to stop off in their town for one day? Do be thoughtful and kind to the little ones. How often you look back and wish that you might be young again. This kindness and thoughtfulness, this sympathy, will all help to make you a better man or woman, and you need it to make you a success.

What an education, what an inspiration the Chautauqua brings to us all! We can not describe to you all the attractions we ourselves will be privileged to witness this week, but we can not refrain from speaking of the opening number, which was given Sunday afternoon—J. H. Balmer with his wonderful Kaffir singing boys and Miss Clark. Mr. Balmer has spent about a quarter of a century in Africa, having been sent there in the beginning on account of tubercular trouble. Miss Clark, the able accompanist, was born in South Africa, of English parents.

But it is of the boys I wish to speak. This is no place for me to

discuss the race problem and, anyway, I am not well enough informed to try and solve such a matter, but if you could only hear one of those little Kaffirs, possibly 9 years old, sing "I'm the Child of a King," I believe the barrier, if you have one, would begin to weaken. Then, too, another little fellow who could barely speak plainly sang "Only an Armor Bearer" in a manner that the Heavenly Father himself would be proud to hear.

All the songs, solos, duets and chorus work were extremely good and well rendered. We know that the English spoken by these little fellows was nicely done and be believe that the Kaffir tongue was as fluently spoken, as we have seen no one in the large audience who dared to contradict it.

While this was not particularly a missionary meeting, with a contribution attached, we do feel that the subject should not and can not pass from the minds of the good people of our own fair land simply as an entertainment. What has been done for these boys by faithful, earnest Christian workers, can be done in a larger way, if we as a Christian nation take it up.

History teaches us that the Christ was hidden away for a time in this same country which needs his influence to-day. Charles R. Foster.

### The Boys Behind the Counter.

Kalamazoo—Gregg Hogar, of Paw Paw, has taken a position with W. M. Bryant, at Bryant's boot shop. Mr. Hogar has lived in the Vineyard Town all his life and has an acquaintance covering a large part of Van Buren county.

Lake Linden—Alfred Therrien has taken a position in the clothing store of Henry Nathenson. Mr. Therrien graduated last week from the local high school.

Battle Creek—Leslie Conant has taken a position with the Elsenhood Bros.' grocery store.

Menominee—Herbert Bourdlaies, who for over two years has been connected with the Stocklin Pharmacy, on Main street, has resigned that position to take a much needed rest. After a rest of a few weeks he is to become interested in a new work, the nature of which he is unable to announce at present. During the absence of the proprietor, Clifford Stocklin, who spent several months at the Isle of Pines, he assumed active management of the establishment.

Kalamazoo—Gilmore Bros. have engaged Charles L. Perry as advertising manager. Mr. Perry is well known in Kalamazoo, having come here only seven years ago from the Springs Dry Goods Company, Grand Rapids. Since his residence in this city he has been engaged part of the time in writing advertising copy, which has attracted attention because of its excellence.

There is little doubt that one of the most provoking things that can happen to a man is to push hard on a swinging door that is labeled, "Pull."

### Grocers Meet and Eat For Mutual Benefit.

Petoskey, July 2—Thirty-six grocers and butchers, six of whom were from Harbor Springs, one from Charlevoix, one from Bay Shore and one from Walloon Lake, participated in the banquet given last Tuesday night at Maccabee hall by the Petoskey Retail Grocers' Association.

The feast, served by Mrs. Charles Lomain's class of the Methodist church, was one of the best, and the toast programme which followed, under the direction of Toastmaster Henry S. Sweeney, was filled with interest and fun. Mr. Sweeney, as manager of the new collecting agency to be formed in Petoskey, outlined the plans formulated along those lines and discussed the subject at some length.

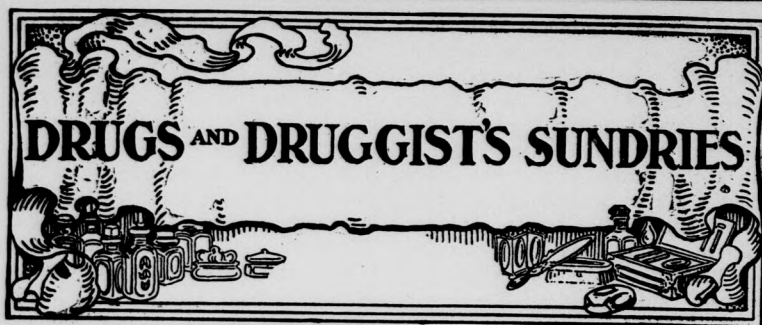
Other speakers were E. L. Rose, John Lake, George Danser, Adrian Oole, Clyde Bear, Will Horton and Mr. Mason, the last mentioned being from Charlevoix. All discussed questions of more or less importance to the gathering. President A. C. Neilson, of the State organization, was one of the principal speakers of the evening.

As the result of the banquet, the grocers of this region should be able to form a closer union for the mutual benefit of all, and should advance along all lines in harmony with each other aims that are being sought by the Association and are being realized.

G. K. Coffey, who has represented the Crown Baking Powder Co. in this territory since 1896, has gone to Mt. Clemens for three weeks in the hope that the baths there will relieve him from an attack of inflammatory rheumatism. After he has taken a course of baths at Mt. Clemens, he will go to Shippensburg, Pa., where he will visit a sister and brother. Thence he goes to Maryland, where he will visit other relatives. Mr. Coffey now tips the beam at 345 pounds and claims to be the largest U. C. T. in Michigan. He asked his house for a leave of absence and requested it to put some one else in his place temporarily, but Charles Roger, President of the corporation at East St. Louis, wrote him that he could have his vacation and that he would be paid as usual in the meantime, but that no one would be sent over his territory. This tends to show the esteem in which he is held by his house. This feeling naturally adds to the enjoyment of his vacation. He expects to be back on the warpath again about August 15.

W. A. Van Syckle, for six years traveling salesman for the Voigt Milling Co., has resigned that position to accept a proprietary interest in the Glable Carving Works of Holland. Mr. Van Syckle is a most popular and efficient salesman and enjoys the confidence of a host of friends and patrons, who wish him abundant success in his new field of endeavor. He will be succeeded by Iavan McGee, a rising and promising young man of Grand Rapids.





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

**Grand Rapids Drug Club.**

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

**A Small Town Plan.**

A druggist in a small town wanted to get some additional soda water business and found it could be done. There were seven druggists in this town, four of them being located "down town," that is to say, in the business center. They all made very good soda water and did about the same amount of business. Our druggist began running poetical "reading notices" in the local daily. Here is one of his samples:

If I am right in what I think,  
There are five reasons why men drink.  
Good soda, a friend, or being dry,  
Or lest you should be by and by,  
Or any other reason why.

This, of course, is a paraphrase of an old rhyme with which nearly everybody is familiar. He also used the following paraphrase of Cowley:

Why  
Should every mortal drink but I?  
Why, man of morals, tell me why?  
Drink at Blank's Soda Fountain.

Now, life in a small town is not an exciting proposition, and these little items created a deal of favorable comment. The druggist got a book of quotations and evolved a few new ones every day, and some of them were very catchy. When his inventiveness began to flag, he offered prizes of soda tickets for the best lots of notices submitted.

This served a double purpose; it got him his reading notices without mental effort on his part, and it got the people interested in his contests, and, incidentally, in his fountain. He was not stingy with his prizes of soda tickets, kept everybody in good

humor, and attracted a lot of business. Some people object to giving prizes, but where is the harm in an enterprise like this? A contest of this kind is a boon to a small town; it stirs up the people, gets them to reading good literature, starts a friendly emulation and makes business. You have to do something to get business, and these things create new business. If the other druggists get in line, everybody benefits. There is no use piking along in the same old rut, waiting on what business floats up to your counter, and being content with that. You have to reach for business these days.

Every man has his chance. Think up something suited to your community and try it. The fact that you are trying something will, of itself, help business.

**The Milk Shake.**

Fifteen years ago the milk shake was a general favorite, and some dispensers did a good business in this drink alone. Its popularity waned to some extent, and of late years it has not had the vogue that it once had. We must remember, however, that a thing may get so old as to become new again.

Another generation has begun drinking soda water since the milk shake was in its glory, and there is no reason why they should be denied all knowledge of this drink. A New York druggist sold the milk shake last season under the name of the "Fluffy Ruffles," and did a thriving business among the school girls of the smart set. He had a "smart" name and the drink was hailed as a smart drink. The "Fluffy Ruffles" consisted of half an ounce of chocolate syrup, half an ounce of coffee syrup and seven ounces of milk, and retailed for 10 cents. This was an old combination masquerading under a new name, but the combination was good, the name was catchy and everybody was happy. We offer some other combinations in which the milk shake is being sold to-day:

**Floradora.**

Serve in an ordinary soda glass. Fill tumbler half full of shaved ice, add one ounce of vanilla syrup, one-half ounce strawberry syrup and fill tumbler nearly full of fresh milk. Shake thoroughly, strain and serve.

**Light Lunch.**

One ounce chocolate syrup, one-half ounce vanilla syrup, one egg. Add to these ingredients a quantity of shaved ice and fill glass nearly full of milk. Shake thoroughly, strain and serve. Top with grated nutmeg.

**Malted Milk Shake.**

One ounce vanilla syrup, one-half ounce coffee syrup, two teaspoonfuls malted milk. Add to these ingredients the usual quantity of shaved ice, fill glass nearly full of fresh milk, shake thoroughly, strain and serve. Of course, practically any fountain syrup may be used as a base that will not curdle or affect the milk. Chocolate is a favorite here, as elsewhere, with coffee and vanilla not far behind. Acid syrups should not be used with milk.

**Chipped Glassware.**

Because glasses represent a considerable part of the general fountain expense, there is a tendency to continue to use a glass after the rim has become chipped. This is a good example of false economy. Insist that your dispensers be as careful as they can in handling glasses. Do not forget, however, that they chip very easily and no man can avoid some breakage. The only wise thing to do is to discard a glass just as soon as you notice that it is chipped. The appearance of such a glass upon the counter is decidedly bad. It is also dangerous, for some one is likely to cut himself, not seriously perhaps, but sufficiently to cause one to think twice before going a second time to a fountain where he had such an experience.

Another dangerous thing about a chipped glass at a fountain is that your dispensers are liable to cut themselves when washing them, especially when they are hustling and try-

ing to give good service. Don't let them run any unnecessary chances.

Have you ever noticed the expression on a customer's face who was turning a chipped glass around in the holder, trying to find a smooth edge to drink from? If you ever do, you will understand why this advice is given. It may cost something to discard chipped glasses; but it will cost more to keep them in service.

It is not always necessary to throw them away—they can be used at home, where a knowledge of their condition will mean carefulness. If you do not care to use them, you, no doubt, will find some among your clerks who will be glad to.

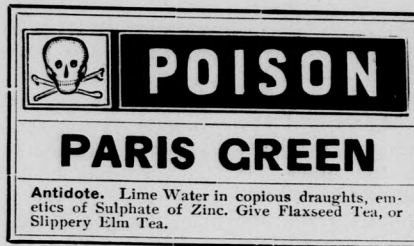
**Fruit Punch Syrup.**

To two pints of pineapple syrup add one pint of orange syrup, one pint of strawberry syrup and three ounces of lemon juice and mix thoroughly.

Nature consists not only in itself, objectively, but at least just as much in its subjective reflection from the person, spirit, age, looking at it, in the midst of it, and absorbing it—faithfully sends back the characteristic beliefs of the time or individual—takes, and readily gives again, the physiognomy of any nation or literature—falls like a great elastic veil on a face, or like the molding plaster on a statue.—Whitman.

Most optimism can be traced to a good digestion, and most pessimism is the result of indigestion.—Hugh Black.

## Paris Green Labels



The Paris Green season is at hand and those dealers who break bulk must label their packages according to law. We are prepared to furnish labels which meet the requirements of the law, as follows:

100 labels. 25 cents  
200 labels. 40 cents  
500 labels. 75 cents  
1000 labels. \$1.00

Labels sent postage prepaid where cash accompanies order. Orders can be sent through any jobbing house at the Grand Rapids market.

**Tradesman Company, Grand Rapids**



## WHOLESALE DRUG PRICE CURRENT

<b>Acidum</b>		<b>Copalba</b>	1 50@1 75
Aceticum	6@ 8	Cubebae	4 00@4 50
Benzoicum, Ger.	45@ 60	Erigeron	2 35@2 50
Boracie	10@ 15	Evechthitos	1 00@1 10
Carbolicum	25@ 35	Gaultheria	4 80@5 00
Citricum	45@ 50	Geranium	oz 75
Hydrochlor	1 1/4@ 5	Gossypil Sem gal	60@ 75
Nitrosum	5 1/2@ 10	Hedeoma	2 50@2 75
Oxalicum	14@ 15	Junipera	40@1 20
Salicylicum	40@ 42	Lavendula	30@4 00
Phosphoricum, dil.	1@ 15	Limons	2 00@2 10
Sulphuricum	1 1/4@ 5	Mentha Piper	3 75@ 400
Tannicum	1 00@1 10	Mentha Verid	5 00@5 25
Tartaricum	38@ 40	Morrhuae, gal.	1 10@1 25
		Myrica	3 75@4 35
<b>Ammonia</b>		Oliva	2 50@3 25
Aqua, 18 deg.	3 1/4@ 6	Picis Liquida	10@ 12
Aqua, 20 deg.	4 1/4@ 8	Picis Liquida gal.	10@ 12
Carbonas	13@ 15	Ricina	98@1 25
Chloridum	12@ 14	Rosae oz.	11 50@12 00
		Rosmarini	1 00
<b>Aniline</b>		Sabina	1 75@2 00
Black	1 00@2 00	Santal	4 50@5 00
Brown	80@1 00	Sassafras	90@1 00
Red	45@ 50	Sinapis, ess. oz.	1 00
Yellow	1 00@1 50	Succini	40@ 45
		Thyme	50@ 60
<b>Baccae</b>		Thymopt.	17@ 25
Cubebae	70@ 75	Theobromas	1 00@1 70
Junipers	6@ 8	Tigil	1 00@1 70
Xanthoxylum	@ 65		
		<b>Potassium</b>	
<b>Balsamum</b>		Bi-Carb	15@ 18
Copaiba	70@ 75	Bichromate	13@ 15
Peru	2 00@2 25	Bromide	40@ 50
Terabin, Canad.	65@ 75	Carb	12@ 15
Tolutan	90@1 00	Chlorate	12@ 16
		Cyanide	30@ 40
<b>Cortex</b>		Iodide	2 65@2 75
Abies, Canadian	25	Potassa, Bitart pr	30@ 35
Cassiae	25	Potass Nitras opt	7@ 12
Cinchona Flava	20	Potass Nitras	7@ 12
Buonymus atro.	40	Prussiate	23@ 26
Myrica Cerifera	32	Sulphate po	15@ 18
Prunus Virgin	30		
Quillala, gr'd.	15	<b>Radix</b>	
Sassafras, po 30	26	Aconitum	@ 37
Ulmus	25	Althae	50@ 60
		Anchusa	10@ 12
<b>Extractum</b>		Arum po	@ 25
Glycyrrhiza, Gla.	24@ 30	Calamus	20@ 40
Glycyrrhiza, po.	25@ 30	Gentiana po 15	12@ 15
Haematox	11@ 12	Glycyrrhiza pv 15	12@ 15
Haematox, 1s	13@ 14	Hellebore, Alba	15@ 20
Haematox, 1/2s	14@ 15	Hydrastis, Canada	@ 70
Haematox, 1/4s	16@ 17	Hydrastis, Can, po	@ 65
		Inula, po	25@ 30
<b>Ferru</b>		Ipecac, po	25@ 30
Carbonate Precip.	15	Iris Flora	2 50@3 00
Citrate & Quina 1	80@2 00	Jalapa, pr.	40@ 50
Citrate Soluble	63@ 75	Maranta, 1/4s	30@ 35
Ferrocyanidum S	25	Podophyllum po	15@ 25
Solut. Chloride	15	Rhei	75@1 00
Sulphate, com'l.	2	Rhei, cut	1 00@1 25
Sulphate, com'l. by	75	Rhei, pv	75@1 00
Sulphate, pure	7	Sanguinari, po 18	@ 28
		Scilla, po 45-60	20@ 25
<b>Flora</b>		Senega	@ 90
Arnica	18@ 25	Serpentaria	@ 90
Anthemis	40@ 50	Smilax, M. grd.	@ 25
Matricaria	30@ 35	Smilax, off's H grd.	@ 45
		Spigella	@ 90
<b>Folia</b>		Symplocarpus	@ 30
Barosma	1 75@1 85	Valeriana	@ 25
Cassia Acutifol.	15@ 20	Zingiber a	16@ 20
Cassia Acutifol	25@ 30	Zingiber j	25@ 28
Salvia, officinalis,	20@ 25		
1/4s	@ 10	<b>Miscellaneous</b>	
Uva ursi	8@ 10	Aether, Spts Nit	45@ 50
Acacia, 1st pkd.	@ 40	U S P	45@ 50
		Alumen, grd po 7	3@ 5
<b>Gummi</b>		Annatto	40@ 50
Acacia, 1st pkd.	@ 40	Antimoni, po	4@ 5
Acacia, 2nd pkd.	@ 35	Antimoni et pot	40@ 50
Acacia, 3rd pkd.	@ 30	Antifebrin	@ 20
Acacia, sifted sts.	@ 20	Antipyrin	@ 25
Acacia, po.	35@ 45	Argenti Nitras oz	@ 55
Aloe, Barb	22@ 25	Arsenicum	10@ 12
Aloe, Cape	@ 25	Balm Gilead buds	40@ 50
Aloe, Socotri	@ 45	Bismuth, S N	2 10@2 20
Ammoniac	35@ 40	Calcium Chlor, 1s	@ 8
Asafoetida	1 00@1 25	Calcium Chlor, 1/2s	@ 11
Benzoinum	50@ 55	Calcium Chlor, 1/4s	@ 9
Camphorae	55@ 60	Cantharides, Rus. Po	@ 1 25
Euphorbium	@ 40	Capsici Fruc's af	@ 20
Galbanum	@ 10	Capsici Fruc's po	@ 25
Gamborge po.	1 00@1 25	Carmin, No. 40	@ 3 50
Gauliacum po 45	@ 35	Carphyllus	25@ 30
Kino	po 45c	Cassia Fructus	@ 35
Myrrh	po 50	Cataceum	@ 35
Opium	7 25@7 50	Centraria	@ 10
Opium powder	9 25@9 50	Cera Alba	50@ 55
Shellac	30@ 40	Cera Flava	35@ 42
Shellac, bleached	35@ 45	Crocus	10@ 15
Tragacanth	1 00@1 20	Chloroform	34@ 44
		Chloral Hyd Crys 1	25@1 45
<b>Herba</b>		Chloral'm Squibbs	@ 90
Absinthium	25@ 30	Chondrus	20@ 25
Eupatorium oz pk	30	Cocaine	3 75@4 00
Lobelia oz pk	35	Corks list, less 70%	@ 45
Majorum oz pk	36	Creosotum	@ 2
Mentha Pip. oz pk	35	Creta, prep.	6@ 8
Rue oz pk	30	Creta, precip.	7@ 10
Tenacetum V.	30	Creta, Rubra	@ 10
Thymus V oz pk	30	Cudbear	@ 20
		Cupri Sulph.	6 1/4@ 10
<b>Magnesia</b>		Dextrine	@ 10
Calcined, Pat.	55@ 65	Emery, all Nos.	@ 8
Carbonate, K-M.	18@ 20	Emery, po.	5@ 6
Carbonate po	10@ 15	Ergota, po 1 80	1 40@1 50
		Ether Sulph.	27@ 40
<b>Oleum</b>		Flake White	12@ 15
Absinthium	8 00@8 25	Galla	@ 30
Amygdalae Dulc.	75@ 85	Gambler	3@ 9
Amygdalae Ama	8 00@8 25	Gelatin, French	35@ 45
Anisi	2 15@2 20	Glassware, full cs.	@ 80%
Aurant Cortex	3 15@3 25	Less than box 70%-10%	@ 10%
Bergamit	8 00@8 50	Glue, brown	11@ 13
Caliputi	85@ 90	Glue, white	15@ 25
Caryophilli	1 25@1 30	Glycerina	22@ 30
Cedar	85@ 90	Grana Paradisi	@ 25
Chenopadii	6 50@7 00	Humulus	50@ 80
Cinnamon	1 50@1 60	Hydrarg Ammoli	@ 1 50
Conium Mae	80@ 90	Hydrarg Ch. Mts	@ 1 30
Citronella	40@ 50	Hydrarg Ch. Cor	@ 1 25
		Hydrarg Ox Ru'm	@ 1 40
		Hydrarg Ungue'm	60@ 75
		Hydrargyrum	@ 88
		Ichthyobolla, Am.	90@1 00
		Indigo	75@1 00
		Iodine, Resubi	.3 75@4 00
		Iodoform	4 50@5 00
		Liquor Arsen et	@ 25
		Hydrarg Iod.	@ 25
		Liq Potass Arsenit	10@ 15

Lupulin	@ 2 75	Saccharum La's	20@ 30
Lycopodium	60@ 70	Salacin	50@4 75
Macis	80@ 90	Sanguis Drac's	40@ 50
Magnesia, Sulph.	3@ 5	Sapo, G	@ 15
Magnesia, Sulph. bbl.	@ 1 1/2	Sapo, M	@ 12
Mannia S. F.	@ 85	Sapo, W	10@ 12
Menthol	7 50@8 00	Seidlitz Mixture	15@ 18
Morphia, SP&W	4 80@5 05	Sinapis	20@ 25
Morphia, SNYQ	4 80@5 05	Sinapis, opt.	@ 30
Morphia, Mal	4 80@5 05	Snuff, Maccaboy,	@ 54
Moschus Canton	@ 40	De Voes	@ 54
Myristica No. 1	25@ 40	Snuff, S'h DeVos	@ 54
Nux Vomica po 15	@ 10	Soda, Boras	5 1/4@ 10
Os Sepia	25@ 30	Soda, Boras, po	5 1/4@ 10
Pepsin Saac, H &	@ 1 00	Soda et Pot's Tart	25@ 30
P D Co	@ 1 00	Soda, Carb	1 1/4@ 3
Picis Liq N N 1/2	@ 2 00	Soda, Bi-Carb	1 1/4@ 3
Picis Liq qts	@ 2 00	Soda, Ash	1 1/4@ 3
Picis Liq pints.	@ 65	Soda, Sulphas	1 1/4@ 3
Pil Hydrarg po 80	@ 18	Spts, Cologn	@ 3 80
Piper Alba po 35	@ 20	Spts, Ether Co.	50@ 55
Piper Nigra po 22	@ 18	Spts. Vini Rect bi	@ 22
Pix Burgum	10@ 12	Spts. Vini Rect 1/2 bbl	@ 22
Plumbi Acet	15@ 18	Spts. Vini Rect 10 gl	@ 22
Pulvis Ip'cut Opil 2	25@2 50	Spts. Vini Rect 5 gl	@ 22
Pyrenthrum, bxs. H	@ 75	Strychnia Crys'l	1 00@1 30
& P. D. Co. doz.	@ 75	Sulphur, Roll	2 1/4@ 5
Pyrenthrum, pv.	20@ 30	Sulphur, Subl.	2 1/4@ 5
Quassia	10@ 15	Tamarinds	8@ 10
Quina, N. Y.	21 1/2@31 1/2	Terebenth Venice	40@ 50
Quina, S. Ger.	21 1/2@31 1/2	Therrominae	55@ 60
Quina, S P & W	21 1/2@31 1/2	Vanilla Ext.	1 00@1 50
Rubia Tincturum	12@ 14	Zinci Sulph	7@ 10

<b>Oils</b>		<b>Paints</b>	
Lard, extra	bbl. gal. 85@1 00	Green, Paris	14 1/4@ 21
Lard, No. 1	75@ 90	Green, Peninsular	13@ 16
Linseed pure raw	81	Lead, red	7 1/4@ 10
Linseed, boiled	82@ 88	Lead, white	7 1/4@ 10
Neat's-foot w str	80@ 85	Ochre, yel Ber 1	2@ 5
Turpentine, bbls.	@ 52 1/2	Putty, comm'l 2 1/4	2 1/4@ 5
Turpentine, less	.56@ 62	Red Venetian, bbl 1	@ 5
Whale, winter	.70@ 76	Shaker Prep'd	1 50@1 65
		Vermillion, Eng.	90@1 00
		Vermillion Prime	
		American	13@ 15
		Whiting Gilders	1@ 5
		Whit'g Paris Am'r	@ 1 1/4
		Whit'g Paris Eng.	@ 1 1/4
		cliff	@ 1 1/4
		Whiting, white S'n	@



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 &amp; 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

Fruit Jars  
Steel Cut Oats  
Cheese

## DECLINED

Peas  
Coffee  
D. D. Gasoline

## Index to Markets

### By Columns

		1		2	
		AMMONIA		Clam Bouillon	
		12 oz. ovals 2 doz. box 75		Burnham's, 1/2 pt. 2 25	
		AXLE GREASE		Burnham's, pts. 2 75	
		1lb. wood boxes, 4 doz. 3 00		Burnham's qts. 7 50	
		1lb. tin boxes, 3 doz. 2 35		Fair 75@ 90	
		3 1/2 lb. tin boxes, 2 doz. 4 25		Good 1 00@1 10	
		10lb. pails, per doz. 6 00		Fancy 1 30	
		15lb. pails, per doz. 7 20		French Peas	
		25lb. pails, per doz. 12 00		Monbador (Natural)	
		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	
		BATH BRICK		Hominy	
		English 95		Standard 85	
		BREAKFAST FOODS		Lobster	
		Apetizo, Biscuits 3 00		1/2 lb. 2 50	
		Bear Food, Pettijohns 1 95		1 lb. 4 25	
		Cracked Wheat, 24-2 2 50		Picnic Tails 2 75	
		Cream of Wheat, 36-2 4 50		Mackerel	
		Egg-O-See Wheat 2 75		Mustard, 1lb. 1 80	
		Egg-O-See Corn 2 75		Mustard, 2lb. 2 80	
		Flakes 2 75		Soused, 1 1/2 lb. 1 60	
		Posts Toasties, T. 2 80		Soused, 2lb. 2 75	
		No. 2 2 80		Tomato, 1lb. 1 50	
		Farinose, 24-2 2 70		Tomato, 2lb. 2 80	
		Grape Nuts 2 70		Mushrooms	
		Grape Sugar Flakes 2 50		Hotels 15	
		Sugar Corn Flakes 2 50		Buttons, 1/2s 14	
		Hardy Wheat Food 2 25		Buttons, 1s 25	
		Postma's Dutch Cook. 2 75		Oysters	
		Holland Rusk 3 20		Cove, 1lb. 90@	
		Saxon Wheat Food 3 00		Cove, 2lb. 1 60@	
		Krinkle Corn Flake 2 00		Plums	
		Malt Breakfast Food 4 50		90@1 35	
		Maple Flakes 2 70		Pears in Syrup	
		Maple Corn Flakes 2 80		No. 3 cans, per doz. 1 50	
		Minn. Wheat Cereal 3 75		Peas	
		Algrain Food 4 25		Marrowfat 1 25	
		Walston Wheat Food 4 50		Early June 1 25	
		Saxon Wheat Food 3 00		Early June sifted 1 45@1 55	
		Shred Wheat Biscuit 3 60		Peaches	
		Triscuit, 30 2 25		No. 10 size can pie 3 25	
		Pillsbury's Best Corn 4 25		Pineapple	
		Post Tavern Special 2 80		Grated 1 75@2 10	
		Voigt's Cream Flakes 4 50		Sliced 90@2 60	
		Quaker Puffed Rice 4 25		Pumpkin	
		Quaker Puffed Wheat 2 85		Fair 80	
		Quaker Brkfst Biscuit 1 90		Good 90	
		Quaker Corn Flakes 1 90		Fancy 1 00	
		Victor Corn Flakes 2 20		Gallon 2 15	
		Washington Crisps 2 80		Raspberries	
		Wheat Hearts 1 90		Standard @	
		Wheatena 4 50		Salmon	
		Zest 4 00		Warrens, 1 lb. Tall 2 30	
		Evapor'd Sugar Corn 90		Warrens, 1 lb. Flat 2 40	
		BROOMS		Red Alaska 1 85@1 95	
		Parlor 3 00		Pink Alaska 1 40@1 50	
		Jewel 3 70		Sardines	
		Winner 4 25		Domestic, 1/2s 3 00	
		Whittier Special 4 55		Domestic, 3/4 Mus. 3 90	
		Parlor Gem 3 75		Domestic, 1/2 Mus. 7 14	
		Common Whisk 1 10		French, 1/2s 18@23	
		Fancy Whisk 1 50		Shrimps	
		Warehouse 4 50		Dunbar, 1st. doz. 1 20	
		BRUSHES		Dunbar, 1 1/2s, doz. 2 25	
		Scrub		Fair Succotash 90	
		Solid Back, 8 in. 75		Good 1 20	
		Solid Back, 11 in. 95		Fancy 1 25@1 40	
		Pointed Ends 85		Standard Strawberries 95	
		Stove		Fancy 2 25	
		No. 2 90		Tomatoes	
		No. 3 75		Good 1 35	
		No. 1 1 25		Fancy 1 50	
		Shoe		No. 10 4 00	
		No. 8 1 00		CARBON OILS	
		No. 7 1 30		Barrels	
		No. 4 1 70		Perfection @11	
		No. 3 1 90		D. S. Gasoline @16 1/2	
		BUTTER COLOR		Gas Machie @24 1/2	
		Dandelion, 25c size 2 00		Deodor'd Nap'a @14 1/2	
		CANDLES		Cylinder 29 @34 1/2	
		Paraffine, 6s 10		Engine 16 @22	
		Paraffine, 12s 10		Black, winter 8 @10	
		Wicking 20		CATSUP	
		CANNED GOODS		Snider's cats 2 35	
		Apples		Snider's 1/2 pints 1 35	
		3lb. Standards @ 90		CHEESE	
		Gallon 2 60@2 85		Acme @15 1/2	
		Blackberries		Bloomingdale @16 1/2	
		2 lb. 1 60@1 90		Carson City @16 1/2	
		Standards gallons @5 00		Hopkins @16 1/2	
		Beans		Riverside @16	
		Baked 85@1 30		Warner @16 1/2	
		Red Kidney 85@95		Brick @16 1/2	
		String 70@1 15		Leiden @15	
		Wax 75@1 25		Limburger @18	
		Blueberries		Pineapple 40	
		Standard 1 30		Sap Sago @22	
		Gallon 6 75		Swiss, domestic @13	
		Clams			
		Little Neck, 1lb. @1 00			
		Little Neck, 2lb. @1 50			
		Yeast Cake 14			

3

4

5

## CHEWING GUM

Adams Pepsin 55  
American Flag Spruce 55  
Beaman'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 Breath Perf. 1 00  
Spearmint 55  
Spearmint, jars 5 bxs 2 75  
Yucatan 55  
Zeno 55

## CHICORY

Bulk 55  
Red 5  
Eagle 5  
Franck's 5  
Schener's 6  
Red Standards 1 60  
White 1 60

## CHOCOLATE

Walter Baker & Co.  
German's Sweet 22  
Premium 30  
Caracas 28  
Walter M. Lowney Co.  
Premium, 1/4s 29  
Premium, 1/2s 29

## CIDER, SWEET

Regular barrel 50 gal 00  
Trade barrel, 28 gals 5 50  
1/4 Trade barrel, 14 gal 3 50  
Bottled, 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 Braided Cotton 1 00  
No. 60 Braided Cotton 1 25  
No. 80 Braided Cotton 1 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  
Galvanized Wire  
No. 20, each 100ft. long 1 90  
No. 19, each 100ft. long 2 10

## COCOA

Baker's 36  
Cleveland 41  
Colonial, 1/4s 35  
Colonial, 1/2s 35  
Bpps 36  
Huyler 36  
Lowney, 1/4s 32  
Lowney, 1/2s 32  
Lowney, 3/4s 30  
Lowney, 5 lb. cans 30  
Van Houten, 1/4s 12  
Van Houten, 1/2s 20  
Van Houten, 3/4s 40  
Van Houten, 1s 72  
Webb 33  
Wilber, 1/4s 32  
Wilber, 1/2s 32

## 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  
Scalloped Gems 10  
1/4s & 1/2s pails 15  
Bulk, pails 14  
Bulk, barrels 12

## COFFEES, ROASTED

Rio  
Common 19  
Fair 19 1/2  
Choice 20  
Fancy 21  
Peaberry 23  
Santos  
Common 20  
Fair 20 1/2  
Choice 21  
Fancy 23  
Peaberry 23  
Maracaibo  
Fair 24  
Choice 25  
Fancy 26  
Mexican  
Fair 25  
Fancy 26  
Guatemala  
Fair 25  
Fancy 28  
Java  
Private Growth .26@30  
Mandling .31@35  
Aukola .30@32  
Mocha  
Short Bean .25@27  
Long Bean .24@25  
H. L. O. G. .26@28  
Bogota  
Fair 24  
Fancy 26  
Exchange Market, Steady  
Spot Market, Strong  
New York Basis  
Arbuckle 23 25  
Lion 23 00  
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.  
Extract  
Holland, 1/2 gro boxes 95  
Felix, 1/2 gross .15 15  
Hummel's foll, 1/2 gro. 85  
Hummel's tin, 1/2 gro. 1 43

## CONFECTIONS

Stick Candy Pails  
Standard 8 1/2  
Standard H H 8 1/2  
Standard Twist 9  
Cases  
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  
Broken 8 1/2  
Cut Loaf 9 1/2  
Leader 8 1/2  
Kindergarten 11  
Hand Made Cream 10  
Premio Cream mixed 17  
Paris Cream Bon Bons 11

## Fancy-In Pails

Gypsy Hearts 15  
Coco Bon Bons 14  
Fudge Squares 14  
Peanut Squ



6

Graham Crackers, Red Label	1 00
Lemon Snaps	50
Oatmeal Crackers	1 00
Old Time Sugar Cook.	1 00
Oval Salt Biscuit	1 00
Oysterettes	50
Premium Sodas	1 00
Pretzettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Sultana Fruit Biscuit	1 50
Soda Crackers N. B. C.	1 00
Soda Crackers Select	1 00
S. S. Butter Crackers	1 50
Unedda Biscuit	50
Unedda Linjer Wayfar	1 00
Unedda Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
2wiback	1 00

Other Package Goods	
Barum's Animals	50
Chocolate Tokens	2 50
American Beauty	
Ginger Snaps	2 50
Butter Crackers, NBC	
family package	2 50
Soda Crackers, NBC	
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	18

Peel	
Lemon, American	12 1/2
Orange, American	12 1/2

Raisins	
Connosiar Cluster 1 lb.	17
Dessert Cluster, 1 lb.	21
Loose Muscatels 3 Cr	7 1/2
Loose Muscatels 4 Cr	8
L. M. Seeded 1 lb. 7 1/2	@8

California Prunes	
90-100 25lb. boxes..@	7
80-90 25lb. boxes..@	7 1/2
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

Wardens Grocer Co.	
Quaker, paper	5 50
Quaker, cloth	5 60

Spring Wheat.	
Roy Baker	
Golden Horn, family.	5 75
Golden Horn, bakers.	5 75
Wisconsin Rye	4 35

Judson Grocer Co.	
Ceresota, 1/2s	7 10
Ceresota, 1/4s	7 00
Ceresota, 1/2s	6 90

Lemon & Wheeler	
Wingold, 1/4s	6 70
Wingold, 1/2s	6 60
Wingold, 1/4s	6 50

Wardens Grocer Co.	
Laurel, 1/4s cloth	6 70
Laurel, 1/2s cloth	6 60
Laurel, 1/4s & 1/2s paper	6 50
Laurel, 1/2s cloth	6 50

Wykes & Co.	
Sleepy Eye, 1/4s cloth	6 60
Sleepy Eye, 1/2s cloth	6 50
Sleepy Eye, 1/4s cloth	6 40
Sleepy Eye, 1/2s paper	6 40
Sleepy Eye, 1/4s paper	6 40

Meal	
Bolted	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	33
Cracked corn	32
Coarse corn meal	32

FRUIT JARS.	
Mason, pts. per gro.	4 75
Mason, s. per gro.	5 10
Mason, 1/2 gal. per gro.	7 35
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

7

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.	4 60
Wizard Buckwheat	6 80
Rye	5 00

Valley City Milling Co.	
Lilly White	5 80
Light Loaf	5 40
Graham	2 50
Granena Health	2 60
Golden Meal	2 10
Bolted Meal	2 00

Voigt Milling Co.	
Graham	5 10
Voigt's Crescent	5 80
Voigt's Flourvoigt	5 80
Voigt's Hygienic	5 10
Voigt's Royal	6 20

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, family.	5 75
Golden Horn, bakers.	5 75
Wisconsin Rye	4 35

Judson Grocer Co.	
Ceresota, 1/2s	7 10
Ceresota, 1/4s	7 00
Ceresota, 1/2s	6 90

Lemon & Wheeler	
Wingold, 1/4s	6 70
Wingold, 1/2s	6 60
Wingold, 1/4s	6 50

Wardens Grocer Co.	
Laurel, 1/4s cloth	6 70
Laurel, 1/2s cloth	6 60
Laurel, 1/4s & 1/2s paper	6 50
Laurel, 1/2s cloth	6 50

Wykes & Co.	
Sleepy Eye, 1/4s cloth	6 60
Sleepy Eye, 1/2s cloth	6 50
Sleepy Eye, 1/4s cloth	6 40
Sleepy Eye, 1/2s paper	6 40
Sleepy Eye, 1/4s paper	6 40

Meal	
Bolted	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	33
Cracked corn	32
Coarse corn meal	32

FRUIT JARS.	
Mason, pts. per gro.	4 75
Mason, s. per gro.	5 10
Mason, 1/2 gal. per gro.	7 35
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

8

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	@ 15
Bulk, 2 gal. kegs 90	@ 105
Bulk, 5 gal. kegs 90	@ 100
Stuffed, 5 oz.	90
Stuffed, 8 oz.	1 35
Stuffed, 1 4oz.	2 25
Pitted (not stuffed)	
14 oz.	2 25
Manzanilla, 10 oz.	90
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	
Half barrels	
5 gallon kegs	

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
60 lb. tubs	advance 1/2
50 lb. tubs	advance 1/2
20 lb. pails	advance 3/4
10 lb. pails	advance 3/4
5 lb. pails	advance 1
8 lb. pails	advance 1

9

Smoked Meats	
Hams, 12 lb. av.	15 1/2 @ 15 1/2
Hams, 14 lb. av.	14 @ 14 1/2
Hams, 16 lb. av.	14 1/2 @ 14 1/2
Hams, 18 lb. av.	14 1/2 @ 14 1/2
Skinned Hams	15 @ 15 1/2
Ham, dried beef	
sets	20 @ 20 1/2
California Hams	10 1/2 @ 10 1/2
Picnic Boiled Hams	15
Boiled Hams	23 @ 23 1/2
Minced Ham	11
Bacon	13 1/2 @ 14

Sausages	
Bologna	8
Liver	7 1/2 @ 8
Frankfort	9 @ 9 1/2
Pork	11
Veal	11
Tongue	11
Headcheese	9

Beef	
Boneless	14 00
Rump, new	15 00

Pig's Feet	
1/4 bbls.	95
3/4 bbls., 40 lbs.	1 90
1/2 bbls.	3 75
1 bbl.	8 00

Tripe	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00

Tongue .....	11
Headcheese .....	9
<b>Beef</b>	
Boneless .....	14 00



# 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, 3 1/2 oz.	5 70
Carnival, 16 oz.	40
Cigar Clip's Johnson	30
Cigar Clip's, 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
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 Cameo, 1 1/2 oz.	41
Drummond, 5c	5 75
F F A 2 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 59
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.	50
Hazel Nut, 5c	5 76
Honey Dew, 1 1/2 oz.	40
Honey Dew, 10c	11 88
Hunting, 1 1/2 & 3 1/2 oz.	38
I X L, 5c	6 10
I X L, in pails	32
Just Suits, 5c	6 00
Just Suits, 10c	11 88
Klin 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 aurka, 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, 3 & 16 oz.	38
Myrtle Navy, 10c	11 80
Myrtle Navy, 5c	5 94
Maryland Club, 5c	5 90
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., 8 oz., 30 lb. cs.	19
P. S., 2 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

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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 Caporal, 1 lb.	4 80
Sweet Lotus, 5c	6 00
Sweet Lotus, 10c	12 00
Sweet Lotus, per doz.	4 80
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
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
Trouit Line, 5c	5 95
Trouit 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 86
Union Leader, 10c	2 55
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
Wave Line, 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	5 76
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

## TWINE

Cotton, 3 ply	21
Cotton, 4 ply	21
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	6

## VINEGAR

White Wine, 40 grain	8 1/2
White Wine, 80 grain	11 1/2
White Wine, 100 grain	13
Oakland Vinegar & Pickle	
Co.'s Brands.	
Highland apple cider	18
Oakland apple cider	14
State Seal sugar	12
Oakland white pickling	10
Packages free.	

## WICKING

No. 0, per gross	30
No. 1, per gross	40
No. 2, per gross	50
No. 3, per gross	75

## WOODENWARE

Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	3 50
Splint, medium	3 00
Splint, small	2 75
Willow, Clothes, large	8 25
Willow, Clothes, small	6 25
Willow, Clothes, me'm	7 25

## Butter Plates

Wire End or Ovals.	
1/4 lb., 250 in crate	30
1/2 lb., 250 in crate	30
1 lb., 250 in crate	30
2 lb., 250 in crate	35
3 lb., 250 in crate	40
5 lb., 250 in crate	50

## Churns

Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55

## Clothes Pins

Round Head.	
4 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

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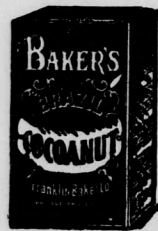
Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
Ideal No. 7	85
12lb. cotton mop heads	1 45
Pails	
2-hoop Standard	2 00
3-hoop Standard	2 35
2-wire Cable	2 10
Cedar all red brass	1 25
3-wire Cable	2 30
Paper Eureka	2 25
Fibre	2 40
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, tin, 5 holes	70
Rat, wood	65
Rat, spring	80
Tubs	
20-in. Standard, No. 1	7 50
18-in. Standard, No. 2	6 50
16-in. Standard, No. 3	5 50
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3 Fibre	8 25
Washboards	
Bronze Globe	2 50
Dewey	1 75
Double Acme	3 75
Single Acme	3 75
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Luck	2 75
Universal	3 00
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 50
15 in. Butter	2 00
17 in. Butter	3 75
19 in. Butter	6 00
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 1/2
Wax Butter, short c't	13
Wax Butter, full count	20
Wax Butter, rolls	19
YEAST CAKE	
Magic 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Cream, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	58
AXLE GREASE	
MICA	
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 inch, 5 gross	50
4 1/2 inch, 5 gross	55
Cartons, 20 2 1/2 doz. bxs.	55
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
S. C. W., 1,000 lots	31
El Portana	33
Evening Press	32
Exemplar	32

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Worden Grocer Co. Brand	
Ben Hur	
Perfection Extras	35
Eclipse patent spring	85
Londres	35
Londres Grand	35
Standard	35
Puritatos	35
Panatellos, Finas	35
Panatellos, Bock	35
Jockey Club	35

## COCOANUT

Baker's Brazil Shredded



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

## COFFEE

Roasted Dwinell-Wright Co.'s B'ds

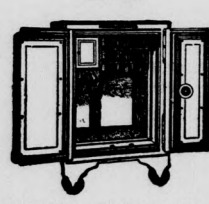


White House, 1lb.	.....
White House, 2lb.	.....
Excelsior, Blend, 1lb.	.....
Excelsior, Blend, 2lb.	.....

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Tip Top, Blend, 1lb.	.....
Royal Blend	.....
Royal High Grade	.....
Superior Blend	.....
Boston Combination	.....
Distributed by Judson	.....
Grocer Co., Grand Rapids;	.....
Lee & Cady, Detroit;	.....
Symons Bros. & Co., Saginaw;	.....
Brown, Davis & Warner, Jackson;	.....
Gods-mark, Durand & Co., Battle Creek;	.....
Fielbach Co., Toledo.	.....

## SAFES



Full line of fire and burglar 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 &amp; Sons Brand.



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

Lautz Bros. &amp; 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

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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
Marseilles, 100 cakes	6 00
Marseilles, 100 cks	5 40
Marseilles, 100 ck foil	4 00
Marseilles, 1/2 box foil	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
Roseline	3 59
Armour's	3 70



## 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 and Exchange by Frank P. Cleveland

CHICAGO WHOLESALE AND RETAIL MEAT MARKET AND SAUSAGE FACTORY; well established business; good reasons for selling; price \$4,500.

TEA, COFFEE, EXTRACT AND SPICE BUSINESS in Northern Illinois city of 18000 population; business established 9 years; about \$5,500 required.

CHICAGO HARDWARE STORE; fine South-side location; business established six years; good reasons for selling; price \$3,500.

DRUG, PAINT AND WALL PAPER STORE in Sullivan County, Indiana; profits average \$400 per month; same owner for 38 years; invoice about \$6,000.

BUTCHER SHOP, also 4-room brick house, slaughter house and 16 acres of land in Knox Co., Ind., profits average about \$125.00 net per month; price \$4,725.

STOCK OF GENERAL MERCHANDISE in Ada Co., Idaho, sales average \$1,400 per month; must be sold to settle an estate; invoice about \$5,500.

ONE THIRD INTEREST IN OLD ESTABLISHED DRUG STORE in Simpson Co., Ky., good location for druggist; price \$2,000.

TWO STORE BUILDINGS. Residence, Large Lot and Stock of Racket Goods in Van Buren Co., Mich., business established and a money maker; about \$15,500 required.

STOCK OF GENERAL MERCHANDISE in Jackson Co., Mich., invoice about \$7,200; price right; good opening.

STOCK OF GENERAL MERCHANDISE in Jefferson Co., Mo., sales average \$3,800 per month; stock and fixtures invoice about \$9,350.

GENERAL STORE in Jefferson Co., Wis., sales \$2,600 per month, business well established; invoice about \$9,000.

Write me for detailed descriptions. I bring buyers and sellers together. No matter where located if you want to buy, sell or trade any kind of business or property, write me. Established 1881. FRANK P. CLEVELAND, 1261 Adams Express Building, Chicago, Illinois.

**JULY CLEARING SALES**—Merchants planning on a big July clearing sale should engage expert sale conductors. How a sale is run makes all the difference in the world in results. Contract now with men who know how. A. E. Greene, 135 Grand River Ave., Detroit, Mich. 251

For Sale—Clean stock of shoes and groceries. Good town, best location. Fine farming country. If you want a business for business this is your chance. Lock Box 47, Colon, Mich. 252

For Sale—Clean stock of general merchandise in one of the best little towns in lower Michigan. Inventory about \$6,000. Good grain and stock market. Brick store, 24 x 100. Steam heat, individual lighting plant. Low rent. Long lease. Address Stock, care Tradesman, Grand Rapids, Mich. 253

For Sale—Very desirable bazaar stock. Will inventory about \$5,500 located in one of the best resort towns in the North. Harry Thomasma, 433-435 Houseman Bldg., Grand Rapids, Michigan. City. Phone 5375, Bell, Main 375. 244

House and lot in a good Southern Michigan town of 1,500 population, to exchange towards a farm. Address No. 242, care Tradesman. 242

For Sale and trade in one of the finest new sections of Eastern Colorado. A fine new stock of merchandise, hardware, implements, groceries and dry goods. Just the right size stock to make money. Will bear a rigid inspection. Will take part trade in real estate. Balance cash or parties must assume the whole sale accounts. Address Lock Box 2, Seibert, Colo. 241

Would like a line of goods to sell in connection with refrigerators in Buffalo and Western New York. Address B. R., Post Office Box 724, Buffalo, N. Y. 240

For Sale—Chair factory, a large, complete plant, good location, two railroads, cheap lumber and labor. Capacity, 1,000 chairs per day. Penn Lumber Company, Beirne, Ark. 239

Plaining Mill—Modern equipment, \$3,000 worth of machinery; also \$1,500 stock; finished and unfinished. A bargain for quick cash sale. Jos. H. Barnhart, Danville, Ill. 238

For Sale Cheap—A first-class lunch and dining hall in Michigan, Lakeshore town of 11,000 population. Cheap rent, all in first-class shape. Reason, poor health. Address X, care Michigan Tradesman. 254

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

Merchandise sale conductors.. A. E. Greene Co., 135 Grand River Ave., Detroit. Advertising furnished free. Write for date, terms, etc. 549

For Sale—Stock and fixtures, ladies' ready-to-wear apparel and millinery. One of the best equipped stores in Michigan. A factory and resort town of 15,000. Well established trade of several years. Best location in city. Reason for selling, owner wishes to retire from business. Give good-will and sell reasonable for cash. Address J. B. S., care Michigan Tradesman. 250

For Sale—A finely equipped veneer and panel manufacturing plant, located in the heart of the Mississippi timber belt. Can make the right party a handsome proposition. Edward Loggins, Greenwood, Miss. 249

For Sale—\$3,500 stock of general merchandise in best farming section in Michigan, 22 miles from Kalamazoo and Battle Creek; must be sold by Sept. 1. Address L. E. Quivey, Fulton, Michigan. 247

Fine Warren County Farm for Sale—One hundred and fifty-two acres, five miles from Macon; near church and school; cotton, corn, tobacco and fruits raised. Splendid water. Four thousand dollars, improvements worth more than half purchase price. W. G. Egerton, (owner), Macon, N. C. 248

Farms in exchange for general merchandise, one farm for hardware stock. Grass and farm lands to sell for cash at bargain prices. Some of them on terms to suit the purchaser. Address Four Square Land Office, Colony Kan. 245

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

For Sale—Established bakery, confectionery and ice cream business, located in best city of 5,000 in Michigan. Sales \$30,000 yearly. Rent \$55 a month. Will sell for \$5,000 cash. Address No. 237, care Tradesman. 237

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

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

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

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

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? "Nu-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 or Exchange—Shoe stock and building, country town. Address No. 211, care Michigan Tradesman. 211

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

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. Wessborg Manufacturing Co., Saginaw, Michigan. 210

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

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 moneymaker. 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

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 Perry & 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

### HELP WANTED.

Salesman wanted residing out of town to handle a quick-selling, popular-priced line of ladies', misses' and Junior coats, ranging from \$5.75 to \$15, on a strictly commission basis. State what lines you are now handling, also references. Write any time. E. Rosing & Co., 22-24 West 26th St., New York City. 243

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.

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

# HAND SAPOLIO

It is boldly advertised, and will both 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.



## THE PROCESSION OF NATURE.

The season on the city market affords a constant succession of pleasant surprises, and at the end comes a jolt. The season opens about the middle of April and the first offerings, aside from the hothouse products and those things which are brought in from the South or from California, are spinach and young onions planted last fall, protected through the winter and pulled in the spring, and old vegetables. The first mild surprise may be an offering of cowslip greens or of dandelions, brought in by some farmer with his load of old potatoes. This will come early in May and will be suggestive that spring has arrived. Then some morning a gardener will triumphantly show the first outdoor home grown radish and a few days later will appear the first modest offer of new grown spinach. Outdoor grown lettuce, beet greens, onions, carrots, beets, cabbage, turnips, peas and string beans come along in rapid succession, each giving its pleasant surprise that it should appear so soon. And about this time the first strawberries come, and the strawberries give real joy as the first of the fruits and by many are regarded as the queen of the berries. Strawberries reign during June and before they are gone cherries appear, and then raspberries and with them the currants and the gooseberries. Before the raspberries are gone the blackberries and huckleberries are in market, each giving the market visitor a pleasant thrill. The first offerings of summer apples will be on before the blackberries are gone, and then will come the plums, the early pears and then peaches and grapes and the winter apples. In the meantime early in July will appear the first offering of new home grown potatoes, and these will be followed by summer squash, celery, outdoor grown cucumbers, the melons, tomatoes, cauliflower, winter cabbage, fall potatoes and finally the big red pumpkin. Each new product of the garden or farm is hailed with satisfaction, its grower shows it with pride and the buyer pays a fancy price for it. And the jolt comes some morning when the early riser on his way to market sees the low places flecked with frost and feels the chill wind of autumn through his summer coat. The jolt is especially severe if the frost reminds him that he has not yet put in his winter's supply of coal.

The procession of nature is imposing and impressive even in so prosaic a matter as in the things we eat. From cowslips to pumpkins, from May to October, there is a constant succession of fruits and vegetables, each with its message of the advancing season. First the relishes come to clear the blood and give zest to the appetite, and then the fruit course and the season closes with the substantial, with the things that we depend upon to carry us through the winter. The succession of the crops is just as nature ordains it, but in these modern days instead of waiting for nature we are constantly and

continually rushing the season. We get strawberries a month or two months before they are due by drawing on the South, and it is the same with nearly everything else, and as for lettuce and radishes, and tomatoes and cucumbers we have them all the year around from the greenhouse. We may gain passing pleasure from anticipating nature, but, really, would we not obtain more real satisfaction if we waited for nature to bring them in their order and proper time?

The pleasant surprises which nature gives those who visit the markets are to be enjoyed by those who go into the flower garden or into the woods. From the first appearance of bare ground in the spring until the snow comes in the fall there is a constant and ever changing succession of flowers to please those who love the things that bloom. In the garden are first the snowdrops and scillas, and then the crocuses, then the tulips, the lilies of the valley, the daisies, the early pansies and the forget-me-not. In June come the iris, the columbine, the peony and the sweet rocket, and before June is gone the gaillardias, the coreopsis, sweet william, Canterbury bells, fox glove and delphinium are in bloom. July brings the sweet peas and nasturtium, the zinnia, the marigold and the hollyhock, and these are followed by the gladiolus, the aster, the dahlia and, finally, the cosmos and the chrysanthemum, and then comes the frost. In the woods and fields the floral display starts with the hepatica and skunk cabbage, and from early April until long after frost there is a wonderful succession of wild bloom, starting with dainty and delicate pinks and whites and blues and ending with glorious dashes of reds and yellows. Each visit to the woods or fields, whether it be a daily, a weekly or a monthly visit, has its pleasant surprise in finding something new and something unexpected. In the wild nature seems to keep just a little ahead of expectations. We are always surprised to see the wake robin so soon, and the first wild aster of late summer makes us wonder if nature has not unduly buried the procession. One day we may see the field brilliant with lupin and a week later, when we look once more, not a bloom is in sight, but something else has taken its place. As nature arranges it the seasons change swiftly, each with its charms and each more charming than what precedes it. Nature's arrangement, too, makes the floral display befitting the season. In the spring we want the pretty and dainty things, in the fall we want those things which have strength and character, and it is this that nature gives us.

## Features of the Local Stock Market.

With an advance of over fifty points in American Light & Traction Co. common stock within the last few weeks, the market is now in better shape than for some time past. There has positively been no stock offered in any of the outside markets for nearly a week and there is every indication of the price reaching even

higher levels before the payment of the next dividend.

Commonwealth Power Railway & Light Co. common has been very quiet and sales have been made as low as 63½. The preferred has been very active, however, and the demand exceeds the supply considerably. Bids are to be had as high as 91½.

Quotations on Citizens Telephone Co. stock show 95@96, ex-dividend. While there are plenty of bids, there is practically no stock offered, but it is anticipated that this condition will be somewhat relieved after the actual payment of the dividend.

Bank stocks generally have been rather inactive. One lot of Kent State Bank stock changed hands on a basis of 261. A few bids at 175 have been made for Grand Rapids National City Bank, but none is to be had at this figure.

Cities Service Co. securities are in a little better favor, the common being quoted at 106@108. The preferred is nearly stationary at last week's prices.

Trading has been dull in Tennessee Railway Light & Power Co. securities, but the price has held very firm. Considerable interest has been evidenced in the bonds around 84@85.

This week marks the closing up of all the final details of the United Light & Railways Co. deal. The certificates have been mailed for the 75 per cent. stock dividend on the common and the interim certificates on the underwriting are now exchangeable for the regularly engraved certificates.

Fractional share script is being traded in on the following basis:  
First preferred .....88@90  
Second preferred .....78@80  
Common .....65@70

The common stock continues in very good demand and bids are to be had up as high as 70 and sales have been made at this price. The earnings are showing up even better than was anticipated and all of the issues of this company are looked upon with a great deal of favor. The management is in very conservative hands and the earning capacity offers very attractive possibilities. It would seem as if the stocks were bound to eventually sell at much higher prices. The new offering of 5 per cent. bonds is being rapidly absorbed. They are a very safe conservative investment offering.  
C. H. Corrigan.

## Foot & Jenks Convicted on a Technicality.

Jackson, July 2—Foot & Jenks, the well-known chemists and perfume manufacturers of this city, were convicted in the Federal Court at Detroit last Thursday of having misbranded lemon extract, a product which the firm manufactures. Attorney Thomas E. Barkworth, of this city, represented the defendants in the case, and the case will probably be retried, thirty days having been granted in which to prepare for a new hearing of the case.

The trouble arose over a label and, it is said, was of a technical nature rather than material. The company,

in the preparation of its CXC lemon, uses a little over 30 per cent. of its volume of oil and as it requires 5 per cent. of the oil of lemon and 95 per cent. of alcoholic menstruum to produce the standard lemon extract, the company felt well justified in stating on its labels that their CXC lemon was six times the standard strength. Labels had been duly submitted to the Detroit branch laboratory and forwarded to Washington, as suggested by the department, new labels had been prepared and have since been used on the CXC lemon.

A few months ago the company was notified that it had been made defendant in a suit for violation of the Federal food and drug act as regards the labeling of its products. The case came on for trial Tuesday and was completed Thursday afternoon, the jury returning a verdict against the defendants.

The questions involved are purely technical, and Attorney Barkworth feels sure that a verdict favorable to the defense will be rendered at the next trial.

## Marriage of Coral Druggist.

Howard City, July 2—At the home of the bride's brother, George T. Bennett, at Grant, Tuesday William J. Woodall, Coral's druggist, and Miss Violet M. Bennett, of Howard City, were united in bonds of wedlock.

The young couple will be at home in their own new home at Coral after July 15. They will take a short wedding trip to Chicago, Dowagiac and other points.

Mr. and Mrs. Woodall are Howard City young people of whom we are all proud and their friends are legion. For several years Mr. Woodall was pharmacist and chief clerk in H. M. Gibbs' City drug store, and since moving to Coral about three years ago and entering business for himself has been very successful. The bride, after graduation from high school, was a capable assistant in the postoffice until she went to Grand Rapids to enter business college. For six years she has held a responsible position as stenographer for the Wallin Engine Co. at its general offices in the Michigan Trust building.

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

Buffalo, July 3—Creamery butter, 25@26½c; dairy, 20@24c; poor to good, all kinds, 18@22c.

Cheese—Fancy, 15@15½c; choice, 14@14½c; poor to good, 8@12c.

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

Poultry (live)—Turkeys, 12@14c; cox 10c; fowls, 14½@15c; chicks, 25@26c; ducks, 13@16c; 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, \$2.75@3 per bbl. Rea & Witzig.

The waiters' strike in New York has failed. Public sentiment did not seem to be with the strikers, and many persons who have been in New York hotels can understand why.





## SALES BIGGER EVERY YEAR

And the Moral of it is: "Because the coffee is ALL RIGHT." It must be a mighty satisfaction for a manufacturer to be able to honestly and truthfully draw such a moral from existing conditions of prosperity as do our friends, Dwinell-Wright Co., of Boston and Chicago. Let the good work go on ad infinitum, and may the few dealers who are not now selling "White House" Coffee come right into the fold of companionship with this superb blend which makes "easy money" for the thousands of grocers handling it.

Distributed at Wholesale by

**Judson Grocer Company**

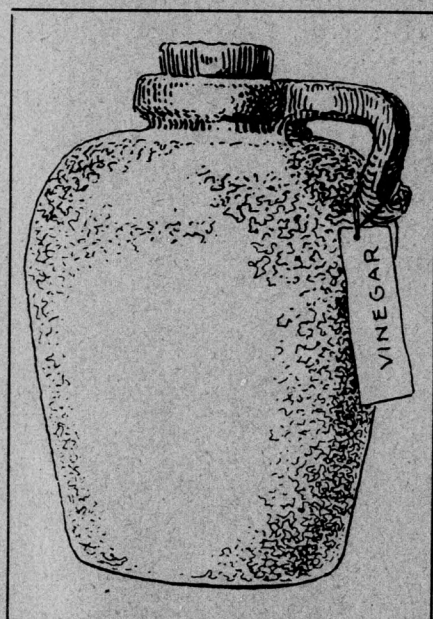
Grand Rapids, Mich.



## No. 318

This is as good an all the year around work shoe as can be built. Made throughout of oil stuffed chrome. Pleases the eye, fits the foot and wears like a pig's nose.

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

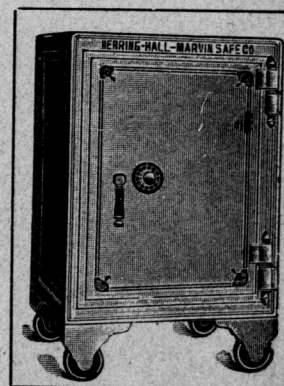


## "I Told You So"

Pouring vinegar into an open wound will sooth and heal it just as quickly and effectually as "I told you so" will correct a mistake.—*W. L. Brownell.*

When your trouble comes, when the fire destroys your books of account or the thief steals your money we shall simply feel sorry for you. We shall not say "I told you so." But we do say right here and now, and we say it candidly too, that if you are not already supplied, you should at once place in your store or office a good dependable safe. We can save

you money, big money, and also furnish you with the best safe made.



WRITE US TO-DAY AND LET US GIVE YOU FURTHER INFORMATION

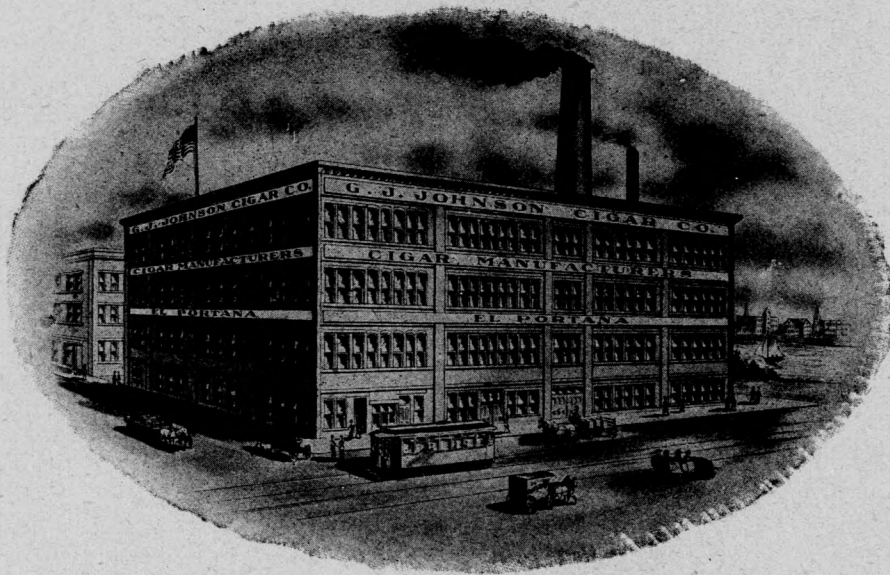
**GRAND RAPIDS SAFE CO.** *Tradesman Bldg., Grand Rapids, Mich.*



# EL PORTANA 5c CIGAR



"In a  
Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions

Made in

## Five Sizes

**G. J. Johnson  
Cigar Co.**

Makers

Grand Rapids, Mich.

